



Guide to the Thomas F. Garbett papers, 1908-1992 and undated

Thomas F. Garbett papers

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Summary

Collection Title:

Thomas F. Garbett papers, 1908-1992 and undated

Creator:

Garbett, Thomas F.

Source:

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

Abstract:

Author and advertising executive with the Doyle Dane Bernbach agency and Brouillard Communications, a division of the J. Walter Thompson Company (JWT), based in New York. Collection consists mainly of research files on various topics in corporate advertising and those prepared for Garbett's book, *Corporate Advertising: the What, the Why, and the How* (1981). Also contains miscellaneous files reflecting his work at Brouillard Communications, including advertisements for Textron, inc., and Eaton Corporation, as well as unsorted examples of corporate advertising taken from U.S. magazines and newspapers. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

7.6 Linear Feet
3450 Items

Language:

English.

Collection ID:

RL.00431

Permalink:

<https://idn.duke.edu/ark:/87924/m16w50>

Preferred Citation

[Identification of item], Thomas F. Garbett papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

Collection consists mainly of research files on various topics in corporate advertising and those prepared for Garbett's book, *Corporate Advertising: the What, the Why, and the How* (1981). Also contains miscellaneous files reflecting his work at Brouillard Communications, including advertisements for Textron, inc., and Eaton Corporation, as well as unsorted examples of corporate advertising taken from U.S. magazines and newspapers. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Advertising executive and author whose career included work at the Doyle Dane Bernbach agency, where he was Senior Vice President, and Brouillard Communications, Inc. (a division of the J. Walter Thompson Company).

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Arrangement

Organized into the following series: General and Subject Files; Print Advertising and Photographs; Publications of the Association of National Advertisers (ANA); and Writings

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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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 Thomas F. Garbett papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2003.

Processing Information

Minimally processed by Kate Crassons

Completed May 2, 2003

Encoded by Elizabeth Arnold

Fully processed and re-encoded June 2018 by Richard Collier; accession incorporated into this collection: 2003-0057

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Related Materials

Related Material

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

J. Walter Thompson Company. Brouillard Communications records;

J. Walter Thompson Company. Brouillard Communications vertical files;

J. Walter Thompson Company. Corporation vertical files;

Douglass L. Alligood papers;

John R. Blaney papers

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Names and Subjects

- Advertising agencies
- Advertising agencies -- United States -- History
- Advertising agencies -- United States
- Advertising -- History
- Institutional advertising
- Eaton Corporation
- Brouillard Communications, Inc.
- Garbett, Thomas F. Corporate advertising
- J. Walter Thompson Company
- Garbett, Thomas F.
- Textron, Inc.
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

General and Subject Files, 1957-1992, undated

3M Corporate Advertising (Karl Kaufman and Bruce Sutherland), 1985	Box 1
Acquisition, 1978-1988	Box 1
Physical Description: 2 folders	
Advertising Age--William Bernbach: He was never a slave to the rules, 1982	Box 14
Advertising effectiveness, 1980-1983	Box 1
Advertising effectiveness--W.R. Grace case study, 1980	Box 1
Advocacy, 1977-1987	Box 1
Physical Description: 2 folders	

Assessing the Long-Term Value of Advertising (Nariman Dhalla), 1978	Box 1
Brouillard--The Winning Edge: Study of corporate reputations	Box 1
Business Week--Corporate Advertising Portfolio, 1986	Box 14
CEO as spokesperson, 1978-1988 Physical Description: 2 folders	Box 2
Conference Board--Annual Survey of Corporate Contributions, 1986-1987	Box 2
Conference Board--Managing Corporate External Relations, 1976	Box 2
Copy testing, 1973-1993 Physical Description: 2 folders	Box 2
Corporate Advertising and the Prospective Employee (Karen Smith, MA thesis), 1988	Box 2
Corporate communications, 1969-1984	Box 2
Corporate communications planning, undated	Box 17
Corporate giving/Social responsibility, 1987	Box 2
Corporate identity, 1982-1986	Box 3
Corporate image, 1971-1992	Box 3
Corporate leadership, 1982-1987	Box 3
Corporate logo quiz, undated	Box 3
Corporate name change, 1965-1988 Physical Description: 3 folders	Box 3
Council for Advancement and Support of Education (CASE)--Matching gifts, etc., 1983-1987	Box 3

Creative, 1958-1990 Physical Description: 2 folders	Box 4
Creativity and the Corporate Brand (Jim Johnston), 1989	Box 4
DDB (Doyle Dane Bernbach)--Focus on Effect (Ruth Ziff), undated	Box 4
DDB Needham--Lifestyle studies, 1990-1991	Box 4
DDB Needham--Understanding Brand Loyalty, 1991	Box 4
Dimensions of Advertising Research (Steve Marchant), 1983	Box 4
Diversified company data, 1991	Box 4
Does Corporate Image Advertising Work? (Donald Frenette), 1989	Box 4
Doremus--Tombstone advertising (financial services/Securities advertisements), undated	Box 4
Eaton Corporation, 1988	Box 4
Evaluating the Corporate Image Campaign (Robert Worcester), 1981	Box 4
Financial Times--Corporate Advertising: Menace, Myth or Magic Formula?, 1979	Box 14
Government influence on advertising, 1957-1979	Box 4
GTE corporate image program, undated	Box 4
Investment Community Attitudes toward Companies with Multi-Industry Exposure, 1981	Box 4
Investor relations, 1981-1986	Box 5
Issue advocacy/advertising, 1978-1986	Box 5
Marketing Revolution (Kevin Clancy, Robert Shulman), 1992	Box 5

Miscellaneous articles, 1975-1991 Physical Description: 2 folders	Box 5
Mission statements, 1985-1987	Box 5
Multi-Media Service Corporate and Association Reports, 1983-1992	Box 5
Multi-Media Service Corporate and Association Reports, 1985-1991 Physical Description: 5 folders	Box 6
New York City Partnership (corporate giving), 1986-1987	Box 6
Organizing corporate communications, 1971-1984	Box 6
Organizing for Global Identity (Maureen Hartigan), undated	Box 6
Picking an advertising agency, 1976-1987	Box 6
Public Relations Journal, 1980-1988 Physical Description: 2 folders	Box 7
Suppliers, 1991-1992	Box 7
Survey research, 1979-1982	Box 7
Time--Bethlehem case study, 1978	Box 7
Time--Corporate Image and Trade in Europe in the 1990s, 1989	Box 14
Time--Corporate Images in Asia, 1990	Box 7
Time--EuroImages: Perception of the Top Companies in Europe, 1990	Box 7
Time--Family opinion panel on U.S. corporations, 1985	Box 7
Time--Measuring the Effectiveness of Strategic Advertising, undated	Box 7

Time--Study of Corporate Advertising Effectiveness, 1977	Box 7
Time--Strategic Advertising and Attitudes Toward Corporations, 1974	Box 7
Tracking corporate image, 1971-1986 Physical Description: 2 folders	Box 7
Trends, 1985-1991	Box 8
Washington Post--Crisis Communications Seminar, 1991	Box 8
Westinghouse case study: "You Can Be Sure" campaign (Robert Lukovics), 1983	Box 8
What's Really Behind this Year's Double Digit Drip in Corporate Advertising? (Ed McEwen), 1991	Box 8
Where Is Corporate Advertising Headed?, 1991	Box 8
Yankelovich Monitor, 1991	Box 8

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Print Advertising and Photographs, 1908-1991, undated

Advocacy, 1980s Physical Description: 2 folders	Box 8
Advocacy, 1986	Box 14
Allied Corporation, 1981-1982	Box 14
AMCA International, undated	Box 14
American Iron and Steel Institute/United Steelworkers of America, 1950, undated	Box 14
Anaconda, 1950	Box 14
Bell Telephone/Bell System, 1951-1984, undated Physical Description: 2 folders	Box 14

Bendix, 1982	Box 14
Borg-Warner, 1951-1953	Box 14
Chesapeake & Ohio Railway/Nickel Plate Road, 1946	Box 15
Chrysler, 1986-1988	Box 15
CIGNA, 1982	Box 15
Continental Telephone, 1982	Box 15
Corning, 1947-1950	Box 15
Dow Chemical, 1951-1952	Box 15
Eaton Corporation, 1972	Box 8
Eaton Corporation, 1972	Box 9
Physical Description: 2 folders	
Eaton Corporation, 1971-1980, undated	Box 15
Physical Description: 6 folders	
Eaton Corporation, 1972-1980	Box 17
Physical Description: 4 folders	
Electric Light and Power Companies, 1950-1951	Box 16
General Motors, 1948-1953	Box 16
GTE/Sylvania, undated	Box 16
Koppers Chemicals, 1956-1959	Box 16
McGraw-Hill, undated	Box 16
Mergers and acquisitions, 1984-1989	Box 17
Metropolitan Life Insurance, 1950s-1966	Box 16
Miscellaneous corporate ads, 1908-1991	Box 9
Physical Description: 2 folders	

Miscellaneous corporate ads, 1947-1989 Physical Description: 2 folders	Box 16
Name change, 1981-1988, undated Physical Description: 2 folders	Box 9
Name change, 1983-1989	Box 16
Name change, 1986-1991 Physical Description: 2 folders	Box 17
Picking an advertising agency (Johnston Thoen & Lindh), undated	Box 16
Republic Steel, undated	Box 16
Stroh's beer, undated	Box 16
Textron, 1974-1976	Box 16
Ticor Title Insurance, 1982	Box 16
Trane, 1950-1951	Box 16
Transco Energy, 1982	Box 16
"Tune-In" (sponsored broadcast), 1983-1984	Box 9
Union Pacific, 1982	Box 16
United Aircraft, 1950-1952	Box 16
United States Steel, 1947-1959	Box 16
Unusual ads, 1984-1989	Box 9
Unusual ads, 1984-1990	Box 17
Western Electric, 1946-1963	Box 16
World War II-era, 1941-1945	Box 9
Proof sheet, 1983	Box 9

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Publications of the Association of National Advertisers (ANA), 1975-1991

Address by William Simon, 1979	Box 10
Advertising and Human Nature (Donald Kanter), 1983	Box 10
Are Some Corporations More Equal Than Others? (Herbert Schmertz, Mobil), 1979 (online item available)	Box 10
Digital Object: Are Some Corporations More Equal Than Others? (Herbert Schmertz, Mobil), 1979	
Can the Effectiveness of Corporate Advertising Be Measured Accurately? (John Lowden, ITT), 1975	Box 10
Corporation's Responsibility to Communicate (Roger Smith, GM), 1979	Box 10
Corporate Advertising: Is It Worth the Money? (Larry Light, BBDO), 1979	Box 10
Corporate Advertising: Making It Work in a Shifting Environment (Karl Koss, GE), 1977	Box 10
Corporate Advertising Practices, 1991	Box 10
Corporate Communications: Which Alternatives? (John Howland, AT&T), 1977	Box 10
Corporate Communications Conference: Ed McEwen speech, 1991	Box 10
Current Trends in the Way Companies Are Using Corporate Advertising, 1977	Box 10
Difference is the Difference (Raymond D'Argenio), 1980	Box 10
Effect of Brand Advertising on Company Image (Lewis Winters, Standard Oil), 1983	Box 10
Growing Tomorrow's Markets with Corporate Advertising (Charles Francis, IBM), 1982	Box 10

How DuPont Uses Television for Corporate Advertising (Raymond Alfano), 1980	Box 10
How Stockholders Profit from Corporate Advertising (Jaye Niefeld, Bozell & Jacobs), 1978	Box 10
How to Improve the Return on Investment of Your Corporate Advertising, 1980	Box 10
How corporate communications will differ in the 80s vs. the 70s (Murray Hillman, Interpublic), 1980	Box 10
Identifying an Industry's Issues Among Key Audiences (Rene Zentner, Shell Oil), 1980	Box 10
Identifying Corporate Needs (Robert Lundy, TRW), 1975	Box 10
New Media (Lee Pratt, Brouillard), 1980	Box 10
Pace of Television (Herbert Krugman), 1983	Box 10
People's Expectations (Gene Pokorny), 1977	Box 10
Performance Story (Paul Cleek and Richard Peters, Phillips Petroleum), 1980	Box 10
Predictable Future (John Naisbitt), 1979	Box 10
Progress Is Our Most Important Image (General Electric), 1979	Box 10
Redefining Communication (Joel Dubow, Coca-Cola), 1983	Box 10
Selecting an Advertising Agency, 1977	Box 10
Speaking Frankly and Liking It (John Martin, Aetna), 1979	Box 10
Strategic Orientation (Robert Williams, DuPont), 1988	Box 10
Survey on Corporate Advertising Trends, 1977	Box 10

Targeting Communications to Change Public Attitudes (Gene Pokorny), 1980	Box 10
The Public: Business's Ally or Adversary? (Eric Weiss, Sun), 1977	Box 10
Tracking the Effects of Corporate Advertising (Herbert Krugman, GE), 1981	Box 10
We Can't Wait for Tomorrow (Blair Gettig and Dale Worcester, ALCOA), 1979	Box 10

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Writings, 1964-1991

Book File (Corporate Advertising), 1964-1994, undated

Objectives, 1977	Box 10
Introduction, 1986	Box 10
Chapter 2: Corporate advertising vs. issue advertising, 1975-1982	Box 11
Physical Description: 2 folders	
Chapter 3: Size and scope, 1977-1979	Box 11
Physical Description: 2 folders	
Chapter 4: The basic pros and cons, 1975-1980	Box 11
Chapter 5: Corporate advertising's relationship to product advertising, 1974-1976	Box 11
Chapter 6: Corporate advertising to the financial community, 1971-1980	Box 11
Physical Description: 2 folders	
Chapter 7: Corporate advertising and employees, 1976	Box 11
Chapter 8: Corporate advertising and acquisitions, 1974	Box 11

Chapter 9: Advertising in a recession, 1981-1990	Box 12
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Physical Description: 2 folders

Chapter 10: Applying market disciplines to corporate advertising, 1975	Box 12
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Chapter 12-13, 1978-1987	Box 12
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Physical Description: 2 folders

Chapter 13: Appropriate audience, 1975-1979	Box 12
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Chapter 14: Budgets, 1964-1977	Box 12
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Chapter 15: Creative process, 1971-1980	Box 12
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Chapter 17: Media considerations, 1975-1979	Box 12
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Book 3 (revise of Book 1), 1980-1981	Box 12
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Book 3 (revise of Book 1), 1970-1986	Box 13
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Physical Description: 2 folders

Clippings, 1976-1991	Box 16
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Clippings, 1977-1994	Box 17
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Physical Description: 2 folders

Miscellaneous notes, undated	Box 16
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Other Writings by Garbett, 1982-1991

Ads in a Recession, 1991	Box 13
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Corporate Ads and Corporate Image (interview by Rod Willis), 1991	Box 13
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Corporate Advertising from Image to Advocacy, 1982	Box 13
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Kaleidoscope: Overview of 80s corporate advertising, 1982	Box 13
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Researching Corporate Advertising, 1983	Box 13
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What Happens When Corporate Ad Budgets
Are Cut?, 1983

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What Happens When You Cut Corporate
Advertising, 1985

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