



Guide to the O. Milton Gossett papers, 1951-2004 and undated

This collection guide was produced in **2006**.

This PDF version was created on **April 2, 2026**.

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Summary

Collection Title:

O. Milton Gossett papers, 1951-2004 and undated

Creator:

Gossett, O. Milton (Oscar Milton), 1926-2006

Source:

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

Abstract:

O. Milton Gossett was an advertising executive with Compton Advertising and Saatchi & Saatchi agencies. He was also a member of the National Advertising Review Board and conducted career workshops for college students in conjunction with the American Advertising Federation. The O. Milton Gossett Papers span the years 1951-2004 and document Gossett's advertising career with the Compton Advertising (Compton) and Saatchi & Saatchi agencies, along with materials relating to the merger of Compton with Saatchi & Saatchi in 1982, including correspondence with Charles and Maurice Saatchi. The collection includes personal and professional correspondence, writings and speeches, company newsletters, and other printed materials. Also included are advertising proofs and tear sheets, television commercial scripts and storyboards, videocassettes, scrapbooks, clippings, photographs, and cutouts of company employees, as well as artifacts and memorabilia. In addition, there is information on the history of the Procter & Gamble Company and its major advertising campaigns, including a number of advertisements for Ivory Soap.

Extent:

14 Linear Feet

Language:

Material in English

Collection ID:

RL.00467

Permalink:

<https://idn.duke.edu/ark:/87924/m13s51>

Preferred Citation

[Identification of item], O. Milton Gossett papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The O. Milton Gossett Papers span the years 1951-2004 and document Gossett's advertising career with the Compton Advertising (Compton) and Saatchi & Saatchi agencies, along with materials relating to the merger of Compton with Saatchi & Saatchi in 1982, including correspondence with Charles and Maurice Saatchi. The collection includes personal and professional correspondence, writings and speeches, company newsletters, and other printed materials. Also included are advertising proofs and tear sheets, television commercial scripts and storyboards, videocassettes, scrapbooks, clippings, photographs, and cutouts of company employees, as well as artifacts and memorabilia. In addition, there is information on the history of the Procter & Gamble Company and its major advertising campaigns, including a number of advertisements for Ivory Soap.

The collection is organized into four series: **Personal Files** , **Administrative Files** , **Writings and Speeches** , and **Audiovisual Materials** . The **Personal Files Series** includes personal correspondence, photographs of Gossett and his colleagues, and items relating to Gossett's international travels. Other materials document Gossett's professional life, including early resumes. Also included is a daily diary from 1960-1961. The **Administrative Files Series** includes corporate publications, photographs, print advertisements, television commercial scripts, storyboards, speeches, subject files, and correspondence that document Gossett's career at Compton Advertising and Saatchi & Saatchi. The **Writings and Speeches Series** chiefly includes speeches, written and delivered by Gossett, relating to various advertising topics. Many speeches were created as part of Gossett's American Advertising Federation workshops, and were delivered at a number of colleges and universities. Writings include magazine articles written by Gossett, as well as an introduction to an article in the *Encyclopedia of Advertising and Marketing* . The **Audiovisual Materials Series** features twenty-seven videocassettes, primarily of television commercials produced by Saatchi & Saatchi.

Large-format print materials have been removed from their original series locations and relocated to **Oversize Materials** . Restricted materials have also been removed from their original series locations and relocated to **Restricted Materials** . Relocated items have been replaced in the Detailed Description of the Collection by dummy folders enclosed in brackets.

Biographical/Historical

Date	Description
1925 May 27	Born Oscar Milton Gossett, New York, N.Y.
1943-1946	Officer, United States Naval Reserve
1944	Degree in mechanical engineering, Stevens Institute of Technology
1946-1947	Attended Columbia University
1947-1948	Attended Northwestern University Midshipman School
1949	Joined Compton Advertising
1949 May 29	Married Anna C. Scheid
1961	Vice President, Associate Creative Director, Compton Advertising
1968	President, Member of the Board of Directors, Compton Advertising
1975	Chief Executive Officer, Compton Advertising
1977	Chairman, Compton Advertising
1982	Chairman and Chief Executive Officer, Saatchi & Saatchi Compton Worldwide, upon the merger of Compton Communications and Saatchi & Saatchi

Date	Description
1998	Inducted into American Advertising Federation Hall of Fame
2001	Received the DeWitt Carter Reddick Award
2006 Mar. 1	Died, Mt. Kisco, N.Y.

Gossett was also a member of the National Advertising Review Board and conducted career workshops for college students in conjunction with the American Advertising Federation.

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Arrangement

Organized into the following series: Administrative and Personal Files; Advertisements; Printed Materials; Subject Files; Writings and Speeches; Audiovisual Materials.

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Administrative Information

Publication Statement

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411 Chapel Drive
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URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Access restricted. Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

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 O. Milton Gossett papers were received by the David M. Rubenstein Rare Book & Manuscript Library as gifts in 2005 and 2007.

Processing Information

Processed by Angela McClendon, September 2006 and May 2007. Additional processing by Richard Collier, March 2008.

Encoded by Angela McClendon and Richard Collier.

Completed March 2008.

Accessions 2006-0018 and 2007-0054 are described in this finding aid.

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Related Materials

Related Material

Materials related to this collection may be found in other Hartman Center collections, including the **Bates Worldwide Inc. Records** and the **J. Walter Thompson Company Advertising Vertical File** . For materials relating to Procter & Gamble, see also the **D'Arcy Masius Benton & Bowles Archives** , the J. Walter Thompson Company Archives-- **Account Files Collection** ; **Domestic Advertising Collection** ; and **Review Board Records** --and the **Sheldon Sosna Papers** .

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Names and Subjects

- Advertising executives
- Advertising agencies -- United States
- Consolidation and merger of corporations
- Advertising executives -- History -- 20th century
- Newsletters
- Television advertising
- Memorabilia
- Photographic prints
- Speeches
- Scrapbooks
- Scripts (documents)
- Cutouts
- Advertising -- History
- Advertising -- Soap
- Advertising agencies
- Proofs (printed matter)
- Clippings (information artifacts)
- Videocassettes
- Saatchi, Charles Nathan, 1943-
- Saatchi & Saatchi
- Saatchi, Maurice Nathan, 1946-
- Compton Advertising, Inc.
- Gossett, O. Milton (Oscar Milton), 1926-2006
- Procter & Gamble Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Saatchi & Saatchi Compton Worldwide
- Saatchi & Saatchi Advertising Worldwide

Collection Inventory

Administrative and Personal Files, 1951-1998 and undated

Physical Description: 1 box

Scope and Contents note

Includes personal correspondence, approximately 80 photographs of Gossett and his colleagues, and items relating to Gossett's international travels. Other

materials document Gossett's professional life, including early resumes. Also included is a daily diary from 1960-1961. Arranged alphabetically.

Biographical interview, 1985 Box 1

Correspondence, 1963-1994 and undated Box 1

Correspondence and memoranda, 1952-1998
and undated Box 2

Physical Description: 2 folders; 1 folder removed to Restricted Materials, Box 6

Correspondence and memoranda, 1985-1988 Box 6

Diary, 1960-1961 Box 1

Financial materials, 1985-1989 Box 1

Memorabilia, 1967-1973 and undated Box 1

O. Milton Gossett history, 1963-1998 and
undated Box 1

Scope and Contents note

[Compiled by Gossett, with original folder title retained; contains an award ceremony program, clipping, magazine profile, and a "good letter file," with correspondence dated 1988-1998.]

Philanthropy, 1995-1999 Box 1

Photographs, undated Box 1

Physical Description: 3 folders

Professional documentation, 1951-1992 Box 1

Scope and Contents note

[Includes early resumes and recommendation letter, recognition in Ad Daily , employment contracts, and business cards.]

Workshop materials, 1991-2001 and undated Box 3

Scope and Contents note

[Career workshops conducted by Gossett in conjunction with the American Advertising Federation]

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Advertisements, 1951-1978 and undated

Cutout figures, undated	Box 10-11
Ivory Soap, 1951-1978 and undated	Box 7
Portfolios of Gossett's early work, 1951-1966 and undated	Box 8-9
Television scripts and storyboards, 1953-1969	Box 2

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Printed materials, 1959-1993 and undated

Advertising Age , 1968-1999	Box 12
Adweek , 1986	Box 2
Compton publications, 1959-1993 and undated	Box 2
Physical Description: 8 folders; 1 folder removed to Oversize Materials, Box 12	
Compton publications, 1971-1972	Box 12
Madison Avenue , 1969, 1978	Box 3
Saatchi & Saatchi publications, 1991-1995 and undated	Box 3

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Subject files, 1958-2001 and undated

Compton, 1958-1983	Box 3
Internet, 1997-2001	Box 3
Procter & Gamble, 1979-2000 and undated	Box 3
Saatchi & Saatchi, 1982-1999 and undated	Box 3
Saatchi, Charles, 1985-1995 and undated	Box 6
Saatchi, Maurice, 1991-1995 and undated	Box 6
Wax, Ed, 1982-1988	Box 3

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Writings and Speeches, 1954-2001 and undated

Physical Description: 2 boxes

Scope and Contents note

Includes speeches, written and delivered by Gossett, relating to various advertising topics. Many speeches were created as part of Gossett's American Advertising Federation workshops, and were delivered at a number of colleges and universities. Writings include magazine articles written by Gossett, as well as an introduction to an article in the Encyclopedia of Advertising and Marketing . Preparatory materials such as notes and clippings accompany some of the items in this series. Arranged alphabetically by title.

Speeches, 1954-2001 and undated

Advertising Age creative workshop keynote speech, 1973	Box 4
Advertising Age presentation, "1990," 1977	Box 4
Advertising Age workshop speech, 1977	Box 4
Advertising Agency Minority Recruitment Conference (2nd annual), 1975	Box 4
Advertising Club of New York, speech to graduating class of Advertising and Marketing course, 1984	Box 4
Advertising Club seminar speech, "The Tightened Belt," 1970	Box 4
Advertising Council, "Un-selling Drug Mis-Use: A Total Communications Effort," 1973	Box 4

Scope and Contents note

[Speech written and delivered by Robert P. Keim, President, Advertising Council]

American Advertising Federation Annual Convention, "Advertising's Eternal Verities," 1978	Box 4
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American Association of Advertising Agencies, Institute of Advanced Studies, 1975	Box 4
Australian Magazine Publishers Association, "Women: What Do They Want from Us Now?" 1978	Box 4
Book Publishers speech, 1970	Box 4
College of William & Mary, 1997-1998	Box 4
Speeches, 1967-1973 Scope and Contents note [Speeches pertaining to administrative aspects of Compton Advertising. Other speeches are available in the Writings and Speeches Series]	
Compton year-end sales meetings, 1967-1970 Physical Description: 4 folders	Box 3
Direct Marketing Day speech, 1980	Box 4
Fisk University, 2001	Box 4
"The Importance of Brands," undated	Box 4
Ithaca College, 1991	Box 4
Ithaca (Cornell?), "The Brief," 1981	Box 4
Ivory Bar speech material, 1972	Box 4
Lead-in anecdotes, undated	Box 4
Magazine Publishers Association, "Women: What Do They Want from Us," 1975	Box 4
McNeil University, "Continuity of Advertising, or, How to Deal with 'More of the Same,'" 1981	Box 4
National Center for Health Education, various speeches and talks, 1989	Box 4
Proprietary Association presentation, "1990," 1977	Box 4
Southern Methodist University (SMU), 2001	Box 4

Speech for Cincinnati's District and Sales Managers Meeting, 1972	Box 3
Speech topics by Compton personnel, 1973	Box 3
"Talk about Advertising," undated	Box 4
Trinity College, 1991	Box 4
University of Missouri-Columbia School of Journalism, 2001	Box 5
University of Texas, 1995	Box 5
University of Texas, 2001	Box 5
University of Texas, DeWitt Carter Reddick Award, 2000-2001	Box 5

Scope and Contents note

[In addition to the speech, the folder contains correspondence between Gossett and the University of Texas, as well as a brief biographical note about Gossett.]

Writing Instrument Manufacturers speech, 1973	Box 5
Yale University School of Management, "The Development of Advertising: Agency vs. Client," undated	Box 5
Miscellaneous speeches and speech-related materials, 1954-1985 and undated	Box 5

Physical Description: 3 folders

Writings, 1971-1973 and undated

"Advertising about Advertising" campaign, Time magazine, 1971	Box 5
Encyclopedia of Advertising and Marketing materials, 1973 and undated	Box 5
"Questions that run through my mind when I hear that the recommended advertising budget is 'all in 30-second TV commercials,'" undated	Box 5

"Quotations from Chairman Gossett," undated	Box 5
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"Selling the Client First" , New York Times , 1973	Box 5

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Audiovisual Materials, 1975-2004 and undated

Scope and Contents note

Videocassettes primarily feature Saatchi & Saatchi commercials. Also included is a video recording from an event celebrating Gossett's 35th anniversary with Compton; several photographs of this event are available in the **Personal Files Series** .

Access Restrictions:

Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access. Use copies are available in collection.

Original Recordings (CLOSED)

Access Restrictions:

Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access. Use copies available in collection.

OR1. "Gossett 35th Anniversary," 1984. Format: VHS. Use copy UC1 in Box 16.	Box 13
<hr/>	
OR2. "Original Saatchi," undated. Format: VHS. Use copy UC2 in Box 16.	Box 13
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OR3. "Saatchi 1982: 16 Spots," 1982. Format: VHS. Use copy UC3 in Box 16.	Box 13
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OR4. "Saatchi & Saatchi 2004," 2004. Format: VHS. Use copy UC4 in Box 16.	Box 13
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OR5. "Saatchi & Saatchi British Airways - Manhattan Landings," undated. Format: VHS. Use copy UC5 in Box 16.	Box 13

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- OR6. "Saatchi & Saatchi Milt Gossett Advertising Hall of Fame," undated. Format: VHS. Use copy UC6 in Box 16. Box 13
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- OR7. "Saatchi & Saatchi New York Reel, November 2000," 2000. Format: VHS. Use copy UC7 in Box 16. Box 13
-
- OR8. "Saatchi Classics Plus Italian Public Service Tuborg and Danone," 1992. Format: VHS. Use copy UC8 in Box 16. Box 13
-
- OR9. "Saatchi Show Reel," undated. Format: Use copy UC9 in Box 16. Use copy UC in Box 16. Box 13
-
- OR10. "Old Reel: Garland-Compton," undated. Format: U-matic. No use copy available (preservation issues). Box 13
-
- OR11. "Saatchi/Compton merger," 1982. Format: VHS. Use copy UC10 in Box 16. Box 13
-
- OR12. "Saatchi & Saatchi: Agency reel, including public service," 1995-1996. Format: VHS. Use copy UC10 in Box 16. Box 13
-
- OR13. "Saatchi & Saatchi: Agency reel," January 2001. Format: VHS. Use copy UC10 in Box 16. Box 13
-
- OR14. "Saatchi & Saatchi: Agency reel / Worldwide reel," 1998. Format: VHS. Use copy UC10 in Box 16. Box 13
-
- OR15. "Saatchi & Saatchi: Business Communications: new business agency reel," July 1998. Format: VHS. Use copy UC10 in Box 16. Box 13
-
- OR16. "Saatchi & Saatchi: Compilation reel, UK," January 1990. Format: VHS. Use copy UC11 in Box 16. Box 13
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- OR17. "Saatchi & Saatchi: Compilation reel, UK," September 1990. Format: VHS. Use copy UC11 in Box 16. Box 13

OR18. "Saatchi & Saatchi: International: Old Saatchi, Italy." Format: VHS. Use copy UC11 in Box 16. Box 13

Scope and Contents note

[This video is a duplicate copy of OR27]

OR19. "Saatchi & Saatchi: International reel." Format: VHS. Use copy UC12 in Box 16. Box 13

OR20. "Saatchi & Saatchi: Original Saatchi." Format: VHS. Use copy UC11 in Box 16. Box 13

OR21. "Saatchi & Saatchi: Original Saatchi work: Thatcher material and show reel," 1975-1982. Format: VHS. Use copy UC13 in Box 16. Box 13

OR22. "Saatchi & Saatchi: Saatchi commercials," 1982. Format: U-matic. Use copy UC13 in Box 16. Box 13

OR23. "Saatchi & Saatchi: Saatchi reel, shown at Wake Forest," 2003-2004. Format: VHS. Use copy UC13 in Box 16. Box 13

OR24. "Saatchi & Saatchi: 'Shimmer' plus 10 good ones." Format: VHS. Use copy UC13 in Box 16. Box 13

OR25. "Saatchi & Saatchi: Staples Comm." Format: VHS. Use copy UC13 in Box 16. Box 13

OR26. "Saatchi & Saatchi Compton: New York City AIDS project/PSA," April 1987. Format: VHS. Use copy UC12 in Box 16. Box 13

OR27. "University of Illinois," March 1992. Format: U-matic. Use copy UC12 in Box 16. Box 13

Preservation Masters (Not for Reference use)

Access Restrictions:

Access restricted. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access. Use copies available in collection.

MC1-MC8. Format: Betacam SP. Created:
2007-2008. Box 14

MC9-MC13. Format: Betacam SP. Created:
2007-2008. Box 15

Use Copies

UC1-UC13. Format: DVD. Created: 2007-2008 Box 16

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