



# Irving B. Gerson papers, 1937-2007 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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## Summary

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**Collection Title:**

Irving B. Gerson papers, 1937-2007 and undated

**Creator:**

Gerson, Irving B.

**Source:**

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

**Abstract:**

Marketing executive and author based primarily in Chicago. Collection includes correspondence, autobiographical writings, research reports, short stories, manuscripts of memoirs and novels, clippings and other printed materials, as well as audiovisual materials (videocassettes, microfilm, audiotape reels, phonograph record) and electronic records on floppy disks. Topics include Gerson's work history in advertising, marketing and consulting; personal and family life; reflections on aging and career changes; and reminiscences of Gerson's experiences in the military during World War II. Companies represented include Elgin, Gerson Howe & Johnson, Hammond Organ, Irving B. Gerson Company, Robert Haas Advertising, Sears, W.T. Grand, Whirlpool and Young & Rubicam. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

23.0 Linear Feet  
0.05 Gigabytes  
1,903 Document files

**Language:**

Materials in English

**Collection ID:**

RL.11716

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1061q>

**Preferred Citation**

[Identification of item], Irving B. Gerson papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

Collection includes correspondence, autobiographical writings, research reports, short stories, manuscripts of memoirs and novels, clippings and other printed materials, as well as audiovisual materials (videocassettes, microfilm, audiotape reels) and electronic records on floppy disks. Topics include Gerson's work history in advertising, marketing and consulting; personal and family life; reflections on aging and career changes; and reminiscences of Gerson's experiences in the military during World War II. Companies represented include Elgin, Gerson Howe & Johnson, Hammond Organ, Irving B. Gerson Company, Robert Haas Advertising, Sears, W.T. Grand, Whirlpool and Young & Rubicam. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### Biographical/Historical

Marketing executive and author based primarily in Chicago.

Born 1919, Detroit, Mich. University of Michigan 1940; Harvard MBA 1941; U.S. Navy Reserve 1941-1945 (Bronze Star 1944); Gersons Jewelry Stores 1945-1953; Young & Rubicam 1953-1961; Robert Haas Advertising 1962; Elgin National Watch 1962-1963; Irving B. Gerson Company 1963; Gerson Howe & Johnson 1964-1979; full-time writer 1979-on; died 2009, Chicago.

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## Arrangement

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Organized into the following series: "My History" Binders; Other Binders; Subject and General Files; World War II; Writings; and Audiovisual Materials

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## **Administrative Information**

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### **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; however, original audiovisual materials are closed until use copies can be produced. Electronic records must be viewed in the Reading Room.

In addition, all or parts of the collection may be housed off site and must be requested 2 full business days prior to use.

Collection contains electronic records that must be requested through the collection guide and accessed in our reading room. Contact Research Services with questions.

### **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 Irving B. Gerson papers were received as gifts in 1998-2010.

### **Processing Information**

Processed by Richard Collier, Apr. 2019; electronic records processing and description by Daniel Anderson and Matthew Farrell, April 2019.

Accessions described in this collection guide: 1998-0319, 2000-0165, 2004-0109, 2010-0002

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## Related Materials

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### Related Material

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

Alvin A. Achenbaum papers;

J. Walter Thompson Company. Account Files;

J. Walter Thompson Company. Dan Seymour papers;

Marvin B. Kunze papers

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## Names and Subjects

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- Advertising
- Advertising agencies
- Advertising executives -- United States
- Marketing -- History
- Authors, American
- World War, 1939-1945
- Gerson, Corrine Segal
- John W. Hartman Center for Sales, Advertising & Marketing History
- Young & Rubicam
- Sears, Roebuck and Company

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## Collection Inventory

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### "My History" Binders, 1957-1998

1. War, 1988-1992

Box 1

**Physical Description:** 2 folders

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**Scope and Contents**

99 Effects of World War II on One Almost Typical U.S. Navy Reserve Officer

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2 War, 1987 Box 1

**Physical Description:** 2 folders

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3. Gersons, 1988 Box 1

**Physical Description:** 2 folders

**Scope and Contents**

Me Before Business; Gersons through 1946

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4. Gersons 1947-1948, 1988 Box 1

**Physical Description:** 2 folders

---

5. Gersons 1949-1950, 1989 Box 1

**Physical Description:** 2 folders

---

6. Gersons 1951-1952, 1989 Box 1

**Physical Description:** 3 folders

**Scope and Contents**

With 1952 job search materials

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7. Young & Rubicam 1953, 1989 Box 1

**Physical Description:** 2 folders

---

8. Young & Rubicam 1953, 1989 Box 1

**Physical Description:** 2 folders

---

9. Young & Rubicam 1953, 1989 Box 1

**Physical Description:** 3 folders

**Scope and Contents**

Includes: The Real Answer to the Discount House Problem, 1953

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10. Young & Rubicam 1953, 1990 Box 1

**Physical Description:** 3 folders

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11. Young & Rubicam 1953, 1991 Box 1

**Physical Description:** 3 folders

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**Scope and Contents**

Includes: Materials from Ohio Jewelers Convention, 1953

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12. Hammond Organ Company 1954, 1991  
(online item available) Box 2

**Physical Description:** 2 folders

**Digital Object:** [12. Hammond Organ Company 1954, 1991 \(1 of 2\)](#)

**Digital Object:** [12. Hammond Organ Company 1954, 1991 \(2 of 2\)](#)

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12a. United Air Lines, 1957 Box 2

**Physical Description:** 2 folders

**Scope and Contents**

The Air Transport Industry and United Air Lines' Place In It (for Young & Rubicam New Business Committee)

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12b. Fairs, 1957 Box 2

**Scope and Contents**

A Brief Guide to Fairs as a Marketing Medium (Young & Rubicam)

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13. Elgin Watch 1954, 1991 Box 2

**Physical Description:** 3 folders

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14. Young & Rubicam 1955, 1992 Box 2

**Physical Description:** 2 folders

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15. Young & Rubicam 1956, 1992 Box 2

**Physical Description:** 2 folders

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16. Young & Rubicam 1957-1959, 1992 Box 2

**Physical Description:** 3 folders

---

17. Young & Rubicam 1957-1959, 1992-1993 Box 2

**Physical Description:** 3 folders

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18. Young & Rubicam 1960, 1993 Box 2

**Physical Description:** 3 folders

**Scope and Contents**

Includes: One Man's Philosophy of Marketing

18a. Ledgers and journals, 1946-1963	Box 18
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Financial planning ledger; job search journal	
18b. Young & Rubicam 1957-1959, 1993	Box 2
18c. Young & Rubicam 1958-1959, 1993	Box 2
19. Young & Rubicam 1961, 1993	Box 2
<b>Physical Description:</b> 3 folders	
<b>Scope and Contents</b>	
Includes: Young & Rubicam Five Year Plan, 1961	
20. Young & Rubicam 1961, 1993	Box 3
<b>Physical Description:</b> 3 folders	
21. Robert Haas Advertising 1962, 1994	Box 3
<b>Physical Description:</b> 3 folders	
22. Elgin Watch 1962-1963, 1994	Box 3
<b>Physical Description:</b> 3 folders	
23. Unemployed 1963, 1994	Box 3
<b>Physical Description:</b> 2 folders	
24. Irving B. Gerson Company 1963, 1994	Box 3
<b>Physical Description:</b> 2 folders	
25. Irving B. Gerson Company 1963, 1994	Box 3
<b>Physical Description:</b> 2 folders	
26. Gerson Howe & Johnson 1964, 1994-1995	Box 3
<b>Physical Description:</b> 3 folders	
27. Gerson Howe & Johnson 1965`, 1995	Box 3
<b>Physical Description:</b> 3 folders	
28. Gerson Howe & Johnson 1966, 1995	Box 3
<b>Physical Description:</b> 3 folders	

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**Scope and Contents**

Includes: Charles Percy campaign for Senate; Valerie Percy murder

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29. Gerson Howe & Johnson 1966, 1995 Box 4

**Physical Description:** 2 folders

**Scope and Contents**

Includes: Elgin Watch marketing plan, 1966

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30. Gerson Howe & Johnson 1967, 1995 Box 4

**Physical Description:** 3 folders

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31. Gerson Howe & Johnson 1968, 1995 Box 4

**Physical Description:** 3 folders

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32. Gerson Howe & Johnson 1969, 1996 Box 4

**Physical Description:** 3 folders

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33. Gerson Howe & Johnson 1970, 1996 Box 4

**Physical Description:** 3 folders

---

34. Gerson Howe & Johnson 1970, 1996 Box 4

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34a. 1970 materials, 1970 Box 4

**Physical Description:** 2 folders

**Scope and Contents**

Includes: Waltham Watch advertising program; Catalogues, Counters and Offices (for Sears); Irving B. Gerson: Tomorrow's Advertising Agency

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34a. 1970 materials, 1970 Box 19

**Physical Description:** 2 folders

**Scope and Contents**

Includes: Waltham portfolio; The Story of Sears as Told in National Advertising

---

35. Gerson Howe & Johnson 1970, 1996 Box 4

**Physical Description:** 2 folders

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35a. Sears Marketing Plan, 1970 Box 4

---

35b. Miscellaneous materials, 1971-1972 Box 4

**Scope and Contents**

Includes: Communications Program, Chicago Area Council, Boy Scouts of America

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35b. Miscellaneous materials, 1971-1972 Box 19

**Scope and Contents**

Includes: Communications Program, Chicago Area Council, Boy Scouts of America

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36. Gerson Howe & Johnson 1972, 1996-1997 Box 4

**Physical Description:** 3 folders

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36a. Miscellaneous, 1972 Box 5

**Physical Description:** 2 folders

**Scope and Contents**

Includes: Credit Marketing Plan (for Sears); The Plan, People for Percy

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37. Gerson Howe & Johnson 1973, 1997 Box 5

**Physical Description:** 3 folders

---

37a. Miscellaneous, 1973 Box 5

**Scope and Contents**

Includes: People for Percy post-election report

---

37b. Sears Marketing Plan, 1973 Box 5

**Physical Description:** 2 folders

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37c. Miscellaneous, 1973 Box 5

**Physical Description:** 3 folders

**Scope and Contents**

Includes: Sears Credit Advertising Third Stage; Sears Credit test to young marrieds; Sears Contract Floor Covering marketing plan; Sinai Congregation 5-year marketing plan

---

38. Gerson Marketing & Advertising 1974, 1998 Box 5

**Physical Description:** 3 folders

**Scope and Contents**

Includes: File on mother's death

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38a. Miscellaneous, 1974	Box 5
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Sears Credit young marrieds' campaign; Record of Gerson Howe & Johnson involvement in Sears credit marketing programs	
<hr/>	
38b. Miscellaneous, 1974-1978	Box 5
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Sears Credit young marrieds' test; Sears telephone directory	
<hr/>	
38c. Sears Contract Business Marketing Plan, 1974	Box 5
<b>Physical Description:</b> 2 folders	
<hr/>	
38d. Sears CART marketing plan, 1974	Box 5
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
For Commercial Truck, Recreational Vehicle and Fleet Cars tire market	
<hr/>	
38e. Gerson Marketing & Advertising 1974, 1998	Box 6
<b>Physical Description:</b> 3 folders	
<b>Scope and Contents</b>	
Includes: File on mother's death	
<hr/>	
39. Gerson Marketing & Advertising 1975, 1998	Box 6
<b>Physical Description:</b> 4 folders	
<hr/>	
39a. K-Mart study, 1965	Box 6
<hr/>	
39b. W.T. Grant billing, 1975	Box 6
<hr/>	
39c. W.T. Grant, 1967-1975	Box 6
<b>Scope and Contents</b>	
Includes: Plans Board materials; questionnaires; Situation analysis; Study of Changes in Consumer Awareness of and Attitudes Toward Grants 1967 vs. 1966	

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39d. Miscellaneous, 1975	Box 6
<b>Physical Description:</b> 3 folders	
<b>Scope and Contents</b>	
Includes: Grants marketing, financial and credit plan questions; Consumer Image of Grants and Competition	
<hr/>	
40. Writings, 1976	Box 6
<b>Physical Description:</b> 2 folders	
<hr/>	
40a. Gerson Marketing & Advertising, 1970-1978	Box 6
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Profit-sharing plan, trust agreement	
<hr/>	
40b. Gerson Marketing & Advertising, 1976-1981	Box 6
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Profit-sharing plan, dissolution	
<hr/>	
40c. Gerson Marketing & Advertising, 1965-1980	Box 6
<b>Scope and Contents</b>	
Includes: Minutes	
<hr/>	
40d. Gerson Marketing & Advertising, 1976	Box 6
<b>Scope and Contents</b>	
Includes: Monroe Auto Equipment marketing plan	
<hr/>	
40e. Betty Gerson memoir, 1976-1977	Box 6
<b>Physical Description:</b> 2 folders	
<hr/>	
40f. Irving Gerson Writing to Betty Gerson, 1976-1989	Box 7
<hr/>	
40g. Miscellaneous, 1976	Box 7
<b>Physical Description:</b> 3 folders	

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**Scope and Contents**

Includes: Filter Plus report; Sears newspaper advertising situation analysis; Proposed Consulting Firm Analysis and Comments (to Robert A. Anderson); Grant finance file

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40h. Memoir of 1976, 1998 Box 7

**Physical Description:** 3 folders

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**Other Binders, 1937-2007, undated**

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1970s, Money, Education (clippings), 1975-1981 Box 8

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Air Transport Industry and United Air Lines'  
Place In It (Young & Rubicam), 1957 Box 8

**Physical Description:** 2 folders

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All critical and planning regarding my body of  
work, 2003 Box 8

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Archives (correspondence, etc. with Duke  
University and other libraries), 1989-1998 Box 8

**Physical Description:** 2 folders

---

Assorted short pieces (writings), 1984-1994 Box 8

---

Business Journey of Walter Sanderson (novel)  
binder 1, approximately 1981 Box 8

**Physical Description:** 2 folders

---

Critiques, comments regarding my writing,  
1980-1990 Box 8

---

Death of a Company, 1981 Box 8

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Death of a Company (charts), 1981 Box 19

---

Draft of Walker marketing plan, 1982 Box 8

---

Embracing the Octogenarian Life, 2005 Box 8

**Physical Description:** 2 folders

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Embracing the Octogenarian Life (Gerson copy), 2005	Box 8
<b>Physical Description:</b> 2 folders	
Ethics, lying, business, robots, timing (clippings), 1961-1981	Box 8
Everything Is Temporary: Diary of an Octogenarian, 2002	Box 8
<b>Physical Description:</b> 2 folders	
Faces: Backup material, 1999-2002	Box 8
Faces: Pieces considered, binder 1, 1937-2000	Box 9
Faces: Pieces considered, binder 2, 1984-1994	Box 9
<b>Physical Description:</b> 2 folders	
Gerson Publishing Company, 1977	Box 9
<b>Physical Description:</b> 2 folders	
Government, politics, lawyers, perspective, thinking, faith (clippings), 1972-1981	Box 9
Gravelings by Gerson, 2001	Box 9
<b>Physical Description:</b> 2 folders	
Health, coping, diet, pleasure, sports (clippings), 1978-1981	Box 9
Hiroshima, Nagasaki and Waukegan (novel), binder 1, approximately 1985	Box 9
<b>Physical Description:</b> 2 folders	
Hiroshima, Nagasaki and Waukegan (novel), binder 2, approximately 1985	Box 9
<b>Physical Description:</b> 2 folders	
How to Market Yourself Successfully, undated	Box 9
<b>Physical Description:</b> 4 folders	
In Reality, Life Is Similar to War Except Everyone Dies, binder 1: outline and notes, 2006	Box 9

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In Reality, Life Is Similar to War Except Everyone Dies, binder 2: workbook, 2007	Box 9
In Reality, Life Is Similar to War Except Everyone Dies, binder 3: early versions, 2005	Box 9
Letters to Jan and Dee (writing project), 1981	Box 9
Letters to publishing agents, 1981-1986	Box 10
Long Range Marketing Plan (for Tenneco Automotive), 1979	Box 10
<b>Physical Description:</b> 2 folders	
Marriage, divorce, family, love (clippings), 1980-1981	Box 10
Me and Advertising (writing project), 1973-1981	Box 10
Monroe Sales Department Plan, 1978	Box 10
More post-mortem material, 1980-1988	Box 10
<b>Physical Description:</b> 2 folders	
Mr. Gerk Smith, MBA, Marketing Consultant, in the Case of "We Are Webster's" (novel), binder 1, 1983	Box 10
<b>Physical Description:</b> 2 folders	
Mr. Gerk Smith, MBA, Marketing Consultant, in the Case of "We Are Webster's" (novel), binder 2, 1983	Box 10
<b>Physical Description:</b> 2 folders	
Next Slide Please! The Story of Ronald J. Whitfield and Chartmasters, Inc., 1979	Box 10
Octo Irv: My Life After 80 (memoir): binder 1, manuscript part 1, 2003	Box 10
<b>Physical Description:</b> 2 folders	
Octo Irv: My Life After 80 (memoir): binder 2, manuscript part 2, 2003	Box 10
<b>Physical Description:</b> 3 folders	

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Octo Irv: My Life After 80 (memoir): binder 3, notes, 2003	Box 10
<b>Physical Description:</b> 2 folders	
<hr/>	
Octo Irv: My Life After 80 (memoir): binder 4, outtakes, 2003	Box 10
<b>Physical Description:</b> 2 folders	
<hr/>	
People, success, aging, advertising (clippings), 1968-1981	Box 11
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Ronald Kushner autobiographical sketch	
<hr/>	
Personal public stock activities, 1961-1974	Box 11
<hr/>	
Pieces (writing projects) binder 1, 1979-1999	Box 11
<hr/>	
Pieces (writing projects) binder 2, 1980-1992	Box 11
<hr/>	
Pieces (writing projects) binder 3, 1949-1989	Box 11
<hr/>	
Pieces of a war novel never finished, approximately 1940s	Box 11
<hr/>	
Publishing efforts, binder 1, 1980-1983	Box 11
<b>Physical Description:</b> 2 folders	
<hr/>	
Publishing efforts, binder 2, 1984	Box 11
<hr/>	
Recap, 1943-1986	Box 11
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes family correspondence and reflections; drafts of writing projects; journal entries	
<hr/>	
Redbook (Standard Advertising Register) entries, binder 1, 1952-1963	Box 11
<hr/>	
Redbook (Standard Advertising Register) entries, binder 2, 1964-1977	Box 11
<hr/>	
Religion (clippings), 1975-1981	Box 11

S.R. Fisher, Businessman (novel) binder 1, 1981 <b>Physical Description:</b> 2 folders	Box 11
S.R. Fisher, Businessman (novel) binder 2, 1981 <b>Physical Description:</b> 2 folders	Box 11
S.R. Fisher, Businessman (novel) binder 3, 1981 <b>Physical Description:</b> 2 folders	Box 11
S.R. Fisher, Businessman (novel) binder 4, 1981	Box 11
Second Career: Businessman to Writer (memoir) binder 1, 1988 <b>Physical Description:</b> 2 folders	Box 11
Second Career: Businessman to Writer (memoir) binder 2, 1985-1990 <b>Physical Description:</b> 2 folders	Box 12
Second Career: Businessman to Writer (memoir) binder 3, 1988-1999 <b>Physical Description:</b> 2 folders <b>Scope and Contents</b> Includes commentary, critique from Corinne Quint Siegel	Box 12
Secret Opinions, binder 1: Xlibris version, 2000 <b>Physical Description:</b> 3 folders	Box 12
Secret Opinions, binder 2: People, 2001	Box 12
Short stories and other fiction, binder 1, 1944-1994 <b>Physical Description:</b> 2 folders	Box 12
Short stories and other fiction, binder 2, approximately 1937-1993	Box 12
Think Piece on Sears' Next 10 Years and What Whirlpool Should Do About It, 1979	Box 12
W.R. Grace marketing plan, 1979	Box 12
Whirlpool project, 1982	Box 12

Writing, change, death (clippings), 1960-1981 Box 12

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### **Printed Material, 1925-2001**

Harvard Business School Yearbook, 1941-1942 Box 12

Irving Gerson: A Key to Successful Marketing, undated Box 12

Irving Gerson: Be Big Somewhere and Other Essays on Marketing, 1977 Box 12

Irving Gerson: Gravelings by Gerson, 2001 Box 12

Irving Gerson: Secret Opinions vol. 1, 2000 Box 12

Irving Gerson: Tomorrow's Advertising Agency, 1970 Box 12

Marriage Record and Hints on Housekeeping, approximately 1925 Box 12

**Scope and Contents**

Gerson's Jewelry Store ad on p. 8

Martin V. Marshall (Harvard Business School): Marketing notes, OPM class 20, 1992 Box 12

**Scope and Contents**

OPM: Owner/President Management Program

S.R. Bernstein: The Lasker Story As He Told It, 1953 Box 13

Whirlpool Strategic Planning, 1983 Box 13

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### **Subject and General Files, 1937-2001**

Advertising, 1981-1999 Box 13

Aging, 1979-2001 Box 13

Be Big Somewhere--Correspondence and miscellaneous, 1975-1977	Box 13
<b>Physical Description:</b> 2 folders	
Business, 1940-1999	Box 13
<b>Physical Description:</b> 4 folders	
Change, coping, 1981-1988	Box 13
Communications, 1982-2000	Box 13
<b>Physical Description:</b> 2 folders	
Culture, 1980-2000	Box 13
Education, 1981-1999	Box 13
Entertainment, sports, 1975-2000	Box 13
Ethics, 1979-1999	Box 13
<b>Physical Description:</b> 2 folders	
Geography (predominantly Chicago area), 1974-1996	Box 13
Gerson Howe & Johnson documents, 1964-1994	Box 18
Government, 1979-2000	Box 13
<b>Physical Description:</b> 3 folders	
Guide to doing plans (transparencies), undated	Box 18
Happiness, 1959-1987	Box 14
Health, 1981-1999	Box 14
<b>Physical Description:</b> 2 folders	
History, 1999	Box 14
Humor, 1977-2000	Box 14
Love, 1979-1999	Box 14
Love--Responses to Gerson's personal ad in New York Review of Books, 1981	Box 14

Marketing my writing, 1986-1989 <b>Physical Description:</b> 2 folders	Box 14
Money, 1981-1999	Box 14
People, 1980-2000 <b>Physical Description:</b> 2 folders	Box 14
People--Mary Cunningham, 1980-1984	Box 14
Philosophy, 1984-2000	Box 14
Race, 1979-1981	Box 14
Religion, 1982-2000	Box 14
Sex, 1937-2000	Box 14
Success, 1979-1999 <b>Physical Description:</b> 2 folders	Box 14
Technology, 1983-1999	Box 14
Thinking, 1980-1999 <b>Physical Description:</b> 2 folders	Box 14
Time, 1986-1999	Box 14
War, 1944-1995 <b>Physical Description:</b> 4 folders	Box 14
Work, 1977-1988 <b>Physical Description:</b> 2 folders	Box 14
Writing, 1981-1996 <b>Physical Description:</b> 2 folders	Box 14

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### **World War II--Gerson's military experience, 1941-2004, undated**

87 Effects of World War II on One Almost-Typical U.S. Navy Officer, undated	Box 15
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Gerson Bronze Star (clipping, photos of award ceremony), 1944	Box 15
LST 349--Shipwreck photos and narratives, 2000	Box 15
Minesweeping operations, 1946-2004	Box 15
My Own Experiences of "The Wreck" (LST-349), 1944	Box 15
Naval Mine Warfare School class album, 1945	Box 15
Navy discharge papers, 1945-1953	Box 15
Navy documents, 1941-1985	Box 15
Poem--The Splinter Fleet, approximately 1942	Box 15
Short stories and other writings, 1942-1987	Box 15
Sicilian Close Shave (story), 1945	Box 15
Silent Defenders (newsletter of Naval Mine Warfare Association), 2004	Box 15

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### Writings, 1957-1994, undated

Be Big Somewhere and Other Essays on Marketing, 1977	Box 16
Brief Guide to Fairs as a Marketing Medium, 1957	Box 16
Business Journey of Walter Sanderson (novel), approximately 1981 <b>Physical Description:</b> 4 folders	Box 16
Don't Worry, Dear, 1984	Box 16
Hiroshima, Nagasaki and Waukegan, 1980s <b>Physical Description:</b> 3 folders	Box 16

How to Market Yourself Successfully, 1982 <b>Physical Description:</b> 4 folders	Box 16
Letter Three: America a Sick Society?, undated <b>Physical Description:</b> 2 folders	Box 16
Little Old Lady of St. Maxime, 1945 <b>Physical Description:</b> 2 folders	Box 16
Monty, 1984	Box 16
Mr. Gerk Smith, MBA, Marketing Consultant, in the Case of "We Are Webster's", 1983 <b>Physical Description:</b> 4 folders	Box 16
My Bronze Star, 1984	Box 16
Obesity Is Not All Bad, 1984	Box 16
Pedro and Reverend Mary, 1984	Box 16
S.R. Fisher, Businessman, 1977-1979 <b>Physical Description:</b> 4 folders	Box 16
S.R. Fisher, Businessman, 1977-1979	Box 17
Second Career, 1984	Box 17
Second Career, Businessman to Writer, 1994 <b>Physical Description:</b> 2 folders	Box 17
Secret Opinions of Irving Bernard Gerson, 1985-1987 <b>Physical Description:</b> 2 folders	Box 17
The Toaster Cover Maker, 1984	Box 17
Tomorrow's Advertising Agency, 1970	Box 17
Will of Irving Gerson, 1994	Box 17

**Scope and Contents**

Includes draft of gift agreement to Duke University

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### **Audiovisual Materials, 1967-1998, undated**

Microfilm roll 1: Journal, 1976-1978                      Box AV1 > Film-reel RL11716-F16-001

Microfilm roll 2: Journal, 1978-1980                      Box AV1 > Film-reel RL11716-F16-002

Microfilm roll 3: Journal, 1980-1982                      Box AV1 > Film-reel RL11716-F16-003

Microfilm roll 4: Journal and Novel, 1982-1984              Box AV1 > Film-reel RL11716-F16-004

#### **Scope and Contents**

Includes: Journal 19812-1984; Fisher first and section sections

Microfilm roll 5: Novel, undated                              Box AV1 > Film-reel RL11716-F16-005

#### **Scope and Contents**

Includes: Fisher third and fourth; Letters to Dee and Jan; How to Market Yourself Successfully; Gerk Smith; Hiroshima; Sanderson

Scouting makes a boy a better man--radio spot, approximately 1973    Box AV1 > Audio-phonodisc RL11716-PD-001

#### **Scope and Contents**

For Boy Scouts, Chicago area; lyrics Dave Adam; music Joe Eich; side 1 Joe Eich singers; side 2 instrumental

Mrs. Gerson eulogy, approximately 1998                      Box AV1 > Audio-reel RL11716-RR-001

Samuel Gerson, Dr. Hertz, 1967                              Box AV1 > Audio-reel RL11716-RR-002

Samuel Gerson eulogy, undated                              Box AV1 > Audio-reel RL11716-RR-003

Gerson in Person, undated                                      Box AV1 > Video-cassette RL11716-VHS-001

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## Digital Materials, 1945-2002

**Language:** English

### Scope and Contents

Series disks contain text files of Gerson's manuscripts including personal journals and diary; Elgin, Gerson Jewelers, Haas, International Business Group, and Young & Rubicam companies; and Duke journals and manuscripts. A majority of the disk contents are incomplete due to degrading 5.25 and 3.5 floppy disks.

### Access Restrictions:

Collection contains electronic records that may need to be reformatted. Access copies of electronic records must be accessed in our reading room. Contact Research Services for access.

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Diary Manuscripts, 2002	Digital-materials RL11716-SET-0001
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**Physical Description:** 13 documents, 1797KB

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Duke Journals and Manuscripts, 1964-1999	Digital-materials RL11716-SET-0001
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**Physical Description:** 201 documents, 201KB

**Language:** English

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Elgin Manuscripts, 1994	Digital-materials RL11716-SET-0001
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**Physical Description:** 8 documents, 355KB

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Essays and Second Career, 1992-1994	Digital-materials RL11716-SET-0001
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**Physical Description:** 50 documents, 1491KB

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Gerson Manuscripts, 1963-1964	Digital-materials RL11716-SET-0001
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**Physical Description:** 0 documents, 0KB The file title is base on disk labels. Contents were unable to be recovered during processing. Further attempts to recover data may be made. Contact research services for more information.

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Gersons Jewelers, 1945-1952	Digital-materials RL11716-SET-0001
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**Physical Description:** 38 documents, 1191KB

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Gravelings Manuscripts, 2001	Digital-materials RL11716-SET-0001
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**Physical Description:** 37 documents, 1770KB

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Haas Manuscripts, 1994	Digital-materials RL11716-SET-0001
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**Physical Description:** 0 documents, 0KB The file title is base on disk labels. Contents were unable to be recovered during processing. Further attempts to recover data may be made. Contact research services for more information.

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International Business Group Manuscripts, 1963	Digital-materials RL11716-SET-0001
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**Physical Description:** 0 documents, 0KB. The file title is base on disk labels. Contents were unable to be recovered during processing. Further attempts to recover data may be made. Contact research services for more information.

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Journals, 1985-1994	Digital-materials RL11716-SET-0001
	Digital-materials RL11716-SET-0002

**Physical Description:** 1360 documents, 29.7MB

**Access Restrictions:**

Access restricted. Collection contains potentially sensitive medical information. Contact Research Services for Access. [https://duke.qualtrics.com/jfe/form/SV\\_8fblaT2NbgbQujj](https://duke.qualtrics.com/jfe/form/SV_8fblaT2NbgbQujj)

**Separated Material:**

RL11716-SET-0002 contents are separated due to sensitive medical information.

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Young and Rubicam Manuscripts, 1953-1990	Digital-materials RL11716-SET-0001
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**Physical Description:** 196 documents, 4924KB

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