



# Guide to the Ric Hendee papers, 1954-2016

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## Summary

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**Collection Title:**

Ric Hendee papers, 1954-2016

**Creator:**

Hendee, Ric (Richard S.), 1948-

**Source:**

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

**Abstract:**

Ric Hendee is an advertising executive who served as consumer marketing Vice President for the trade organization Cotton Incorporated. Collection includes advertisements (print, radio, television) and promotional materials; annual reports; audio recordings (audiocassette, CD); biography; business correspondence (emails, letters); client proposals and recommendations; conference materials; consumer and trade (advertising, fashion) periodicals; financial records and investment reports; market research; meeting agendas and minutes; memoranda; newsclippings; newsletters; online news; photographs; press releases; public service television programs; résumés; speeches; and video recordings (VHS, DVD). Topics addressed include advertising, advertising agencies, and advertisers in the United States. Individuals and organizations represented include the Association of National Advertisers, Cotton Incorporated, Dean Witter, Eastman Kodak, Frontline, Genesco, J. Walter Thompson, Manufacturers Hanover, Merrill Lynch, R.T. French, Samsonite, Sears, Simmons, Warner-Lambert, and the James Webb Young Seminar. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

3.8 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.12048

**Permalink:**

<https://idn.duke.edu/ark:/87924/m16x6q>

**Preferred Citation**

[Identification of item], Ric Hendee papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

Collection includes advertisements (print, radio, television) and promotional materials; annual reports; audio recordings (audiocassette, CD); biography; business correspondence (emails, letters); client proposals and recommendations; conference materials; consumer and trade (advertising, fashion) periodicals; financial records and investment reports; market research; meeting agendas and minutes; memoranda; newsclippings; newsletters; online news; photographs; press releases; public service television programs; résumés; speeches; and video recordings (VHS, DVD). Topics addressed include advertising, advertising agencies, and advertisers in the United States. Individuals and organizations represented include the Association of National Advertisers, Cotton Incorporated, Dean Witter, Eastman Kodak, Frontline, Genesco, J. Walter Thompson, Manufacturers Hanover, Merrill Lynch, R.T. French, Samsonite, Sears, Simmons, Warner-Lambert, and the James Webb Young Seminar.

### Biographical/Historical

Ric Hendee is an advertising executive who served as consumer marketing Vice President for the trade organization Cotton Incorporated.

Richard S. Hendee was born in 1948. Graduated from Grosse Pointe High School in 1965 and Trinity College (Hartford, Conn.) with a Bachelor of Arts in Literature in 1969. Worked at J. Walter Thompson Company in the New York office between April 1972 and September 1985, exiting as a Vice President of Account Management. Left for Davidoff and Partners of Westport, Conn., where he served as a Senior Vice President until December 1990. In January 1991, Hendee founded Dickison and Hendee Advertising with copywriter Don Dickison, also in Westport, Conn. Hendee served as president and chief executive, Dickison as chairman and creative director. Hendee left Dickison and Hendee Advertising for Cotton Incorporated in May 1993, where he served as Senior Vice President of Consumer Marketing for over 23 years. Since January 2017, Hendee has served as a Principal at RSH Marketing Strategies.

Sources: <https://www.nytimes.com/1991/01/18/business/the-media-business-advertising-addenda-miscellany.html> <https://www.linkedin.com/in/ric-hendee-5541863/>

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## Arrangement

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Organized into the following series: Cotton Incorporated; Davidoff and Partners; Dickison and Hendee; General Files; JWT (J. Walter Thompson); Personal; Seachange Fund; and Audiovisual Materials.

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## Administrative Information

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### Publication Statement

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411 Chapel Drive

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

### Access Restrictions

Access restricted. Collection contains fragile audiovisual/photographic 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 Rubenstein Library's Citations, Permissions, and Copyright guide.

### Acquisition Information

The Ric Hendee papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from Ric Hendee in 2022 and 2023.

## **Processing Information**

Processed by Blake Beaver, February 2023;

Accessions described in this collection guide: 2022-0130; 2023-0012.

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## **Related Materials**

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### **Related Material**

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

Halo Awards Records;

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Iconographic collection.

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## **Names and Subjects**

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- Advertising
- Advertising agencies -- United States
- Advertising executives -- United States
- Cotton -- Marketing -- United States
- Association of National Advertisers
- Cotton Incorporated
- Dean Witter & Co
- Eastman Kodak Company
- Frontline (Television program)
- Genesco, Inc
- J. Walter Thompson Company. New York Office
- John W. Hartman Center for Sales, Advertising & Marketing History
- Manufacturers Hanover Trust Company
- Merrill Lynch & Co. (1973-)
- R.T. French Company
- Samsonite Corporation
- Sears, Roebuck and Company

- Simmons Company
- Warner-Lambert Company
- Young, James Webb, 1886-

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## Collection Inventory

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### Cotton Incorporated, 1972-2016 and undated

Arranged by species

#### Scope and Contents

Define Cotton, Inc.

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Ads, Storyboards, and Other Creative/  
Marketing Materials, 1994-2016, undated Box 1

**Physical Description:** 2 folders

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Consumer and Trade Advertisements,  
1994-2015 Box 3

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Cottonseed Oil Brochure and Ads, circa 1999 Box 1

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The Fabric of Our Lives TV Campaign  
Presentation, 1998 Box 1

#### Scope and Contents

Item removed: RL12048-VHS-0001

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Lifestyle Monitor™ Slides and Press Release,  
1994-1995 Box 1

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Lifestyle Monitor™, 1995-2003 Box 3

---

Media Coverage--Trade Publications, 1996-2012 Box 3

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Memoranda, 1972-2016 Box 1

---

The Nature of Rhythm CD Case, 2003 Box 1

---

Newsclippings and Other Media Reference  
Resources, 1993-2016, undated Box 1

Proposals, Presentations, Reports, and Other Strategic Documents, 1994-2016, undated	Box 1
<b>Physical Description:</b> 2 folders	
Publications and Programs, 1992-2015	Box 1
<b>Physical Description:</b> 2 folders	

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### **Davidoff and Partners, 1985-1990 and undated**

Agency Introduction, circa 1988	Box 1
Client Proposals, 1985-1990	Box 1
<b>Physical Description:</b> 2 folders	
Creative Strategy Templates, Marketing Methods, circa 1988-1990	Box 1
Internal Documents--Memos, Correspondence, Financial Records, Office Space, 1986-1990, undated	Box 1
New Business--General, 1985-1990	Box 1
Personification in Advertising, 1988	Box 1
Starting New Agencies and Corresponding Letters, 1985-1987	Box 1

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### **Dickison and Hendee, 1990-1993**

Agency Profiles/Proposals, Creative Strategy Template, Correspondence, Press Coverage, 1991-1993	Box 1
MassMutual Pension Management--Ad and Internal Memo, circa 1990	Box 3
PHH Homequity--Ad Mock-Ups, 1992	Box 3

PHH Homequity--Brochure, Proposals, Ad  
Mock-Ups, Correspondence, Creative Review,  
1992 Box 1

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### **General Files, 1994-2010**

Trade Publications, 1994-2010 Box 3

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### **JWT (J. Walter Thompson), 1954-1985 and undated**

#### **Close-Up, circa 1970-1978**

Close-Up Research, Performance Reports,  
Strategy, and Correspondence, circa  
1970-1977 Box 1

Creative History, Market Research, and Media  
Plan, 1976-1978 Box 1

#### **Dentcare, circa 1981**

Proposal, circa 1981 Box 1

#### **Eastman Kodak, 1980 April 25 - 1980 June 20**

T-Plan and 35mm Strategic Plan, 1980 April 25  
- 1980 June 20 Box 1

#### **Financial Services Industry, 1982-1984**

New Business Prospecting Research and  
Proposals, 1982-1984 Box 1

#### **General, 1972 and undated**

Evaluating Copy, Creative Strategy Template,  
Rules for Being a Businessman, 1972, undated Box 1

#### **Genesco, 1982-1983**

T-Plan Outline, Ads, Trade Advertising  
Recommendation, and Correspondence,  
1982-1983 Box 1

**Listerine, 1977-1978**

Field Trip Reports, Meeting Agendas, Market Research, Creative Strategy, and Radio/TV Reports, 1977-1978 Box 1

**Loctite, 1983-1984**

Strategic Research, Billing, and Agency Evaluation, 1983-1984 Box 1

**Manufacturers Hanover Corporation, 1982 May 20**

Situation Analysis, 1982 May 20 Box 2

**Memoranda, 1973-1985 and undated**

1973-1985 and undated Box 2

**Physical Description:** 12 folders

**Merrill Lynch, circa 1983**

Profile and Copy, circa 1983 Box 2

**Metroscope, 1984**

Billing, 1984 Box 2

**Publications, 1954-1984**

Annual Reports and Year-End Roundup, 1971-1983 Box 2

Inside NYO (New York Office), 1976 May - 1976 December Box 2

JWT News, 1976-1984 Box 2

Miscellaneous, 1954-1983 Box 2

Persuasion, The Moving Target, Credibility Gap, circa 1971-1978 Box 2

**R.T. French, 1974-1981**

James Webb Young Seminar--Potato Products Marketing Project, 1980 Box 2

Research, Marketing Philosophy, Ad Photoboard, Potato Products Restage Recommendations, 1974-1981	Box 2
<b>Ryder Truck Rental, 1984 May 7</b>	
Client Correspondence, 1984 May 7	Box 2
<b>Samsonite, 1981-1983</b>	
Meeting Agendas/Minutes, Publicity, Media Planning, Research and Correspondence, 1981-1983	Box 2
<b>Sears/Dean Witter, 1983-1984</b>	
Research, Strategy, Correspondence, 1983-1984	Box 2
<b>Showtime, 1984</b>	
Research, Creative Strategy, Staffing/ Compensation, Correspondence, 1984	Box 2
<b>Simmons, 1977 July</b>	
Maxipedic Review, 1977 July	Box 2
<b>T-Plan, 1981</b>	
Planning Philosophy and Discipline, Handwritten Notes on Abolishing the T-Plan, 1981	Box 2

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<b>Personal, circa 1978-1989 and undated</b>	
A.N.A. Showcase Focus '89 and Advertising Agency Register Review Vol. 1 No. 1, 1989, undated	Box 2
Photographs, Autographs, and Awards, undated	Box 2
Résumé and Biography, undated	Box 2
Speeches, circa 1978-1982	Box 2

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### **Seachange Fund, 1988-1993**

Account Summaries, Profile, and Performance,  
1988-1993

Box 3

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### **Audiovisual Materials, 1985-2011 and undated**

#### **Access Restrictions:**

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

### **Cotton Incorporated, 1989-2011 and undated**

#### **Access Restrictions:**

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

The Fabric of Our Lives®, 1998

Box 4 > Video-cassette  
RL12048-VHS-0001

#### **Scope and Contents**

includes 60- and 30-second advertisements for denim, home products, working casual, and underwear

The Fabric of Our Lives™ Campaign, 1995

Box 4 > Video-cassette  
RL12048-VHS-0003

#### **Scope and Contents**

includes "Night Out," "Driving Lesson," "Hockey," "Children," "Baker," "Office," and "Holiday" advertisements

The Fabric of Our Lives®, 1998

Box 4 > Video-cassette  
RL12048-VHS-0004

#### **Scope and Contents**

includes 60- and 30-second advertisements for denim, home products, working casual, and underwear

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Harvest of Fear, 2001 April 21 Box 4 > Video-cassette  
RL12048-VHS-0005

**Scope and Contents**

includes an episode of PBS's Frontline exploring the debate over genetically modified food crops

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Cotton/Marketplace, undated Box 4 > Audio-cassette  
RL12048-CS-0003

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Focus on Sustainability, 2006 September 22 Box 5 > Optical-disc  
RL12048-OP-0001

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Print Ads Archive, 1989-2005 Box 5 > Optical-disc  
RL12048-OP-0002

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Historical Reel, 1989-2013 Box 5 > Optical-disc  
RL12048-OP-0003

**Scope and Contents**

does not function in a DVD player

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Historical Reel, 1989-2013 Box 5 > Optical-disc  
RL12048-OP-0004

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Television Retrospective, 2000 February 11 Box 5 > Optical-disc  
RL12048-OP-0005

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Brazil Presentation, 2005 August Box 5 > Optical-disc  
RL12048-OP-0006

---

Television Retrospective, 2000 February 11 Box 5 > Optical-disc  
RL12048-OP-0007

---

Mysteryfabric.com, 2007 January 22 Box 5 > Optical-disc  
RL12048-OP-0008

---

Marty Matlock--Sustainability 2050, 2007  
December 6 Box 5 > Optical-disc  
RL12048-OP-0009

---

Cotton and the Second Green Revolution, 2008  
November 8 Box 5 > Optical-disc  
RL12048-OP-0010

---

Innovation--Teaching an Old Plant New Tricks, 2010 September 8	Box 5 > Optical-disc RL12048-OP-0011
Cotton's 24 Hour Runway Show, undated	Box 5 > Optical-disc RL12048-OP-0012
The Making of From the Runway to Every Day, undated	Box 5 > Optical-disc RL12048-OP-0013

**Scope and Contents**

includes behind-the-scenes footage of a Cotton Incorporated television commercial

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Cotton and Water--White, Blue, and Green, 2011 October 10	Box 5 > Optical-disc RL12048-OP-0014
Cooler in Cotton--Full, undated	Box 5 > Optical-disc RL12048-OP-0015
Cooler in Cotton--Full, undated	Box 5 > Optical-disc RL12048-OP-0016
A Tour of Cotton Incorporated, undated	Box 5 > Optical-disc RL12048-OP-0017
What Can Cotton Incorporated Do for Your Company?, undated	Box 5 > Optical-disc RL12048-OP-0018

### **Davidoff and Partners, circa 1986 and undated**

**Access Restrictions:**

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Historical Presentation Reel, undated	Box 4 > Video-cassette RL12048-VHS-0002
We're Radio Active, circa 1986	Box 4 > Audio-cassette RL12048-CS-0001

We're Radio Active--The Sequel, undated

Box 4 > Audio-cassette  
RL12048-CS-0002

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