



Guide to the J. Walter Thompson Company. Anthony J. Viola Papers, 1968-2009 and undated

This collection guide was produced in **2009**.

This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

J. Walter Thompson Company. Anthony J. Viola papers, 1968-2009 and undated

Creator:

J. Walter Thompson Company

Source:

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

Abstract:

The J. Walter Thompson Company (JWT), founded in 1864, is one of the oldest and largest enduring advertising agencies in the United States. Anthony Viola worked as a Creative executive with a number of agencies before retiring as Senior Art Director with JWT. The Anthony J. Viola Papers span the years 1968-2009 and document Viola's career, especially his role as an art director at JWT's New York, Chicago, and Lisbon offices. The papers include some correspondence and other office files but the bulk of the collection consists of artwork for print advertisements and television storyboards; along with videocassettes, videotapes, DVDs and 16mm films of television commercials created by Viola. The papers cover JWT offices in Chicago; New York; Milan (Italy); Buenos Aires (Argentina); Lisbon (Portugal); and Santiago (Chile). Key clients include Bell Atlantic; the City of Boston; Citibank; Dole; Kodak; Interstate Bakeries; Johnson & Johnson; Kellogg; Kimberly Clark; Kraft Foods; Mars; Miller beer; Nestlé; Pepsi; Pfizer; Reckitt & Benckiser; Rolex; Sears; Schlitz; Unilever; and Warner Lambert. Most of the files are in English; some materials are in Spanish. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

58 Linear Feet
6000 Items

Language:

Material in English, Spanish

Collection ID:

RL.00757

Permalink:

<https://idn.duke.edu/ark:/87924/m1ds66>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Anthony J. Viola Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The Anthony J. Viola Papers span the years 1968-2009 and document Viola's career, especially his role as an art director at JWT's New York, Chicago, and Lisbon offices. The papers include some correspondence and other office files but the bulk of the collection consists of artwork for print advertisements and television storyboards; along with videocassettes, videotapes, DVDs and 16mm films of television commercials created by Viola. The papers cover JWT offices in Chicago; New York; Milan (Italy); Buenos Aires (Argentina); Lisbon (Portugal); and Santiago (Chile). Key clients include Bell Atlantic; the City of Boston; Citibank; Dole; Kodak; Interstate Bakeries; Johnson & Johnson; Kellogg; Kimberly Clark; Kraft Foods; Mars; Miller beer; Nestlé; Pepsi; Pfizer; Reckitt & Benckiser; Rolex; Sears; Schlitz; Unilever; and Warner Lambert. Most of the files are in English; some materials are in Spanish.

Biographical/Historical

Chronology List

Date	Description
1960	Associate Degree, Applied Arts and Sciences, State University of New York, Long Island
1964	BA, State University of New York, Long Island
1960-1969	Art Director, General Electric Company in New York

Date	Description
1968	Graduated from General Electric School of Advertising, program in Advertising and Sales Promotion
1969-1974	Art Supervisor, Kenyon & Eckert Advertising in Boston
1974-1976	Head Art Director, Hill Holliday Connors-Cosmopolos, Inc. in Boston
1976-1978	Vice President, Associate Creative Director, McCann-Erickson Inc., Chicago
1978-1981	Vice President, Associate Creative Director, JWT Chicago
1981-1986	Vice President, Associate Art Director, JWT New York
1986-1988	Vice President, Associate Creative Director, Backer Spielvogel Bates, New York, N.Y.
1989-1990	Vice President, Senior Creative Group Head, Ketchum Advertising, New York, N.Y.
1990-2009	Senior Art Director at J.Walter Thompson in New York, Chicago and Lisbon
2000-2005	Visiting Professor, University of Syracuse, Newhouse School of Communication and VPA Summer Masters Class

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Arrangement

The collection is organized into three Series: **General Records**; **Advertising Designs**; and **Audiovisual Materials**.

The **General Records** series is organized into three categories: **Office Files**; **Personal Files**; and **Use Copies of Audiovisual Materials**. **Office Files** includes correspondence and memoranda for General Electric, and the JWT Milan (Italy) and Santiago (Chile) Offices. **Personal Files** contains private correspondence, resumes and biographical sketches. **Use Copies of Audiovisual Materials** contains use copies of Viola's television commercials and scans of sketches, print advertisements, TV boards and storyboards from the 1970s to 2000s. The **Advertising Designs** series contains the bulk of the collections' content. This series is divided into categories according to form and format: small- and large-format **Artwork**; small- and large-format **Laminated Print Advertisements**; **Mounted Advertising Designs**; and **Oversized Materials**. Arranged alphabetically by brand. **Artwork** contains mostly sketches, drafts and proofs of television commercial storyboards and print advertisements, as well as some attached notes. The **Laminated Print Advertisements** contains proofs of print advertisements, laminated for use in presentations. **Mounted Advertising Designs** consist of print advertisements and storyboards that have been mounted on mat board or foamcore board. **Oversized Materials** contains sketches, drafts and final proofs of television commercial storyboards, sketches and final proofs of print advertisements, as well as some screen prints and posters. The **Audiovisual Series** contains television commercials, presentation and sample reels in 16mm film, 1-inch videotape, VHS videocassette, Betacam, and DVD formats. Use copies are available for some of these commercials. Arranged alphabetically by brand or title.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive
Duke University
Durham 27708
askRL@duke.edu

Access Restrictions

Collection is open for research.

However, original audiovisual materials are closed to researchers until use copies can be made.

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. The library may require up to 48 hours to retrieve these materials for research use.

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. Anthony J. Viola Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2009.

Processing Information

Processed by Tara Wink, December 2009

Encoded by Tara Wink, December 2009

Accession 2009-0104 is described in this finding aid.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections of the J. Walter Thompson Company Archives:

<http://library.duke.edu/rubenstein/findingaids/jwtdignamjohn/>

<http://library.duke.edu/rubenstein/findingaids/jwtelton/>

In addition, other advertising Art Directors' papers held by the Hartman Center include:

<http://library.duke.edu/rubenstein/findingaids/federicogene/>

<http://library.duke.edu/rubenstein/findingaids/mckinneycharles/>

<http://library.duke.edu/rubenstein/findingaids/orrgarrett/>

<http://library.duke.edu/rubenstein/findingaids/reikowskik/>

<http://library.duke.edu/rubenstein/findingaids/rosenben/>

<http://library.duke.edu/rubenstein/findingaids/smithroberts/>

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Names and Subjects

- Television advertising -- United States
- 16mm (photographic film size)
- DVDs
- Videocassettes
- Advertising agencies -- Argentina
- Advertising agencies -- Chile
- Advertising agencies -- Europe
- Advertising agencies -- Italy
- Advertising agencies -- Portugal
- Advertising agencies -- United States
- Advertising executives
- Advertising executives -- Chile
- Television advertising -- Portugal

- Television advertising -- Italy
- Proofs (printed matter)
- Television advertising -- Europe
- Television advertising -- Chile
- Television advertising -- Argentina
- Television advertising
- Advertising executives -- United States
- Advertising agencies
- Advertising executives -- Italy
- Advertising executives -- Europe
- Videotapes
- Advertising executives -- Portugal
- Warner-Lambert Company
- Unilever (Firm)
- Sears, Roebuck and Company
- Reckitt Benckiser (Firm)
- PepsiCo, Inc.
- Nestlé
- Montres Rolex S.A.
- Miller Brewing Company
- Mars, Incorporated
- Kraft Foods Company
- Kimberly-Clark Corporation
- Kellogg Company
- Jos. Schlitz Brewing Co.
- Viola, Anthony
- J. Walter Thompson Company. Lisbon Office
- J. Walter Thompson Company. Milan Office
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company. Santiago (Chile) Office
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Johnson & Johnson
- Bell Atlantic Corporation
- Chas. Pfizer & Co
- Citibank (New York, N.Y.)
- Dole Food Company
- Eastman Kodak Company
- Interstate Bakeries Corporation
- J. Walter Thompson Company. Buenos Aires Office
- J. Walter Thompson Company. Chicago Office

Collection Inventory

General Files, 1968-2009

Physical Description: 1 box

Scope and Contents note

Includes corporate and private correspondence, memoranda, resumes and DVDs of television commercials along with scans of print advertisements. Firms represented include General Electric, and the JWT Milan (Italy) and Santiago (Chile) Offices. Organized into two categories: **Office Files** and **Personal Files** Arranged alphabetically.

Office Files, 1968-1982

General Electric Company, 1968-1969	Box 1
-------------------------------------	-------

J. Walter Thompson Company General correspondence, 1980-1985	Box 1
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Physical Description: 6 folders

JWT Chile Office, 1980-1984	Box 1
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JWT Milan Office, 1981-1982	Box 1
-----------------------------	-------

Milan Office Creative Book, 1981	Box 1
----------------------------------	-------

Personal Files, 1981 and undated

Correspondence, 1981	Box 1
----------------------	-------

Resume and Biography, undated	Box 1
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Advertising Designs, 1971-2009 and undated

Physical Description: 19 boxes

Scope and Contents note

Includes sketches, drawings, mock-ups, and storyboards. A portion are laminated; others are mounted on mat board or foamcore. Arranged by form and format size, therein alphabetically by product name.

Artwork--small-format, 1976-2009 and undated

Abilify, 2005-2006	Box 2
Acterma, 2008	Box 2
Acutrim, undated	Box 2
Associated Mills, 1978	Box 2
Band-Aid and Neosporin, 2008-2009	Box 2
Band-Aid Ultra Strips, 2007-2008	Box 2
Physical Description: 2 folders	
Bengay, 2006	Box 2
Blem (Argentina), 1980	Box 2
Cottonelle, undated	Box 2
Physical Description: 2 folders	
Country Recipe Pasta Salad, undated	Box 2
Crispix Mix, undated	Box 2
Dole Fruit, 1987	Box 2
ECU Vegetables, undated	Box 2
EPT Pregnancy Test, undated	Box 2
Glade (Argentina), 1980	Box 2
Glass Plus, 2006	Box 2
Physical Description: 3 folders	
Glo-Clot (Argentina), 1980	Box 2
HBO, 1983-1984	Box 2
Jake's Diet Cola, undated	Box 2
Kleenex, undated	Box 2
Kentucky Fried Chicken, 1976-1977	Box 2
Klear (Argentina), 1980	Box 2

Kodak, 1986 and undated	Box 2
Physical Description: 2 folders	
Kodak (Brazil), 1985	Box 2
Kodak (Chile), 1980-1981	Box 2
Lever 2000, undated	Box 2
Lime Away, 2006	Box 2
Listerine, 2000-2009 and undated	Box 3
Physical Description: 6 folders	
Listerine Advanced, 2004	Box 3
Listerine Daytime/Nighttime, 2008	Box 3
Listerine Daytime, 2008	Box 3
Physical Description: 3 folders	
Listerine Nighttime, 2008	Box 3
Physical Description: 3 folders	
Listerine Pocket Packs, 2003	Box 3
Listerine Print Advertisements, undated	Box 3
Physical Description: 2 folders	
Listerine Smart Rinse, 2007	Box 3
Listerine Total Care, 2008	Box 3
Listerine Vibrant White, 2008	Box 3
Listerine Whitening, 2004	Box 3
Listerine Whitening Strips, 2008 and undated	Box 3
Physical Description: 2 folders	
Listerine and Reach, 2008	Box 3
Lubriderm, 2000-2002	Box 3
Lysol Disinfectant, 2004	Box 3

Lysol Food Service Sanitizer, 2006	Box 3
Lysol Toilet Bowl Cleaner, 2004	Box 3
Merita Bread, undated	Box 3
Merrill Lynch, 2004	Box 4
Physical Description: 2 folders	
Miller Lite, undated	Box 4
Neosporin, 2005-2006	Box 4
Physical Description: 3 folders	
Nescafé (Chile), 1981	Box 4
Nestea, undated	Box 4
Nestea Sugar Free, 1983	Box 4
Neutra Air, 2006	Box 4
Nutra-Sweet, 1987	Box 4
Off Repellent (Argentina), 1980	Box 4
Oscar Mayer, undated	Box 4
Pepcid E-Z Chews, 2007	Box 4
Pepsi, 1979	Box 4
Pepsi (Argentina), 1986	Box 4
Pepsi International, undated	Box 4
Pepsi: Coola, San Citro, Jazz, Squeeze, 1985	Box 4A
Pepsi: Jake's Cola, Jazz, 1986	Box 4A
Philadelphia Cream Cheese, 2008	Box 4A
Physical Description: 5 folders	
Preferred Stock, 1989	Box 4A

Pristiq, 2007-2008	Box 4A
Physical Description: 2 folders	
Purell, 2004-2008	Box 5
Physical Description: 3 folders	
Quaker Meat Spreads (Argentina), 1980	Box 5
Quaker Pasta (Argentina), 1980	Box 5
Quaker Polenta (Argentina), 1980	Box 5
Quaker Sardines (Argentina), 1980	Box 5
Raid (Argentina), 1980	Box 5
Physical Description: 2 folders	
Rolaids, 2004	Box 5
Physical Description: 2 folders	
Rotateg, undated	Box 5
Sears, Roebuck and Company, 1977	Box 5
Scott Towels, 2001	Box 5
Skippy Peanut Butter, 1977	Box 5
Slice, 1984	Box 5
Physical Description: 4 folders	
Stouffer's, undated	Box 5
Sunkist Pre-Teen Multivitamin, 1990	Box 5
Trident Advantage, 2000	Box 5
Uncle Ben's Rice, 1988	Box 5
Veet, 2006	Box 5
Visine, 2007	Box 5
Physical Description: 4 folders	
Wisk, undated	Box 5

Zyrtec, 2004	Box 5
Physical Description: 4 folders	
Artwork--large format, 1980-2009 and undated	
Abilify, 2005	Box 6
Acterma, 2008	Box 6
Band-Aid Global, 2008	Box 6
Band-Aid and Neosporin, 2008-2009	Box 6
Band-Aid Ultra Strips, 2008	Box 6
Boston Bicentennial, undated	Box 6
Cottonelle, 2001	Box 6
Glass Plus, 2006	Box 6
Fidelity Investments, 1987-1988	Box 6
Listerine, 2004-2006	Box 7
Listerine Advanced, 2004	Box 7
Listerine Nighttime and Daytime, 2008	Box 7
Listerine Pocket Packs, 2005	Box 7
Listerine Smart Rinse, 2006-2007	Box 7
Listerine Total Care, 2008	Box 7
Listerine Whitening, 2004	Box 7
Lubriderm, 2001	Box 7
Lysol Disinfectant, 2004	Box 7
Lysol Toilet Bowl Cleaner, 2004	Box 7
Menopause Relief--Newsflash.com, undated	Box 7
Merrill Lynch, 2003	Box 7
Neosporin, 2004-2007	Box 7

Neutra Air, 2006	Box 7
Pam Shriver Nutrition Tips, undated	Box 7
Pepcid, 2006-2007	Box 7
Pepsi, 1980	Box 8
Philadelphia Cream Cheese, 2008-2009	Box 8
Pristiq, 2008	Box 8
Purell, 2005	Box 8
Rolaids, 2005	Box 8
Scott Tissues, 2000	Box 8
Slice, 1984	Box 8
Sudafed P.E. Strips, 2004	Box 8
Sylvia Porter's Financial Tips, undated	Box 8
Veet, 2006	Box 8
Visine, 2006	Box 8
Zyrtec, 2006-2007	Box 8

Physical Description: 2 folders

Laminated print advertisements--small format, 1971-2003 and undated

Canadian Breeding Laboratories, circa 1971-1973	Box 9
Citibank, 1995-1997	Box 9
Physical Description: 2 folders	
Charles River (Lakeview) Breeding Laboratories, circa 1971-1973	Box 9
Dole Fruit, 1987-1988	Box 9
Physical Description: 2 folders	
Grinnell Valves, circa 1971-1973	Box 9

Hood, 1990	Box 9
Hood Cottage Cheese, 1990	Box 9
Jake's Cola, 1986	Box 9
Kennedy Valve, undated	Box 9
Kodak, 1982-1983	Box 9
Lender's Bagels, 1991	Box 9
Lubriderm, 2003	Box 9
Mimosa Butter, 1992	Box 9
Mimosa Yogurt, 1992	Box 9
Rolex, 1999-2002	Box 9
The Wall Street Journal, undated	Box 9
Warner Lambert International, 1992	Box 9

Laminated print advertisements--large format, 1971-2000 and undated

Bell Atlantic, 1996	Box 10
Citibank, 1996	Box 10
Colonial Meats, 1973	Box 10
Findus, undated	Box 10
Hood Cottage Cheese, 1990	Box 10
Kodak (George Cukor, Director), 1981	Box 10
The Last Hurrah!, menus, 1971-1972	Box 10
The Mayor's Older Bostonians, undated	Box 10
Philip Morris Companies Inc., 1986	Box 10
Philips, undated	Box 10
Rolex, 2000	Box 10

Sears, The Men's Store, undated	Box 10
The South Shore Conservatory of Music, undated	Box 10
The Wall Street Journal, undated	Box 10
Warner-Lambert International, 1992	Box 10
Mounted advertising designs, 1988-1996 and undated	
Listerine Cool Mint, undated	Box 11
Listerine Smart Rinse, undated	Box 11
Listerine Whitening, undated	Box 11
Pepcid E-Z Chews, undated	Box 11
Pristiq, undated	Box 11
Purell, undated	Box 11
University Club of New York Promotion, undated	Box 11
Visine, undated	Box 11
Zyrtec, undated	Box 11
Miller Lite, 1988	Box 12
Uncle Ben's Rice, undated	Box 12
Cottonelle, undated	Box 13
Country Recipe Pasta Salad, 1988	Box 13
Fidelity Investments, undated	Box 13
Fidelity Investments, undated	Box 14
Uncle Ben's Rice, undated	Box 14
Cincinatti Rascals (rugby team), undated	Box 15
Lever 2000, 1996	Box 15

Lever 2000, 1996 (continued)	Box 16
Lever 2000, 1996 (continued)	Box 17
Lubriderm, undated	Box 17
Lubriderm, undated (continued)	Box 18
Miller Lite, undated	Box 18
Scott Tissues, undated	Box 18
Scott Tissues, undated (continued)	Box 19
Snickers, undated	Box 19
Trident Advantage, undated	Box 19

Oversized Materials, 1972-2007 and undated

Bath and Closet, undated	Box 20
Cable Shop TV, 1981	Box 20
Fidelity Investments, undated	Box 20
JWT T-Shirt Design for "The Corporate Challenge run, " 1997	Box 20
Kodak, undated	Box 20
Lever 2000, undated	Box 20
Listerine, 2007	Box 20
New England Conservatory, 1972	Box 20
Pepsi International, undated	Box 20
Screen Prints, 1988	Box 20
University Club of New York promotion, undated	Box 20

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Audiovisual Materials, 1970-2009 and undated

Physical Description: 17 boxes

Originals, 1970-2008 and undated

Access Restrictions:

Restrictions on Access: Original audiovisual materials are closed to patrons until use copies can be made. Use copies exist for some items.

Umatic and VHS

1. Acutrim. 1990 Jan. 18. Umatic. TRT: :15	Box 21
2. Acutrim. 1990 Jan. 18. Umatic. TRT: :15	Box 21
3. Acutrim. 1990 Apr. 4. VHS. TRT: 2:00,	Box 21
4. Boston. Undated. Umatic. TRT: unknown	Box 21
5. Cottonelle "Wider Ripples. " Undated. Umatic. TRT: :45	Box 21
6. Cottonelle "Wider Ripples." Undated. Umatic. TRT: unknown	Box 21
7. Cottonelle Fresh Rollwipes. 2001 Dec. 19. Umatic. TRT: :60	Box 21
8. Dole. 1987 May 08. Umatic. TRT: 2:00,	Box 21
9. Dole. 1987 May 08. Umatic. TRT: 2:00,	Box 22
10. Dole Banana. 1987 Nov. 04. Umatic. TRT: :30	Box 22
11. Dole Sales Presentation. undated. VHS. TRT: unknown	Box 22
12. Dow Jones "Information Overload. " 1998 Jun. 29. Umatic. TRT: unknown	Box 22
13. Kellogg's Bran Flakes. 1991 Feb. 07. Umatic. TRT: unknown	Box 22
14. Kellogg's Bran Flakes. 1991 May 09. Umatic. TRT: :60	Box 22

15. Kellogg's Bran Flakes. 1991 May 28. Umatic. TRT: :60	Box 22
16. Kellogg's Bran Flakes. Undated. Umatic. TRT: unknown	Box 22
17. Kellogg's Breakfast Mates. 2000. Umatic. TRT: :10	Box 23
18. Kodak "Baseball," 1984 Sept. 11. Umatic. TRT: :30	Box 23
19. Kodak "Sports," 1985 Aug. 30. Umatic. TRT: :30	Box 23
20. Kodak. 1986 Nov. 10. Umatic. 2:00,	Box 23
21. Kodak Brazil--World Cup. Undated. Umatic. TRT: :45	Box 23
22. Kodak 3 Pak. Undated. Umatic. TRT: :40	Box 23
23. Kodak 4 Commercials. Undated. Umatic. TRT: unknown	Box 23
24. Kraft Real Mayonnaise. 1980 Jan. 14. Umatic. TRT: :30	Box 23
25. Lipton Iced Tea "Kickboxer," 2003 May 22. Umatic. TRT: :30	Box 24
26. Listerine "Tightrope," 1999 May 24. Umatic. TRT: :30	Box 24
27. Listerine Mouthwash "Humanity," 2003 Apr. 22. Umatic. TRT: :30	Box 24
28. Lubriderm. 2000 Mar. 31. VHS. TRT: :30	Box 24
29. Lubriderm Daily UV. 2000 Apr. 21. Umatic. TRT: :30	Box 24
30. Lubriderm Skin Firming Lotion. undated. VHS. TRT: :30	Box 24
31. Mathew Brady Films "Rain," 1992 Dec. 21. Umatic. TRT: :40	Box 24

32. Mathew Brady Films. "Rain," 1992. Umatic.	Box 24
33. Merita Lite Bread. 1989 Nov. 1. VHS. TRT: :40	Box 24
34. Mimosa Yogurt "You," 1993 Oct. 15. Umatic. TRT: unknown	Box 25
35. Mimosa Yogurt "You." Undated. Umatic. TRT: unknown	Box 25
36. Miller Lite. 1988 Aug. 29. Umatic. TRT: unknown	Box 25
37. Nescafe. Undated. Umatic. TRT: unknown	Box 25
38. Nestea. 1983 May 23. Umatic. TRT: :30	Box 25
39. 1983 Nestea Advertising. 1983. Umatic. TRT: 2:30	Box 25
40. Nestea 100%. 1984 Mar 28. Umatic. TRT: :60	Box 25
41. Nestea Free. 1984 May 08. Umatic. TRT: :30	Box 25
42. Oscar Mayer Cold Cuts. 1981 Apr. 20. Umatic. TRT: :90	Box 26
43. Pepsi Brands. 1986 Feb. 13. VHS. TRT: 3:30	Box 26 > Video-cassette RL00757-VHS-0043 Digital-materials RL00757-SET-VHS0043 > Video-file RL00757- VHS-0043.mkv Digital-materials RL00757-SET-VHS0043 > Video-file RL00757- VHS-0043.mp4
44. Pepsi Brands. 1986 Feb. 13. Umatic. TRT: 3:30	Box 26 > Video-cassette RL00757-UM-0044

Digital-materials
RL00757-SET-UM0044
> Video-file RL00757-
UM-0044.mkv
Digital-materials
RL00757-SET-UM0044
> Video-file RL00757-
UM-0044.mp4

45. Pepsi International. 1986 Jan. 17. Umatic.
TRT: unknown

Box 26 > Video-cassette
RL00757-UM-0045
Digital-materials
RL00757-SET-UM0045
> Video-file RL00757-
UM-0045.mkv
Digital-materials
RL00757-SET-UM0045
> Video-file RL00757-
UM-0045.mp4

46. Pepsi International. 1986 Jan. 21. Umatic.
TRT: :30

Box 26 > Video-cassette
RL00757-UM-0046
Digital-materials
RL00757-SET-UM0046
> Video-file RL00757-
UM-0046.mkv
Digital-materials
RL00757-SET-UM0046
> Video-file RL00757-
UM-0046.mp4

47. Pepsi International Sample Reel. 1986
Nov. 11. Umatic. TRT: 2:30

Box 26 > Video-cassette
RL00757-UM-0047
Digital-materials
RL00757-SET-UM0047
> Video-file RL00757-
UM-0047.mkv
Digital-materials
RL00757-SET-UM0047
> Video-file RL00757-
UM-0047.mp4

48. Pepsi "Jakes." Undated. Umatic. TRT:
unknown

Box 26

49. Pepsi "Jakes." Undated. Umatic. TRT: unknown	Box 26
50. Pepsi "Jakes Sales Film." Undated. Umatic. TRT: unknown	Box 27
51. Pepsi Mexico. 1986 Jan. 17. Umatic. TRT: 3:30	Box 27
52. Pep Rally--New York Office. 1982 Jun. 23. Umatic. TRT: unknown	Box 27
53. "Reunion & Ringside." Undated. Umatic. TRT: unknown	Box 27
54. Schlitz "Worth it." Undated. Umatic. TRT: unknown	Box 27
55. Schlitz. 1979 Apr. 17. Umatic. TRT: 3:00	Box 27
56. Scott Tissues. 2000 May 10. Umatic. TRT: :45	Box 27
57. Sumol--Lisbon Office. 1993 Oct. 15. Umatic. TRT: unknown	Box 27
56. Sumol. Undated. VHS. TRT: unknown	Box 27
57. Sunkist Vitamins "Director's Cut." 1989 May 17. Umatic. TRT: unknown	Box 28
58. Sunkist Children's Multi Vitamins. 1989 Apr. 20. VHS. TRT: :30	Box 28
59. Whirlpool Bath Spa--Associated Mills. Inc./Pollenex. 1977 Nov. 04. Umatic. TRT: :60	Box 28
60. Presentation Reel--Hong Kong TV Print Sketches. 1989 Jan. 30. Umatic. TRT: unknown.	Box 28

Scope and Contents note

[Includes spots for Nestea; Dole; Kodak; Oscar Mayer; and Jake's Cola]

61. Presentation Reel--Hong Kong "Roll A." 1989 Jan. 20. Umatic. TRT: unknown	Box 28
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62. Presentation Reel--Hong Kong "Roll B."
1989 Jan. 20. Umatic. TRT: unknown Box 28

64. Presentation Reel--Hong Kong
Presentation. 1989 Jan. 18. Umatic. TRT:
unknown Box 28

63. Presentation Reel--Syracuse University.
1999 Nov. 04. Umatic. TRT: unknown. Box 28

Scope and Contents note

[Includes spots for Merita; Hendries; Nestea; Kelloggs; Listerine;
Sunkist; Kodak; Mimosa; Sumol; and Dow Jones]

64. Presentation Reel--Syracuse University.
2000 Sept. 15. Umatic. TRT: unknown. Box 28

Scope and Contents note

[Includes spots for Merita; Nestea; Kelloggs; Listerine; Sunkist; Kodak;
Scott Tissues; Trident; Lubriderm; Mimosa; and Sumol]

65. Presentation Reel--Syracuse University.
2002 Mar. 29. Umatic. TRT: unknown Box 29

66. Presentation Reel--Syracuse University.
1999 Nov. 04. VHS. TRT: unknown Box 29

67. Sample Reel--JWT Chicago. 1981 Apr. 20.
Umatic. TRT: unknown. Box 29

Scope and Contents note

[Includes spots for Schlitz; Jovan; Kodak; and Kraft]

68. Sample Reel--JWT Chicago. 1981 Apr. 20.
Umatic. TRT: unknown. Box 29

Scope and Contents note

[Includes spots for City of Boston; New England Merchants Bank;
Polaroid; Underwood Deviled Ham; B&M Baked Beans; Mass Bay
United Fund; Sears Jeans; Boston Bicentennial; and Boston Red Sox]

69. Sample Reel. 1986 Nov. 11. Umatic. TRT:
5:00. Box 29

Scope and Contents note

[Includes spots for Nestea; Kodak; and Oscar Mayer]

70. Sample Reel. 1989 Jan. 26. Umatic. TRT:
unknown.

Box 29

Scope and Contents note

[Includes spots for Nestea; Dole; Kodak; and Oscar Mayer]

71. Sample Reel. 1989 Jan. 30. Umatic. TRT:
unknown.

Box 29

Scope and Contents note

[Includes spots for Nestea; Dole; Kodak; Oscar Mayer; and Jake's Cola]

72. Sample Reel. 1989 Jan. Umatic. TRT:
unknown.

Box 29

Scope and Contents note

[Includes spots for Sunkist; Acutrim; Merita; and Hendries]

73. Sample Reel. 1989. Umatic. TRT:
unknown.

Box 29

Scope and Contents note

[Includes spots for Merita; Acutrim; Hendries; and Sunkist]

74. Sample Reel. 1989. Umatic. TRT:
unknown.

Box 30

Scope and Contents note

[Includes spots for Merita; Acutrim; Hendries; and Sunkist]

75. Sample Reel. 1990 Feb. 8. Umatic. TRT:
unknown.

Box 30

Scope and Contents note

[Includes spots for Nestea; Merita; Dole; Sunkist; Hendries; and Kodak]

76. Sample Reel. 1990 Feb. 8. Umatic. TRT:
unknown.

Box 30

Scope and Contents note

[Includes spots for Nestea; Merita; Dole; Sunkist; Hendries; and Kodak]

77. Sample Reel. 1990 Feb. 8. Umatic. TRT:
unknown.

Box 30

Scope and Contents note

[Includes spots for Nestea; Dole; Merita; Sunkist; Hendries; and Kodak]

78. Sample Reel. 1990 Feb. 26. Umatic. TRT:
unknown.

Box 30

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries;
and Kodak]

79. Sample Reel. 1990 Feb. 28. Umatic. TRT:
unknown.

Box 30

Scope and Contents note

[Includes spots for Sunkist; Acutrim; Hendries; and Merita]

80. Sample Reel--International. 1993 Oct. 15.
Umatic. TRT: unknown.

Box 30

Scope and Contents note

[Includes spots for Merita; Hendries; Nestea; Kelloggs; Sunkist; and
Kodak]

81. Sample Reel--International. 1993 Oct. 15.
Umatic. TRT: unknown.

Box 30

Scope and Contents note

[Includes spots for Mimosa and Sumol]

82. Sample Reel. 1993. Umatic. TRT:
unknown.

Box 31

Scope and Contents note

[Includes spots for Nestea; Dole; Merita; Sunkist; Hendries; and Kodak]

83. Sample Reel. 2004 Aug. 10. Umatic. TRT:
unknown.

Box 31

Scope and Contents note

[Includes spots for Cottonelle; Trident; Halls Fruit Breezers; Listerine; Lubriderm; and Lipton Iced Tea]

84. Sample Reel--Domestic. Undated. Umatic.
TRT: unknown.

Box 31

Scope and Contents note

[Includes spots for Merita; Hendries; Nestea; Kelloggs; Sunkist; and Kodak]

85. Sample Reel--International. Undated.
Umatic. TRT: unknown.

Box 31

Scope and Contents note

[Includes spots for Mimosa and Sumol]

86. Sample Reel. Undated. Umatic. TRT:
6:00.

Box 31

Scope and Contents note

[Includes spots for Kodak and Burger King]

87. Sample Reel. Undated. Umatic. TRT:
unknown.

Box 31

Scope and Contents note

[Includes spots for Merita and Hendries]

88. Sample Reel. Undated. Umatic. TRT:
unknown

Box 31

89. Sample Reel. Undated. Umatic. TRT:
unknown.

Box 31

Scope and Contents note

[Includes spots for Nestea; Dole; Merita; Sunkist; Hendries; and Kodak]

90. Sample Reel. Undated. Umatic. TRT:
unknown.

Box 32

Scope and Contents note

[Includes spots for Schlitz; Oscar Mayer; Kodak; Jovan; and Kraft]

91. Sample Reel. Undated. Umatic. TRT:
unknown. Box 32

Scope and Contents note

[Includes spots for City of Boston and Sears Jeans]

92. Sample Reel. Undated. Umatic. TRT:
unknown. Box 32

Scope and Contents note

[Includes spots for Schlitz; Kodak; and Kraft]

93. Television-Print-Sketches. 1988. Umatic.
TRT: unknown. Box 32

Scope and Contents note

[Includes spots for Kelloggs; Nestea; Dole; Merita; Hendries; and
Kodak]

94. Television-Print-Sketches. 1989 Jan. 30.
Umatic. TRT: unknown. Box 32

Scope and Contents note

[Includes spots for Nestea; Dole; Kodak; Oscar Mayer; and Jake's Cola]

95. Television-Print-Sketches. 1989 Jan. 30.
Umatic. TRT: unknown. Box 32

Scope and Contents note

[Includes spots for Nestea; Dole; Kodak; Oscar Mayer; and Jake's Cola]

96. Television-Print-Sketches. 1989 Feb. 03.
Umatic. TRT: unknown. Box 32

Scope and Contents note

[Includes spots for Nestea; Dole; Kodak; Oscar Mayer; and Jake's Cola]

97. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 32

Scope and Contents note

[Includes spots for Kelloggs; Nestea; Dole; Merita; Hendries; and
Kodak]

98. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 33

Scope and Contents note

[Includes spots for Kelloggs; Nestea; Dole; Merita; Hendries; and Kodak]

99. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 33

Scope and Contents note

[Includes spots for Kelloggs; Nestea; Dole; Merita; Hendries; and Kodak]

100. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 33

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries; and Kodak]

101. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 33

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries; and Kodak]

102. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 33

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries; and Kodak]

103. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 33

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries; and Kodak]

104. Television-Print-Sketches. Undated.
Umatic. TRT: unknown. Box 33

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries; and Kodak]

105. Television-Print-Sketches. Undated.

Umatic. TRT: unknown.

Box 33

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries; and Kodak]

106. Television-Print-Sketches. Undated.

Umatic. TRT: unknown.

Box 34

Scope and Contents note

[Includes spots for Nestea; Dole; Acutrim; Merita; Sunkist; Hendries; and Kodak]

107. Television-Print-Sketches. Undated.

VHS. TRT: unknown.

Box 34

Scope and Contents note

[Includes spots for Kellogs; Nestea; Dole; Merita; and Kodak]

108. "Tony Viola Title Only." Undated.

Umatic. TRT: unknown

Box 34

109. No title. Undated. VHS. TRT: unknown

Box 34

110. "Australia--Getting Down to Buisness"

1998 Aug. VHS. TRT: 11:30

Box 34

DVD

111. Band-aid. 2008 Jan 17. DVD. TRT:
unknown

Box 34

112. Band-aid--Sales Film. 2008 Jan 28. DVD.
TRT: 1:31

Box 34

113. Glass Plus. 2006 Nov. 14. DVD. TRT: :45

Box 34

114. Glass Plus. 2006 Nov. 22. DVD. TRT: :45

Box 34

115. Health Club Animatic. 2005 Nov. 2.
DVD. TRT: unknown

Box 34

116. Listerine. 2008 Oct. 10. DVD. TRT: :30	Box 34
117. Listerine Whitening. 2007 Oct. 15. DVD. TRT: 2:14	Box 34
118. Lysol Disenfectant. 2005 May 24. DVD. TRT: unknown	Box 34
119. Neutra Air. 2007 Jan. 05. DVD. TRT: :60	Box 34
120. Pristiq. 2008 Apr. 07. DVD. TRT: unknown	Box 34
121. Reach. 2007 Oct. 16. DVD. TRT: unknown	Box 34
122. Visine. 2009 Mar. 18. DVD. TRT: :30	Box 34
124. Presentation Reel--Syracuse University. 2005 Jul. 11. DVD. TRT: unknown.	Box 34

Scope and Contents note

[Includes spots for Cottonelle; Halls Fruit Breezers; Listerine; Lubriderm; Lipton Iced Tea; Neosporin; and Kodak]

16mm Film and Video Reels

125. Acutrim. 1989 Dec. 14. 1 inch video. TRT: :30	Box 35
126. Acutrim. 1990 Jan. 18. 1 inch video. TRT: :15	Box 35
127. Acutrim. 1990 Feb. 15. 1 inch video. TRT: :30	Box 35
128. Acutrim. 1990 Apr. 11. 1 inch video. TRT: :90	Box 35
129. Anco. 1979 Nov. 08. 16mm film. TRT: :30	Box 35
130. "Boston." 1970-1975. 16mm film. TRT: unknown.	Box 35

Scope and Contents note

[Includes spots for City of Boston; Better Home Heat; New England Merchants; Underwood; B&M Beans; United Way; Canal Bank; Polaroid; Boston Bicentennial; Boston Red Sox and Sears Jeans]

131. Canal Bank. Undated. 16mm film. TRT: unknown	Box 35
132. "Get A Way Banana." Undated. 1 inch video. TRT: unknown	Box 35
133. "Godspell." Undated. 16mm film. TRT: :30	Box 35
134. Hendries. 1990 Jan. 19. 1 inch video. TRT: :60	Box 35
135. Kraft Mayonnaise. Undated. 16mm film. TRT: :30	Box 35
136. Merita Lite Bread. 1990 Jan. 03. 1 inch video. TRT: :80	Box 35
137. Mirro. 1978 Oct. 10. 16mm film. TRT: :30	Box 35
138. Nestea. 1983 May 19. 1 inch video. TRT: :30	Box 35
139. Oil Heat Association. Undated. 16mm film. TRT: :30	Box 35
140. Oscar Mayer Cold Cuts "Construction Worker." Undated. 16mm film. TRT: :30	Box 35
141. Oscar Mayer Cold Cuts "Librarian." Undated. 16mm film. TRT: :30	Box 35
142. Oscar Mayer Cold Cuts "Mr. Efficiency." Undated. 16mm film. TRT: :30	Box 35
143. Pepsi. 1986 Feb. 13. 1 inch video. TRT: 3:30	Box 35
144. Perx. 1986 Oct. 06. 1 inch video. TRT: :60	Box 35

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145. Schlitz "Give it the Look." Undated.
16mm film. TRT: :30 Box 35
-
146. Schlitz "Great 8." Undated. 16mm film.
TRT: :10 Box 35
-
147. Schlitz "Great Tasting Beer." Undated.
16mm film. TRT: :10 Box 35
-
148. Schlitz "Millions/Go for it." Undated.
16mm film. TRT: :30 Box 35
-
149. Schlitz "There is a Beer." Undated.
16mm film. TRT: :30 Box 35
-
150. Sears Denim Jeans. Undated. 16mm
film. TRT: :30 Box 35
-
151. Sears Men's Store. Undated. 16mm film.
TRT: :30 Box 35
-
152. Sunkist Vitamins. 1990 Jan. 18. 1 inch
video. TRT: :15 Box 35
-
153. "Water Pitcher." Undated. 16mm film.
TRT: unknown Box 35
-
154. Sample Reel. Undated. 16mm film. TRT:
unknown. Box 35

Scope and Contents note

[Includes spots for SMS Jeans and Underwood]

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155. Sample Reel. Undated. 16mm film. TRT:
unknown. Box 35

Scope and Contents note

[Includes spots for SMS Jeans; New England Merchant; and Pewter Pot]

-
156. Sample Reel. 1978-1980. 16mm film.
TRT: unknown Box 35

Betacam

157. Listerine Mouthwash. 2003 Apr. 22.
Betacam. TRT: :30 Box 36

158. Lubriderm. 2001 Apr. 26. Betacam. TRT: :30	Box 36
159. Neosporin. 2005 Mar. 17. Betacam. TRT: :75	Box 36
160. Scott Tissues. 2000 Apr. 21. Betacam. TRT: :45	Box 36
161. Scott Towels. 2002 Mar. 07. Betacam. TRT: :45	Box 36
162. Sumol. 1993 Jul. 28. Betacam. TRT: unknown	Box 36
163. Presentation Reel. Syracuse University. 2000 Sept. 15. Betacam. TRT: unknown	Box 36

Preservation Masters

Anthony Viola Television 1970s-2000s, 2009. Betacam. TRT: unknown	Box 37
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Use copies of audiovisual materials, 2009

Tony Viola Scans, Storyboards, Advertisements/Art, TV Boards, 2009 May 7, DVD	Box 1
Anthony Viola Television 1970s-2000s, 2009 May 14, DVD	Box 1

Scope and Contents note

[Contents include: 1970s: Underwood canned meats; B&M Baked Beans; Canal Bank; WSBK TV-38/Boston Red Sox; Mass Bay United Fund/United Way; Polaroid SX-70 camera; Better Home Heat Council; New England Merchants National Bank; Mayor's Older Bostonians; Jovan; Boston Bicentennial; Sears Thumb's Up Jeans; Schlitz]

[1980s: Oscar Mayer lunch meats; Kraft Mayonnaise; Nestea tea bags; Kodak (commercials in Portuguese, English and Spanish); Jake's Diet Cola; Pepsi (in Spanish)]

[1990s: Kellogg's Bran Flakes; Merita Lite Bread; Sunkist Children's Multivitamins; You yogurt drink (in Portuguese); Mimosa yogurt (in Portuguese); Sumol drink (in Portuguese); Listerine; Lubriderm]

[2000s: Lubriderm; Bufferin; Kellogg's Breakfast Mates; Scott tissue and towels; Cottonelle Rollwipes; Neosporin; Lipton Iced Tea; Lysol for Kitchen; Hall's Fruit Breezers; Listerine; Reach toothbrushes; Animatics (Neutra-Air; Glass Plus; Purell; Lysol Wipes; Listerine; Visine)]

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