



Guide to the J. Walter Thompson Company. Ed George papers, 1938-2013 and undated

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Summary

Collection Title:

J. Walter Thompson Company. Ed George papers, 1938-2013 and undated

Creator:

J. Walter Thompson Company

Source:

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

Abstract:

The J. Walter Thompson Company (JWT) was founded in New York, N.Y., in 1864, and is one of the world's largest advertising agencies. Edward Acheson George was an Creative Director and executive at several JWT offices. Collection includes correspondence, reports, scripts, tear sheets and other printed materials; drawings, sketches, cartoons, paintings, storyboards and packaging designs; and audiovisual materials (phonograph records, videocassettes, audio tapes). Companies represented include Burger King, Champion, Eaton, Faygo, Foote Cone & Belding, Ford, Hawaii Express, Kawasaki, Liggett & Myers, Mazda, Monroe, Oscar Mayer, Parker Pen, Playboy, and Seven-Up. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

14.2 Linear Feet

Language:

English.

Collection ID:

RL.00703

Permalink:

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Preferred Citation

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Background

Scope and Content

Collection includes correspondence, reports, scripts, tear sheets and other printed materials; drawings, sketches, cartoons, paintings, storyboards and packaging designs; and audiovisual materials (phonograph records, videocassettes, audio tapes). Companies represented include Burger King, Champion, Eaton, Faygo, Foote Cone & Belding, Ford, Hawaii Express, Kawasaki, Liggett & Myers, Mazda, Monroe, Oscar Mayer, Parker Pen, Playboy, and Seven-Up. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

The J. Walter Thompson Company (JWT) was founded in New York, N.Y., in 1864, and is one of the world's largest advertising agencies. Edward Acheson George was an Creative Director and executive at several JWT offices.

Ed George was born 1935. Education: Tulane University. JWT Chicago: Vice President, Associate Creative Director 1956-1973; Foote Cone & Belding/ Los Angeles: Associate Creative Director 1973-1975; JWT Detroit: Senior Vice President, Co-Creative Director 1975-1980; Playboy: Vice President and Creative Director 1980; JWT Los Angeles: Vice President, Creative Director 1981-approximately 1986.

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Arrangement

Organized into the following series: Personal and Professional Files; Artwork, Cartoons, Designs and Illustrations; and Audiovisual Materials.

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Administrative Information

Publication Statement

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Access Restrictions

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However, original audiovisual materials are closed until use copies can be produced.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. There may be a 48-hour delay in obtaining these materials.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

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 J. Walter Thompson Company. Ed George papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 2001, with a subsequent gift in 2009 and 2015.

Processing Information

Processed by Richard Collier, Sept. 2019; accessions included in this collection:
2002-0196, 2009-0102, 2015-0055.

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Related Materials

Related Material

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

Foote Cone & Belding, Inc. records;

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Detroit Office. Blaise Newman papers;

J. Walter Thompson Company. Domestic advertisements collection;

J. Walter Thompson Company. Wally O'Brien papers;

Liggett & Myers Tobacco Company records

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Names and Subjects

- Advertising agencies
- Advertising -- History
- Advertising agencies -- Employees
- Advertising agencies -- Executives
- Advertising agencies -- United States -- History
- Advertising agencies -- United States
- Commercial art
- Advertising, Outdoor -- Posters
- Billboards -- Design and construction
- Billboards
- Memorabilia
- Packaging

- Audiotapes
- Billboards -- United States
- Filmstrips
- Phonograph records
- Videocassettes
- George, Ed
- John W. Hartman Center for Sales, Advertising & Marketing History
- Burger King Corporation
- Champion Spark Plug (Company)
- Eaton Corporation
- Foote, Cone & Belding
- Ford Motor Company
- Liggett & Myers Tobacco Company
- Oscar Mayer & Co.
- Seven-Up Company

Collection Inventory

Personal and Professional Files, 1950-2013, undated

General Files, 1950-2013, undated

Awards, 1987-1998	Box 1
Bell System, undated	Box 1
Biographical, undated	Box 1
Boats (brochures, blueprints, etc.), 1968-1973	Box 1
Ed George Communications, 2013	Box 1
Edward C. George--Scrapbook on election to Board of Harriman Ripley, 1950	Box 1
Farewell poster--"This Is the Army, Mr. George!", undated	Box 18
Ford, 1984-1987	Box 1
Ford--Product planners speech, 1997	Box 1
Kawasaki, 1982-1983	Box 1
Miscellaneous, 1966-1995	Box 1

Miscellaneous cartoons, undated	Box 1
Mr. Giggles, 1969	Box 1
Photographs, undated	Box 1
Photographs--Airplane production stills, 1980	Box 1
Photographs--Eaton Truck Components, undated	Box 1
Photographs--Ford outdoor (parts, service, used cars), 1970s	Box 1
Photographs--Oscar Mayer (Ed George at work), undated	Box 1
Playboy--Correspondence and miscellaneous, 1979-1980	Box 1
Playboy--Print advertisement, undated	Box 1
Travel journal "This Is the Best Yet", 1958	Box 1

J. Walter Thompson Company, 1962-1994, undated

Commodore's Cup Regatta, 1987	Box 1
Correspondence and general, 1968-1991	Box 1a
Don Johnston, 1986-1987	Box 1a
Ed George resignation, 1994	Box 1a
Exploding Some Myths about Account Men (Granger Tripp), 1968	Box 1a
Indian File (Hindustan Thompson newsletter), 1971	Box 1a
James Webb Young saying (framed item), undated	Box 1a

Scope and Contents

"For it is with the advertising man as with the cow: no browsing, no milk."

Los Angeles. And the Small Office Puzzle, 1984	Box 1a
Los Angeles Creative Philosophy, undated	Box 1a
Los Angeles Office credentials, undated	Box 1a
Marketing: The Key to the 90's, 1983	Box 1a
Memo writing guidelines, 1962	Box 1a
Personal portfolio, 1977	Box 1a
Team Kawasaki speech, 1982	Box 1a

Printed Material, 1962-1995, undated

Air & Space/Smithsonian--The Pursuit of Speed: The Airplane First to Fastest, 1992	Box 17
Cycle Magazine calendar pages, images of vintage motorcycles, 1988	Box 7
Daimler Benz 100th anniversary booklet, 1986	Box 7
Ferrari--Bruce Miller posters, undated	Box 23
Ford collateral literature (Mustang, Windstar catalogs), 1994-1995	Box 2
Ford Motorsports RS200 catalog (Canada), 1987	Box 7
Ford Truck 75th anniversary, 1992	Box 7
Harley Davidson catalog, 1989	Box 7
J. Walter Thompson Los Angeles Office Creative Philosophy, 1982	Box 10
Lighthouses of Michigan calendar, 1989	Box 7
Link Freeman Advertising brochure, undated	Box 2
Memoirs of Biff Gumsley, undated	Box 2

Scope and Contents

(David Field/West End Studios publication)

Nissan Z catalog, 1991	Box 7
Owens Illinois beer bottle poster, undated	Box 23
Playboy Jazz Festival guide, 1980	Box 2
Popular Mechanics--The Hand Plane insert, 1990	Box 16
Printing Salesman's Herald (Champion Papers), 1969	Box 2
Sports Car Coloring Book (Ron Nelson, John Ferree), 1962	Box 2

Promotional Items, Memorabilia, 1989, undated

Cigarette packaging models, undated	Box 3
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Scope and Contents

Includes: Chesterfield 17, Chesterfield Carolinas, Dorado Slims

Faygo Cola button, undated	Box 3
Ford alarm clock, undated	Box 3
Ford truck mug, undated	Box 3
Hamm's beer cans, undated	Box 3
J. Walter Thompson 125th anniversary license plate, 1989	Box 3
J. Walter Thompson 125th anniversary medal in box, 1989	Box 3
J. Walter Thompson Los Angeles ashtray, undated	Box 3
J. Walter Thompson Summer Picnic Frisbee, undated	Box 3
Ken-L Ration "My Dog" record jacket, undated	Box 3

Name plates, undated	Box 3
Oscar Mayer Weinermobile toy, undated	Box 3
Schlitz tap handle, undated	Box 3

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Artwork, Cartoons, Designs, Illustrations, 1970-1995, undated

Advertising agency satires, undated	Box 2
Advertising agency satires, undated	Box 7
All Sports Magazine, undated	Box 8
All Sports News, undated	Box 11
Automotive designs, undated	Box 7
Birthday and Valentine's cards, undated	Box 7
Birthday cartoons, undated	Box 18
Bluenote GPC logo, undated	Box 17
Booth Newspapers, undated	Box 8
Burger King, undated	Box 2
"Bula" Dogs (Oscar Mayer?), undated	Box 2
"Bula" Dogs (Oscar Mayer?), 1990	Box 7
Car and Driver Magazine, 1988-1990	Box 4
Champion, undated	Box 2
Champion, undated	Box 8
Physical Description: 2 folders	
Chicago Tribune outdoor, undated	Box 20
Physical Description: 4 folders	
Claussen outdoor, undated	Box 20

Comics and sketches, undated Physical Description: 5 folders	Box 4
Cycle World, undated	Box 2
Detroit Grand Prix, 1984 Physical Description: 5 folders	Box 11
Eaton Truck Components, undated Physical Description: 5 folders	Box 8
Foote Cone & Belding/LA--Mazda, 1970s	Box 23
Foote Cone & Belding/LA--Smokey the Bear, Taco Bell outdoor, United California Bank, 1970s	Box 19
Ford, undated Physical Description: 3 folders	Box 2
Ford, undated Physical Description: 5 folders	Box 9
Ford (dealer advertisements, outdoor), undated	Box 11
Ford (Festiva), 1988 Physical Description: 12 folders	Box 12
Ford (miscellaneous including Taurus, Probe, F Series, Christmas), 1989, undated Physical Description: 10 folders	Box 13
Ford (miscellaneous posters, outdoor), undated Physical Description: 10 folders	Box 14
Ford (Taurus print), approximately 1986 Physical Description: 4 folders	Box 15
Ford (print), undated Physical Description: 5 folders	Box 20
Ford (outdoor), undated Physical Description: 7 folders	Box 21

Ford (used cars, parts, dealer outdoor), undated Physical Description: 10 folders	Box 22
Ford collateral literature mockups and designs, 1980s-1995 Physical Description: 5 folders	Box 4
Ford collateral literature mockups and designs, 1980s-1995	Box 5
General Electric logo, undated	Box 7
Hamm's beer, undated Physical Description: 12 folders	Box 9
Hammond Organ print, undated	Box 15
Harley Davidson, undated	Box 10
Hawaii Express Airlines, undated	Box 2
Hawaii Express Airlines storyboards, undated Physical Description: 3 folders	Box 15
J. Walter Thompson logos, undated	Box 2
J. Walter Thompson poster--JWT Advertising & Nifty Slogan Company, undated	Box 15
JWT Chicago--Businessmen cartoons, Seven-Up, undated	Box 19
JWT Detroit--Chatham Supermarkets, Ford, Jaguar, State of Michigan, WXYZ-TV, 1970s	Box 19
JWT/LA--Kawasaki, 1982	Box 19
JWT/NY--Burger King, Kodak, 1970s	Box 19
Johnson (?) outboard motor, undated	Box 10
Kawasaki, 1982, undated Physical Description: 11 folders	Box 2
Kawasaki, undated	Box 10

Kawasaki, undated	Box 16
Physical Description: 5 folders	
Kawasaki, 1983, undated	Box 17
Scope and Contents	
Includes: Bob Steven photograph; San Jose Mile poster	
Kawasaki brochure, 1982	Box 4
Kawasaki San Jose Mile transparency, 1983	Box 7
Ken-L Ration, undated	Box 16
Ken-L Ration, undated	Box 17
Kodak, undated	Box 10
Liggett & Myers--Aspen Menthol, Richmond Straight Cut, Virginia Brights designs, undated	Box 6
Physical Description: 26 folders	
Logo designs, undated	Box 2
Marine Corps, 1976	Box 16
Mazda, undated	Box 17
Physical Description: 3 folders	
Mazda, undated	Box 23
Physical Description: 2 folders	
Mazda storyboards, 1974	Oversize-folder 1
Miscellaneous illustrations, undated	Box 7
Physical Description: 2 folders	
Miscellaneous illustrations, undated	Box 16
Physical Description: 2 folders	
Miscellaneous illustrations, undated	Box 18
Physical Description: 4 folders	

Scope and Contents

Includes: Ford, Hawaii Express, Kawasaki, Valentine's Day

Miscellaneous illustrations, undated	Box 19
Miscellaneous illustrations, undated	Box 23
Miscellaneous illustrations, undated	Oversize-folder 1
Musicians, undated	Box 7
Musicians, undated	Box 18
Olivetti print, undated	Box 17
Oscar Mayer, undated	Box 10
Physical Description: 6 folders	
Panoz Motorsports, undated	Box 19
Parker Pen "Arrow" illustrations, undated	Box 2
Parker Pen "Arrow" illustrations, undated	Box 17
Payless Drug Stores, undated	Box 2
Playboy (including Jazz Festival poster), 1980, undated	Box 17
Playboy (including Jazz Festival poster), 1980, undated	Box 19
RAT Brothers, undated	Box 17
Seven-Up, undated	Box 10
Seven-Up, undated	Box 17
Seven-Up, 1970	Box 23
Seven-Up outdoor, undated	Box 22
Physical Description: 5 folders	
Seven-Up outdoor and storyboards, undated	Box 16
Physical Description: 5 folders	

Seven-Up outdoor poster sheets, undated	Box 24
Scope and Contents	
Rolled items in tubes	
Seven-Up outdoor poster sheets, undated	Box 25
Scope and Contents	
Rolled items in tubes	
SOS Sports, undated	Box 17
Sterling Beer, undated	Box 10
Physical Description: 7 folders	
Storyboards, undated	Box 23
Sunkist, undated	Box 23
Transparencies, undated	Box 10

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Audiovisual Materials, 1938-1986, undated

D'Arcy--Bank Americard Chorus :30, undated	Box AV1 > Film-reel RL00703-F16-001
D'Arcy--Bank Americard Tuba Player :30, undated	Box AV1 > Film-reel RL00703-F16-002
Ed George reel, undated	Box AV2 > Film-reel RL00703-F16-003
Film Fair combination reel, undated	Box AV3 > Film-reel RL00703-F16-004
Food Play 2066B, undated	Box AV3 > Film-reel RL00703-F16-005
Hamm's--Bear Fisherman, undated	Box AV1 > Film-reel RL00703-F16-006

Hamm's--Bird :30, undated	Box AV1 > Film-reel RL00703-F16-007
Kawasaki compilation, undated	Box AV2 > Film-reel RL00703-F16-008
Scope and Contents	
Includes: 1980 Invader; Truck; Snowdrift; Parachute	
Kawasaki--Truck :30, undated	Box AV1 > Film-reel RL00703-F16-009
Kawasaki--Truck :30, undated	Box AV1 > Film-reel RL00703-F16-010
Kawasaki--Truck :30, undated	Box AV1 > Film-reel RL00703-F16-011
Ken-L Ration Burger--Baa :30, undated	Box AV1 > Film-reel RL00703-F16-012
Ken-L Ration--Bashue :60, undated	Box AV1 > Film-reel RL00703-F16-013
Ken-L Ration Burger--Hotel :60, undated	Box AV1 > Film-reel RL00703-F16-014
Ken-L Ration Burger--Mother George :60, undated	Box AV1 > Film-reel RL00703-F16-015
Mazda--Cat and Mouse :30, undated	Box AV1 > Film-reel RL00703-F16-016
Monroe--Bandit :30, undated	Box AV1 > Film-reel RL00703-F16-017
Monroe--Bandit :30, undated	Box AV1 > Film-reel RL00703-F16-018
Monroe--Bandit :30, undated	Box AV1 > Film-reel RL00703-F16-019
Monroe--Bandit :30, undated	Box AV1 > Film-reel RL00703-F16-020

Monroe--Bandit :30, undated	Box AV1 > Film-reel RL00703-F16-021
Monroe--Shocktails :30, undated	Box AV1 > Film-reel RL00703-F16-022
Monroe--Shocktails 15/15 sec., undated	Box AV1 > Film-reel RL00703-F16-023
Murine--Black on White :30, undated	Box AV1 > Film-reel RL00703-F16-024
Murine--Cigar Chimneys :30, undated	Box AV1 > Film-reel RL00703-F16-025
Murine--Cloud Fist :30, undated	Box AV1 > Film-reel RL00703-F16-026
Murine--Eye Living :60, undated	Box AV1 > Film-reel RL00703-F16-027
Murine--Eye Living :60, undated	Box AV1 > Film-reel RL00703-F16-028
Oscar Mayer, undated	Box AV2 > Film-reel RL00703-F16-029
Oscar Mayer--Food Play Nutrition :60, undated	Box AV1 > Film-reel RL00703-F16-030
Oscar Mayer--Heavenly, undated	Box AV1 > Film-reel RL00703-F16-031
Oscar Mayer--Heavenly, undated	Box AV1 > Film-reel RL00703-F16-032
Oscar Mayer--Son of Hot Dog Stand :60, undated	Box AV1 > Film-reel RL00703-F16-033
Schlitz--Fisherman :10, undated	Box AV1 > Film-reel RL00703-F16-034
Schlitz--Hunter :10, undated	Box AV1 > Film-reel RL00703-F16-035

Schlitz--Soft Shoe :10, undated	Box AV1 > Film-reel RL00703-F16-036
Seven-Up--Big Can :10, undated	Box AV1 > Film-reel RL00703-F16-037
Seven-Up--Ed George compilation, undated	Box AV2 > Film-reel RL00703-F16-038
Scope and Contents	
Includes: Win Your Un Thing; Snake; Intermission; Missionaries; Food; Frog; Couple. Notes with reel)	
Seven-Up--Missionaries, undated	Box AV1 > Film-reel RL00703-F16-039
Seven-Up--RTV-US, undated	Box AV3 > Film-reel RL00703-F16-040
Seven-Up--Reel--Couple 30 and 20 sec., undated	Box AV3 > Film-reel RL00703-F16-041
Seven-Up--Thank You America :60 and :30, undated	Box AV3 > Film-reel RL00703-F16-042
Seven-Up--Thank You America :30, undated	Box AV1 > Film-reel RL00703-F16-043
Seven-Up--Thank You America :30 live action, undated	Box AV1 > Film-reel RL00703-F16-044
Seven-Up--The Couple :30 reduction, undated	Box AV1 > Film-reel RL00703-F16-045
Seven-Up--Win Your Un Thing sweepstakes :60 and :30, undated	Box AV1 > Film-reel RL00703-F16-046
Seven-Up--Win Your Un Thing :60 and :30, undated	Box AV1 > Film-reel RL00703-F16-047
Simoniz Master Wax--Submarine :60, undated	Box AV1 > Film-reel RL00703-F16-048

Sterling Beer--Artwork :60, undated	Box AV1 > Film-reel RL00703-F16-049
Sterling Graphics--4 prints, original with eagle, undated	Box AV1 > Film-reel RL00703-F16-050
Theodore Hamm--Fisherman :60, undated	Box AV1 > Film-reel RL00703-F16-051
Untitled 5874, undated	Box AV3 > Film-reel RL00703-F16-052
Volvo--Car-Dog :60, undated	Box AV1 > Film-reel RL00703-F16-053
Seven-Up--Win Your Un Thing :60 and :30, 1969	Box AV2 > Film-reel RL00703-F35-001
Seven-Up--Win Your Un Thing :60 and :30, 1969	Box AV2 > Film-reel RL00703-F35-002
Bacharach, undated	Box AV3 > Audio-reel RL00703-RR-001
Bank Americard music, undated	Box AV3 > Audio-reel RL00703-RR-002
Scope and Contents	
Includes: Tuba, Chorus :30	
Barney Kessel, undated	Box AV3 > Audio-reel RL00703-RR-003
Burger King--Alligator, undated	Box AV3 > Audio-reel RL00703-RR-004
Burger King--Compilation, 1976	Box AV3 > Audio-reel RL00703-RR-005
Scope and Contents	
Includes: Show Us Your Smile :60 and :30; Kids/Show Us Your Smile :30	
Burger King--Smile compilation, undated	Box AV3 > Audio-reel RL00703-RR-006

Scope and Contents

Includes: All Burger King Smile; 2nd cut, ABC Saturday morning kids' show; Buggy Moran

Burger King--Smile, undated Box AV3 > Audio-reel RL00703-RR-007

Ed George at Boulevard jam session, undated Box AV3 > Audio-reel RL00703-RR-008

Ed George at Boulevard session with Bob Ragland, undated Box AV3 > Audio-reel RL00703-RR-009

Faygo Soft Drinks--Compilation, 1978 Box AV3 > Audio-reel RL00703-RR-010

Scope and Contents

Includes: Nobody Can Never Ever Outgrow Faygo; The Bigger the Thirst; The Best Things in Life; Faygo Cola Nuts

Faygo Soft Drinks--Compilation, undated Box AV3 > Audio-reel RL00703-RR-011

Scope and Contents

Includes: Nobody Can Never Ever Outgrow Faygo; The Bigger the Thirst; The Best Things in Life; Faygo Cola Nuts

Faygo Soft Drinks--Demo Cola Nuts Box AV3 > Audio-reel RL00703-RR-012

Faygo Soft Drinks--TV songs, undated Box AV3 > Audio-reel RL00703-RR-013

Scope and Contents

Includes: Bouncing Boat; Rainbow Dance; Jump Rope/Diet

Goodbye, Nick--Demos, undated Box AV3 > Audio-reel RL00703-RR-014

Goodbye, Nick--Compilation, undated Box AV3 > Audio-reel RL00703-RR-015

Scope and Contents

Includes: Good Bye Letter; Skin Diver; Foreign Legion; Peaceful Singer; Yong Yong Yong; Prize Fighter; Movie Star; Knife Thrower

Hammond Aquarius, undated Box AV3 > Audio-reel RL00703-RR-016

J. Walter Thompson--Compilation, undated Box AV3 > Audio-reel RL00703-RR-017

Scope and Contents

Includes: Frito; Sunoco; Western

Joe Sicurella & Associates--Writer's Reel #1, undated Box AV3 > Audio-reel RL00703-RR-018

Scope and Contents

Includes work from Joe Raposo, Steve Benderoth, Michael Loving, Lynn Ahrens, Jon Silberman, Ginny Redington

Kawasaki--Dub of 3 radio beds, 1978 Box AV3 > Audio-reel RL00703-RR-019

Scope and Contents

Includes: Guys; Duet; Country

Kawasaki--Snowmobile TV track, undated Box AV3 > Audio-reel RL00703-RR-020

Scope and Contents

Includes: Parachute :30; Snowdrift :30

Kawasaki--TV music, "Saturday Night" :30, 1981 Box AV3 > Audio-reel RL00703-RR-021

Kelso Herston Enterprises--Compilation, undated Box AV3 > Audio-reel RL00703-RR-022

Scope and Contents

Includes: Adorn; Burger King; Busch beer; Campbell's; Champion; Daisy Razor; Earthborn Shampoo; Firestone; Ford; GMC Trucks; Hamm's beer; Hormel; Huffy; Kawasaki; Levi; Monroe; Noxzema; Oscar Mayer; Pan Am;

Pontiac; R.C. Cola; S&H Green Stamps; Sealy Mattress; Sears; Seven-Up;
Tame; Uncle Ben; Water Pik; Wrigley's

Mazda--Boing Boing radio music only, undated Box AV3 > Audio-reel RL00703-
RR-023

Mazda--Scratch track "Cat and Mouse", 1974 Box AV3 > Audio-reel RL00703-
RR-024

Moby Dick, undated Box AV3 > Audio-reel RL00703-
RR-025

Music of Richard Egizi (extracted from scores),
undated Box AV3 > Audio-reel RL00703-
RR-026

Scope and Contents

Includes: Rock; Lush; Baroque; "Movin"; Here's That Rainy Day; Romantic;
Hard to Describe

Norman Freehling testimonial dinner; Ed
George master of ceremonies, 1963 Box AV3 > Audio-reel RL00703-
RR-027

Old Time Radio Themes, undated Box AV3 > Audio-reel RL00703-
RR-028

Scope and Contents

Themes Like Old Times: 180 of the most famous original radio themes,
volumes 1 and 2

Oscar Mayer, Sr., undated Box AV3 > Audio-reel RL00703-
RR-029

Oscar Mayer--Marching Club :60 and :20,
undated Box AV3 > Audio-reel RL00703-
RR-030

Oscar Mayer--Music compilation, undated Box AV3 > Audio-reel RL00703-
RR-031

Scope and Contents

Includes: Symphony; 6 ft. Fridge; Hero; Country Window; Tijuana
instrumental; Bossa Nova; Hot Dog Stand; Ham; Doll House; Lost Dog; Slow
Start; Spanish instrumental

Pepsi--International, The Whole World Over, 1983
Box AV3 > Audio-reel RL00703-RR-032

Shield Productions--Intermission :30 and :20, undated
Box AV3 > Audio-reel RL00703-RR-033

Soundshop--Prime Cuts compilation, undated
Box AV3 > Audio-reel RL00703-RR-034

Scope and Contents

Includes: Yamaha guitars; Fact Cigarettes; Silver Dollar City; Carson-Pirie-Scott; Country Hearth Bread; Baldwin Fun Machine; Dodge Dealers; Sunday's Chicken; Harley-Davidson; TV-12 Richmond; TV-6 Milwaukee; Child Life shoes; Billy Beer; Dales Shopping Center; McCarty State Pride chicken; Riceland Rice

Soundshop--Son of Scrabook, undated
Box AV3 > Audio-reel RL00703-RR-035

Sterling tape, undated
Box AV3 > Audio-reel RL00703-RR-036

Thumb piano--Jim Walsh :60, undated
Box AV3 > Audio-reel RL00703-RR-037

Wallace Fulton's Dinner, undated
Box AV3 > Audio-reel RL00703-RR-038

War of the Worlds (Orson Welles, Mercury Theater, 1938
Box AV3 > Audio-reel RL00703-RR-039

Blue Cross :30, undated
Box AV4 > Video-cassette RL00703-Umatic-001

Ford--Electric Reindeer :30, 1985
Box AV4 > Video-cassette RL00703-Umatic-002

Form and Function--With music fade 2:45, 1986
Box AV4 > Video-cassette RL00703-Umatic-003

Form and Function 2, undated
Box AV4 > Video-cassette RL00703-Umatic-004

Hawaii Express--"Air to Air Footage" 20:00, 1983

Box AV4 > Video-cassette
RL00703-Umatic-005

Hawaii Express--Party :30, undated

Box AV4 > Video-cassette
RL00703-Umatic-006

J. Walter Thompson--Detroit compilation, undated

Box AV4 > Video-cassette
RL00703-Umatic-007

Scope and Contents

Includes: Anco "Piano Movers"; Monroe "Stagecoach," "Filter Plus," "Bandit," "Sheriff"

J. Walter Thompson--Detroit K2, undated

Box AV4 > Video-cassette
RL00703-Umatic-008

J. Walter Thompson--Detroit K part 1, undated

Box AV4 > Video-cassette
RL00703-Umatic-009

Kawasaki--Compilation, 1982

Box AV4 > Video-cassette
RL00703-Umatic-010

Scope and Contents

Includes: Stoplight; Road Race King; Stoplight 25/05

Kawasaki--Jetski :30, 1981

Box AV4 > Video-cassette
RL00703-Umatic-011

Kawasaki--Ponca City sales film, 1981

Box AV4 > Video-cassette
RL00703-Umatic-012

Kawasaki--Rocky :35, 1982

Box AV4 > Video-cassette
RL00703-Umatic-013

Kawasaki--Rocky :60, 1982

Box AV5 > Video-cassette
RL00703-Umatic-014

Kawasaki--Spectre :30, 1982

Box AV5 > Video-cassette
RL00703-Umatic-015

Monroe--Compilation, undated

Box AV5 > Video-cassette
RL00703-Umatic-016

Scope and Contents

Includes: Bandit :30 and :15; Shock Tails :30 and :15

Monroe--Shock absorbers work prints :30
and :15, undated

Box AV5 > Video-cassette
RL00703-Umatic-017

Pepsi--International and historical (BBDO), 1983

Box AV5 > Video-cassette
RL00703-Umatic-018

Pepsi--Pepsi Challenge, Canadian historical,
1983

Box AV5 > Video-cassette
RL00703-Umatic-019

Scope and Contents

Includes: Stephen Lampman; Corrine Haddad; Frances Schmitt; Barbara
Mallins and family; David King; Pat Wymes; Klondike Days; Mosport;
Highland Games; Across Canada; Moments; Sharing; Fun; Montage; Cowboy;
Local Challenger

Ford--Wagon Out in Front 14 spots, 1983

Box AV5 > Video-cassette
RL00703-Umatic-020

Pepsi--World Over, undated

Box AV5 > Video-cassette
RL00703-Umatic-021

Presentation reel, 1981

Box AV5 > Video-cassette
RL00703-Umatic-022

Scope and Contents

Includes: Seven-Up "Thank You America," "Tastefully Yours," "Intermission,"
"Peeling"; Oscar Mayer "Marching Song"; Food Play; Rose Bowl Float

Seven-Up--Historical reel 1967-1976; 24 spots,
1976

Box AV5 > Video-cassette
RL00703-Umatic-023

Seven-Up spot announcements, undated

Box AV6 > Audio-phonodisc
RL00703-PD-001

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