



Guide to the Carlton Foust Papers, 1959-2003 and undated

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Summary

Collection Title:

Carlton Foust papers, 1959-2003 and undated

Source:

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

Creator:

Foust, Carlton

Abstract:

Carlton "Butch" Foust was an advertising executive who worked for J. Walter Thompson, Benton & Bowles, McCann-Erickson and other agencies, often in Latin America and Spain. Collection contains advertising and market research files, client files, brochures, tear sheets, annual reports, case histories, videocassettes, and other files documenting Foust's career as an advertising executive primarily in Latin America and Spain. Materials chiefly relate to Foust's work on behalf of clients such as Kraft Foods, Kellogg, Proctor & Gamble, Coca-Cola, and Unilever, as well as numerous alcoholic beverage companies. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

15 Linear Feet

Language:

Materials in English, Spanish and Italian.

Collection ID:

RL.10110

Permalink:

<https://idn.duke.edu/ark:/87924/m1490m>

Preferred Citation

[Identification of item], Carlton Foust Papers, John W. Hartman Center for Sales, Advertising & Marketing History, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Carlton "Butch" Foust was an advertising executive who worked for J. Walter Thompson, Benton & Bowles, McCann-Erickson and other agencies, often in Latin America and Spain. Collection contains advertising and market research files, client files, brochures, tear sheets, annual reports, case histories, videocassettes, and other files documenting Foust's career as an advertising executive primarily in Latin America and Spain. Materials chiefly relate to Foust's work on behalf of clients such as Kraft Foods, Kellogg, Proctor & Gamble, Coca-Cola, and Unilever, as well as numerous alcoholic beverage companies. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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Arrangement

Arranged alphabetically into seven series: General Files; Account Files; Advertisements; New Business Files; Printed Material; Oversize Material; and Audiovisual Materials.

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Administrative Information

Publication Statement

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Use Restrictions

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Acquisition Information

The Carlton Foust Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2008.

Processing Information

Processed by: Richard Collier, April 2012

Accessions described in this finding aid: 2008-0100

Access Restrictions

Collection is open for research.

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

Original audiovisual materials are closed to research until a use copy can be produced. Contact Research Services for further information.

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.

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Related Materials

Related Material

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

[D'Arcy Masius Benton & Bowles Archives](#) [J. Walter Thompson Company](#) [London Office Records](#) [J. Walter Thompson Company](#) [Edgar Hatcher Papers](#) [J. Walter](#)

[Thompson Company](#) [Victor Gutierrez Papers](#) [J. Walter Thompson Company](#) [W. Lee Preschel Papers](#) [Charles W. Company Records](#) [Gene Federico Papers](#) [Victor G. Bloede Papers](#)

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Names and Subjects

- Alcoholic beverage industry
- Advertising -- Spain
- Audiocassettes
- Advertising -- Latin America.
- Advertising agencies -- United States -- History
- Advertising executives
- Videocassettes
- Advertising agencies -- Spain -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kraft Foods Company
- Coca-Cola Company
- Procter & Gamble Company
- Unilever (Firm)
- J. Walter Thompson Company
- Kellogg Company

Collection Inventory

General Files, 1959-1994, undated

Physical Description: 2 boxes

Binder--Branding, 1982-1994	Box 1
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Physical Description: 3 folders

Binder--Concept testing, 1966-1983	Box 1
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Physical Description: 4 folders

Binder--Media, 1959-1983, undated	Box 1
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Physical Description: 3 folders

Binder--Promotions, 1969-1985	Box 1
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Binder--Promotions, 1969-1985	Box 2
Binder--Research, 1968-1985 Physical Description: 2 folders	Box 2
Binder--Sales, circa 1960s Physical Description: 3 folders	Box 2
Brand-building workshop, 1992	Box 2
JWT advertising research, 1980-1985, undated	Box 2
Market research, 1985-1986 Physical Description: 2 folders	Box 2
Presentation: On Beyond Bite and Smile, undated	Box 2
Slides, undated	Box 2

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Account Files, 1970-1997 and undated

Physical Description: 5 boxes

Scope and Contents

Includes planning documents, research reports, brand guidelines, correspondence and other materials relating to the management of advertising account campaigns. Agencies represented include Benton & Bowles (B&B), J. Walter Thompson (JWT), and McCann-Erickson and their various offices and partnerships primarily in Spain, Germany and Latin America. Companies include Kellogg's, Kraft, and Procter & Gamble. Arranged alphabetically by office and client name.

Campaign themes and idea starters, undated	Box 3
--------------------------------------------	-------

Benton & Bowles

Champion International, 1972	Box 3
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General Foods--Carbonated candy (Pop Rocks, Space Dust) review, undated	Box 3
-------------------------------------------------------------------------	-------

General Foods--Powdered beverage advertising presentation, undated	Box 3
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General Foods--U.S. chicken coatings review, undated	Box 3
Procter & Gamble advertising guidelines, 1982	Box 3
Richardson Vick storyboards and cartoons, undated	Box 3
Securities Industry Association, undated	Box 3
B&B Germany	
Procter & Gamble E34 copy development program, 1982	Box 3
Procter & Gamble storyboard and analysis, undated	Box 3
B&B Italy	
REEMTSMA new product concepts (tobacco products), 1980	Box 3
B&B/Procter & Gamble	
Account management, undated	Box 3
Europe--Reports, 1987-1993	Box 3
Germany--Bounce, 1977-1982	Box 3
Germany--Briefing for Ralph Schilling, 1981	Box 3
Reports, 1972-1982	Box 3
Physical Description: 2 folders	
B&B/REI (Germany)	
Budget proposals, 1982-1983	Box 3
Creative review, 1982	Box 3
Clarín (Spain)	
Asociación Nacional de Fabricantes de Cervexa (ANFACE), research, 1994	Box 4

Coca-Cola España--Fanta situation analysis, 1989-1990	Box 4
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Physical Description: 2 folders

William Grant & Sons

Cardhu Malt, 1982-1993	Box 4
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Glenfiddich, 1992-1993	Box 4
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Glenfiddich direct mail, 1993	Box 4
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Glenfiddich--Report on Spanish whiskey market, 1993	Box 4
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Grant's Whiskey, 1993	Box 4
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HIstorical booklet, marketing strategy, undated	Box 4
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Miscellaneous, 1993	Box 4
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Danis B&B (Spain)

Photoboards, 1970-1979	Box 4
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J. Walter Thompson Company (JWT)

Barbara Wingate presentation to Sprint on service brands, 1995	Box 4
-------------------------------------------------------------------	-------

Jim Beam marketing plan, 1996	Box 4
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Physical Description: 2 folders

Kellogg Company

Account manager's guide, 1989	Box 5
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Advertising agency relationship philosophy, 1992	Box 5
-----------------------------------------------------	-------

Brand equity, 1995	Box 5
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Corn Flakes copy strategy, 1996	Box 5
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Creative planning guide, 1989	Box 5
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Private label study, 1996	Box 5
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Product testing guidelines, 1983 Physical Description: 2 folders	Box 5
The Switzerland market, undated	Box 5
Kraft, 1984-1995	Box 5
Strategic planning, 1996	Box 5
Unilever--Media systems development, undated	Box 5
JWT Barcelona	
Cinzano, 1985-1986	Box 5
Cinzano presentation, 1984	Box 5
JWT/Kellogg (Latin America) communications strategy, 1996-1997	Box 5
JWT/Kraft (Spain)	
European Mid-Year Creative Review, 1987	Box 5
European Winter Creative Review, 1987 Physical Description: 2 folders	Box 6
Slides, undated	Box 6
JWT Ltd. (Asia)--San Miguel Pale Pilsen strategy, 1995	Box 6
JWT London	
Allied Breweries/Skol presentation and advertising recommendations, 1985	Box 6
Johnnie Walker Scotch	
Advertising proposals for Europe, 1988	Box 6
Company history booklet, undated	Box 6
Johnnie Walker Red Label, 1985-1986	Box 6
JWT Madrid	

Johnnie Walker Scotch

Johnnie Walker Red Label briefing and evaluation, 1988 Box 6

Physical Description: 2 folders

Research Business International Limited reports

Johnnie Walker Red Label Concept Evaluation, 1988 Box 6

The Essence of Johnnie Walker, 1988 Box 6

Physical Description: 2 folders

United Distillers Group--Johnnie Walker European advertising brief, 1988 Box 6

Scotch whiskey market in Spain, 1988 Box 6

JWT Mexico

Kellogg, 1995 Box 6

Physical Description: 2 folders

JWT Venezuela

Kellogg new product development, 1996 Box 6

Kraft advertising, 1996 Box 7

Unilever media review, 1995 Box 7

Physical Description: 2 folders

McCann-Erickson

Coca-Cola

Coke and food home market promotions, undated Box 7

Music Strategy Guide, 1989 Box 7

You Can't Beat the Feeling, undated Box 7

Nestlé communications conference, 1990 Box 7

William Grant & Sons--Glenfiddich in Spain
parallel planning, 1993

Box 7

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Advertisements, 1970s-1995

Physical Description: 2 boxes

Scope and Contents

Primarily a clipping file of print advertisements and printed literature for a range of alcoholic beverages. Whiskey and especially Scotch are heavily represented. Arranged alphabetically by beverage.

Beer, 1970-1994 Box 8

Physical Description: 3 folders

Brandy and cognac, 1980s-1990s Box 8

Physical Description: 3 folders

Cava, 1980s-1990s Box 8

Champagne, Jerez, Anis, port, sherry,
1980s-1990s Box 8

Physical Description: 2 folders

Gin, 1980s-1990s Box 8

Liqueurs, bitters, aperitifs, vermouth,
1980-1995 Box 8

Vodka, rum, gin, 1980s-1990s Box 8

Whiskey

Scotch

General, 1980s-1990s Box 9

Physical Description: 3 folders

Deluxe scotches, 1980s Box 9

J&B, 1980s-1990s Box 9

Physical Description: 2 folders

Johnnie Walker Red Label, 1980s Box 9

Long John, 1980s	Box 9
Single-malt scotches, 1980s	Box 9
Other whiskeys, 1980s-1990s	Box 9
Physical Description: 3 folders	
Wine, 1980s	Box 9
Physical Description: 2 folders	

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New Business Files, 1972-1994 and undated

Physical Description: 2 boxes

Scope and Contents

Includes new business pitch presentations, background research and correspondence relating to agency efforts to acquire new advertising accounts. Arranged by agency office and company name.

Benton & Bowles

Block Drug new product development, 1972	Box 10
New Business Seminar, 1980	Box 10
Physical Description: 2 folders	

Clarín (Spain)

Beer articles, 1990-1994	Box 10
Physical Description: 2 folders	
Cinnabar--En Mangas de Camisa, 1990	Box 10

Coors

Beer articles, 1990-1992	Box 10
Physical Description: 2 folders	
Market research and presentation, 1994	Box 10
Presentation, 1994	Box 10
Laboratorios Liade/Boots Company, 1989	Box 10

Memos and miscellaneous, 1986-1993	Box 10
Polygram, 1992-1994	Box 10
J. Walter Thompson Company	
Kraft new product development, 1978-1993	Box 11
New business support briefing and work plan, undated	Box 11
JWT Barcelona--New business plan, 1986	Box 11
JWT London	
Philips household appliances, 1986	Box 11
RJR Nabisco, 1988	Box 11
The Winner's Manual; or How to Roll Your Own New Business Presentation, 1981	Box 11
JWT Spain	
Pirelli, 1984-1985	Box 11
Scotch whiskey articles, 1993	Box 11
Scotch Whiskey Market in Spain, 1985-1993	Box 11
JWT Venezuela	
Study of alcoholic beverages and rum in Venezuela, 1994	Box 11
Whyte & MacKay--Overview of the Venezuelan spirits market, 1997	Box 11
TBWA Spain	
Côte d'Or chocolates, 1984	Box 11
Gallina Blanca Purina, 1983	Box 11
Lilly Indiana (OTC analgesics), 1983	Box 11
Sterwin Española (Panadol), 1983	Box 11

Young & Rubicam (Y&R)--Joe's 70 Secrets for
Winning New Business, 1996 Box 11

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Printed Material, 1959-2003 and undated

Physical Description: 9 boxes

Scope and Contents

Includes corporate brochures and booklets, periodical publications, research reports, writings and speeches. Arranged alphabetically by originating organization and title.

Advertising Age--Account management
workshop, undated Box 12

Al Ries/Jack Trout--Marketing Warfare, chapter
12, The Beer Wars, 1986 Box 12

American Association of Advertising Agencies (AAAA)

Advertising Agencies, 1976 Box 12

Frederick Gamble--What Advertising Agencies
Are, 1959 Box 12

It Works!, 1992 Box 12

John Monsarrat--The Case for the Full-Service
Agency, 1971 Box 12

The Advertising Business and Its Career
Opportunities, 1961 Box 12

The Value Side of Productivity, 1989 Box 12

Victor Bloede--The Full Service Advertising
Agency, 1983 Box 12

What Every Account Executive Should Know
About... (pamphlet series), 1990-1994 Box 12

American Business Press--It Pays to Advertise,
1991 Box 12

Asociación Española de Agencias de Publicidad--brochures, 1980s	Box 12
Language: Spanish	
Asociación Europea de Agencias de Publicidad--La Publicidad, undated	Box 12
Language: Spanish	
Bates Worldwide--USP booklets, 1997, undated	Box 12
BBDO--booklets, 1982, undated	Box 12
Benton & Bowles (B&B)	
Al Hampel--Copy Crises and How to Avoid Them, undated	Box 12
Al Hampel--Creative, undated	Box 12
Al Hampel--It's Never Been Done Before..., 1977, undated	Box 12
Physical Description: 2 folders	
B&B Pocketpiece, 1980	Box 12
Charlie Blackmore speech, undated	Box 12
Coupons, Samples or Sweepstakes?, undated	Box 12
DMB&B Italy, undated	Box 12
International Copy Adaptation, undated	Box 12
It's Not Creative Unless It Sells, undated	Box 12
Jim Tappen speech, 1977	Box 12
Profile of an Advertising Agency, 1982	Box 12
Profile of an International Advertising Agency, undated	Box 12
Training Manual, undated	Box 13
Physical Description: 2 folders	

Transnational Satellite Broadcasting in Europe, undated	Box 13
Victor Bloede--Some Thoughts about Benton & Bowles, undated	Box 13
Victor Bloede speech to ANA, 1977	Box 13
B&B International--Brochure, undated	Box 13
B&B Ltd.--Roo Meadows, They Consume Advertising Too, 1982	Box 13
Boston Consulting--Bruce Henderson, Why the (Smart) Rich Get Richer, 1994	Box 13
BRX Global--Brand Equity Systems, undated	Box 13
Carvis Needham--Booklet, circa 1984	Box 13
Center for Advertising Services (CAS)	
Beer Promotions, 1993	Box 13
Charles Mittelstadt--Brand Franchise-Building, 1993	Box 13
How Retailers Promote to Attract and Keep Customers, 1993	Box 13
Janet Jacquette--U.S. Cigarette Market, 1993	Box 13
Jeremy Steinman--What's Ahead for the American Beer Industry in the 90s, 1990	Box 13
Joan Leake--U.S. Baked Goods Market, 1993	Box 13
Joan Leake--U.S. Market for Side Dishes, 1992	Box 13
Joan Leake--U.S. Salty Snack Market, 1993	Box 13
Joan Leake--U.S. Supermarkets, 1993	Box 13
John Bergin--American Brewers' Dilemma: Flat Beer Advertising, undated	Box 13
Linda Lagomarsino--U.S. Laundry Detergent Market, 1993	Box 13

Margie Braimon--U.S. Beer Market, 1992	Box 13
Margie Rizika--Sports Marketing, 1993	Box 13
Margie Rizika--U.S. Amusement Parks, 1993	Box 13
Margie Rizika--U.S. Athletic Footwear Market, 1992	Box 13
Margie Rizika--U.S. Beer Market, 1992-1993	Box 13
Margie Rizika--U.S. Lottery Market, 1992	Box 13
Margie Rizika--U.S. Wine Market, 1992	Box 13
McCollum Spielman--Comparative Advertising in the U.S., 1991	Box 13
Mona Doyle--Changing Relationships of Consumers and Brands, 1993	Box 13
Robin Feuerstein--U.S. Cough and Cold Remedies, 1992	Box 13
Robin Feuerstein--U.S. Facial Skin Care Market, 1993	Box 14
Robin Feuerstein--U.S. Hand and Body Lotion Market, 1993	Box 14
Robin Feuerstein--U.S. Shampoo and Conditioner Market, 1993	Box 14
Robin Feuerstein--U.S. Toilet Soap Market, 1993	Box 14
Sharon Reinhack--U.S. Beverage Trends, 1992	Box 14
Cinzano--various speeches, 1985	Box 14
Classic Malts Society--Sláinte newsletter, undated	Box 14
Consumer Response Corporation--Concept Testing vol. 3, 1985	Box 14
Dancer Fitzgerald Sample--Booklets, circa 1982	Box 14

Danis (Spain)--House advertisements, undated	Box 14
Danis B&B (Spain)	
Brochure, circa 1967	Box 14
Cómo Creamos para Tang una Nueva Categorió de Producto, undated	Box 14
Language: Spanish	
Profile of a Spanish Advertising Agency (English and Spanish versions), 1978	Box 14
Quienes Somos, undated	Box 14
Language: Spanish	
Direccion General de Medios de Comunicacion Social--Cómo Contrar la Publicidad de una Forma Profesional y Eficaz, 1987	Box 14
Language: Spanish	
Domecq--Wine and brandy brochures, 1988, undated	Box 14
Firestarter--20 Ways to Make a Better Presentation, undated	Box 14
FMRG (Spain)--Booklet, undated	Box 14
Language: Spanish	
Foote Cone & Belding--Booklets, undated	Box 14
General Foods Europe--Advertising Principles and Guidelines, 1979	Box 14
Google.com--Brochure and printout, 2003	Box 14
Grey Advertising--Booklets, 1984-1986	Box 14
Howard Morgens--Advertising from a Management Standpoint, 1960	Box 14
Interpublic--Philip Geier: Where Do We Go from Here?, 1992	Box 14

Jack Daniel Distillery--Small Batch Bourbon Collection mailing, 1992	Box 14
Johnnie Walker--Advertising postcards, undated	Box 14
Johns Hopkins School of Public Health--How to Select and Work with an Advertising Agency, 1996	Box 14
Juego de la Compra (game), undated Language: Spanish	Box 14
J. Walter Thompson Company (JWT)	
Account Manager's Handbook, undated	Box 15
Advertising Planning Methods, 1987	Box 15
Advertising to Children, 1987	Box 15
BanESCO case history, circa 1991	Box 15
Beating the Superpower (P&G) presentation, undated	Box 15
Burt Manning--Creating Maximum Bandwidth, 1995	Box 15
Buying--It's Not an Event, It's a System, 1994	Box 15
Criteria for Selecting a Worldwide Agency, undated	Box 15
Dan Seymour--Change and Challenge, undated	Box 15
Denis Lanigan--What is Multinationality? Can It Be Cured?, 1983	Box 15
Eduardo Parra--Glosario Publicitario Español-Inglès/Inglès-Español, undated Language: Spanish	Box 15
El Manuel para Cuentos de JWT, 1987 Language: Spanish	Box 15

El Manuel para Medios de JWT, undated Language: Spanish	Box 15
Guia para la Realización de un "Spot" Publicitario, undated Language: Spanish	Box 15
J. Walter Thompson, Advertising Agent, 1978	Box 15
Kellogg's Brand Equity, undated	Box 16
La Guia para Investigacion de JWT, circa 1987 Language: Spanish	Box 16
Looking Up at JWT (guide for dealing with superiors), 1992	Box 16
Martin Sorrell presentation, 1996	Box 16
Oh.what//a.tangled.web//we.weave.net (guide to Internet use), circa 1995	Box 16
People Buy Brands, Not Products, 1994	Box 16
Some Things We Have Learned About Managing a JWT Office, undated	Box 16
The Many Worlds of Sam Meek, 1981	Box 16
The Thompson Way, 1987	Box 16
Thompson Red Book (reissue), 1899	Box 16
Thompson Total Branding, 1996	Box 16
Total Branding case histories, undated	Box 16
Worldwide Office Address List, 1995	Box 16
JWT Detroit--FOB Detroit, 1966	Box 16
JWT Europe--Lux brand strategy, 1992	Box 16
JWT Hong Kong--T-Plans and Planning Cycle, 1985	Box 16

JWT/Kellogg

Kellogg's Better Breakfast, undated Physical Description: 2 folders	Box 16
Promotion Ideas, 1994-1995 Physical Description: 2 folders	Box 17
JWT Korea--Unilever, In Pursuit of Excellence, 1995	Box 17
JWT/Lever--What Should We Do about Fabric Care within Our Portfolio? (Fabric care exploratory), undated	Box 17
JWT London	
Acorn to Zapping (glossary), 1987	Box 17
An Approach to New Business, 1988	Box 17
Credentials Presentation for Smaller Clients, 1988	Box 17
Getting the Best, 1987	Box 17
I Hear What You Say..., 1972	Box 17
Issue--Marketing to Women, 1987	Box 17
Jack Cronin--Future Trends in Advertising, 1985	Box 17
Jeremy Bullmore--Archimedes and the Efficacy of Prayer, undated	Box 17
John Maddel--Where Do Successful Brands Come From?, undated	Box 17
Judy Lannon--Humanistic Advertising, 1983	Box 17
Lux Brand Development, 1990	Box 17
The King Papers, 1988	Box 17
JWT New York--A Guide to the JWT T-Plan, 1978	Box 17
JWT Online--Slow Traffic Keep Right (Internet glossary), 1994	Box 17

JWT Spain

El Mercado y Nuestros Anuncios, undated	Box 17
Historia Incompleta de Slogans, Lemas, etc., 1980	Box 17
Jaime Sáinz de la Maza--¿Cómo Preparamos la Publicidad de Mañana?, 1988	Box 17
Julian Bravo--En Defensa de la Publicidad, 1977	Box 17
Julian Bravo--J. Walter Thompson España de 1927 a 1936, 1985	Box 17
Julian Bravo--Reflexiones sobre Nuestra Oficio Publicitario, undated	Box 17
JWT España, 1979	Box 17
La Casa de Herramientos, 1988	Box 17
Las Nuevas Palabras de la Publicidad y la Tecnología, 1987	Box 18
Review of Spanish Whiskey Market, circa 1992	Box 18

JWT/Unilever

Detergents 101, 1996	Box 18
Media Systems, undated	Box 18
JWT West, Change newsletter, 1995-1996	Box 18
Kraft Jacobs Suchard--Best Practices in Advertising Development, undated	Box 18
Leo Burnett--Booklets, 1981	Box 18
Longman-Moran--William Moran, Conceptual Framework for Brand Equity Measurement and Management, 1993	Box 18
Maxwell Dane (DDB)--15%: Fact or Fiction?, 1966	Box 18

McCann-Erickson

A Brand Is a Curious Beast, undated	Box 18
A World of Difference, undated	Box 18
Marcio Moreira--What Does a Creative Director Do, Anyway?, undated	Box 18
Robert James--The Pendulum Must Swing Back!, 1992	Box 18
The Beer Market in Spain, 1992	Box 18
World; La Razón y la Pasión, undated	Box 18
Messel--Peter Miller, The Outlook for Diamonds, 1987	Box 18

Metra/Seis

Beer study, 1990	Box 18
European beer study--Spain, 1989-1990 Physical Description: 2 folders	Box 18
General Foods/Chicle study, 1976	Box 19
MKT (Marketing Telefonico)--Su Guia de Marketing Telefonico, undated	Box 19
Needham Harper--Paul Harper, A Word or Two about Advertising, undated	Box 19
Needham International--Pamphlet, undated	Box 19
Nestlé--Camillo Pagano, Corporate Perspective, undated	Box 19
Newspaper Association of America--Advertising Pocket Guide, undate	Box 19
N.W. Ayer--Ayer Plan, Strategic Planning for Human Contact, 1981	Box 19
Odec--Tables on Beer Consumption in Spain, 1992	Box 19

Ogilvy & Mather--Booklets, circa 1983	Box 19
PACT--Positioning Advertising Copy Testing, 1982	Box 19
Peter Rogen and Associates--Effective Presentation Skills, 1984	Box 19
Philip Fitzell/Charles Mittelstadt--The Growing Power of Private Labels, undated	Box 19
Quest and Associates--Relationship Marketing; What Is the Future of Advertising; Understanding the MTV Generation; Nightmare on Main Street (private label brands), 1992-1993	Box 19
Recipe cards, undated	Box 19
Saab--Graphic Guidelines, 1990	Box 19
SSC&B Lintas--Booklet, undated	Box 19
Scotch whiskey miscellaneous brochures, 1986, undated	Box 19
SPEA--Training Manual, 1968-1969	Box 19
Physical Description: 2 folders	
Stephen Fossler Company--Guide to Planning and Promoting Your Business Anniversary, 1999	Box 19
Various	
Account planning, 1982-1988	Box 20
Agency compensation articles, 1964-1988	Box 20
Agency evaluation guidelines, 1974-1994	Box 20
Case histories--Dawn, Pledge, undated	Box 20
Corporate Advertising, 1985, undated	Box 20
New product development, 1972-2003	Box 20

Personnel issues: Hiring and evaluation, 1976-1979, undated	Box 20
Transnational advertising agencies, undated	Box 20
World Brands, 1985-1986	Box 20
TBWA--Booklets, 1982	Box 19
True North Communications--Booklet, 1995	Box 19
Unilever	
Good Advertising Practice, undated	Box 20
Shaping for Outstanding Performance, undated	Box 20
Wall Street Journal--Why Advertise?, 1991	Box 20
Wood Brigale--The Instrument of Advertising, 1978	Box 20
WPP--World Ownership Plan, 1997	Box 20
Yellowhammer Advertising--Booklets, circa 1989	Box 20
Young & Rubicam (Y&R)--Booklet, 1981	Box 20

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Oversize Materials

Account files--Benton & Bowles, S.C. Johnson Glade animation frame and storyboard, 1971	Box 23
Account Files: JWT/Kraft concept advertisements, undated	Box 21
Advertisements: Simmenthal (Tonno, Brodo Tanto Gusto); REEMTSMA R6 (tobacco product), 1973, undated	Box 23
B&B Italy, staff photograph, undated	Box 23

Printed Material

Anuncios (Spain)--Ranking de Agencias '93, 1994	Box 22
Asociacion Equatoriana de Agencias de Publicidad--Tres Decadas de la Publicidad en el Ecuador, 1996	Box 21
Backer Spielvogel Bates--Booklet, undated	Box 21
BBDO 1891, 100th anniversary booklet, 1991	Box 21
Daniel Solana--Creatas y Ejecutas: Storieta Board de una Agencia de Publicidad (comic book), 1989	Box 22
Gebrüder Jllert Gmbh--Jllbert Etiketten: Die Vorbildliche Flaschenausstattung (book of wine labels), circa 1952	Box 22
Grey Advertising--Booklet, circa 1981	Box 21
JWT/Kraft--Veinte Años in España, 1988	Box 22
JWT Venezuela--House advertisement, 1964	Box 22

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Audiovisual Materials

Access Restrictions:

Original audiovisual materials are closed to research until use copies can be produced. Contact Research Services for further information.

Anuncios de Estudiantes. Undated. Audiocassette. TRT: 60:00.	Box 24
Benton & Bowles--S.C. Johnson Bravo floor wax: Clean Floor. 1970. Audio reel. TRT: 4:00. (2 reels)	Box 24
Clarín (Spain)--Estudiantes. Undated. Audiocassette. TRT: 1:40.	Box 24
Close Up. Undated. Audiocassette. TRT: 60:00.	Box 24

Danis B&B--Agrupación Aseguradores de Vida: Unete a la Gente Segura. 1978. 7" vinyl record. TRT: 6:30.	Box 24
JWT Atlanta--United States Marine Corps: Sword, Knight, Chess. 1995. Umatic. TRT: 1:30	Box 24
JWT Chicago--Kellogg's Sales Meeting, Leadership as an Attitude. USMC compliation: Power, Warriors, Most Powerful Weapon, Globe, Chess, Knight, Always. 1995. Umatic NTSC. TRT: 4:00.	Box 24
JWT London--Lux compilation reel. 1995. Umatic NTSC. TRT: 30:00.	Box 24
Skytel: Señales, Encima, Mensajes. Undated. Audiocassette. TRT: 60:00.	Box 24
TBWA--St. Louis Blues. 1983. Audiocassette. TRT: 30:00.	Box 24

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