



Guide to the Kensinger Jones Papers, 1934-2015

This collection guide was produced in **2002; additions 2026**.
This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Table of Contents

Summary	3
Background	4
Administrative Information	5
Names and Subjects	6
Collection Inventory	7
Advertising Agencies, 1952-1983 and undated	7
Leo Burnett Company, Chicago, 1952-1957; 1971-1973; 1973-1976, and undated	8
Campbell-Ewald Company, Detroit, 1957-1967 and undated	16
D.P. Brother and Company, Detroit, 1968-1972 and undated	27
Wilding Company, Southfield, Mich., 1977-1982	30
William R. Biggs/Gilmore, Kalamazoo, Mich., 1980-1983	31
Correspondence and Memoranda, 1964-1974	32
Michigan State University, 1982-1997 and undated	33
Subject Files, 1982-1997 and undated	34
Course Materials, 1982-1995 and undated [Subseries Closed]	40
Writings and Speeches, 1944-2001 and undated, bulk 1955-1972	48
Speeches, 1955-1974 and undated	49
Published Articles, 1959-1972	57
Other Writings, St. Louis, 1944-1951 and undated	59
Other Writings, 1960-2001 and undated	61
Personal Files, 1934-2002 and undated	64
Audiovisual Materials, 1959-1996 and undated	66
35mm slides	67
Videotapes	68
Audiotapes	70
16mm films	72
Oversize Materials, 1948-2002 and undated	74
2026 Additions	76

Summary

Collection Title:

Kensinger Jones papers, 1934-2015

Source:

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

Creator:

Jones, Kensinger, 1919-

Abstract:

Advertising executive with several agencies including Leo Burnett and Campbell-Ewald, and a professor of advertising at Michigan State University. The collection documents Jones's primary career as an executive for several major advertising agencies, including Leo Burnett Company, Campbell-Ewald Company, D.P. Brother and Company, Wilding Advertising, and William R. Biggs/Gilmore Associates; and his second career as a professor of advertising at Michigan State University. Materials consist primarily of correspondence, memoranda, notes, reports, scripts, and audiovisual (including videocassettes) materials that document the development of print, radio, and television advertising campaigns for a wide variety of clients. The history and management of advertising companies in Chicago and Detroit, in Australia, and in Singapore is also represented. Major clients and campaigns documented include Chevrolet, the Florida Citrus Commission, General Motors Corporation, and Oldsmobile.

Extent:

38 Linear Feet

Language:

English.

Collection ID:

RL.00648

Permalink:

<https://idn.duke.edu/ark:/87924/m1n91n>

Preferred Citation

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

[Return to Table of Contents](#)

Background

Scope and Content

Collection documents Jones's primary career as an executive for several major advertising agencies, including Leo Burnett Company, Campbell-Ewald Company, D.P. Brother and Company, Wilding Advertising, and William R. Biggs/Gilmore Associates; and his second career as a professor of advertising at Michigan State University. Materials consist primarily of correspondence, memoranda, notes, reports, scripts, and audiovisual materials that document the development of print, radio, and television advertising campaigns for a wide variety of clients. The history and management of advertising companies in Chicago and Detroit in the United States, in Australia, and in Singapore is also represented. Major clients documented include Chevrolet, the Florida Citrus Commission, General Motors Corporation, and Oldsmobile.

Biographical/Historical

Kensinger Jones (1919-2015) was an advertising executive with several agencies including Leo Burnett and Campbell-Ewald, and a professor of advertising at Michigan State University.

Born 1919, Oct. 18, St. Louis, Mo. Died March 10, 2015, Hastings, Michigan.

Education: 1937 Graduated from Roosevelt High School. 1938-1939 Nadine College of Advertising, St. Louis. 1939-1940 Washington University

Military: 1941-1944 138th Infantry, Alaska; 337th CTD Pennsylvania

Family: 1944, Oct. 7, Married Alice May Guseman, Pa. Children: Jeffrey Kensinger, b.1948; Janice Anne, b. 1950

Career: 1944-1952 Freelance writer, St. Louis, for Radio Stations KMOX and KSD, Premier Radio Enterprises, Gardner Advertising Agency, and local government and non-profit agencies. 1952-1957, Aug. Leo Burnett Company, Chicago: Copywriter, Television and Radio Department; and TV Group Head (1955). 1957, Aug.-1967 Campbell-Ewald Company, Detroit: Creative Director for TV and Radio, Vice President, 1957-1960; Senior Vice President and Creative Director, 1960-1966; Executive Vice President and Creative Director, 1966-1967 D.P. Brother Company, Detroit: Senior Vice President and Executive Creative Director. 1971-1973, Mar. Leo Burnett Company, Chicago: Senior Vice President and Executive Creative Director. 1973, Mar.-1974, Apr. Leo Burnett Pty. Ltd., Sydney, Australia: Regional Creative Director; 1974, Apr.-Dec. Leo Burnett Pte. Ltd, Singapore, Malaysia: Regional Creative Director. 1974, Dec. 31 Retired from Leo Burnett Company. 1975-1976 Consultant to Leo Burnett Company, Chicago and Leo Burnett Pte., Ltd, Singapore, Malaysia.

1975- Writer, farmer, Barry County, Mich. 1979 Wilding Advertising, Southfield, Mich.: Creative consultant. 1981-1983 William R. Biggs/Gilmore, Kalamazoo, Mich.: Creative Supervisor.

Academic career: 1982-1995 Lecturer, Department of Advertising, Michigan State University. 1988 Visiting Lecturer, People's Republic of China, U.S. Exchange Program in Advertising. 1990 Visiting Lecturer, Taipei, Taiwan and Jakarta, Indonesia. 1992 Visiting Lecturer, Dalhousie University, Nova Scotia. 1996 Professor Emeritus, Michigan State University.

Awards: 1959 Grand Prix, Cannes International Film Festival, for "An American in Paris." 1961 Grand Prix, Cannes International Film Festival, for "The Magic Ride." Other awards include the American Film Festival, Best of Automotive Award, 1961; Film Festival Hall of Fame for two commercials, 1965; and the American Freedoms Award, 1985

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Access Restrictions

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 Kensinger Jones Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as gifts 1999-2016.

Processing Information

Processed by Cathy Abernathy and Michael Shumate

Completed March 12, 2002

Encoded by Michael Shumate and Jeff Payne

Processing of this collection was supported in part by a gift from Kensinger and Alice Guseman Jones.

Additions processed February 2026 by Richard Collier.

[Return to Table of Contents](#)

Names and Subjects

- Advertising -- United States
- Automobiles -- Marketing
- Advertising -- Automobiles
- Advertising, Public service -- United States
- Advertising agencies
- Television advertising -- Video recordings
- Radio advertising
- Brand name products
- Advertising agencies -- Australia
- Scripts (documents)
- Advertising agencies -- Asia
- Advertising -- Study and teaching -- United States
- Advertising agencies -- Michigan -- Detroit
- Advertising agencies -- Illinois -- Chicago
- Advertising agencies -- Employees
- Advertising executives
- Advertising agencies -- Management
- Advertising agencies -- Singapore
- Campbell-Ewald Company
- Burnett, Leo, 1891-
- Florida Citrus Commission
- D.P. Brother and Company

- John W. Hartman Center for Sales, Advertising & Marketing History
- General Motors Corporation
- Jones, Kensinger, 1919-
- Wilding Advertising
- William R. Biggs/Gilmore Associates
- Leo Burnett Company
- Michigan State University

Collection Inventory

Advertising Agencies, 1952-1983 and undated

Scope and Contents note

The Advertising Agencies Series, the largest, includes memoranda and correspondence related to the executive management of each agency and Jones's role in organizing and directing the creative activities of the agency or advertising team. Materials from Jones's work at the Leo Burnett Company consist primarily of office memoranda and weekly progress reports for radio and television commercials for clients such as: Mars, Incorporated; Kellogg Company; and the Green Giant Company. In Southeast Asia, Jones served as Regional Creative Director for Leo Burnett offices in Sydney, Singapore, Kuala Lumpur, Hong Kong and Bangkok. Materials include correspondence, speeches for creative seminars, and scripts for two films for the Singapore Tourist Promotion Board. Jones worked mainly with clients in the automotive industry, specifically Chevrolet at the Campbell-Ewald Company and Oldsmobile at D.P. Brother Company (as well as at Leo Burnett). Materials about General Motors relate to the potential of television specials for corporate advertising to promote the GM "Mark of Excellence" and the corporation's responsiveness to environmental and safety issues in the late sixties and seventies. Closely related to the Advertising Agencies Series, the Correspondence and Memoranda Series consists of carbons of outgoing correspondence from Jones, filed in chronological order with some memoranda.

Arranged in subseries for each agency where Jones worked; subseries appear chronologically by the date that Jones first worked at each agency. This series consists primarily of office memoranda, correspondence, scripts for advertising presentations to clients, scripts for television or radio commercials, newspaper and magazine articles, and a few photographs. An Information Folder found in the inventory drawer at the Rare Book, Manuscript, and Special Collections Library contains additional biographical data and a description of

Jones's positions with each agency. See individual subseries for more specific arrangement notes.

Leo Burnett Company, Chicago, 1952-1957; 1971-1973; 1973-1976, and undated

Scope and Contents note

Arranged by three chronological time periods, when Jones held different positions with the agency in Chicago and South East Asia. Within each time period, the folders are arranged alphabetically.

1952-1957	Box 1
Broadcast Continuities, various clients, 1954-1957	Box 1
Color TV memoranda, 1954-1955	Box 1
"Finally Somebody Has to Get Out an Ad," Burnett speech, 1955 Oct. 13	Box 1
Job Application and Work Samples, 1952-1955	Box 1
Leo Burnett Company. Archive materials, 1955-1956, 1968, 1989	Box 1
Physical Description: 3 folders	
"Lest We Forget-A Television History ... 1931-1952." Script (not produced) re the Democratic Party, 1952	Box 1
Memoranda, miscellaneous, 1955-1957	Box 1
Office Memoranda from Leo Burnett or R.N. Heath, 1953-1957	Box 1
Physical Description: 2 folders	
"Pick Yourself a Problem," campaign for the American Heritage Foundation. Ad proofs (16x22), 1968	Box 1
Scripts, storyboards, and memos, re clients: Kellogg, Commonwealth Edison, Procter and Gamble, and Mars, 1954-1957	Box 1

"A Study of Attitudes Toward Chrysler Corporation and its Cars," 1962 July	Box 2
Weekly reports, Group 2, 1954-1955	Box 2
1971-1973	
"Articles worth saving--client and competitive," including memos and notes, 1965-1972	Box 2
Chicago Better Business Bureau, 1971-1973 and undated	Box 2
Correspondence, miscellaneous, 1970-1973	Box 2
[Creative Department] Memos: ":30s vs :60s" and "11 golden rules for :30's"	Box 2
"Creative Quality Control at Burnett: An In-Depth Appraisal," [ca. 1969]	Box 2
D.P. Brother and Company, Detroit [renamed Leo Burnett Company of Michigan in 1971]. "Operating Procedures," 1971-1972	Box 2
"Drug Abuse:" Conference on Communication and Drug Abuse by the National Association for the Prevention of Addiction to Narcotics and J. Walter Thompson Company, 1972 Nov.-Dec.	Box 2
"Federal Trade Commission," 1971-1973	Box 3
Florida Citrus Commission, 1971 Physical Description: 2 folders	Box 3
General Motors Corporation, 1971-1972 Physical Description: 3 folders	Box 3
"Legal Substantiation," 1971-1972	Box 3
Management memoranda, 1971-1972	Box 3
New Business: United States Travel Service, 1973	Box 4
Oldsmobile-Creative Group F-1, 1971-1972	Box 4

Oldsmobile-1972 Model Year	
Dealer Point of Sale material, 1970-1972	Box 4
"Ninety Eight: Quite a Substantial Car," 1971	Box 4
Planning, 1970-1971	Box 4
Pollution, 1969-1972	Box 4
Presentations, 1971	Box 4
Safety and ecology, 1971	Box 4
"Statements of Advertising Objectives and 1972 Strategies," 1970-1971	Box 4
Oldsmobile-1973 Model Year	Box 5
Exhibits and Scripts, 1972	Box 5
Physical Description: 2 folders	
Forecast re the 1980 marketplace for automotive advertising, 1971-1972	Box 5
Memoranda, scripts, and presentations to GM, 1972	Box 5
Omega (X-car), correspondence and memos about development and marketing, 1971-1972	Box 5
Planning: office memoranda and correspondence, 1972	Box 5
Press Releases and Photographs, 1972-1973	Box 6
Physical Description: 2 folders	
"Statements of Advertising Objectives and 1973 Strategies," 1972	Box 6
Physical Description: 2 folders	
Timetable/meetings, 1972	Box 6
Pillsbury, 1972	Box 6

Producers and suppliers for media advertising correspondence, 1970-1972	Box 6
Product Group Assignments, October 16, 1972	Box 6
Public Service Communications Council of Chicago (PSCCC) Activities in other Cities, 1970-1972	Box 6
Advertising Campaigns, 1971-1973	Box 6
Correspondence and proposals for setting up the PSCCC, 1971	Box 7
Correspondence and memos on PSCCC activities on venereal disease and pedestrian safety, 1972	Box 7
Information folder, 1971-1972	Box 7
Operations Committee, Agendas and Meeting Reports, 1971-1973, Physical Description: 2 folders	Box 7
Resignation from Leo Burnett Company, USA; memoranda and correspondence, 1970-1973	Box 7
Truth in Advertising: correspondence on symposium at the University of Toronto, 1972 Nov.-Dec.	Box 7
Williams, Lowell: correspondence requesting position at Leo Burnett, Feb. 7 1973, 1963-1964, 1973	Box 7
"Year-end report to Burnett People" and related materials, 1970-1972	Box 7
1973-1976	Box 8
The Advertisers Association, Singapore. Speeches, 1974, 1976 Physical Description: 3 folders	Box 8
Advertising Code of Ethics, 1973 and undated	Box 8

ASEAN [Association of South East Asian Nations] Presentation Report, 1976 Physical Description: 2 folders	Box 8
Australian Dairy Board, 1973	Box 8
Bangkok regional office, 1973-1974	Box 8
Brisbane regional office, 1973-1974	Box 8
Business and Health Insurance, 1974	Box 8
Business Correspondence: re employment in Southeast Asia, 1973-1974	Box 8
Business Correspondence: re income tax return, Republic of Singapore, and personal financial assets, 1977	Box 8
Business expenses and travel schedules to regional offices, 1973-1974	Box 8
[Consultant to Leo Burnett, (South East Asia)] 1975-1976 Physical Description: folders 1-2 of 4	Box 8
[Consultant to Leo Burnett, (South East Asia)] 1975-1976 Physical Description: folders 3-4 of 4	Box 9
Creative Seminars, Kuala Lumpur, speeches: "The Minstrel Principle" and "Some Advertising that Works," 1974-1975	Box 9
Creative Seminar, Singapore. "Leo Burnett's Creative Beliefs," March 26-27, 1975	Box 9
[Credentials Booklet]-"Leo Burnett Pty. Limited," May, 1972	Box 9
[Credentials Booklet]-"Leo Burnett, International-Bangkok," 1973?	Box 9
General Motors Corporation (South East Asia), 1973-1974	Box 9

Guild Marketing Company Pty. Limited - "A Commentary . . ." April 6, 1973	Box 9
Hardboards Australia Ltd, 1973-1974	Box 9
Hong Kong regional office, 1973	Box 9
Jardine, Matheson, and Co. Ltd., 1974	Box 9
Kuala Lumpur (Malaysia) regional office, 1973	Box 9
Physical Description: 2 folders	
Levi, scripts for commercials, 1973	Box 9
Leo Burnett Company correspondence, 1973-1977	Box 9
Physical Description: Folder 1 of 5	
Leo Burnett Company correspondence, 1973-1977	Box 10
Physical Description: Folders 2-5 of 5	
Leo Burnett Company newsletters: "Leo Burnett World News," and "News From Around the World" 1971-1977	Box 10
Leo Burnett Company newsletters: Leo Burnett USA News, 1972-1973	Box 10
London office. Hixon, Carl, correspondence and exhibits, 1973	Box 10
London office. Correspondence, 1973-1974	Box 10
London office. List of commercials for Nestle presentation, May 6, 1976	Box 10
MAS (Malaysia Air System) 1977-1978 Campaign, Nov, 1976	Box 10
New Business: "General New Business Presentation" re the four I's of advertising, 1974?	Box 10

Personal correspondence, 1973-1974 Physical Description: 3 folders	Box 10
Personnel, correspondence and memoranda, 1973-1975	Box 11
Publications on South East Asia, 1975-1977	Box 11
Qantas Airways Limited. Brief and analysis, [ca. 1970s]	Box 11
Qantas Airways Limited. "Advertising Presentation, Australian Region," March 26, 1973	Box 11
Regional Creative Director - Correspondence, 1973-1975 Physical Description: 5 folders	Box 11
Rice Marketing Board for the State of New South Wales. Media plan and budget, Jul-Aug, 1973	Box 12
Rothmans International. Kuala Lumpur (Malaysia) regional office, 1973	Box 12
Singapore Convention Bureau, "Creative and Media Recommendations, fiscal 1975-76," 1974	Box 12
Singapore regional office: Correspondence and copies of Singapore Travel News, 1973-1974	Box 12
Singapore regional office: Correspondence and materials related to advertising in Singapore and S.E Asia, 1974-1975	Box 12
Singapore regional office: Correspondence with J. Flynn of Tokyo regional office, re conflicts with the Singapore Tourist Promotion Board account and with the marketing films, April-May, 1975	Box 12
Singapore Tourist Promotion Board Consultant trip, 1976 Sept.-Nov.	Box 12

"Creative and Media Recommendations . . ." 1974 Feb.	Box 12
Physical Description: 2 folders	
Film Projects, 1973-1975	
Background materials and scripts for "Singapore: A Child of my Own," 1974 Jun. 24 and "Singapore Speaks," undated, 1973-1975	Box 12
Correspondence, re revisions, production, and comments; (includes script for "Singapore-Child of My Own)," 1974-1975	Box 13
Correspondence and notes for two film projects: "Where the World Comes Together" and "A Child of My Own," 1974-1975	Box 13
"Where the World Comes Together: Singapore, Convention City." Production notes and scripts, 1974-1975	Box 13
Marketing, Sales, Advertising for Fiscal 1976-77, 1975 Oct. 21	Box 13
Presentation, re marketing and advertising, 1975 (aboard boat, Rasa Sayang)	Box 13
Publications, 1971-1975	
Physical Description: 2 folders	
-- "Travel Agent - Manual, 1975" : "Welcome to Singapore" handbook 1975; "Singapore Weekly Guide, March 1975," 1974-1975	Box 13
-- "Convention City, Singapore: Where the World Comes Together" 1974 and earlier edition "Singapore: Convention Center of the East" 1971, 1971, 1974	Box 13
South Pacific Advertising, Fiscal 1977-1978, 1976 Oct.	Box 14

Sydney office. Creative Procedures,
1973-1974 Box 14

Physical Description: 2 folders

Sydney office. General, 1973-1974 (including
schedule for visit by P. Schaff, President Leo
Burnett Company, Chicago, March, 1974) Box 14

Tasmania, undated Box 14

Waltons Limited, 1973-1974 Box 14

Miscellaneous: "The Corporate Image in
the New Age and Mergers: A Time for Re-
appraisal," study by Leo Burnett and Company,
speech, and related correspondence, 1967,
1971, and undated Box 14

Campbell-Ewald Company, Detroit, 1957-1967 and undated

Scope and Contents note

Arranged alphabetically by major subject categories that correspond to Jones's work as Creative Director and Executive Vice-President. Major accounts include Chevrolet, General Motors, Florida Citrus Commission, and other new business prospects. Many of the files pertain to the operation and reorganization of the Creative Department as well as the management of the agency, when Jones served on the Executive Committee. Several Chevrolet film commercials won awards at notable advertising competitions. The papers also reflect Jones's focus on professional development -- coordinating seminars within the agency, writing articles, and presenting workshops with state, regional, and national advertising organizations. One effort resulted in the "Creativity" film, later renamed the "Horse and the Fiddle." Another, "Whatever Happened to Mrs. Momiyama," related the role of advertising in a free economy and the resurgence of the Japanese economy after WWII. Both a filmstrip and a film version were distributed by the American Association of Advertising Agencies (AAAA) to high schools and colleges. See also the **Audiovisual Materials Series**.

AAAA Box 15

"The Adman (Thought Leader Version)," 1962 Box 15

Four brochures (incl. one by Leo Burnett),
1961-1963 Box 15

"Whatever Happened to Mrs. Momiyama" : correspondence and materials on converting film into an educational filmstrip, 1963-1966	Box 15
Articles	
Ad Making and Communication, 1960-1966 and undated	Box 15
Physical Description: 2 folders	
"Advertising Industry," 1961-1967	Box 15
Physical Description: Folder 1 of 2	
"Advertising Industry," 1961-1967	Box 16
Physical Description: Folder 2 of 2	
Automobile and Automobile Industry, 1962	Box 16
Management, 1961-1966 and undated	Box 16
Radio and Television, 1961-1966	Box 16
[Untitled] by Leo Rosten, The University of Chicago Magazine [1962]	Box 16
Awards	
American TV Commercials Festival and Forum; correspondence; newsletters, 1960	Box 16
Cannes Film Festival, 1959	Box 16
Clients	
Boeing: Presentation, 1964 Jan. 24	Box 16
Chevrolet	
Ad Committee Review, 1962	Box 16
1961 model year - "Invisible Car Commercial, Magic Ride;" correspondence; script, 1959-1960	Box 16
1963-66 model years: "Youth Market," memos; speeches; report of 1962 Male College Student Survey, 1963-1964	Box 16
1967 model year: An Evaluation of Four Major Advertising Media as Used by the GM	

Automotive Divisions and Their Competition [undated]	Box 17
1967 model year: "Market-by Market Campaign - Research," 1966-1967	Box 17
1968 model year - "Talk to Creative Staff, February 10, 1967;" re new General Sales Manager for Chevrolet	Box 17
Photographs, ca. 1960	Box 17
Delco "Project 66" Presentation	Box 17
Detroit Edison Presentation, 1964 May 12	Box 17
Firestone presentations, 1963, 1967	Box 17
Physical Description: 2 folders	
<u>Florida Citrus Commission</u> Presentation, 1961 Oct. 11	Box 17
Presentation, 1962 Aug. 2	Box 17
Presentation, 1962 Sept. 14	Box 17
Presentation, 1963 Mar. 25	Box 17
Presentations, 1963: Jun. 22, Aug. 9, Sept. 4	Box 17
Presentation, 1964 Jul. 9	Box 17
Presentation, 1965 Sept. 1	Box 17
Presentation, 1965 Oct. 18-20	Box 18
Presentation, 1965 Dec. 8	Box 18
Publicity re termination of account, 1966	Box 18
Presentation, 1966 Mar. 2	Box 18
Physical Description: 3 folders	
<u>Florists Telegraph Delivery Association</u> Presentation, 1962 Sept. 19	Box 18
Presentation, 1963 Apr. 18	Box 18

Folger Coffee Western Division; Presentation to Procter and Gamble, 1965 Sept. 2	Box 19
General Motors Corporation	
Corporate advertising correspondence, memos, and scripts, 1962-1963	Box 19
Corporate advertising memos and correspondence, 1965 Jan. - Sept.	Box 19
Corporate image: Memos; correspondence re television advertising for GM as an institution March - Sept., 1959	Box 19
Corporate image: Proposal by NBC to CECO for GM sponsorship of television program specials, 1959	Box 19
Sales Manager Presentation Jun. 3; General Motors Overseas Operations conference, Detroit, 1966	Box 19
Sale Managers Presentation Sept. 22; Opel Dealers, New York, 1966	Box 19
Working Agreement for advertising services with Euclid Division, 1966	Box 19
General Motors Institutional	
Advertising proposals for "Informational Campaign" 1960-1961	Box 19
Corporate Image: articles and pamphlets, 1958-1959	Box 19
Corporate Image: correspondence and memoranda, 1958-1960	Box 19
Danny Kaye TV Special, October 30, 1960, sponsored by GM, 1960-1961	Box 20
Physical Description: 2 folders	
"Exploratory" : correspondence and memos re institutional advertising, 1958-1960	Box 20

"General Motors corporate Promotion Philosophy and Television Recommendations," 1959	Box 20
"GM Spectacular" television special featuring musicals by Lerner and Lowe; memos; correspondence, 1959	Box 20
GM Styling Center Project: Production of color slide film for speech by W.L. Mitchell at GM Conference at Greenbrier, W. Va.; correspondence, 1959	Box 20
Miscellaneous, including letter describing "The General Motors Communications Program," 1962	Box 20
Motorama: articles, 1957-1958	Box 20
Motorama: correspondence and scripts for advertising film and stage shows, 1958-1959	Box 20
Television Programming, 1965	Box 20
Television Special: "An Evening of Excellence" memo and proposal, 1967	Box 20
TV Commercial Recall Study, 1960	Box 20
TV Presentation, 1959-1960	Box 20
TV Programming: scripts; memos; correspondence, 1958-1960	Box 21
Used car campaign on theme of "reliability" and speech on reliability by S. E. Skinner, GM, 1960-1961 and undated	Box 21
World's Fair Project - correspondence; memos about the GM exhibit at the 1964 World's Fair in New York, 1961	Box 21
Marathon Oil Company: "Guarantee" speech for presentation, 1964 Dec. 2; speeches, creative drafts, and research reports, 1963-1964	Box 21

Meadow Gold: presentation to Beatrice Foods, 1964 Apr. 8 and May 14	Box 21
Print Advertising Association: Board of Directors Meeting, Chicago, 1967	Box 21
Print Advertising Association: correspondence and memos, 1963-1964	Box 21
Print Advertising Association: correspondence and report of meeting with leaders of the Print Advertising Association, Chicago, 1967 Sept. 15	Box 21
Rockwell-Standard Corp.: Book re Colonel Rockwell 1963-1964	Box 21
Physical Description: 4 folders	
Corporate Advertising Booklets by Newsweek; correspondence re corporate image, [ca. 1959]	Box 22
Creative Departments	
Address announcing resignation from Campbell-Ewald Co., 1967 Nov. 27	Box 22
Ads to keep, 1960-1966	Box 22
Physical Description: 3 folders	
Awards, 1959, 1961-1966	Box 22
Booklet: "I Wish Somebody Had Told Me That The Day I Started," ca. June, 1965	Box 22
College Recruitment Presentation for Northwestern University, 1965	Box 22
Communications Conferences	
"Don't Scramble Eggheads" : correspondence, speech, and flip chart, 1964 Jul. 30	Box 22
Memorandum, 1967	Box 22
Memos, script, and drafts of March 5 conference, including the printed booklet, "The Most Important intersection in American Business," 1965	Box 22

Notes and scripts of Feb. 8 conference; summary of March 20 conference, 1962	Box 23
Notes and script of Oct. 8 conference re "A Comparative Look at DDB, Ogilvy, and CE [Campbell-Ewald] advertising," 1963	Box 23
Conferences: "Another Important Intersection at Campbell-Ewald, based on the AAAA Connection at the Greenbrier," 1965	Box 23
Conferences: Summaries, 1963-1964	Box 23
Coordination with Account Management, 1963	Box 23
Coordination with Account Management, 1964	Box 23
Coordination with Account Group, esp. for the Burroughs Corp. and National Bank of Detroit ads, correspondence and memos, 1965	Box 23
"Copy and Art Talk" brochure, 1958-1965	Box 23
Creative Fellowships, 1967	Box 23
Creative Philosophy - "The Four I's Booklet," summarizing the Campbell-Ewald Co. approach for new business prospects, 1963	Box 23
Creative-Research Clambake I, [n.d]	Box 23
Creative Seminar (Campbell-Ewald Co.) - Program draft and scripts of sessions; memos and correspondence, including detailed evaluations, 1966 Dec. 1-2	Box 23
Films	
"An American in Paris" : Introduction to storyboard for Chevrolet [1959 model] and copy of Cannes certificate for First Prize in Live Action Category, 1959	Box 23
"Expo 1967," 1967	Box 23

"The Horse and The Fiddle" or the "Creativity Film" : background information, correspondence, drafts, and notes on use of film, 1958-1969,	Box 23
Physical Description: Folders 1-3 of 7	
"The Horse and The Fiddle" or the "Creativity Film:" background information, correspondence, drafts, and notes on use of film, 1958-1969,	Box 24
Physical Description: Folders 4-7 of 7	
"The Importance of Being Interesting," 1963-1967	Box 24
Physical Description: 3 folders	
"Magic Ride," 1960-1961	Box 24
Merchandizing correspondence, 1966-1968	Box 24
Reorganization including appointment of Jones as creative Director and Executive Vice President, 1960-1961 and undated	Box 24
Reorganization, 1961, 1964-1966 and undated	Box 24
Reorganization - Final memos and charts 1966 Jan.-Apr.	Box 24
"Report to Stockholders" re goals and accomplishments of the Creative Department, 1966 Nov. 8	Box 24
Salary Information including some organizational charts, 1964-1967	Box 25
Seminars, Workshops, Conferences: reports from various meetings, 1961-1966	Box 25
Staff and Department Heads memos, 1967	Box 25
"A Study of the Campbell-Ewald Creative Department, June 26, 1967," 1967	Box 25
Physical Description: 2 folders	

Summary of "Fourth Communications Conference of the Art Directors Club of New York, "Symbology," 1959, Apr. 1-2	Box 25
Vice Presidency Recommendations, 1960-1967	Box 25
Videotape Reports, memos, correspondence re using videotape for television commercials, 1958-1959	Box 25
"Detroit Riots" - Memos by Jones re role of Campbell-Ewald Co. after riots Jun. 27-30, memos by Fenton Ludtke, re: public relations for the New Detroit Committee, 1967	Box 25
"Ideas" : memos on advertising for Chevrolet; Federal Department stores; and use of nature and landscape in place of billboards, 1967	Box 26
Management	
By-Laws of Campbell-Ewald Co., as of Nov. 3; and resolution of appreciation of H. G. Little, 1966	Box 26
"Campbell-Ewald Creed," 1961	Box 26
Campbell-Ewald Stock Ownership Policies, 1963-1967	Box 26
Creative Philosophy - Memos among the Executive Committee re changes to policies for the Creative Department, esp., in response to recent resignations, 1966	Box 26
Executive Committee Minutes, 1966 Jan. - Dec.	Box 26
Executive Committee Minutes, 1967	Box 26
Executive Reorganization - Reports and Memos, 1964-1966	Box 26
"Management Correspondence," 1967	Box 26
Management Review Subcommittee Reports and memos June, 1967	Box 26

Memos and correspondence between Jones and Campbell-Ewald Co. executives, 1961-1966	Box 26
Operating Committee, Confidence Bulletin Digest, nos. 1-3, Nov. 64 - May 65, 1964-1965	Box 27
Personnel structure of Campbell-Ewald Co. and divisions, 1967	Box 27
Policy-Finance Committee minutes, 1966 Jan. - May	Box 27
Press release re appointment of Tom Adams as President of Campbell-Ewald, Feb. 11, 1958	Box 27
Reorganization of Campbell-Ewald Co. vis-a-vis the retirement of Lawrence R. Nelson, 1967	Box 27
Reorganization including 1961 Jun. 20 memo summarizing Jones's first years as Creative Director, 1960-1964	Box 27
Report by Arthur Kirn, consultant re executive reorganization and personnel management, [Sept. 25, 1967] and earlier articles, 1959, 1964, 1967	Box 27
Reports on Agency Compensation by E. A. Shirmer, 1965	Box 27
Statement of Policy for the Campbell-Ewald Company, 1960	Box 27
Michigan State University - Presentation to Journalism students, East Lansing, 1963, Feb. 27-28	Box 27
Miscellaneous Biographies of writers and clients' executive officers, 1966-1969	Box 27
Birthday tribute with artwork imitating Time magazine, 1963	Box 27

Federal Trade Commission: Jones's presentation on automotive commercials on television, 1965 Aug.	Box 27
New Business	Box 28
Admiral Corporation Presentation, 1966 Dec. 15	Box 28
"Business Development Planning" memos, 1960-1961	Box 28
"Business Development Planning" Report and exhibits for "Analysis of New Business Planning," 1962, Apr. 24	Box 28
"Business Development Planning," 1963-1964	Box 28
Hiram Walker, 1965	Box 28
Miscellaneous Contracts, 1964-1965	Box 28
Miscellaneous Contracts, 1966	Box 28
Miscellaneous Contracts, 1966-1967	Box 28
Miscellaneous Contracts, 1968-1970	Box 28
Montgomery Ward and Co., 1965	Box 28
New Business Policy - esp. at Campbell-Ewald Co. divisional offices in Chicago, New York, etc., memos, 1961-1967	Box 28
New Business Development, 1965	Box 28
Pipe of the Month Club, 1964	Box 28
Personal	
Appointments to Creative Director positions at Campbell-Ewald Co., 1957, 1960	Box 28
Appointment to Executive Vice-President and Creative Director for Chevrolet, 1966	Box 29
"Little Wonder" Presentation for Bud Schirmer Retirement Party, 1966, Mar. 24	Box 29

Miscellaneous correspondence, 1958-1959 Box 29

Photographs of Campbell-Ewald Co. individuals, who worked on commercial receiving award for Best Commercial, American Film Festival at the Adcraft Club of Detroit, 1960, Oct. 21 Box 29

Resignation of Jones from Campbell-Ewald Co.: addresses, clippings, and correspondence, 1967 Nov. - Dec. Box 29

Physical Description: 2 folders

Willard Hanes Retirement Party Los Angeles, California, 1966, Jan. 25-28 Box 29

D.P. Brother and Company, Detroit, 1968-1972 and undated

Scope and Contents note

Arranged alphabetically by subject, the series documents Jones's work as Creative Director and Executive Vice President of the agency and his work on the Oldsmobile account. DPB became a subsidiary of Leo Burnett Company, Chicago, in 1967 and was renamed Leo Burnett Company of Michigan in 1971. In January, 1971, Jones moved to Leo Burnett Company headquarters in Chicago, continuing to direct the creative activity for all Oldsmobile advertising. See also Leo Burnett Company subseries, 1971-1972, for material related to Oldsmobile advertising and to interoffice coordination between Chicago and Detroit.

AAAA [American Association of Advertising Agencies] Annual Meeting - Memo summarizing some sessions; letter Leo Burnett to Jones, 1968 May 9 Box 29

Appointment to D. P. Brother and Co. Senior V.P. and Creative Director Correspondence and news clippings, 1967-1968 Box 29

Appointment to Board of Directors - Correspondence, press release, news clippings, 1969 Box 29

Correspondence - change of address re Jones move from Detroit to Chicago, 1970 Box 29

Credentials Booklet - describing agency after merger with Leo Burnett Company, 1967	Box 29
Creative Department - Articles, 1968-1969	Box 29
"How to be Creative in Chicago" - Booklet with farewell comments when Jones moved from Detroit to Chicago, 1970, Dec.	Box 30
Leo Burnett Company	
Creative Presentation to Leo Burnett Company re Oldsmobile advertising, including Status report - non Oldsmobile Accounts, 1969	Box 30
Memoranda and correspondence re speech by Leo Burnett, "Believability in Advertising and the Inherent Drama of the Product:" includes magazine advertisements, 1969, Sept. 8	Box 30
Office memoranda and correspondence from Leo Burnett and officials in Chicago, 1962, 1968-1970	Box 30
Physical Description: 2 folders	
Personal correspondence with colleagues at Burnett, 1966-1970	Box 30
"Report to Leo Burnett Board of Directors" about D. P. Brother Co. Detroit for Jan. - Sept., 1968	Box 30
Talk to Burnett staff upon joining D. P. Brother, 1968, Jan. 5	Box 30
Year-End Luncheon, 1968-1969	Box 30
Physical Description: 2 folders	
General Motors	
"Air Pollution Story" - 1968report and newspaper articles, for public relations focus, 1968-1970	Box 30
Corporate Ideas - correspondence and memoranda, 1970	Box 30

"General Motors Corporate Project," 1970-1971	Box 30
Institutional: "Ideas from Previous Years, 1970," 1967-1968	Box 30
H. Salt, Esq. TV and Radio Presentation material including TV script for "Man with a Mission" 1969	Box 30
Oldsmobile	Box 31
Correspondence, 1968-1970	Box 31
1969 Model Year - Brochure (with Ken Jones creative input), 1968-1969	Box 31
1970 Model Year "Marketing Plan Book," 1968-1969 Apr. 1: 1972, 1991	Box 31
Physical Description: 2 folders	
Print Materials: Engineering Report, Advance Ordering Information and "Rally 350 - Olds Dealers' Winter Quarter Impact Program - Part Two," 1969-1970	Box 31
1971 Model Year Announcement; presentation, creative exhibits, 1970 Apr. 10	Box 31
Copy, 1970	Box 31
Correspondence, memoranda, reports, 1969-1970	Box 31
Physical Description: Folders 1-2 of 3	
Correspondence, memoranda, reports, 1969-1970	Box 32
Physical Description: Folder 3 of 3	
"Marketing Plan Book," 1970 Apr. 10	Box 32
Physical Description: 2 folders	
Product Information, 1970	Box 32

Re: moving Olds account from Detroit to Chicago; copies of Detroit material given to Joe Greeley, 1970-1971 Box 32

"Move Detroit to Chicago: Past-Present-Future:" personnel and procedures for the Oldsmobile account, 1971-1972 Box 32

Wilding Company, Southfield, Mich., 1977-1982

Scope and Contents note

Arranged alphabetically by subject, this subseries documents Jones's part-time consulting work and includes correspondence, memos, brochures, and scripts for several projects. Of particular note are the Ford Marketing Institute seminars on advertising and marketing presented to car dealers, often at the annual National Automotive Dealers Association meetings. Included are the transcripts of interviews with several successful car dealers, which were used in the 1980 seminars. See also the **Audiovisual Materials Series** for film versions of the seminars.

Bernard, Wells, and Loving, Detroit, accounting firm, 1979 Box 33

Physical Description: 2 folders

Community National Bank, Pontiac, Mich., 1978-1979 Box 33

Physical Description: 4 folders

Ford Marketing Institute
Correspondence from Ford dealers, re advertising seminar, 1978, Mar. Box 33

Retail Advertising/Promotion Seminar.
Instructor's Script, 1978, Jun. Box 33

Physical Description: 2 folders

Retail Advertising/Promotion Seminar:
Interviews with Auto Dealers, 1979 Box 33

Retail Advertising/Promotion Seminar
Presentation. Script, Dec. 1979 Box 34

Physical Description: 2 folders

Herrud's Thorn Apple Valley Meats. Advertising and Promotion Plan and correspondence, 1978	Box 34
Metropolitan Detroit Chevrolet Dealers. Presentation script for new business, 1977 Jun.	Box 34
"Michigan's Upper Peninsula - Official Travel Guide," ca. 1979-1980	Box 34
NADA National Convention. Script for Seminar, "Mirror, Mirror on the Wall," 1980 Feb.	Box 34
New Business "A Creative Approach to our Creative Client/ Prospect Presentation," 1978-1979	Box 34
Notes and ads. "On Advertising Oneself" and "State of the Art," undated	Box 34
Presentation script. [Refers to six characteristics of a good advertising agency based on a speech by Chinese businessman, Jack Chau] [ca. 1977]	Box 34
Presentation script, "Wilding Dimension," 1978-1979	Box 34
Presentation script, "Wilding Resultful Campaigns," [1978-1979]	Box 34
Republic Automotive Parts. Scripts for creative presentations, 1978-1982	Box 34
Tennent, Richard: agreement and report, 1978	Box 34
Working Agreements, Client/Agency, 1978	Box 34

William R. Biggs/Gilmore, Kalamazoo, Mich., 1980-1983

Scope and Contents note

Arranged alphabetically by subject, this subseries includes agency newsletters, memoranda and correspondence related to Jones's evaluation of the creative activities of the newly merged company and print ads for various

clients. As Creative Director, Jones worked part time through 1982 and as a consultant thereafter.

"Communications Accountability," marketing brochure, 1985-1986	Box 35
Creative Supervisor Postion: memos, correspondence, and notes 1982-1983	Box 35
Gibson Appliance Company, 1982	Box 35
Physical Description: 2 folders	
Kellogg Company. 1982	Box 35
"Marketing Mirror," agency newsletter, 1982-1987	Box 35
New Business Presentation, 1982 Nov.	Box 35
"Reflections: From the Beaten Path," booklet by Peter Horst, re five years as Creative Director	Box 35
"Remarks Presented by Kensinger Jones," Agency Meeting, 1982 Jun. 14	Box 35
"Traffic System" and "Purchasing Procedure," 1981	Box 35
Various advertisements for different clients, ca. 1980-1983	Box 35
Various clients. Memos, ca. 1980-1983	Box 35

[Return to Table of Contents](#)

Correspondence and Memoranda, 1964-1974

Scope and Contents note

Arranged chronologically, this series consists of carbons of outgoing business and personal correspondence, and office memoranda related to the advertising campaigns of the several agencies. Additional correspondence, from 1964 to 1974, occurs in the **Advertising Agencies Series**. From 1982 to 1995, professional correspondence and memoranda are located in the **Michigan**

State University Series. Miscellaneous personal correspondence appears in the **Personal Series.**

Campbell-Ewald Company, 1964 Jan. - 1965 Aug.	Box 36
Physical Description: 5 folders	
Campbell-Ewald Company, 1965 Sept.- 1967 Jul.	Box 37
Physical Description: 7 folders	
Campbell-Ewald Company, 1967 Aug.- 1967 Dec.	Box 38
Physical Description: 1 folder	
D.P. Brother and Company, 1968 Jan. - 1969 Jul.	Box 38
Physical Description: 3 folders	
D.P. Brother and Company, 1969 Aug. - 1970 Dec.	Box 39
Physical Description: 3 folders	
Leo Burnett Company, 1971 Jan. - 1971 Dec.	Box 39
Physical Description: 3 folders	
Leo Burnett Company, 1972 Jan. - 1972 Dec.	Box 40
Physical Description: 6 folders	
Leo Burnett Company, 1973 Jan. - 1973 Mar.	Box 41
Physical Description: 1 folder	
Leo Burnett Company Pty. Limited, Sydney, 1973 Apr. - 1974 Apr.	Box 41
Physical Description: 3 folders	
Leo Burnett Pte. Limited, Singapore, 1974 May - 1974 Aug.	Box 41
Physical Description: 1 folder	

[Return to Table of Contents](#)

Michigan State University, 1982-1997 and undated

Scope and Contents note

Nearly a third of the collection pertains to Jones's tenure from 1982-1995 as Lecturer in the Department of Advertising, the School of Communication Arts at Michigan State University. The Michigan State University (MSU) Series includes correspondence with colleagues and students, materials from academic conferences and MSU's Visiting Advertising Professional program, as well as copies of "Impact," the alumni newsletter for the Advertising Department. Of particular note are materials related to China and Taiwan in 1988 and 1990. The Course Materials Subseries details his advanced courses in creative advertising. In order to create a realistic, professional experience for the students, Jones assigned group projects that required students to create advertising campaigns or marketing strategies for national or state clients, local businesses, and university departments, including Archway Cookies, Oldsmobile, McDonalds, American Tourister, the Muskegon County Museum, and several MSU facilities and departments. The projects were presented to the class and evaluated not only by the client and Professor Jones, but also by the other students.

Divided into two subseries, Subject Files and Course Materials, this series pertains to Jones's teaching activities, while he was a Lecturer in the Department of Advertising, in the School of Communication Arts, at Michigan State University in East Lansing, Mich.. (Material describing the curriculum or memos about Mr. Jones's teaching schedule are part of the Subject Files Subseries.)

Subject Files, 1982-1997 and undated

Scope and Contents note

Arranged alphabetically, the **Subject Files Subseries** consists of correspondence, primarily with students, conference papers, articles, newsletters, and departmental memoranda. Of particular note are the materials related to China. In 1988, Jones and his wife traveled throughout China with a U.S. Exchange program related to the advertising profession. In 1989, Jones conducted a weeklong seminar for advertising professionals in Taiwan and a similar seminar in East Lansing for visitors from Taiwan.

AAF (American Advertising Federation)
National Student Advertising Competition,
1985

Box 42

Adcraft Foundation Scholarship Grants, 1991

Box 42

AEJMC (Association for Education in Journalism and Mass Communication) Conference, 1987	Box 42
Physical Description: 2 folders	
AEJMC-Correspondence re conference papers, 1987-1989	Box 42
Alumni Service Award-Nomination of Donald Keaton, Archway Cookies, Inc., 1987	Box 42
Archway Cookies, 1986-1989	Box 42
Physical Description: 3 folders	
Articles about advertising, 1960-1987	Box 42
Articles about advertising, 1992-1994	Box 42
ATandT seminar, 1985 Oct. 5	Box 42
Backley, Vincent J. Jr.- Silver Medalist speech, Ad Club of Cincinnati, 1986	Box 42
Cable Advertising: New Ways to New Business by M. Block, T. Baldwin and K. Jones, 1986	Box 42
China: Correspondence, 1988, 1990	Box 42
China: Proposal for exchange with Peoples University of China, 1989	Box 42
College of Arts and Sciences, Celebrity Lecture Series, 1993-1994	Box 42
College of Arts and Sciences, Dean's Community Council, 1993	Box 42
Correspondence, miscellaneous, 1983-1988 and undated	Box 42
"The Creative Curriculum," Memo re creative advertising courses, 1985 Aug. 21	Box 42
Creative Strategy and Execution-Adv 317, Coordination proposal, 1985-1986	Box 42

Creativity: correspondence and articles, 1966-1992 and undated	Box 42
Department of Advertising	Box 43
Annual review of professional activities, 1985-1987	Box 43
"Another Kind of Partnership," [undated]	Box 43
Appointment and Reappointment Forms, 1983, 1989-1995	Box 43
"Bachelor of Arts in Advertising," 1985 Feb. 1	Box 43
Course outlines of other courses, 1976-1987 and undated	Box 43
Jim Gilmore and faculty position correspondence, 1987 Apr.	Box 43
Job Correspondence, Jan-May 1989	Box 43
Memos, minutes, miscellaneous notes, 1983-1988, 1991-1993, 1996-1997 and undated	Box 43
Request for a new course, 1985	Box 43
Salary negotiations, 1992, 1995 and undated	Box 43
Teaching proposals, 1982, 1986	Box 43
United Way campaign, 1987	Box 43
Development Fund (College of Communication Arts and Sciences), 1987	Box 43
Guest lectures on writing and advertising, 1988-1989, 1992-1994	Box 43
"Impact" : Articles and correspondence for 1994 issue, 1993-1995	Box 43
"Impact" : Correspondence, speech, and print material, 1990-1995	Box 43

"Impact" : Draft of article about Jones in The Fifties by D. Halberstam, 1993	Box 43
"Impact" : Issues, 1991-1994	Box 43
Kellogg's Mueslix commercial, re permission to use, 1988	Box 43
Kensinger and Alice Jones Endowed Visiting Advertising Professional Program, 1990-1991	Box 43
The Leavey Award for Excellence in Private Enterprise Education, Freedom Foundation, 1983-1985,	Box 43
Physical Description: Folder 1 of 2	
The Leavey Award for Excellence in Private Enterprise Education, Freedom Foundation, 1983-1985,	Box 44
Physical Description: Folder 2 of 2	
Leo Burnett Creative Development Fund, 1985	Box 44
Leo Burnett (USA) Company, correspondence re teaching materials and placement of MSU students, 1985, 1989	Box 44
Job-seeking materials for students, 1983-1991	Box 44
Journal of Advertising, "Rebuilding Bridges-Guest Editorial," and "What Happened to the Bridge?" 1989	Box 44
Medill School of Journalism, Northwestern University, Creative Seminar, 1987	Box 44
MIPA (Michigan Interscholastic Press Association) 1988-1989, 1992-1994	Box 44
Physical Description: 2 folders	
NAMA Awards Programs, scripts, 1986-1987	Box 44
National Agri-Marketing Association, MSU Student Chapter, Jan. 23,1985	Box 44

"On teaching and Advertising," in response to column "Envy on Campus" by B. Lauterborn, UNC-Chapel Hill [NC] undated	Box 44
Poem on retirement	Box 44
"Professionals and Professors: A Study of Executive Career Changing in Advertising Education," report by Sandra Moriarty, 1986-1987	Box 44
"Programs, Packards and Pinnacles" article by Jones for The Adcrafter, undated	Box 44
Rooney, William, guest lecturer, correspondence and articles, 1985-1986	Box 44
Speeches (chronological)	
"To Teach the Unteachable Star," National Advertising Agency Network, Chicago, IL, 1983 Oct. 6	Box 44
"Teaching: One Way to Avoid Retirement," Kiwanis, Kalamazoo, Mich., 1984 Feb. 6	Box 44
"Golden Age," Birmingham Graduate Students-MSU, 1985 Mar. 2	Box 44
Archway Cookies, 1985 Sept. 20	Box 44
"Can You Teach Creativity?" Marketing and Advertising Round Table (of Southwest Michigan), 18, 1986	Box 44
"Managing for Creativity," Seminar for Pistachios, Pour House and Piccadilly Inn, three businesses in Lansing, Mich., 1986 Nov. 10	Box 44
"Looking Both Ways at Once," Adcraft meeting, Detroit, 1987 Mar. 18	Box 44
"Replicate Reality," AEJMC Convention, San Antonio, TX, 1987 Aug. 1-4	Box 45
"The Case for Consanguinity," [1990]	Box 45

"What Recession?" Dalhousie University, Halifax, Nova Scotia, 1992 Jan. 17	Box 45
"Integration, Interactivity, Infomercials: The Return of the Three Magi?" American Advertising Federation, District II, Atlantic City, NJ, 1994 Jan. 8	Box 45
"Who Thought That Up?" MSU advertising students, East Lansing, Mich., 1995	Box 45
"History on Radio," (Outline of speech) Barry County Historical Society, 1995 Sept. 21	Box 45
"History on Radio," Vermontville (Mich.) Historical Society, 1996 May 23	Box 45
"An Adventure in Education: Twelve Days Teaching in Four Chinese Cities," [undated]	Box 45
Student business cards, undated	Box 45
Student correspondence, 1983-1988	Box 45
Physical Description: 6 folders	
Student correspondence, 1989-1994 and undated	Box 46
Physical Description: 4 folders	
Student correspondence	
Caseglia, Kim, 1988-1989	Box 46
Coppola, Steve, 1984-1993	Box 46
Daykin, Bob, 1986	Box 46
Deni, Lisa, 1985-1986	Box 46
Grossman, Lisa, 1988	Box 46
Hodari, Ajili, 1990	Box 46
Lynch, Kevin, 1988-1996	Box 46
Matthew, Zach, 1988-1989	Box 46
Park, Joni, 1985	Box 46

Parker, Pam, 1986-1987	Box 46
Pung, Tanny, 1986	Box 46
Reif, Brandon, 1994-1995	Box 46
Sinsabaugh, Ginger, 1992	Box 46
Swan, Jon, 1983-1984	Box 46
Videan, Joe, 1984-1991	Box 47
Waugh, Susan (Beltari), 1986-1992	Box 47
Wicks, Jan (LeBlanc), ca. 1985	Box 47
Zywicki, Ron, 1990-1991	Box 47
Student Internship at Paul Deur Creative Group, Grand Rapids, Mich., 1988	Box 47
Successful advertising, including a memo by Leo Burnett, 1950s, 1980s	Box 47
Taiwan-East Lansing Seminar, "Relevant Innovation," a seven day seminar, 1989-1990	Box 47
Physical Description: 4 folders	
"A Two-Track Promotion and Tenure System: Fact or Fantasy?" by Don E. Schultz, Medill School of Journalism, Northwestern University, March, 1987	Box 47
U.S.-China Exchange, 1985-1989	Box 47
Physical Description: 3 folders	
VAP (Visiting Advertising Professional)-Anthony (Tony) L. Antin, 1987 May	Box 48
Physical Description: 2 folders	
VAP-Bruce Bendinger, 1988 May	Box 48
VAP-Don Tennant, 1991 May	Box 48

Course Materials, 1982-1995 and undated [Subseries Closed]

Scope and Contents note

Arranged chronologically by academic quarter and by course, the **Course Materials Subseries** pertains primarily to two advanced courses: Advertising 417-"Advanced Creative Strategy and Execution" and Advertising 441-"TV-Radio Advertising." For most courses, Jones taught over fifty students, divided into two sections. Other courses include: Advertising 317-"Creative Strategy and Execution" and after 1989-1990, Advertising 492-"Advanced Copywriting." For each course, a "Course Materials" folder typically includes a syllabus, a midterm and final exam, and for the later years, a coursepak of readings.

Subsequent course folders pertain to student projects and are titled with the name and location of the particular advertising client or product assigned for the course. Materials typically include: 1) background information on the client or product; 2) student reports often with creative illustrations and sample advertising; 3) evaluations of the group presentations by the client, by Jones, and by the other students; and 4) peer evaluations of individual contributions to the group. During some courses, students produced video or audio tapes. On occasion, selected student projects were presented at state or regional competitions. (A folder at the beginning of this subseries contains chronological and alphabetical listings of the student project assignments.)

Access Restrictions:

Restrictions on Access: Subseries is closed pending review by collector.

Student Creative Projects, 1982-1987	Box 48
<hr/>	
1982 Spring	
Adv 441 - TV-Radio Advertising: Course materials	Box 48
Adv 441 - Lecture notes	Box 48
Adv 441 - Guest Speakers	Box 48
Adv 441 - Student Essays on Four Guest Speakers	Box 48
Adv 441 - Say Yes to Michigan - Michigan Dept. of Commerce	Box 48
<hr/>	
1982 Fall	Box 49
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 49

Adv 441 - TV Radio Advertising: Course materials	Box 49
Adv 417 and 441 - Oldsmobile, Firenza - Leo Burnett-GM Intercollegiate Marketing Competition	Box 49
Physical Description: 3 folders	
1983 Winter	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 49
Adv 417 - Diet Squirt	Box 49
Adv 441 - TV-Radio Advertising: Course materials	Box 49
Adv 441 - Archway Cookies	Box 49
1983 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 49
Adv 417 - Kellogg Nutrigrain	Box 49
Adv 441 - TV-Radio Advertising: Course materials	Box 49
Adv 441 - Wharton Center (MSU)	Box 49
1983 Fall	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 49
Adv 417 - Channel 41 (WUHQ-TV)	Box 50
Adv 441 - TV-Radio Advertising: Course materials	Box 50
Adv 441 - American Tourister - Campbell-Ewald Collegiate Cable Competition	Box 50
1984 Winter	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 50

Adv 417 - MSU Student Housing Corporation	Box 50
Physical Description: 3 folders	
Adv 441 - TV-Radio Advertising: Course materials	Box 50
Adv 441 - Asgrow Seeds (Upjohn) Kalamazoo	Box 50
1984 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 50
Adv 417 - Holland Hitch	Box 50
Adv 441 - TV-Radio Advertising: Course materials	Box 50
Adv 441 - MSU Public Relations Student Recruiting	Box 51
Physical Description: 3 folders	
1984 Fall	
Adv 441 - TV-Radio Advertising: Course materials	Box 51
Adv 441 - Felspausch Food Store (opening) Mason, Mich.	Box 51
1985 Winter	
Adv 441 - TV-Radio Advertising: Course materials	Box 51
Adv 441 - Bike to Work Day - Michigan Dept. of Transportation	Box 51
1985 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 51
Adv 441 - TV-Radio Advertising: Course materials	Box 51
Adv 441 - Muskegon County Museum	Box 52
Physical Description: 4 folders	
1985 Fall	

Adv 317 - Creative Strategy and Execution: Course materials	Box 52
Adv 441 - TV-Radio Advertising: Course materials	Box 52
Adv 441 - Proline Archery (bow hunting)	Box 52
1986 Winter	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 52
Adv 417 - State Room - Kellogg Center - MSU Physical Description: 2 folders	Box 52
Adv 441 - TV-Radio Advertising: Course materials	Box 52
Adv 441 - National Car Rental - Campbell- Ewald Cable Competition Physical Description: 2 folders	Box 52
1986 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 53
Adv 417 - Extra Credit Assignment	Box 53
Adv 417 - MSU-Instructional Television and extra credit assignment Physical Description: 3 folders	Box 53
Adv 441 - TV-Radio Advertising: Course materials	Box 53
Adv 441 - Borgess Mental Health Center, Inc. Physical Description: 3 folders	Box 53
1986 Fall	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 53
Adv 417 - Riverwalk Theatre Physical Description: 3 folders	Box 53

Adv 441 - TV-Radio Advertising: Course materials	Box 53
Adv 441 - Chevrolet Trucks, '88 model	Box 54
Physical Description: 2 folders	
1987 Winter	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 54
Adv 417 - Casa de Pasta, Lansing, Mich.	Box 54
Physical Description: 3 folders	
1987 Winter	
Adv 441 - TV-Radio Advertising: Course materials	Box 54
Adv 441 - Archway Cookies	Box 54
1987 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 54
Adv 417 - Abrams Planetarium	Box 54
Physical Description: Folder 1 of 2	
Adv 417 - Abrams Planetarium	Box 55
Physical Description: Folder 2 of 2	
1987 Fall	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 55
Physical Description: 2 folders	
Adv 417 -- Michigan Beef Industry Commission	Box 55
Physical Description: 2 folders	
Adv 441 - TV-Radio Advertising: Course materials	Box 55
Adv 441 - WILS Radio Station, Lansing Mich.	Box 55
1988 Winter	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 55

Adv 417 - Technical Assistance Center (computers) East Lansing, Mich.	Box 56
Adv 441 - TV-Radio Advertising: Course materials	Box 56
Adv 441 - MSU Snack Shops - Residence Halls	Box 56
Physical Description: 3 folders	
<hr/>	
1988 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 56
Physical Description: 2 folders	
Adv 417 - Cheap Shots gun shop, Haslett, Mich.	Box 56
Physical Description: 2 folders	
<hr/>	
1988 Summer	Box 57
Adv 317 - Creative Strategy and Execution: Course materials	Box 57
Adv 317 - Handouts about how to make an ad	Box 57
<hr/>	
1988 Fall	
Adv 317 -- Creative Strategy and Execution: Course materials	Box 57
Adv 317 - Public Service announcements (PSA Assignment)	Box 57
Physical Description: 13 folders	
<hr/>	
1989 Winter	
Adv 317 -- Creative Strategy and Execution: Course materials	Box 57
Adv 317 - Student report about Ken Jones as a lifelong writer	Box 57
<hr/>	
1989 Spring	
Adv 317 -- Creative Strategy and Execution: Course materials	Box 57
Adv 317 - Public Service Announcements	Box 57

1989 Fall	Box 58
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 58
1990 Fall	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 58
1991 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 58
Adv 417 - Silver Dollar, bar and night spot, East Lansing, Mich.	Box 58
1991 Fall	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 58
1992 Spring	
Adv 417 - Advanced Creative Strategy and Execution: Course materials	Box 58
Adv 417 - Advanced Creative Strategy and Execution: Correspondence, notes, and articles	Box 58
1992 Fall	
Adv 492 - Advanced Copywriting: Course materials	Box 58
Adv 492 - Chair - student assignment	Box 58
Adv 492 - "Name that Barn" birthday card with windows and flaps	Box 58
1993 Spring	
Adv 492 - Advanced Copywriting: Course materials	Box 58
1993 Fall	
Adv 492 - Advanced Copywriting: Course materials	Box 58
1994 Fall	
Adv 492 - Advanced Copywriting: Course materials	Box 58

1995 Fall CAS 492 - Advanced Copywriting: Course materials	Box 58
CAS 492 - McDonalds College Program Physical Description: 2 folders	Box 58
CAS 492 - Promotional Products and Hyatt Hotels	Box 58
Undated course materials [undated]	Box 58
Evaluations, 1983-1995 Physical Description: 4 folders Access Restrictions: Student evaluations and grades are restricted.	Box 59
Grades 1982-1988 Physical Description: 4 folders Access Restrictions: Student evaluations and grades are restricted.	Box 60

[Return to Table of Contents](#)

Writings and Speeches, 1944-2001 and undated, bulk 1955-1972

Scope and Contents note

Throughout his life, Jones considered himself primarily to be a writer, and the Writings and Speeches Series reflects Jones's lifelong writing efforts. The series includes a wide variety of professional, personal, and unpublished writing: advertising presentations, speeches, articles, advertising seminars, scripts for radio programs and plays, poetry, an unpublished novel, and an autobiography. The Speeches Subseries and Published Articles Subseries document his creativity in advertising and his contributions to the industry as well as to local schools and organizations. Material in the Personal Series demonstrates his activities with professional and civic organizations; in addition this series contains personal correspondence and materials about the life and career of Leo Burnett.

Divided into four subseries: **Speeches, Published Articles, Other Writings, St. Louis;** and **Other Writings, 1960-2001 and undated** This series documents Jones's continuous dedication to writing. The bulk of the materials,

1955-1972, correspond to his advertising interests and consist of text and correspondence related to speeches (written for himself and occasionally for others) and related to articles submitted for publication. See also the **Audiovisual Series** for slides, films, videos, and audio products, which may relate to speeches.

Speeches, 1955-1974 and undated

Scope and Contents note

Arranged chronologically, the **Speeches Subseries** contains the text and correspondence for speeches (written for himself and occasionally for others) to be delivered at advertising conferences, creative seminars, schools, or civic events. A chronological list compiled by Jones is in a folder at the beginning of the series; the same folder also contains a copy of this list annotated during processing regarding the presence or absence of folders and speeches.

Personal Catalog Listing of Speeches (1955 - 1972), Published Articles (1959-1972), and Communications Conferences (1962-1966) Box 61

1955

"Television Commercials From Confusion to Conclusion" : Advertising Executives Club of Chicago, Mar. 8 Box 61

1957

"Development of a Television Commercial: Commonwealth Edison - Little Bill Spots." Schury High School, Jun. 13 Box 61

"Creation of Television's and Radio's Advertising Effectiveness," Kroger General Office Meeting, [Detroit] Nov.5 Box 61

1959

"The Madison Avenue Myth" : speech for T. B. Adams, Campbell-Ewald Co. [May 26, written by Jones et al.] Box 61

"The Mightiest Law of All" : speech for Roger Kyes, General Motors. Jul. 7 Box 61

"How to Create More Effective Radio Commercials." Advertising Age Creative Seminar Workshop, Chicago, Aug.7 Box 61

"Midsummer Night's Dilemma" : speech
for T. B. Adams Campbell-Ewald Company
[National Association of Broadcasters, Fall
conference Chicago], Oct. 20 Box 61

"New Dollars" : speech by [E.A. (Bud)]
Schirmer, Campbell-Ewald. Nov. Box 61

1960

"Who Needs Pictures?" Chicago Copywriters
Club. (plus correspondence and news clips),
Jan. 5 Box 61

"Who Needs Pictures?" Toledo Advertising
Club (see 1960 Jan. 5 for speech version.),
Jan. 20. Includes rewrite for Sponsor
magazine. Box 61

Correspondence, new articles, and AAAA
bulletin related to the role of advertisers
to create an "Image of Freedom and
America." [Folder Title: "T.B. Adams Speech
(The Vulgarians') Image of Freedom," Aug. Box 61

"Bouquets and Brickbats" : speech by Gail
Smith, Director of Television Advertising,
General Motors Corporation [for AAAA
[American Association of Advertising
Agencies], Eastern Conference] Note by G.
Smith indicates Jones contribution, Nov. 3 Box 61

1961

"Truth or Consequences? (Form and Function
in Advertising)" : AAAA - Rocky Mountain
Council, Denver; plus correspondence and
news, Feb. 13 Box 61

"How to Stop Playing Musical Chairs with
Manpower" : speech by John W. Crawford,
Head Department of Advertising, Michigan
State University. AAAA - Cleveland Council,
Cleveland Sheraton Hotel, Feb.20 Box 61

"Commercial Advertising and the Fine Arts."
Eastern Michigan League, Student Council
Conference, Hazel Park High School, Apr. 13 Box 61

"Don't Expect Too Much of Advertising" : speech by James B. Somerall, [owner/ manager Pepsi Cola Franchise], Detroit Sales Promotion Executive Club; includes memo, May 25	Box 61
"How to Become a Millionaire - or Should You?" Masons, Perfection Lodge, No 496, F. and A.M., Detroit, Sept. 27	Box 61
"From Idea to Production" : speech by E.A. Schroeder, V.P., Director of Art, Campbell- Ewald Co. Women's Advertising Ad Forum, Detroit, Nov.27	Box 61
"A Ph.D. Gets the ABC's of Advertising" radio script for WQRS, Detroit; Revision of "How to be a Millionaire - Or Should You?" speech for high schools about advertising written by Donald P. David [and Jones?], Dec.	Box 61
"The Care and Feeding of Creativity"	Box 61
1962	
"Truth or Consequences: Form and Function in Advertising" AAAA [American Association of Advertising Agencies], Southeast Council, Atlanta, Feb. 16	Box 61
"Truth and Consequences" correspondence re revision for publication by AAAA, May	Box 61
"Selling By Design" : Industrial Designers' Institute of Detroit, Jun. 5	Box 61
"Truth and Consequences: Form and Function in Advertising" : Campbell-Ewald Company, Jun. 11	Box 61
"The Cost of Conflict" (used with the film "Creativity)" Advertising Age Fifth Annual Workshop on Creativity, Chicago, Aug. 1	Box 62
Speech for T.B. Adams, Florida Fruit and Vegetable Association, 1962 Sept. 20 Annual Convention, Miami Beach, Fla.; "Rough Draft 9/10/62," Sept. 10	Box 62

1963

"The View from the Driver's Seat" : speech by A.G. (Tony) DeLorenzo, V.P. General Motors. Wisconsin Safety Conference, Milwaukee, Wisc.; includes memos Box 62

"Advertising - Saint or Sinner?" : speech by John W. Crawford, Chairman, Dept. of Advertising, Division of Mass Communications, Michigan State University. Provost's Lecture Series, "Responsibility in Mass Communications," Apr.24 Box 62

"Whatever Happened to Mrs. Momiyama?" Detroit Country Day School, May 10. (Originally illustrated with slides; eventually reformatted as an educational filmstrip for public schools, produced by AAAA. Box 62

"Remarks by John F. Gordon." General Motors [no title] Public Relations Divisional Conferences, May 27 Box 62

"Why I'd Like to Talk to High School Students" : speech at Northwood Institute Jul. 7 [titled folder, empty] Box 62

"American TV Commercials Festival" (Introduction remarks to reel of film with 1963 TV commercials) Adcraft Club Detroit, Oct. 11 Box 62

"The High Cost of Conflict" (shown w/ creativity film) Peoria Advertising and Selling Club, Oct. 21 Box 62

"The High Cost of Conflict." (Shown w/ creativity film) Eastern Michigan University, Dec. 11 Box 62

[Text of speech and notation of visuals] for Gal Smith, [General Motors "Advertising Evaluations]" Box 62

1964

"Those Hidden Persuaders: The Ladies" (two versions: one with creativity film, one w/out)

includes memos 1963 Dec. re examples of advertising for women. The Mail Advertising Club of Chicago, Jan. 8	Box 62
"Blow Your Horn" : speech by Malcolm M. Barnum, VP Campbell-Ewald, Lakeland Rotary Club, Lakeland, Fla., Jan. 14	Box 62
"How to Create Better Visuals" (shown w/ slides) National Newspaper Promotion Association , Minneapolis, May 19	Box 62
[no title] "Re writing and communications; [Jones article on the] World's Fair [with color slides]" Publications Workshop, Northwood Institute, Midland, Mich., Jun. 26	Box 62
"What I Wish I Could Tell Night School Students" Advertising Seminar [2nd annual] for High School Administrators. Advertising School. Northwood Institute, Midland, Mich., Jul. 13	Box 62
"Why I'd Like to Talk to High School Students" (Seminar for High School Vocational Counselors) Oakland University, Oakland, Mich., Oct. 19	Box 62
Speech by E. A. Trombley, Campbell-Ewald Co., [no title; about the use of 3 and 4 color ROP (Run Of Press) International Newspaper Color Association Meeting, Miami, Fla., Oct. 22 and Oct. 23	Box 62
"The Importance of Being Interesting" : Advertising Writers Club of St. Louis, Oct. 23	Box 62
"The Importance of Being Interesting" : Detroit Edison Company [hosting a meeting of the] Michigan Restaurant Association, Detroit, Oct. 27	Box 62
"There's No Color Like Newspaper Color" : National Newspaper Advertising Seminar New York, Oct. 29	Box 62
1965	Box 63

"The Importance of Being Interesting" : AAAA
- 1965 Annual Meeting Greenbrier. White
Sulphur Springs, West Va. Correspondence,
Apr.23 Box 63

Physical Description: 2 folders

"The Importance of Being Interesting" :
(same version as 1965 Apr. 23 at AAAA)
Fifth Annual Hatch Awards [for Creative
Excellence in Advertising] dinner. Advertising
Club of Greater Boston, May 24 Box 63

"[Follow the Rugged Road]" Annual Re-
Charting Meeting, Boy Scouts of America,
Northridge District, Dondero High School,
Royal Oak, Mich., Aug.24 Box 63

"The Minstrel Principle": AAAA East Central
Region, Annual Meeting Pittsburgh, Nov. 17 Box 63

1966

"The Minstrel Principle": (original speech
1965 Nov. 17 with new introduction and
conclusion) Sales Promotion Executive
Association, Detroit. Workshop Sheraton
Cadillac, Detroit, Jan.20 Box 63

"Mules Aren't Really Deaf" : outline of
Speech for Colonel Willard Rockwell,
Rockwell Company. Automotive Old Timers
Meeting, 28th annual Luncheon, Jan. 29 Box 63

"Whatever Happened to Mrs. Momiyama" :
Adcraft Club of Detroit; Statler Hilton Hotel,
Detroit, May 13 Box 63

"The Creative Process in the Ad Agency" :
ANPA [RI]/AAAA Seminar, re the use of Adpro
links in RoPcolor newspaper ads. (American
Newspaper Publishers Association - Research
Institute) Hotel Ponchatrain, Detroit, Oct. 13 Box 63

"The Minstrel Principle." (With slides and 7
Â½" audio tape) Detroit Copy Club. Scarab
Club, Detroit, Nov. 22 Box 63

1967

"Some Words on Wheels by the Man from Motown." [Text of speech lacking, including press release; correspondence, Public Utilities Advertising Association and Program] forty-fifth Annual Convention, St. Louis, May 12

Box 63

"The Minstrel Principle" : Toledo Advertising Club, Nov. 15

Box 63

Miscellaneous Speeches: printed copies of speeches [by others on subjects of interest to Jones] with memos and correspondence, 1962-1967

Box 63

1968

"Introductory Remarks" for Speaker Ross Barrett, President of Foster and Kleiser, Los Angeles. (Barrett associated with Outdoor Advertising) Detroit Rotary Club, Jan. 24.

Box 63

"Direct Mail to Whom?" Direct Mail Club of Detroit, Mar. 7

Box 63

Cancelled by Jones, 1967 Nov. 21 Midwest Gas Association, Apr.

Box 63

"Direct Mail to Whom?" Sales and Marketing Executive Club of Jackson, Inc. Hayes Motor Hotel, Jackson, Mich., May 27

Box 63

1969

"Nobody Makes an Ad," re Oldsmobile, 1969 catalog, Fourth Annual Advertising Agency Day, Alpha Delta Sigma, National Professional Advertising Fraternity, Leo Burnett Chapter. Ferris State College, Big Rapids, Mich., Apr. 16

Box 63

"Nobody Makes an Ad." [No text of speech] Advertising course by AAAA at Wayne State University McGregor Auditorium, Detroit. Correspondence from students in course, May 1

Box 63

"Talk, ten minutes" initiation banquet, honorary membership in Alpha Delta Sigma,

Leo Burnett chapter, Ferris State College, Big Rapids, Mich. memos, Aug. 23	Box 64
"Nobody Makes an Ad:" Alpha Kappa Psi, business fraternity, University of Michigan-Dearborn, Sept. 17	Box 64
"Involvement - It's Wonderful:" Parents without Partners Gross Pointe Chapter, Gross Pointe War Memorial, Gross Pointe Farms, Mich., Sept. 26	Box 64
[Two speeches at AAAA Central Region - Joint Meeting with Adcraft Club of Detroit] J.E. O'Toole: "What We Know about Creative Management . . ." and E.N. Cole: "Who and Where Is the Customer?," Nov.6-7	Box 64
"Who and Where is the Customer? Upstairs in the Big, Corner Office" speech by Robert S. Marker, [advertising professional] The Adcraft Club of Detroit (in folder with 1969, Nov.6-7 [Two speeches . . .), Dec. 5	Box 64
1970	
"Bowlers, Broilers, and Bags or Sell It Like It Is." (5th Annual) Sales Promotion Executives Association, Detroit re (advertising for H. Salt. Fish and Chips restaurants), Mar. 13	Box 64
"Advertising - A Very Involved Business:" AAAA Task Force program at Adrian College, Mich. (speech on creativity either "Nobody Makes An Ad" or "Bowler, Boilers . . .)" signed letter from Leo Burnett, Apr.24	Box 64
"Be Prepared, Help Other People At All Times - and Skills to Carry Them Out," Boy Scouts, Eagle Court of Honor First United Methodist Church, Birmingham, Mich., May 20	Box 64
1972	
"Please Don't Pick the Flowers," Harrisburg Advertising Club. Includes parody of poem "The Charge of the Light Brigade," Feb. 16	Box 64
"Don't Wait for George to do It:" speech by L. S. Matthews, President, Leo Burnett	

Company, Inc. Off-the-Street Club - 72nd
Annual Meeting, Chicago, Jun. 14 Box 64

"The Experts on the Fourteenth Floor" or
"There Are People Besides Lawyers Who
Care About the Truth." AAAA, Central
Region, Chicago, Oct. 20 Box 64

1973

"General Outline for Creative Presentations
in South-East Asia," May 7 Box 64

"The Strange and Wonderful World of a
Regional Creative Director:" International
Advertising Association, Sydney, Australia,
Jun. 28 Box 64

1974

"Speech to the Advertisers' Association
[Singapore]," May 24 Box 64

Undated

Untitled speech for Public Service
Communications Council, Chicago [ca.
1970s] Box 64

Untitled presentation about execution of
advertising strategies [undated] Box 64

Published Articles, 1959-1972

Scope and Contents note

Arranged chronologically, the **Published Articles Subseries** contains the text and correspondence for articles to be published in regional and national advertising publications. At the end are articles submitted to Advertising Age. A chronological listing is in a folder at the beginning of the series.

1959 Box 65

"Symbology" - Fourth Communications
Conference of Art Directors Club of N.Y., Apr.
1-2 [titled folder, empty] Box 65

1963

"Detroit is a Great Idea Town," Radio station
WDET - FM Detroit, Jun. 10 Box 65

"The Four I's - A Working Philosophy for Campbell-Ewald," Booklet for internal agency distribution	Box 65
"The 'Copy Chief' Computer" submitted to Printers' Ink along with "The Copywriter," comments, Jones's reply to their questionnaire about copywriter for a special issue, Sept.	Box 65
"What is the Commercial Co-Efficient for Success," Sponsor Magazine, Sept. 30, p. 12	Box 65
1964	
"Agency's Role in Packaging" comments Packaging Design Magazine, May/Jun. [correspondence only]	Box 65
"Memo to Creative People," Madison Avenue, Jun., pp. 38-40, 46,59	Box 65
"Memo to Creative People," Dimension 15, College of Art and Architecture, University of Michigan, Spring, pp. 52-61	Box 65
"The World's Greatest Institutional Advertisement" (re World's Fair, 1964), printed by World's Fair, Aug.	Box 65
"Comments," SAM Magazine (Serving Advertising in the Midwest), Nov. 27, pp. 17	Box 65
1966	
"The Important Extra" submitted to the 33rd annual competition of the Institute of Outdoor Advertising, Jan.	Box 65
1967	
"Understanding McLuhan," OPT Magazine, Fall, pp. 16-18	Box 65
1968	
"Ad Business 'Contributes to Confusion, Flaunts Prejudice' in United Negro College Fund Ad" [letter to the Editor] Advertising Age, Mar. 18 re advertisement in 1968 Mar. 4 issue	Box 65

Articles submitted to Advertising Age:

"Here Come the Judge: How Fair Are Ad Competitions?" Advertising Age, July 29 1968, p. 52; includes correspondence, 1968 May Box 65

"Techniques, Talent and TV" (not published), 1968 Jun. Box 65

"Detroit-Crucible for Creativity" (rewritten version) SAM Magazine, 1969 Mar. 27 Box 65

"Detroit-Crucible for Creativity," Torchlight: Annual Roster and Buyer's Guide, Cleveland Advertising Club, 1969 Oct. Box 65

Physical Description: 2 folders

"The Charge of the Light Brigade (After review with the FTC lawyers):" typescripts and correspondence re publication in Advertising Age and HLG newsletter, 1971 Oct. Box 65

"The Executive Reel" in Journal of Advertising, v.1 no.1, 1972. Typescript, correspondence, issues of journal, news clippings, 1972 May Box 65

Other Writings, St. Louis, 1944-1951 and undated

Scope and Contents note

Arranged alphabetically by title, this subseries primarily includes writing from Jones's early career as a freelance writer in St. Louis.

"All Americans" - script, flipcards, and photographs for TV program for KSD-TV, St. Louis, presented as a salute to Brotherhood Week by the National Council of Christians and Jews, ca. 1950-1951 Box 66

Audition Scripts - "Shave and Shoeshine" for Step'n Fetch it show; "Top of the Morning," [ca. 1940s] Box 66

Biographical Data on E.M. Statler" - hotel founder and his St. Louis hotel, Inside Inn,

built for Louisiana Purchase Exposition in St. Louis, ca. 1904	Box 66
Boy Scouts of America, St. Louis Council - Scripts for Boy Scout Circus, 1945-1951	Box 66
Community Organizations, St. Louis, community chest, Ad Club, Rotary Club, and others, ca. 1950-1952	Box 66
Copy for Radio Show and commercials, 1950 and undated	Box 66
"Forests for the Future ... in Barry County, Michigan," brochure [undated]	Box 66
"Here's Housing" television script for groundbreaking ceremony for public housing in St. Louis Including 1955 correspondence re expenses, 1952	Box 66
"Human Rights Day Celebration" - Keil Opera House, St. Louis, 1951 Dec. 10	Box 66
Lammert Furniture Company, St. Louis - Proposal, statement and notes for 90th anniversary celebrations, [ca. 1950-1951]	Box 66
"Land We Live In" - script and other information, 1946-1950 and undated	Box 66
"Make It Live" - A presentation of the Queen's workshop of the Air, [1950s]	Box 66
Miscellaneous World War II writings, 1945-1946, 1982	Box 66
"Passport to Yesterday" - an entertainment show about the history of St. Louis for the 36th Annual Meeting of Kiwanis International in St. Louis. [no script] contact and press coverage, 1951	Box 66
Print Brochures and catalogs - examples of copy written by Ken Jones, including pay check stubs for early writing, ca. 1939-1951 and undated	Box 67

Print Brochures - designed and written by Ken Jones as a freelancer, 1980-1990s Box 67

Radio scripts for various programs in St. Louis, 1946 and undated Box 67

Radio Scripts for radio programs - some for KMOX, including four scripts for the "Pet Milk Show," 1947, 1949, and undated Box 67

Radio Scripts for anniversary programs for Monsanto, [1940s] Box 67

Speech - re history of St. Louis; correspondence re advertising; copy for brochure for Missouri Pacific Railroad, 1940, 1949, and undated Box 67

"Two Gentlemen of Broadway" - a musical revue , new clipping and printed notice, 1949; [no script] "Not so long ago" - a night club show, 1949; "What's Happened to the Bands" for Griff Williams Band [undated] Box 67

Union Electric - Scripts for radio programs commercials, and programs for anniversary and other group meetings, 1949-1952 and undated Box 67

Physical Description: 2 folders

"Your Missouri - The Story of Missouri University" - film scripts for Hard castle Films, n.d Box 67

Other Writings, 1960-2001 and undated

Scope and Contents note

This subseries includes published and unpublished literary and autobiographical writing, published articles and books about Jones's advertising career and experiences in World War II, miscellaneous speeches and talks, and other short pieces such as reviews and brochures for various groups. Arranged alphabetically by title.

"The Ballad of Sam Hildebrand," 1967 (reprinted from 1946) Box 68

"Baltimore: the Most Unexpected Township," 2001	Box 68
Cable Advertising: New Ways to New Business, by Kensinger Jones, Thomas F. Baldwin, and Martin P. Block, 1986	Box 68
A Call From The Country, by Kensinger Jones and Alice Guseman Jones, 1989	Box 68
"Career Awareness," speech to elementary school about advertising careers [undated]	Box 68
"Celebrity Lecture Series Enjoys Major Success," MSU Alumni Magazine, Winter 1995	Box 68
Charlton Park Veteran's Picnic speech, July 4, 2001	Box 68
"Christmas, Recollected," 1999	Box 68
"Corvair Lives!" The Adcrafter, ca. 1995	Box 68
"Corvair--TV Star of the 60s," speech to Corvair Convention, 1994 July 29	Box 68
"Drasko Vidic Speech," American Independent Party Convention, 1970	Box 68
"Dream Homes With Their Feet on the Ground," 1969	Box 68
"Educational Adventure: Twelve Days in China," The Adcrafter, ca. 1990	Box 68
"Hometown," poem, 1981	Box 68
Letter, Automobile, 1988 Feb.	Box 68
Letter, Michigan History Magazine, 1991 Nov.- Dec. (reprinted from Dec. 8, 1941	Box 68
Love Poems of a Businessman, by Kensinger Jones with editing and notes by Alice Guseman Jones, 1997	Box 68

"Memo to: Creative People," Madison Avenue, [ca. 1960-1967]	Box 69
Miscellaneous Poems, 1966	Box 69
unspecified	Box 69
"The Most Terrifying Thing in the World," poem, [undated]	Box 69
"North to Alaska" and "The Alcan," Michigan History Magazine, 1992 Sept.-Oct.	Box 69
Off the Street Club speech, written for Len Matthews, 1973	Box 69
"Operation Kensinger," Michigan History, 1996 Mar.-Apr.	Box 69
Pierce Cedar Creek Institute brochure, [ca. 2001]	Box 69
Pinnacle, unpublished novel [undated]	Box 69
Physical Description: 2 folders	
The Player, various reviews and flyers, 1960-1965	Box 69
"Programs, Packards, and Pinnacles," The Adcrafter, ca. 1993	Box 69
"Sure, Dad," autobiographical short story, [ca. 1968]	Box 69
"Words, words, words," speech to B'nai B'rith, Mar. 27, 1974	Box 69
Write Away ..., unpublished autobiography [undated]	Box 70
Physical Description: 2 folders	
Untitled speech about the "new wave of socially conscious advertising," [undated]	Box 70

[Return to Table of Contents](#)

Personal Files, 1934-2002 and undated

Scope and Contents note

The **Personal Series** includes materials about Jones's dedicated involvement in civic affairs with groups such as the Boy Scouts and the World Relief Fund; writings about his service in Alaska during WWII; personal correspondence; and other miscellaneous documents. Of particular note are the materials by and about Leo Burnett and the Leo Burnett Advertising Agency. Arranged alphabetically by category of material.

Career	Box 71
Resume, 1957-1982	Box 71
Correspondence with Knox Reeves Advertising about job offers, 1960, 1968	Box 71
Article--Thank You, John W. Hartman, Adcrafter Roster, 2002	Box 71
Reviews of Jones's Cable Advertising: New Ways to New Business, 1986	Box 71
Memo to Traver and Associates, client, 1991 Jun. 19	Box 71
Review of Jones's and Alice Guseman Jones's A Call from the Country, from Hard Roe to Hoe: Reviews from Rural America, 1993	Box 71
Excerpt on Jones from unidentified book on advertising [undated]	Box 71
Correspondence	
Education, community activities and radio writing, 1934-1952 and undated	Box 71
Family and colleagues, 1955-1957 and undated	Box 71
Ralph Olmstead, 1956-1989	Box 71
Miscellaneous personal, 1961-1967	Box 71
Michigan elected officials regarding federal income tax surcharge, 1968	Box 71
U.S. Information Agency, 1968-1969	Box 71

Miscellaneous personal, 1970	Box 71
Letters of thanks from students, 1975	Box 71
Miscellaneous personal, 1974-1994 and undated	Box 71
Leo Burnett materials	
"Burnett History--An Interview with Ken Jones," transcript, 1972 Feb. 22, conducted by Jack O'Kieffe	Box 71
"The Clash of New Marketing Insights with Old Mythologies," speech by Burnett, "Chicago Marketing Man of the Year" Award Dinner, 1966 Feb. 11	Box 72
Correspondence to, from, and about Burnett, 1952-1994 and undated	Box 72
Physical Description: 2 folders	
Photographs of colleagues, ca. 1950s	Box 72
Printed materials about Burnett and company, 1956-1992 and undated	Box 72
Printed materials about Burnett's death, 1971	Box 72
Printed materials from Advertising Age, 1967-1995 and undated	Box 72
Organizations	
Barry County, Mich. civic activities, 1981-1999	Box 72
Boy Scouts of America, 1981-1985	Box 72
Physical Description: Folders 1-3 of 4	
Boy Scouts of America, 1981-1985	Box 73
Physical Description: Folder 4 of 4	
Citizens for LeMay Committee, 1967	Box 73
McCarthy for President, 1968	Box 73

Michigan Office of Emergency Planning, 1961-1963	Box 73
Physical Description: 3 folders	
World Medical Relief, Inc., 1961-1992	Box 73
Physical Description: Folders 1-3 of 5	
World Medical Relief, Inc., 1961-1992	Box 74
Physical Description: Folders 4-5 of 5	
Various club memberships, 1967-1971	Box 74
Printed Material	
Larry Claypool, "A Historical Look at Corvair TV Advertising," Corsa Communique, 1994 Sept.	Box 74
Rome Cowgill, Fundamentals of Writing for Radio, 1949	Box 74
Alice M. [Guseman] Jones, "The History of An Advertising Agency Library," Master's thesis, 1967	Box 74
Miscellaneous clippings, 1965-1986 and undated	Box 74
Wilfrid A. Peterson, miscellaneous publications	Box 74
Printed material about "The Land We Live In," 1947	Box 74

[Return to Table of Contents](#)

Audiovisual Materials, 1959-1996 and undated

Scope and Contents note

Much of Jones's creative work in advertising was produced for the broadcast media, especially the early days of television advertising in the 1950s and 1960s. The Audiovisual Materials Series includes film and sound materials that document television advertising and Jones's creative contributions to the professional education of his advertising colleagues. Because several of his most successful films about advertising or creativity originated as speeches with slides, these materials are particularly rich in conjunction with related materials in the Writings and Speeches Series.

This series is arranged by media format subseries: 35mm slides, videotapes, audiotapes, and 16mm films that document commercials, speeches, and seminars and often augment print materials elsewhere in the collection. Live action film commercials for Chevrolet advertising on television shows from 1957-1967, such as *The Dinah Shore Show*, *Bonanza*, and *Bewitched*, were typically produced in Hollywood or Europe. In 1959 and 1960, two films won international awards: *American in Paris* and *Magic Ride*. *A Child of My Own*, is a film created for the Singapore Tourist Promotion Board in 1974-1975. Other films, including *Creativity* (renamed *The Horse and Fiddle*), *Truth and Consequences: Form and Function in Advertising*, *The Importance of Being Interesting*, and *The Minstrel Principle*, originated as seminar speeches with slide illustrations and were later produced as films. *Whatever Happened to Mrs. Momiyama*, a speech to students, was developed by the Advertising Association of America into a filmstrip and film for secondary schools about advertising, American business, and the Japanese economy after WWII.

Access Restrictions:

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

35mm slides, 1968-1988, undated

Scope and Contents note

Arranged alphabetically by title.

Audette Cadillac and other clients, ca. 1979	Box 75
Physical Description: 20 slides	
Automotive clients, unspecified, undated	Box 75
Physical Description: 33 slides	
"Direct Mail to Whom?" Direct Mail Club of Detroit, 1968 Mar. 7; and Sales and Marketing Club of Jackson, Mich., 1968 May 27	Box 75
Physical Description: 31 slides	
"Ex-Cell-O: Basic Balance Building," undated	Box 75
Physical Description: 28 slides	
Ford Marketing Institute, ca. 1978	Box 75
Physical Description: 86 slides	

"The Minstrel Principle," Toledo Advertising Club, 1967 Nov. 15 Box 75

Physical Description: 72 slides

Otto Oldsmobile, undated Box 75

Physical Description: 28 slides

U.S.-China Exchange Program in Advertising, 1988 Box 75

Physical Description: 80 slides

"Who Cares About the Truth?" [Sydney, Australia? ca. 1973] Box 75

Physical Description: 63 slides

Unidentified, five numbered incomplete sequences, undated Box 75

Physical Description: 92 slides

Unidentified and unnumbered slides, undated Box 76

Physical Description: 60 slides

Scripts and logs for various 16mm films, videotapes, and audiotapes Box 76

Physical Description: 3 folders

Videotapes, 1959-1996, undated

Scope and Contents note

Arranged in three formats--U-matic videocassette, VHS videocassette, and 2" video reel--and then alphabetically by title within each format.

U-matic videocassettes Box 77

1. Barry County, Mich. three cuts of interview with Jones, County Grants Coordinator, ca. 1970s (3/4" U-matic UCA-30 videocassette) Box 77

2. Bureau of Newspaper Advertising. Interview with Jones and other creative directors from Detroit, 1965 (3/4" U-matic UCA-10S videocassette) Box 77

3. "Campbell-Ewald farewell party," 1968, and unspecified film footage transferred to

videotape for MSU Adv 441 in 1984 (3/4" U-matic UCA-30 videocassette)	Box 77
4. Community National Bank commercial for Wilding Advertising, 1979 (3/4" U-matic UCA-5 videocassette)	Box 77
5. Demo tape for Wilding Advertising. Three commercials: Chartered Bank, Singapore, 1974; Detroit Symphony, 1976; and Detroit Institute of the Arts, 1976. (3/4" U-matic UCA-5 videocassette)	Box 77
<hr/> VHS Videocassettes	
6. Advertising 441 Lecture: "Magic Ride," 1961; and "American in Paris," 1959 (1/2" VHS videocassette)	Box 77
7. "America on Wheels." PBS television documentary with Jones's participation. Partial log, June 17, 1996 (1/2" VHS videocassette)	Box 77
8. College of Communication Arts and Sciences, "The Advancing Frontier," 1988 (1/2" VHS videocassette)	Box 78
9. "Corvair convention." Includes 36 commercials and video exhibits, 1994 (1/2" VHS videocassette)	Box 78
10. "Florida." For Adv 441 and Campbell-Ewald Collegiate competition, [198?] (1/2" VHS videocassette)	Box 78
11. "Michigan." For Adv 441 and Campbell-Ewald Collegiate competition, [198?] (1/2" VHS videocassette)	Box 78
12. "MSU Instructional Tape." Four cuts: "Magic Ride," "American in Paris," "Bill Walker, jingle writer, guest lecture," and "Eddie Birnbryer and daughter Annie, copywriters, guest lecture," ca. 1986 (1/2" VHS videocassette)	Box 78

13. "Restaurant Seminar." Includes commercials from Leo Burnett and Campbell-Ewald, [undated] (1/2" VHS videocassette) Box 78

14. "Some Advertising Ideas in Storyboard Form." 24 cuts; Log, 1989 (1/2" VHS videocassette) Box 78

15. "Taiwanese commercials for seminar." Includes paper notes, 1987 (1/2" VHS videocassette) Box 78

16. "The Time Machine - Drive for the American Dream." Television documentary with Jones's participation; includes Chevrolet commercials. Includes partial log, 1993 (1/2" VHS videocassette) Box 78

Videotape reels

17. Chevrolet, "American in Paris." Cannes Festival award winning commercial, 1959 (2" videotape reel) Box 78

18. Chevrolet, "Magic Ride." Cannes Festival award winning commercial, 1961 (2" videotape reel) Box 78

Audiotapes, 1964-1995, undated

Scope and Contents note

Arranged in two formats--audiocassettes and reel-to-reel tapes--and then alphabetically by title within each format.

1. "Audette Cadillac," thirteen sixty-second spots, 1/4" audiocassette, 1979 Box 79

2. "Auto Dealer Award Winning Commercials," 1/4" audiocassette, 1978 Box 79

3. "Burnett Breakfast: Music, Music, Music," 1/4" audiocassette, [undated] Box 79

4. "Burnett Door" speech and experimental unused radio tracks for Green Giant and Pabst Blue Ribbon Beer, 1/4" audiocassette, [undated] Box 79

5. Chevrolet commercials, 1/4" audiocassette, 1967	Box 79
6. "Clio Award Winners," 1/4" audiocassette, 1988	Box 79
7. "Clio Award Winners," 1/4" audiocassette, 1988-1989	Box 79
8. "Copy Workshop Radio, Instruction Tape," 1/4" audiocassette with partial log, [undated]	Box 79
9. "Greatest Radio Commercials, 1930-1940s," 1/4" audiocassette, [undated]	Box 79
10. "Larke Chevrolet" and "McDonald's," Adv 417, 1/4" audio cassette, 1995	Box 79
11. "The Lone Ranger," 1/4" audiocassette, [undated]	Box 79
12. "Mercury Awards," 1/4" audiocassette, 1994	Box 79
13. "Michigan State University," sixty-second promos from Adv 321, 1994, Fall, 1/4" audiocassette, 1994	Box 79
14. "New Car Dealers," twenty spots including 1971 Freeberg spot, 1/4" audiocassette, ca. 1978-1979.	Box 79
15. "Plummet Mall," 1/4" audiocassette, ca. 1984	Box 79
16. "Radio's Top 40 for 1991, Mercury Awards," 1/4" audiocassette, 1992	Box 79
17. "Steve Coppola Radio Resume," 1/4" audiocassette, ca. 1985-1989	Box 79
18. "20 of the World's Best Ads of 1967," 1/4" audiocassette, 1967	Box 79
19. Chevrolet commercial, ca. 1964; "Camaro - Pete Estes," ca. 1964	Box 80

20. Chevrolet theme music; Bewitched; and Bonanza generic themes [undated]	Box 80
21. Community National Bank, Community Touchdown Fight Song, for Wilding Agency, 1979 Sept. 5	Box 80
22. "1st in Your Life," with acc. letter, Artie Fields Productions Detroit, Mich., ca. 1960s	Box 80
23. "In My Merry Olds," Columbia Gramophone [undated]	Box 80
24. "The Land We Live In: Sad Man's Music," copy of 1950s radio show	Box 80
25. Leo Rosten speech, AAAA, 1965 Apr. 24	Box 80
26. "The Minstrel Principle," speech by Jones, AAAA East Central Meeting, Pittsburgh, Pa., [undated]	Box 80
27. Thirteen commercials with annotated log, Bill Walker Productions, N. Riverside, Ill., [undated]	Box 80
28. "Who Cares about the Truth," speech by Jones in Sydney, Australia (see text and slides), ca. 1973	Box 80
29. "Who Cares about the Truth" ("extra tape")	Box 80

16mm films, 1962-1980, undated

Scope and Contents note

Arranged alphabetically by title. Some titles assigned during processing.

1. Australia and New Zealand commercials, including log, 1973-1974	Box 81
2. Bureau of Newspaper Advertising, 1971	Box 81
3. Burnett Malaysia, seven commercials including log, ca. 1973-1976	Box 82
4. Campbell-Ewald Farewell, 1968	Box 82

5. [Campbell head, untitled, undated]	Box 82
6. "Child of My Own," Petersen Company, Hollywood, Calif., 1974-1976	Box 82
7. "Creativity film," "Horse and Fiddle," and "RIBENA. Doctor," Campbell-Ewald and Peter Robinson Studio, 1962 and 1973-1974	Box 82
8. "Duncan Hines," [undated]	Box 82
9. "Duncan Hines Cake," and "MBA," [undated]	Box 82
10. "Explorers" Boy Scouts of America, [undated]	Box 82
11. "Farewell from D.P. Brother," 1970-1971	Box 82
12. "GMC," [undated]	Box 83
13. "Importance of Being Interesting," 1965 (also used in Hong Kong in 1975)	Box 83
14. "Julie McKnight Ken in Pabst Beer," [undated]	Box 83
15. NADA/TVB Presentations, Ford Institute, Wilding Advertising and "Auto Dealer Award Winning TV Commercials," 1978	Box 83
16. NADA , New Orleans, including log, 1980	Box 84
17. Oldsmobile commercials, including log, 1970-1973	Box 84
18. Pfizer commercial, Terramycin, Dave Livingston pig farmer, [undated]	Box 84
19. Progress Report, [undated]	Box 84
20. [Untitled], [undated]	Box 84
21. "Whatever Happened to Mrs. Momiyama?" [undated]	Box 85

[Return to Table of Contents](#)

Oversize Materials, 1948-2002 and undated

Scope and Contents note

Advertisements, awards, books, brochures, calendars, cartoons, certificates, clippings, photographs, posters, scrapbooks, storyboards, and teaching materials documenting Jones's advertising and academic careers. Arranged alphabetically by type of material, followed by bound books. At the end are materials in an oversize cabinet.

Advertisements: Oldsmobile ads from Leo Burnett Company, 1971-1973 Box 86

Physical Description: 1 folder

Advertisements: Oldsmobile ads from D.P. Brother, 1967-1970 Box 86

Physical Description: 1 folder

Advertisements: ads for AC Spark Plugs, Pillsbury, and Union 76 from Leo Burnett Company, 1972-1973 Box 86

Physical Description: 1 folder

Advertisements: miscellaneous ads for Better Business Bureau, Singapore, and Volvo, 1973 and undated Box 86

Physical Description: 1 folder

Advertisements: collateral brochures for Oldsmobile 1973 and 1974 and for Singapore Handicraft Centre, 1976 Box 86

Physical Description: 1 folder

Awards and certificates, to Jones and from Jones to his students, ca. 1982-1987 Box 86

Brochure by and about William R. Biggs/Gilmore Associates, Who? In Kalamazoo? 1983 Box 86

Brochures by and about Campbell-Ewald, Co., 1963-1967 Box 86

Physical Description: 4 items

Calendar: Made in Michigan: Nostalgic Advertising from a Bygone Era, Michigan History Magazine Wall Calendar, 1995	Box 86
Cartoons and drawings given to Jones, mostly undated Physical Description: 1 folder	Box 86
Clipping, "Local Man's Papers Now a Collection at Duke University", 2002	Box 86
Clippings: "Kensinger Jones: Putting it all Together," feature article in The Grand Rapids Press Wonderland, July 31, 1983	Box 86
Clippings: "St. Louis History Over the Air," feature article on Jones in St. Louis, St. Louis Post-Dispatch, June 6, 1948	Box 86
Clippings: issues of China Daily and China Pictorial, 1988	Box 86
Course materials: student project, "Felpausch Campaign," photographs, posters, and clippings from Advertising 441, Fall 1984	Box 86
Scrapbooks of Jones's career, 1957-1962 Physical Description: 6 volumes	Box 87
Scrapbooks of Jones's career, 1963-1971 Physical Description: 5 volumes	Box 88
Une Americaine a Paris, Campbell-Ewald storyboard for Chevrolet, 1959	Box 89
The Best Advertisements from Reader's Digest, 1955-1961, Random-House, Inc., 1962	Box 89
The Forward Look, a report from McCann-Erickson, Inc. on "activities pursued for the Chrysler Corporation during the past 20 months," 1956 Jan. 30	Box 89
Reaching for the Stars: A Book for the Silver Anniversary, Leo Burnett Company, Inc., presented to Kensinger Jones, 1960 August 5	Box 90

Reaching for the Stars: A Record of Five Years, 1960-1965, Leo Burnett Company, Inc., 1965	Box 90
Reaching for the Stars: A Record of Five Years, 1965-1970, Leo Burnett Company, Inc., 1970	Box 90
Singapore, Singapore Tourist Promotion Board, inscribed by Jones to his mother, 1974 Sept. 9	Box 90
Advertisements for Jardines created by Jones, ca. 1970s Physical Description: 4 items	Oversize-folder Folder 1
Cartoons of colleagues, family, and friends [by Jones? undated] Physical Description: 3 items	Oversize-folder Folder 1
Collage posters inscribed to Jones regarding his move to and stay in Australia, ca. 1973 Physical Description: 2 items	Oversize-folder Folder 1
"Historical Guide Note No. 49," desk blotter with inscription to Jones	Oversize-folder Folder 1

[Return to Table of Contents](#)

2026 Additions, 1940-2015

AAAA (American Association of Advertising Agencies) annual meeting, 1965	Box 91
Advertising 492 Advanced copywriting syllabus, 1992	Box 91
Advertising 805 Personal presentation, 1989	Box 91
Advertising and Promotion Seminar presentation, 1979	Box 91
Advertising Club of Toledo--Ad-Lib newsletter, 1967	Box 91
Australia, 1970s	Box 91
Biographical, CV, etc., 1965-2015	Box 91

Bromion Corporation--PTS (Personal Toilet Spray), 1984	Box 91
C&M Pharmacal, 1980	Box 91
Chevrolet, 1959	Box 91
Chevrolet, 1959	Oversize-folder 2
Correspondence, etc., 1956-2000	Box 91
Corsa Communique (Corvair Society of America), 2009	Box 91
Corvair: Television star of the sixties, 1994	Box 91
Could ADS mean Attention Deficit Syndrome?, 2003	Box 91
Creative Curriculum, 1985	Box 91
E.F. Hutton, 1980s	Box 91
E. Russ Brown Show, 1950s	Box 91
General new business presentation, 1980s	Box 91
Got time to teach?, 1980s	Box 91
Impact newsletter (Michigan State Dept. of Advertising), 1990-1994	Box 91
Indo Mie ramen, 1988-1990	Box 91
Jack O'Kieffe memorial, 1979	Box 91
Letters from a lifetime (compilation), 2003	Box 91
Lingham chili sauce, 2008	Box 91
Marketing Advertising Roundtable--Mart Ramblings newsletter, 1981	Box 91
Memo from Leo Burnett on believability in advertising, 1969	Box 91

NADA (National Automobile Dealers Association) annual convention, 1980	Box 92
NADA seminar--Dealer advertising, 1980	Box 92
National Advertising Agency Network--Fall staff conference, 1983	Box 92
Replicate Reality, 1987	Box 92
Scripts, 1940-1950s	Box 92
St. Louis-Dispatch television show, 1952-1955	Box 92
Summer workshop on creativity in advertising, 1962	Box 92
Television commercials from confusion to conclusion, 1955	Box 92
The case for consanguinity, 1980s	Box 92
To teach the unteachable star, 1983	Box 92
Twelve days of an advertising exchange in China, 1980s	Box 92
Various verses for the mom and pop supper club (Edited by Alice Jones), 2009	Box 92

[Return to Table of Contents](#)