



Guide to the Jim Kobs papers, 1954-2015 and undated

This collection guide was produced in **2019 May**.
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
Arrangement	4
Administrative Information	5
Related Materials	5
Names and Subjects	6
Collection Inventory	7
General Files	7
Early Career	8
American Peoples Press	8
Combined Registry	10
Jack Petterson and Associates	10
James F. Kobs/Advertising	10
Polk Brothers	10
Rylander	10
Stone & Adler	11
Administrative and General Files	11
Clients	12
Sample Creative Binders	16
Kobs & Brady	17
Administrative and General Files	17
Clients	19
Sample Mailings	25
Kobs Gregory Passavant/Kobs Strategic Consulting	28
Administrative and General Files	28
Clients	30
Sample Mailings	38
Writings and Speeches	40
Speeches and Articles	40
Writings--Book Files	59
Writings--Published Work	59
Audiovisual Materials	59

Summary

Collection Title:

Jim Kobs papers, 1954-2015 and undated

Creator:

Kobs, Jim

Source:

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

Abstract:

Direct marketing and advertising executive based primarily in Chicago, Ill. Jim Kobs papers include: correspondence, mail order catalogs, mailings, print advertisements and advertising designs, research reports, slides and photographs and audiovisual materials (audiocassettes, videocassettes, 16mm film, DVD) that document Kobs' career in direct, database and catalog marketing. Companies and institutions represented include: Amoco, AT&T, Bankers Life, Boys and Girls Clubs of Chicago, DHL, Direct Mail Advertising Association (DMAA), Direct Mail Marketing Association (DMMA), Direct Marketing Association (DMA), Encyclopedia Britannica, Gander Mountain, General Electric, General Mills, Hewlett-Packard, Honeywell, Mayo Clinic, Montgomery Ward, Playboy, Prudential, Scott Paper, Tupperware, U.S. Navy recruiting, Wayside Gardens and Xerox. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

40.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11721

Permalink:

<https://idn.duke.edu/ark:/87924/m16051>

Preferred Citation

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

[Return to Table of Contents](#)

Background

Scope and Content

Jim Kobs papers include: correspondence, mail order catalogs, mailings, print advertisements and advertising designs, research reports, slides and photographs and audiovisual materials (audiocassettes, videocassettes, 16mm film, DVD) that document Kobs' career in direct, database and catalog marketing. Companies and institutions represented include: Amoco, AT&T, Bankers Life, Boys and Girls Clubs of Chicago, DHL, Direct Mail Advertising Association (DMAA), Direct Mail Marketing Association (DMMA), Direct Marketing Association (DMA), Encyclopedia Britannica, Gander Mountain, General Electric, General Mills, Hewlett-Packard, Honeywell, Mayo Clinic, Montgomery Ward, Playboy, Prudential, Scott Paper, Tupperware, U.S. Navy recruiting, Wayside Gardens and Xerox. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Direct marketing and advertising executive based primarily in Chicago, Ill. Born Chicago, 1938; BA Journalism, University of Illinois, Champaign-Urbana, 1960; Polk Brothers/Jack Petterson and Associates, 1957-1958; Rylander Company, 1960-1962; Combined Registry Company, 1961-1965; American Peoples Press, 1965-1967; James F. Kobs/Advertising, 1966-on; Stone & Adler, 1967-1977; Bankers Life and Casualty, 1977; Kobs & Brady, 1978-1988; Kobs Gregory Passavant, 1989-2002; Kobs Strategic Consulting, 1989-on

[Return to Table of Contents](#)

Arrangement

Organized into the following series: General Files; Early Career; Stone & Adler; Kobs & Brady; Kobs Gregory Passavant; Writings and Speeches; Audiovisual Materials

[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

Collection is open for research.

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 Jim Kobs papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2014 and 2018.

Processing Information

Processed by Richard Collier, May 2019;

Accessions described in this collection guide: 2018-0104; 2014-0034

[Return to Table of Contents](#)

Related Materials

Related Material

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

Archie R. Slabaugh collection of direct mail literature;

Bates Worldwide records;

Henry W. Jones papers;

John Stevenson papers;

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Burt Manning papers;

J. Walter Thompson Company. Domestic advertisements;

J. Walter Thompson Company. John R. Mayer papers;

Lester Wunderman papers;

Wunderman archives

[Return to Table of Contents](#)

Names and Subjects

- Advertising
- Advertising agencies
- Advertising agencies -- Illinois -- Chicago
- Advertising executives -- United States
- Direct marketing
- Advertising, Direct-mail -- History
- Advertising -- Databases
- Marketing -- United States -- History -- Databases
- Mail order catalogs
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kobs and Draft (Firm)
- Amoco Oil Company
- General Electric Company
- General Mills, Inc
- Honeywell Inc
- Prudential Insurance Company of America
- Xerox Corporation
- United States. Navy -- Recruiting, enlistment, etc.
- AT & T (Firm)

- Mayo Clinic

Collection Inventory

General Files, 1966-2003, undated

Beyond the Basics seminar slides, undated Physical Description: 2 folders	Box 1
CADM (Chicago Association of Direct Marketing)--A Response Orientation, 1980	Box 1
CADM--Beyond the Basics, 1988	Box 1
Direct Marketing Magazine--Echo Awards issues, 1966-1997	Box 36
DMA (Direct Marketing Association)--Conference Committee, 1984-1985	Box 1
DMA--Consumer Acceptance Task Force, 1987	Box 1
DMAA (Direct Mail Advertising Association)--Councils, 1973-1975	Box 1
DMAA--New York Times, 1968-1973	Box 1
DMAA--Publicity, advertising, 1971-1972 Scope and Contents Includes issues of PR Hotline newsletter	Box 1
DMMA (Direct Mail/Marketing Association)--Awards, 1974 Scope and Contents Includes award materials for Hewlett-Packard mailing	Box 1
DMMA--Education Foundation curricula, 1977-1978	Box 1
DMMA--Marketing Council, 1975-1978	Box 1
DMMA--TRAC Day, 1977	Box 1

Jim Kobs Hall of Fame outline, undated	Box 1
Hoke Communications/DMA, 1986	Box 1
Scope and Contents	
Issues involving Hoke management of Direct Marketing Magazine subscriptions and distribution	
Northwestern University, 1998	Box 1
Northwestern University--Graduate course, 1998	Box 1
Physical Description: 4 folders	
Northwestern University--Undergraduate course, 1987	Box 1
Publicity --Personal, 1979-1996	Box 1
Teaching aids with Bonnie DeLay (DMA), 1985	Box 1
University of Chicago--Strategic Direct Marketing course--Binder 1, 2003	Box 1
University of Chicago--Strategic Direct Marketing course--Binder 2, 2003	Box 1
Physical Description: 5 folders	

[Return to Table of Contents](#)

Early Career, 1954-1968, undated

American Peoples Press, 1965-1968, undated

Acknowledgement letters, undated	Box 2
Advertising reports, 1966-1967	Box 2
Allenite Home Workshop, 1966-1967	Box 2
Armac pool table, 1966	Box 2
Bell & Howell Home Movie Outfit, 1967	Box 2
Columbia Lively Years, 1967	Box 2

Companion Library test mailing, 1967	Box 2
Free rides, 1966	Box 2
Fulls mailed, 1966	Box 2
Gardening Encyclopedia, 1967	Box 2
International Silver tableware test mailing, 1966	Box 2
Lennox dinnerware, 1966	Box 2
Load-up letters, undated	Box 2
Magnus Chord Organ, 1966	Box 2
Mailing checklist, 1966	Box 2
Modern Home Sewing Machine, 1967	Box 2
Multi-mailer, 1965-1967	Box 2
Neevel luggage set, 1968	Box 2
Recliner chair, 1967	Box 2
Results, 1966-1967	Box 2
Royal typewriter, 1966-1967	Box 2
Saunda facial sauna, 1967-1968	Box 2
Science Encyclopedia supplement, 1966	Box 2
Shetland Versa-Mixer, 1966	Box 2
Test mailings, 1966	Box 2
Tufram Teflon cookware, 1966	Box 2
USA Lands and Its People, 1966-1967	Box 2
Webster XL-500 typewriter, 1967	Box 2
Yearbook, 1967	Box 2

Young People's Book Club, 1966-1967	Box 2
Physical Description: 2 folders	
Young People's Story of Our Heritage, 1966-1967	Box 2
Combined Registry, 1962-1966, undated	
Book and record mailings, approximately 1963-1965	Box 2
Progress, 1963-1966	Box 2
Science of Success course, undated	Box 2
Space (print) ads, 1963-1965	Box 2
Success Unlimited, 1962-1965	Box 2
Jack Petterson and Associates, 1958	
Advertising samples, 1958	Box OV1
Physical Description: 2 folders	
James F. Kobs/Advertising, 1965-1971	
Combined Insurance Company of America, 1965-1971	Box 2
Scope and Contents	
Dividend policy program recommendations and mailings	
Polk Brothers, 1954-1958	
Advertising samples, 1954-1958	Box 2
Advertising samples, 1954-1958	Box OV1
Rylander, 1960-1962	
National Advertising Company--Mailer announcing Heath Ice Cream Bars, approximately 1960	Box 26
Samples, 1960-1962	Box 2
Samples--Binder 1, A-L, 1960-1961	Box 2

Scope and Contents

Includes: Airguide Instrument; American Dental Association; Robert Bartlett Realty; Down Beat; Harris Trust and Savings Bank

Samples--Binder 2, M-Z, 1960-1961

Box 3

Scope and Contents

Includes: Motorola; 3M; Mountain Valley Mineral Water; National Association of Furniture Manufacturers; Old Ben Coal; Pure Oil; Seagrams

[Return to Table of Contents](#)

Stone & Adler, 1961-1979, undated

Administrative and General Files, 1961-1978, undated

10 Steps to That Golden Idea, 1977

Box 4

99 Proven Direct Response Offers (Jim Kobs),
1975

Box 4

Advertising Age Direct Mail/Mail Order Clip
File, 1967

Box 4

Scope and Contents

File of Bob Stone articles

Agreements and contracts, 1975-1977

Box 4

Scope and Contents

Contracts with Hallmark, Illinois Bell, Old American Insurance, Olen, Six Flags, Statistical Tabulating, U.S. News & World Report

Book chapter, 1961-1973

Box 4

Scope and Contents

Correspondence, drafts, related material for "Creating Direct Mail" project; includes copy of Robert Stone, "How to Write Direct Mail Copy that Sells"

Dartnell booklet, 1974

Box 4

Scope and Contents

"24 Ways to Improve Your Direct Mail Results" written by Jim Kobs; includes booklet, manuscripts, related materials

Direct Marketing Report (newsletter)--Binder 1, 1967-1971	Box 4
---	-------

Physical Description: 3 folders

Direct Marketing Report (newsletter)--Binder 2, 1971-1977	Box 4
---	-------

Physical Description: 3 folders

Employee handbook, 1978	Box 4
-------------------------	-------

Forms, undated	Box 4
----------------	-------

House ads, 1967-1977	Box 4
----------------------	-------

How An All-American Boy Sold VIP's on the College Market (Jim Kobs), 1970	Box 4
---	-------

In Pursuit of Excellence (Bob Stone), 1978	Box 4
--	-------

Insider News (S&A newsletter), 1977-1978	Box 4
--	-------

Inter-Office Seminar, 1973	Box 4
----------------------------	-------

Memos and miscellaneous, 1977	Box 4
-------------------------------	-------

Postal and legal issues, 1967-1978	Box 4
------------------------------------	-------

Physical Description: 2 folders

Promotion and publicity, 1971-1978	Box 4
------------------------------------	-------

Physical Description: 2 folders

You Learn the Most Amazing Things by Testing (Jim Kobs), undated	Box 4
--	-------

Clients, 1967-1979

A.B. Dick, 1974-1975	Box 4
----------------------	-------

Physical Description: 2 folders

Airline Passengers Association (APA), 1968-1971	Box 4
Physical Description: 2 folders	
Alan Drey Company, 1967-1970	Box 4
Ambassador Leather Goods, 1972-1975	Box 4
Physical Description: 2 folders	
Amsterdam Printing, 1967-1970	Box 4
Physical Description: 2 folders	
Career Academy--Marketing Program (binder), 1970	Box 5
Career Academy--Marketing Program (binder), 1970	Box OV1
Crain Books, 1975-1976	Box 5
Dartnell Subscription Services, 1969-1974	Box 5
Dartnell Subscription Services--Marketing Program (binder), 1971	Box 5
Dartnell Subscription Services, 1969-1974	Box OV1
Scope and Contents	
Includes promotion with Arnold Palmer	
Direct Mail Advertising Association, 1978	Box OV1
Scope and Contents	
Includes promotion with Arnold Palmer	
Direct Mail/Marketing Association, 1973	Box OV1
Scope and Contents	
Includes promotion with Arnold Palmer	
Dow Theory Forecasts, 1977-1978	Box 5
Encyclopedia Britannica, 1977-1978	Box 5

Encyclopedia Britannica--New Business Presentation, 1975	Box 5
Scope and Contents	
Cases and examples of other S&A work	
Encyclopedia Britannica--New Business Presentation, 1977	Box OV1
Scope and Contents	
Cases and examples of other S&A work	
Fidelity File Box--Marketing Program (binder), 1971	Box 5
Fidelity Products, 1970-1971	Box 5
Haband, 1970	Box OV1
Hallmark, 1977-1978	Box 5
Hallmark, 1977-1978	Box OV1
Hallmark--Grandparents Club, 1976	Box 5
Hallmark--Hallmark Collection, 1978	Box 5
Hallmark--Little Gallery, 1976	Box 5
Heath Schlumberger (Heath Kits), 1973-1975	Box 5
Physical Description: 2 folders	
Heath Schlumberger (Heath Kits), 1973-1975	Box OV1
Hewlett-Packard, Advanced Products Division, 1974-1979	Box 5
Physical Description: 2 folders	
Hewlett-Packard, Advanced Products Division, 1974-1979	Box OV1
Illinois Bell, 1977-1978	Box 5
Physical Description: 3 folders	
Lanier Business Products, 1974-1978	Box 5

Lanier Business Products, 1974	Box OV1
LaSalle Extension University, 1970-1972	Box 5
Physical Description: 3 folders	
Lehigh Acres--Marketing Plan (binder), 1977	Box 6
MDC (Market Development Corporation), 1967-1969	Box 6
MDC (Market Development Corporation), 1968	Box OV1
Miscellaneous, 1968-1974	Box 6
Scope and Contents	
Includes: Hal Leonard, Diners Club	
NBL (National Business Lists), 1971	Box 6
Old American Insurance, 1972-1976	Box 6
Old American Insurance--Marketing Program (binder), 1974	Box 6
Old American Insurance--Marketing Program (binder), 1973-1975	Box OV1
Packard (J. Packard Custom Shirtmakers), 1970-1971	Box 6
Six Flags, 1977-1978	Box 6
Physical Description: 3 folders	
Skeptic Magazine, 1975-1976	Box 6
Sunset House, 1971-1973	Box 6
Physical Description: 2 folders	
Sunset House, 1971-1973	Box OV1
Tru-Photo (Rapid Photo), 1967	Box 6
U.S. News & World Report, 1977-1978	Box 6
Physical Description: 2 folders	

United Republican Fund of Illinois, 1970-1971	Box 6
Wayside Gardens, 1968-1971	Box 6
Wayside Gardens--Sales Analysis and Planning Program (binder), 1969	Box 6
Wayside Gardens--Sales Analysis and Planning Program (binder), 1969-1970	Box OV1

Sample Creative Binders, 1967-1978

Airline Passengers Association (APA), 1969-1970	Box 6
Alan Drey Company, 1968-1969	Box 6
Physical Description: 3 folders	
Ambassador Leather Goods, 1972-1974	Box 6
Amsterdam Printing, 1967-1970	Box 7
Physical Description: 4 folders	
Career Academy, 1970	Box 7
Physical Description: 2 folders	
Dartnell, 1970-1971	Box 7
Physical Description: 4 folders	
Direct Mail/Marketing Association, 1971-1973	Box 7
Encyclopedia Britannica, 1977-1978	Box 7
Fidelity Products/Fidelity File Box, 1970-1971	Box 7
Physical Description: 2 folders	
Hallmark, 1976-1978	Box 7
Heath Schlumberger (Heath Kits), 1974	Box 7
Hewlett-Packard, binder 1, 1972-1973	Box 7
Physical Description: 3 folders	
Hewlett-Packard, binder 2, 1974-1975	Box 7
Physical Description: 3 folders	

Illinois Bell, 1977-1978	Box 7
Lanier Business Products, 1974-1978	Box 7
LaSalle Extension University, 1974	Box 8
MDC (Market Development Corporation), 1967-1969	Box 8
Miscellaneous, 1968-1971	Box 8
Physical Description: 3 folders	
Scope and Contents	
Includes: J. Packard, AB Dick, National Deer Hunters Association, United Republican Fund of Illinois	
NBL (National Business Lists), 1971	Box 8
Old American Insurance--Mailings, 1975-1978	Box 8
Physical Description: 3 folders	
Old American Insurance--Space ads and television, 1974-1978	Box 8
Six Flags, 1977-1978	Box 8
Stat:Tab (Statistical Tabulating Corporation), 1975-1977	Box 8
Physical Description: 2 folders	
Sunset House, 1971-1973	Box 8
Sunset House--Catalogs, 1971-1973	Box 8
Physical Description: 4 folders	
Truman Library, 1974-1976	Box 8
Physical Description: 2 folders	
Wayside Gardens, 1969-1970	Box 8

[Return to Table of Contents](#)

Kobs & Brady, 1977-1989

Administrative and General Files, 1977-1988

Account management reports, 1981-1988	Box 9
Physical Description: 4 folders	
Annual billings, 1979-1988	Box 9
Awards, 1979-1986	Box 9
Client evaluations, 1982-1987	Box 9
Downs Award, 1985	Box 9
Fee increases, 1980-1987	Box 9
Forms, 1983-1987	Box 9
House ads, 1980-1987	Box 9
International, 1981-1988	Box 9
Physical Description: 2 folders	
Job descriptions, 1984	Box 9
Minneapolis Office, 1984-1985	Box 9
Scope and Contents	
K&B acquired Campbell-Mithun's direct marketing operations in Minneapolis	
New business credentials script, 1984-1987	Box 9
New business strategy, 1986-1988	Box 9
New York Office, 1982-1987	Box 9
Planning, 1979-1987	Box 9
Physical Description: 4 folders	
Promotion and publicity, 1978-1987	Box 9
Physical Description: 3 folders	
ROP (Review of Performance) System, 1977-1987	Box 9
Saatchi takeover, 1986	Box 9
Strategic planning, 1984-1987	Box 9

Supervisor seminar, 1984	Box 9
Systems and Procedures Manual, 1983	Box 9
Physical Description: 2 folders	
Ted Bates acquisition, 1986	Box 9
Television reel script, 1985-1987	Box 9
Training programs, 1986-1988	Box 9
West coast office (San Francisco), 1986-1988	Box 9

Clients, 1977-1989

3M, 1984-1985	Box 9
800 Spirits, 1984	Box 9
Ace Pecan, 1984-1986	Box 9
Advertising Age, 1983-1984	Box 9
Allstate, 1985-1987	Box 9
Physical Description: 4 folders	
Allstate--Universal Life Marketing Plan, 1985	Box 10
American Bar Association, 1984	Box 10
American Express Life Insurance, 1986-1987	Box 10
American Home Shield, 1985-1986	Box 10
Ameritech, 1984-1987	Box 10
Amoco, 1983-1988	Box 10
Physical Description: 2 folders	
Anheuser-Busch, 1986-1988	Box 10
AT&T, 1981-1984	Box 10
Avis, 1985-1987	Box 10
Bank of America, 1980	Box 10

Bankers Life & Casualty, 1979-1988	Box 10
Physical Description: 3 folders	
Bankers Life & Casualty--Direct Marketing Organization and Operation (binder), 1981	Box 10
Bankers Life & Casualty--Media Recommendation (binder), 1978	Box 10
Bell South, 1984-1986	Box 10
Bell System, 1978-1982	Box 10
Physical Description: 2 folders	
Bell System--Test Summaries (binder), 1979-1980	Box 10
Beltone, 1984-1986	Box 10
Brown & Williamson, 1984-1985	Box 10
Brown & Williamson--Direct Marketing: The Alternative `Tool (binder), 1983	Box 10
CBS Video, 1987	Box 10
Cincinnati Bell, 1984	Box 10
Cincinnati Microwave, 1984-1985	Box 10
Colgate-Palmolive, 1985-1986	Box 10
Commodore, 1985	Box 10
Continental Cablevision/Cellular One, 1985-1987	Box 10
Crain Books, 1984-1988	Box 10
Dartnell, 1977-1980	Box 10
Deluxe Computer Forms, 1984-1988	Box 10
DHL, 1983-1988	Box 11
Physical Description: 3 folders	
Diners Club, 1986	Box 11

Direct Marketing Association--Shopping at Home booklet, 1988	Box 11
Eddie Bauer, 1984-1985	Box 11
Electrolux, 1986	Box 11
Encyclopedia Britannica, 1978-1980	Box 11
Fidelity Investments, 1986-1987	Box 11
First Chicago/Visa, 1987	Box 11
Foster Parents Plan, 1983-1987	Box 11
Physical Description: 2 folders	
Frederick's of Hollywood, 1985-1989	Box 11
Fujitsu Systems, 1984	Box 11
Garon Products, 1988	Box 11
General Electric, 1979-1987	Box 11
Physical Description: 2 folders	
General Electric--Business Plan (binder), approximately 1982	Box 11
General Mills/Betty Crocker, 1984-1986	Box 11
Physical Description: 2 folders	
Genesco, 1984-1985	Box 11
Gillette, 1984	Box 11
Grolier Book Club, 1988	Box 11
Group W Cable of Chicago, 1985-1986	Box 11
Happy Trails Resorts, 1984-1985	Box 11
Harrah's Marina Hotel Casino, 1987	Box 11
Hartmarx, 1986	Box 11
HBO, 1984-1988	Box 11

Helene Curtis, 1984	Box 11
Highland Fraser Firs, 1984	Box 11
Honeywell Protection Services, 1981-1984	Box 11
Physical Description: 2 folders	
Honeywell Protection Services--Marketing Plan (binder), 1981	Box 11
Hyatt, 1986	Box 11
Informatics General, 1984-1985	Box 11
Kal Kan, 1986-1987	Box 11
Keron Products, 1984-1985	Box 11
Kroger, 1985-1986	Box 11
Life Fitness, 1987-1988	Box 11
Littleton Stamp & Coin, 1984	Box 11
Mayo Clinic, 1984-1985	Box 11
Mayo Clinic--Presentation (binder), 1982	Box 12
Medialink, 1987	Box 12
Merabank, 1986-1988	Box 12
Meridan, 1984	Box 12
Metromail, 1987	Box 12
Miles Homes, 1984	Box 12
Montgomery Wards, 1984-1985	Box 12
Myron Manufacturing, 1984	Box 12
National Cable Month (Richebourg Marketing), 1987	Box 12
NBC Enterprises, 1985	Box 12

Nestle, 1983-1984	Box 12
New England Business Service (NEBS), 1981-1982	Box 12
New England Business Service (NEBS)-- Marketing Plan (binder), 1981	Box 12
Nissan, 1984-1986	Box 12
No Nonsense Fashions, 1982	Box 12
No Nonsense Fashions--Direct Marketing Business Plan (binder), 1982	Box 12
North American Philips, 1986-1987	Box 12
Noxell, 1984	Box 12
Pacific Northwest Bell, 1981-1988	Box 12
Paramount Pictures, 1987-1988	Box 12
Paramount Pictures--Merchandising Program Revised Strategic Overview (binder), 1987	Box 12
Peace Corps/Ad Council, 1987	Box 12
Pepsi-Cola Company, 1985-1986	Box 12
Pizza Hut (home delivery), 1985-1986	Box 12
Pizza Hut Delivery (binder), 1985	Box 12
Playboy, 1984-1987	Box 12
Physical Description: 2 folders	
Playboy--Best of the Playboy Channel Test Plan (binder), 1987	Box 12
Playboy--Playboy Home Videos Business Plan (binder), 1987	Box 12
Physical Description: 2 folders	
Polaroid, 1987-1988	Box 12
Prentice-Hall, 1987	Box 12

Prince Matchabelli, 1984-1985	Box 12
Procter & Gamble, 1986-1987	Box 12
Prudential, 1984-1986	Box 12
Physical Description: 2 folders	
Quill, 1986-1988	Box 12
Physical Description: 2 folders	
Quill--Customer Acquisition Recommendation (binder), 1986	Box 12
Randy Hundley Baseball Camps, 1984-1987	Box 13
Rusty Jones, 1984-1987	Box 13
Scientific Computers, 1985	Box 13
Scott Paper, 1982	Box 13
Scott Paper--Business Plans (binder), 1982	Box 13
Physical Description: 2 folders	
Seagrams, 1984-1985	Box 13
Shaklee, 1987-1988	Box 13
Share Development, 1984-1985	Box 13
Shopsmith, 1979-1985	Box 13
Signature Group, 1986-1988	Box 13
Scope and Contents	
Tie-in with Montgomery Ward, Montgomery Ward Auto Club	
Sotheby's, 1987	Box 13
Southern Bell, 1984-1985	Box 13
Sperry, 1985-1986	Box 13
Sports Network, 1984	Box 13
Stouffer Foods--Business Plan (binder), 1978	Box 13

Times Mirror--Books, 1985-1987	Box 13
Times Mirror--Cable, 1986-1987	Box 13
Tupperware, 1986-1988	Box 13
Physical Description: 2 folders	
U.S. Mint, 1987-1988	Box 13
U.S. Navy Recruiting Command, 1984-1987	Box 13
Vermont American (Tools, Etc.), 1984-1985	Box 13
Viacom, 1987	Box 13
Viewtron/Viewdata, 1985-1986	Box 13
Western Electric--Results Analysis Com Key 416 System (binder), 1980	Box 13
Western Publishing, 1981-1988	Box 13
Wilton Enterprises, 1981-1984	Box 13
Xerox, 1981-1984	Box 13
Xerox--Catalog, 1979	Box 13
Xerox--Copier sales, 1979-1980	Box 13
Xerox--Diener, 1981-1982	Box 13
Xerox--Xerox 500 Business Plan (binder), 1979	Box 13

Sample Mailings, 1978-1988

Binder 1, 1978	Box 13
Scope and Contents	
Includes: Bankers Life and Casualty	
Binder 2, 1979	Box 13
Physical Description: 2 folders	

Scope and Contents

Includes: American Medical Association, Bankers Life and Casualty, Demco, LaSalle Extension University, Source EDP

Binder 3, 1980

Box 13

Scope and Contents

Includes: Bankers Life and Casualty, Demco, LaSalle Extension University

Binder 4, 1981

Box 14

Physical Description: 5 folders

Scope and Contents

Includes: Bankers Life and Casualty, Computer Sciences, Crain Books, Demco, Emerald Tree, General Electric, Littleton Coin and Stamp, Montgomery Ward, 3M, TRW-Fujitsu, Shopsmith, Wilton, New England Business Service (NEBS)

Binder 5, 1982-1983

Box 14

Scope and Contents

Includes: Deluxe Computer Forms, Demco, Encyclopedia Britannica, Helene Curtis, Nestle, Newsweek, Premex

Binder 6, 1984

Box 14

Physical Description: 6 folders

Scope and Contents

Includes: Ace Pecan, Amoco, Bankers Life and Casualty, Deluxe, DHL, Foster Parents, General Mills, Gillette, Helene Curtis, Informatics, Mayo Clinic, Miles Homes, Myron, Nestle, Providence St. Mel, Share Senior Care, Wards

Binder 7, 1985

Box 14

Physical Description: 4 folders

Scope and Contents

Includes: Ace Pecan, Allstate, Avis, Beltone, Control Data, Deluxe, DHL, Foster Parents, General Electric, General Mills, Group W Cable, Happy Trails, Honeywell, Prince Matchabelli, Randy Hundley Baseball, Prudential, Quill, Viewtron, Sperry

Binder 8, 1986 Box 14

Physical Description: 4 folders

Scope and Contents

Includes: Allstate, Ameritech Mobile, Anheuser-Busch, Avis, Bally Fitness, Bankers Life and Casualty, Deluxe, Diners Club, Foster Parents, Group W Cable, HBO, Pizza Hut, Randy Hundley Baseball, Kroger, Viewtron, Sperry

Binder 9, 1987 Box 15

Physical Description: 5 folders

Scope and Contents

Includes: Allstate, American Express Life, Avis, CBS Video, DHL, Direct Marketing Association, Fidelity Investments, Foster Parents, HBO, Kal Kan, Merabank, Metromail, Quill, Sotheby's, Sports Network, U.S. Mint, Nissan, Newsweek, North American Philips, Peace Corps, Popular Science, Prudential

Bell Systems 1 (binder), 1981-1986 Box 15

Physical Description: 4 folders

Scope and Contents

Includes: Card decks, automatic telephone, Bellboy, Biz Pro Multi, call waiting, catalogs, cell phones, Centraflex System, Common Biz Problems, construction, Convenience Calling (16/48 System), credit card, Custom Calling, Dialog intercom, extra phone line

Bell Systems 2 (binder), 1979-1986 Box 15

Physical Description: 4 folders

Scope and Contents

Includes: Foofram, Financial Services Multi, gift certificate, In-WATS, Medical Assistant, Motel Dial-Pak, pay phone, Picture Phone, PNB Quarterly, PNB Telescope Series, pushbuttons, RCF Phone Power, residential usage, calendar, speaker phone, survey mailings, Touch-a-matic, Transaction Phone, Yellow Pages

Bell Systems 3 (binder), 1979-1981 Box 15

Physical Description: 3 folders

Scope and Contents

Includes: Data Series, Com Key, Horizon

Sperry (binder), 1985	Box 15
U.S. Navy Recruiting Command (binder), 1984-1988	Box 16
Physical Description: 5 folders	
Western Publishing (binder), 1981-1987	Box 16
Physical Description: 4 folders	
Scope and Contents	
Includes: Sesame St. Book Club, Betty Crocker Recipes, The Scribbler, Sesame St. Look Listen & Learn, James Budd Mysteries, Learn About Living, McDonald's & Me Club, Knitting Collection, Simply Beautiful Knitting, Quick and Easy Crocheting, Children's Bible Discovery, Golden Book Video Club, Golden Book Encyclopedia, Green Thumb Plant Cards	
Xerox 1 (binder), 1980-1981	Box 16
Xerox 2 (binder), 1980-1982	Box 16
Physical Description: 4 folders	
Scope and Contents	
Includes: Copiers (550, 2600, 3100, 1020 Marathon), 590 typewriter, catalogs, copiers, Xerox Store	
Xerox Store (binder), 1980	Box 16

[Return to Table of Contents](#)

Kobs Gregory Passavant/Kobs Strategic Consulting, 1987-2011, undated

Administrative and General Files, 1988-2007, undated

Allstate case study materials, 1994-1996	Box 17
Award entries (mostly DMA/Echo), 1990-1999	Box 17
Award results, 1992-1997	Box 17
Bayer Bess Vanderwarker, 1989-1994	Box 17
Billings, 1990-1998	Box 17
Book promotion, 2nd edition, 1984-1999	Box 17

Scope and Contents

Kobs, Profitable Direct Marketing

Calendars, 1985-2007	Box 17
Physical Description: 2 folders	
Caples Award, 2001	Box 17
Case study samples (binder), undated	Box 17
Catalog business model, 1993	Box 17
Catalog Decision Maker program, 1994-1997	Box 17
Client letters, 1991-1992	Box 17
Contacts, 1994-2000	Box 17
Corporate philosophy, 1993-1994	Box 17
Credentials, 1989-1992	Box 17
DMEF (Direct Marketing Educational Foundation) Award, 1988-1990	Box 17
Employees, 1991-1995	Box 17
Fee increases, 1989-2000	Box 17
Forms, 1996-2000	Box 17
Hall of Fame, 1999	Box 17
House ads, 1989-2004	Box 17
IBJ Consulting Group, 1988	Box 17
IDMN (International Direct Marketing Network), 1995-1996	Box 17
Internet, 2001-2005	Box 17
Kestnbaum & Company, 1993-1997	Box 17
KGP announcement, 1989	Box 17
KGP products, 1994-1996	Box 17

KGP startup, 1989	Box 17
Kobs Strategic Consulting announcements, 2000	Box 17
Lifetime Value (CADM course), 1998	Box 17
Loyalty program ideas, undated	Box 17
Mailing list policies, 1996-1999	Box 17
Miscellaneous, 1988-1999	Box 17
Modeling (statistical analysis), 1996	Box 17
New business planning, 1997	Box 17
New York Office, 1991-1997	Box 17
Office space (225 and 205 N. Michigan), 1996	Box 17
Postal and legal issues, 1990-2006	Box 17
Promotion plans, 1992-1999	Box 17
Proposal letters, 1988-2001	Box 17
Publicity and public relations (news releases), 1989-2001	Box 17
Sample response report, 1993	Box 17
Some things we've learned, 1997	Box 17

Clients, 1987-2011

AAM (Asset Allocation & Management), 1990	Box 18
AARP (American Association of Retired People), 1989-1990	Box 18
AARP (American Association of Retired People) member file database study, 1991	Box 18
Ameritech, 1993-1997	Box 18
Ameritech Cellular, 1997	Box 18

Ameritech television, 1994	Box 18
AMRE, 1989-1998	Box 18
AMRE television, 1990	Box 18
Archdiocese of Chicago, 2000	Box 18
AT&T, 1989-1990	Box 18
Physical Description: 2 folders	
AT&T database search, 1994	Box 18
AT&T Ideabook, 1989-1990	Box 18
AT&T mailing schedules, results, 1991-1994	Box 18
AT&T postcards, 1990-1993	Box 18
AT&T Soho catalog, 1994	Box 18
AT&T Sourcebook, 1989	Box 18
Beer Across America, 1997	Box 18
Bell Atlantic, 1995-1997	Box 18
Bennett Lane Winery, 2003-2004	Box 18
Biltmore Estate, 1992-1994	Box 18
Blue Cross & Blue Shield, 1990	Box 18
Blue Cross & Blue Shield direct marketing roundtable, 1990	Box 18
Bombay, 1999	Box 18
Bombay--Christmas mail order, 1999	Box 18
Bombay--Mail order test, 1999	Box 18
Bombay--Results analysis, 2000	Box 18
Bose, 1991-2001	Box 18
Bose--Creative, 1993	Box 18

Bose--Europe, 1993-1994	Box 18
Bose--Mailings, 1991-1997	Box 18
Bose--Notes, 1992	Box 18
Bose--Report evaluations, 1993	Box 18
Bose--Space ads, 1991-1997	Box 18
Bose--Television, 1992	Box 18
Bose--Wave Radio, 1992-1994	Box 18
Boy Scouts of America, 1997	Box 18
Boys and Girls Clubs of Chicago--Board and development, 1995-2004	Box 18
Boys and Girls Clubs of Chicago--Mailings, 1994-1996	Box 18
Boys and Girls Clubs of Chicago--Youth violence report, 1995	Box 18
Bruml Capital, 1993	Box 18
CDW (Computer Discount Warehouse), 1997	Box 18
Coach Leatherware, 1992-1993	Box 18
Colorful Images, 1991-2005	Box 18
Physical Description: 2 folders	
Columbia House, 1993-1996	Box 18
Concepts Direct, 2001	Box 18
Conney Safety Products, 1989	Box 18
Continental Flowers, 1992-1993	Box 18
CPK (California Pizza Kitchen), 1995-1996	Box 18
DDI (Development Dimensions International), 1995	Box 18

Dictaphone, 1990-1993	Box 18
Direct Satellite, 1999	Box 19
Disney, 1997-1998	Box 19
DMA (Direct Marketing Association), 1989	Box 19
DMA (Direct Marketing Association) Retention Services, 1989	Box 19
Domino's Pizza, 1989-1991	Box 19
Dow Theory Forecasts, 1987-1993	Box 19
Physical Description: 2 folders	
Dreyfus, 1998-1999	Box 19
Encyclopedia Britannica, 1999	Box 19
Encyclopedia Britannica--Mail order, 1994-1995	Box 19
Encyclopedia Britannica--Print, 1998	Box 19
Encyclopedia Britannica--Retail, 1998	Box 19
Executive Greetings, 1998-1999	Box 19
Field Museum of Chicago, 2000-2011	Box 19
Physical Description: 2 folders	
Forbes, 1997	Box 19
G.L. Tech, 1997	Box 19
g.Neil Companies, 2000	Box 19
Gallant Greetings, 2002-2004	Box 19
Gander Mountain--Christmas, 1991	Box 19
Gander Mountain--Retail, 1991	Box 19
Gander Mountain--Spring, 1992	Box 19

General Electric Consumer Services, 1993-1994	Box 19
Gevalia--Feasability study, 1997-1998	Box 19
Guarantee Reserve, 1997	Box 19
Harlan Checks, 1993-1994	Box 19
Harris Seeds, 1993-1994	Box 19
Hewlett-Packard--Loyalty program (Australia), 1995-1996	Box 19
Physical Description: 3 folders	
Highlights for Children, 1998-2000	Box 19
Hooked on Phonics, 1996-1997	Box 19
HRdirect, 1996-1998	Box 19
iMaven, 2001	Box 19
iPilot, 2000-2001	Box 19
International College of Surgeons, 1998-1999	Box 19
J.J. Keller, 1997	Box 19
Jackson-Hirsh, 2000-2001	Box 19
Juno, 1997-1998	Box 19
Kraft, 1998	Box 19
Krames Communications, 1992	Box 19
Lowenstein Sandler, 1994-2000	Box 20
Scope and Contents	
Expert witnesses in Lucent litigation; includes expert testimony in AT&T antitrust suit 1994	
MAN Roland, 1996	Box 20
May Department Stores, 1993	Box 20

Mayo Clinic--Family health book, 1990-1995	Box 20
Mayo Clinic--Health letter, 1987-2001	Box 20
Mayo Clinic--Nutrition letter, 1989-1990	Box 20
Mayo Clinic--Proceedings, 1991-1993	Box 20
Mayo Clinic--Scottsdale Clinic, 1991-1992	Box 20
Mayo Clinic--Television, 1992-2002	Box 20
MCI, 1990-1996	Box 20
MCI/American Airlines, 1990-1998	Box 20
Physical Description: 2 folders	
MDRT (Million Dollar Roundtable), 1997	Box 20
Merlite, 1994	Box 20
Scope and Contents	
Expert witness services in Merlite v. Valassis Inserts litigation	
Microsoft, 1993-1995	Box 20
Miscellaneous, 1989-2003	Box 20
Monogram/Montgomery Ward, 1993-1995	Box 20
Mrs. Field's Cookies, 1994	Box 20
National Geographic Society, 1990-1992	Box 20
Nightingale-Conant, 1990-1996	Box 20
NordicTrack, 1991-1994	Box 20
NordicTrack--NordicLife, 1993	Box 20
NordicTrack--NordicSport, 1993	Box 20
Omaha Steaks, 1984-1992	Box 20
Panache, 1997-1999	Box 20
Paragon Direct, 1999	Box 20

Parlan Video, 1992	Box 20
Peggy Notebaert Nature Museum, 2001	Box 20
Pitney Bowes, 1991-2000	Box 20
Physical Description: 2 folders	
Polk, 1999-2000	Box 20
Premier Golf Resorts, 1990-1991	Box 20
Procyon Pharmaceuticals, 1997	Box 20
Scope and Contents	
Expert witness solicitation, Procyon v. Alexis Corporation	
Quaker Oats, 1989-1993	Box 20
Quill, 1989-1995	Box 20
Physical Description: 2 folders	
Reiman Publications, 1992	Box 20
Rich Products, 1996	Box 20
Rodale Nature Book Society, 1989-1991	Box 20
RPS (Retired Persons Services: administrator for AARP Pharmacy Service), 1990-2001	Box 20
Physical Description: 2 folders	
Sara Lee (Dim brands, France), 1991-1992	Box 21
Scholastic Publishing, 1996	Box 21
Scott-Foresman, 1990	Box 21
Select Comfort, 1993-1995	Box 21
SelfCare, 1993	Box 21
Shaklee, 2001	Box 21
Shop at Home, 1995-1997	Box 21
SIE (Select Information Exchange), 2001-2005	Box 21

Siemens, 1995-1996	Box 21
Signature Group, 1993-1999	Box 21
Smithy, 1994	Box 21
Southwestern Bell, 1991	Box 21
Specialty Store Services, 2001	Box 21
St. Paul Federal Bank, 1988-1990	Box 21
Suave (hair care), 1991-1994	Box 21
Successories, 1994-1995	Box 21
Swiss Colony, 1989	Box 21
Taste of California, 2004-2006	Box 21
Teaching Company, 1992-1997	Box 21
Telecordia, 2000	Box 21
Tinnitus (American Tinnitus Association), 2001-2002	Box 21
Trump Casino, 1989	Box 21
TuTTi USA, 1995	Box 21
Uline, 1990-2006	Box 21
Physical Description: 2 folders	
Ultimo, 1998	Box 21
Unimed, 1994	Box 21
Warner Brothers, 1995-1996	Box 21
Warshawsky/J.C. Whitney, 1989	Box 21
Wells Fargo, 1996-1998	Box 21
Wine Insiders, 2006-2008	Box 21
Physical Description: 2 folders	

Wordsquare Publishing, 1999-2000 Box 21

WTTW, 1995 Box 21

Sample Mailings, 1989-2003

Sample binder 1, 1990-1999 Box 22

Physical Description: 6 folders

Scope and Contents

Folder 1: AAM (Asset Allocation and Management), AARP (American Association of Retired People), Amerin Guaranty, Ameritech; folder 2: American Express, Amre Sears, Archdiocese of Chicago, AT&T; folder 3: AT&T; folder 4: AT&T, Baldwin Cooke; folder 5: Better Homes & Gardens, Biltmore Estate, Blue Cross, Bose; folder 6: Boys and Girls Clubs, CADM (Chicago Association of Direct Marketing, Cardinal Colorprint, CareerTrack, CDW (Computer Discount Warehouse)

Sample binder 2, 1991-2003 Box 22

Physical Description: 5 folders

Scope and Contents

Folder 1: Colorful Images, Dartnell, Dependicare, Dictaphone, Direct TV, Disney, DMA (Direct Marketing Association); folder 2: DMEF (Direct Marketing Educational Foundation), Dow Theory Forecasts, Dreyfus; folder 3-5: Encyclopedia Britannica

Sample binder 3: The Field Museum
(Chicago), 1997-2002 Box 22

Physical Description: 3 folders

Sample binder 4, 1989-2000 Box 22

Physical Description: 4 folders

Scope and Contents

Folder 1: Executive Greetings, Forbes, Fort Dearborn/Blue Cross Blue Shield, Foster Gallagher, Gander Mountain, Gatorade, GL Technology; folder 2: G. Neil, Guarantee Reserve, Harris Bank, HR Direct; folder 3: HR Direct, Illinois Bell, ICS (International College of Surgeons, Jackson-Hirsh, J.J. Keller; folder 4: Man Roland

Sample binder 5, 1990-1999 Box 23

Physical Description: 6 folders

Scope and Contents

Folder 1: Mayo Clinic, MBW Marketing Group, MCI/Sears, MDRT Center for Productivity; folder 2: Misco, Monogram/Montgomery Wards, Nightingale-Conant; folder 3: Nightingale-Conant; folder 4: Nightingale-Conant, NordicTrack, Omaha Steaks; folder 5-6: Pitney Bowes

Sample binder 6, 1990-2000

Box 23

Physical Description: 5 folders

Scope and Contents

Folder 1: Premier Golf Resorts, Quaker Oats (Cycle dog food); folder 2: Quaker (AARP/Kretschmer, Cap'n Crunch), Quill, Reiman Publications; folder 3: Reiman Publications, Scholastic; folder 4: Scott Foresman, Sculpture Group, Select Comfort; folder 5: Siemens, Shop At Home

Sample binder 7, 1990-2000

Box 23

Physical Description: 5 folders

Scope and Contents

Folder 1: AARP Member Choice; folder 2: AARP Member Choice, RPS Prescription Savings Program, AARP Pharmacy Service, AARP Health Care Options; folder 3-5: AARP Pharmacy Service/United Healthcare, RPS Prescription Savings Program

Sample binder 8, 1989-2000

Box 23

Physical Description: 3 folders

Scope and Contents

Folder 1: Signature Group, Society of the Divine Word; folder 2: Southwestern Bell, St. Paul Federal Bank; folder 3: St. Paul Federal Bank, Stephen Fossler, Suave (shampoo), Systems Compatibility. Teaching Company

Sample binder 8, 1989-2000

Box 24

Physical Description: 3 folders

Scope and Contents

Folder 4: Teaching Company, Ultimo, Video Arts; folder 5: Wells Fargo; folder 6: Wells Fargo, World Book, Zethcon, Zurich fund/Kemper

Sample binder materials, 1990-2000

Box 25

Scope and Contents

Includes materials removed from binders 1-8: DMA, Encyclopedia Britannica, Executive Greetings, International College of Surgeons, Mayo Clinic, National Exercise for Life Institute, NordicTrack, Parlan Video, Pitney Bowes, AARP Member Choice, Signature Group, Southwestern Bell, Wells Fargo

Sample dimensional mailings, 1990-1994 Box 26

Scope and Contents

Includes: AT&T, CDW (Computer discount Warehouse), Encyclopedia Brittanica, Harris Bank, Kobs Gregory Passavant, Quaker Oats (Cycle dog food),

Sample dimensional mailings (Wells Fargo), 1998 Box 25

[Return to Table of Contents](#)

Writings and Speeches, 1969-2015, undated

Speeches and Articles, 1969-2015, undated

5th anniversary of Kobs & Brady, 1983 Box 27

99 Proven Direct Response Offers, 1979 Box 27

AAP (Association of American Publishers) Seminar, 1983 Box 27

Adman's Baseball Diary, 1985 Box 27

Admarks articles, 2011 Box 27

Advertising Age--A frog becomes a prince, 1984 Box 27

Advertising Age--The Power of Direct Marketing, 1988 Box 27

Advertising Age--What do you mean, they took my name off the door?, 1995 Box 27

Advertising Age--Wish I'd done that, 1983 Box 27

Agency President's speech, 1988 Box 27

Allstate article, 1990	Box 27
Allstate case history, 1986	Box 27
AMA (American Marketing Association) copy workshop, 1978	Box 27
AMA (American Marketing Association)--Direct Marketing Update, 1985	Box 27
Asian Direct Marketing Symposium keynote, 1998	Box 27
AT&T lunch, 1984	Box 27
Scope and Contents	
Direct Marketing: Yesterday, Today and Tomorrow; AT&T Consumer Products Marketing Roundtable	
AT&T speech, 1978	Box 27
Atlanta Direct Marketing Day, 1983	Box 27
Australia speech 1: Marketing strategies, 1988	Box 27
Australia speech 2: Creative strategies, 1988	Box 27
Australia speech 3: Double duty, 1988	Box 27
Australia talks, 1988	Box 27
Scope and Contents	
For Australian Direct Marketing Association "Mastering Maximarketing" convention	
Author speech, DMA Conference, 1989	Box 27
B2B Seminar, 1996-1997	Box 27
Bankers Life and Casualty--Legal services case study, 1981	Box 27
Bates international meeting, 1984	Box 27
Bates Worldwide meeting, 1987	Box 27

BBV (Bayer Bess Vanderwarker) account staff talk, 1989	Box 27
Bell System BOC DM/DR Conference, 1980	Box 27
Scope and Contents	
What We've Learned about Effective Bell System DM/DR	
Billock Panel, 1985	Box 27
Blue Cross, 1989-1990	Box 27
Physical Description: 2 folders	
Scope and Contents	
1989: The Power of Direct Marketing; 1990: Beyond the Basics	
Bond International (Australia), 1988	Box 27
Book speech, 1984	Box 27
Boston--Deat Writers Society, 1993	Box 27
Boston Direct Marketing Club	Box 27
BPAA (Business/Professional Advertising Association), 1976	Box 27
Scope and Contents	
Two Ways Direct Marketing Pays Off on Bottom Line	
British Direct Marketing Fair, 1981	Box 27
Burnett talk--The Power of Direct Marketing, 1989	Box 27
CADM (Chicago Association of Direct Marketing)--35th anniversary, 1989	Box 27
CADM--60th anniversary, 2015	Box 27
CADM--Basic course: The Offer, 1981	Box 27
CADM--Basic Seminar (binder), 1982	Box 27
Physical Description: 2 folders	

CADM--Chief Executives talk, 1981	Box 27
CADM--Copy workshop, 1973	Box 27
CADM--Dead Writers Society, 1991	Box 27
CADM--Direct Marketing Days, 1988	Box 27
Scope and Contents	
Advanced Marketing and Database Concepts	
CADM--Marketing talk, 1981	Box 27
Scope and Contents	
Intermediate seminar on marketing strategy	
CADM--Offer speech, 1979	Box 27
Scope and Contents	
Importance of the Offer	
CADM--Offers, 1980	Box 27
Scope and Contents	
Kobs' 99 Proven Direct Response Offers	
CADM--Panel, 1989	Box 27
Scope and Contents	
Best Creative Ideas of the 80s (and creative trends for the 90s)	
CADM--Roosevelt speech, 1974-1976	Box 27
Scope and Contents	
Guest lecture, Roosevelt University, course on direct marketing	
CADM--Speech, 1986	Box 27
CADM--Start a Business, 1998	Box 27
Scope and Contents	
The Easy Way to Start a Business, and Some Things I've Learned the Hard Way	

CADM--Strategies talk, Education Day, 2001	Box 27
Scope and Contents	
Marketing Strategies to Maximize Growth for Your Online or Offline Business	
Canada speech--Database conference, 1995	Box 27
Carolinas Direct Marketing Association, 1998	Box 27
Catalog Age--Idea Exchange, 1983	Box 27
Catalog Age--Test lab, 1983	Box 27
Scope and Contents	
Testing: The Key to Better Response	
Catalog speech, 1973	Box 27
Chicago Direct Marketing Day--Consensual Databases, 1999	Box 27
Chicago Direct Marketing Day--Electronic Media, 1984	Box 27
Chicago Direct Marketing Day--Marketing Strategies, 1995, 2004	Box 27
Physical Description: 2 folders	
Chicago Direct Marketing Day--Mini-institute, 1981	Box 27
Chicago Direct Marketing Day--Panel, 1978	Box 27
Chicago Direct Marketing Day--Seminar, 1980, 1982	Box 28
Physical Description: 2 folders	
Chicago Direct Marketing Day--Speech, 1977, 1987	Box 28
Physical Description: 2 folders	
Scope and Contents	
1987: Marketing Strategies for Maximum Growth	

Cincinnati speech--Ohio Valley Direct Marketing Day, 1979	Box 28
Cincinnati speech--Professional Direct Marketing Seminar, 1978	Box 28
Cleveland Advertising Club, 1979	Box 28
Cleveland--Northeast Ohio Direct Mail and Marketing Association (NODMMA), 1986	Box 28
Collegiate Institute, 1973-1985	Box 28
Physical Description: 4 folders	
Scope and Contents	
1973: Direct Mail Today; 1983: How to Reduce Selling Costs and Increase Profits with Industrial Direct Marketing	
CORD (Council of Retired Directors) induction, 2012	Box 28
Crain seminars, 1976-1978	Box 28
Physical Description: 3 folders	
Crain seminars--Ad Age High Intensity (binder), 1977-1978	Box 28
Physical Description: 2 folders	
Creative seminar (binder), 1983	Box 28
Creativity Then and Now, 1973-1974, 1984	Box 28
Physical Description: 2 folders	
Dayton Ad Club, 1982	Box 28
DC Talk--Dead Writers Society, 1995	Box 28
DeLay article--Integrated Marketing Communications, 1992	Box 28
DePaul guest lecture, 1996	Box 28
Detroit Direct Marketing Day--Agency Executive Speech, 1988	Box 28

Detroit Direct Marketing Day--The Future Begins Yesterday, 1981	Box 28
DHL sales meeting, 1983	Box 28
Direct marketing book chapter, 1984	Box 28
Direct Marketing Careers (Anne Bayse)--Preface, 1992	Box 28
Direct Marketing Day--Copy speech, 1973	Box 28
Direct Marketing Magazine--Marketing Strategies article, 1987	Box 28
Direct Response Marketing to Schools Newsletter--Interview on catalog promotions, 1982	Box 28
DM in AM (Direct Marketing Club of New York, Sunrise Seminars), 1983	Box 28
DMA (Direct Marketing Association)--Basics 1: Creative, 1989	Box 28
DMA--Basics 2: Media, 1989	Box 28
DMA--Basics 3: Offers and testing, 1989	Box 28
DMA--Book (slides, video), 1991	Box 28
DMA--Catalog/space talk, 1990	Box 28
Physical Description: 2 folders	
DMA--Consumerism, 1986	Box 28
Scope and Contents	
Ten Trends in Direct Response Advertising	
DMA--Fall book talk, 1991	Box 28
DMA--Fall marketing strategies talk, 1988	Box 28
DMA--French Forum, 1986, 1988	Box 28
Physical Description: 2 folders	

Scope and Contents

DMA International Strategic Forum on Direct Marketing

DMA--Industrial Managers Institute,
1978-1979 Box 28

DMA--Marketing Roundtable, 1991 Box 28

DMA--Professors Institute, 1984 Box 28

DMA--Spring conference panel, 1983-1989 Box 28

Physical Description: 3 folders

Scope and Contents

1983: Advertising in a recession; 1986: 25 Mistakes You Don't Have to Make and 25 Winners You Might Want to Copy; 1989: Creative Revitalization

DMA--Spring direct marketing update, 1984 Box 28

DMA--Spring offer/basics, 1989 Box 28

DMAA (Direct Mail Advertising Association)--
Panel, 1972 Box 28

DMEF--Educators' Conference, 1991 Box 28

DMEF--Graduate seminar, 1995 Box 28

DMEF--Graduate seminar, 1996 Box 29

DMEF--Journal article, 1990 Box 29

Scope and Contents

Advertising Education: Then and Now

DMEF--Journal article, 1996 Box 29

Scope and Contents

Consensual Databases

DMEF--Professors' Institute, 1994, 2001 Box 29

Physical Description: 2 folders

Scope and Contents

1994: What Your Students Need to Know About Direct Marketing Creative;
2001: The Internet--Method, Market or Medium?

DMIC (Direct Marketing Insurance Council)--
Seminar, 1992 Box 29

DMIX (Direct Marketing Idea Exchange), 1987 Box 29

Scope and Contents

Marketing Strategies for Maximum Growth

DMMA--10 Basics, 1980 Box 29

DMMA/AT&T speech, 1979 Box 29

Scope and Contents

10 Steps to Long-Range Success in Direct Marketing

DMMA--Atlanta panel, 1976 Box 29

DMMA--Business/Industrial Council, 1982 Box 29

DMMA--New technology, 1982 Box 29

DMMA--Washington panel, 1978 Box 29

Fall talk, educators conference, 1989 Box 29

Scope and Contents

Dichotomy of Direct Marketing

Fidelity Investments seminar, 1987 Box 29

Field Museum of Chicago/CADM talk, 2000 Box 29

Scope and Contents

Direct from the Heart program; The Field Museum Virtually Doubles
Membership

Florida speech, 1981 Box 29

Scope and Contents

The Future Begins Yesterday, client case studies

Focus interview (New Zealand), 1997	Box 29
<hr/>	
Folio catalog seminars, 1983	Box 29
<hr/>	
Scope and Contents	
Moderator, The Great Catalog Idea Exchange panel	
<hr/>	
French forum, 1987	Box 29
<hr/>	
Scope and Contents	
DMA Strategic Forum; Case Study of P&K Electronics	
<hr/>	
General Electric private seminar, 1979	Box 29
<hr/>	
HBO case for Stone book, 1987	Box 29
<hr/>	
Scope and Contents	
Bob Stone's Successful Direct Marketing Methods, 4th edition	
<hr/>	
Helene Curtis sales meeting, 1982	Box 29
<hr/>	
Helene Curtis seminar, 1981	Box 29
<hr/>	
Honeywell speech, 1983	Box 29
<hr/>	
Houston Direct Marketing Day, 1978, 1985	Box 29
<hr/>	
Physical Description: 2 folders	
Scope and Contents	
1978: first book speech; 1985: keynote, Agency President speech	
<hr/>	
Houston speech, 1975	Box 29
<hr/>	
Scope and Contents	
DMMA spring conference;	
<hr/>	
Hudson Valley Direct Marketing Association, 2004	Box 29
<hr/>	
Scope and Contents	
Meet the Masters interview session	
<hr/>	
IBM private seminar, 1981	Box 29

IBM seminar, 1982	Box 29
Scope and Contents	
How to Reduce Selling Costs and Increase Profits with Direct Marketing	
<hr/>	
Idea Factory, 1987	Box 29
Scope and Contents	
50 Nifty Ideas for Direct Marketers	
<hr/>	
Indiana seminar, 1979	Box 29
Scope and Contents	
Profitable Direct Marketing	
<hr/>	
Industrial mail, 1969	Box 29
Scope and Contents	
The One/Two Punch for Improving Direct Mail Results	
<hr/>	
Informatics talk, 1984	Box 29
<hr/>	
Inside Direct Mail interview, 2000	Box 29
<hr/>	
Insurance and Financial Services talk, 1996	Box 29
<hr/>	
International Direct Marketing Symposium, 1981-1984	Box 29
Physical Description: 2 folders	
Scope and Contents	
1981: How to Reduce Selling Costs and Increase Profits with Direct Marketing; 1984: Business Direct Marketing in 1990 and How to Get Ready For It	
<hr/>	
International Game Show, 1973	Box 29
<hr/>	
Japanese study group, 1983-1984	Box 29
Scope and Contents	
Ajinomoto MMS Marketing Study Team	
<hr/>	
Jay Lipe (The Strategist) interview, 2000	Box 29

Jim Kobs speech handouts, undated	Box 29
Scope and Contents	
Advertising examples, sample forms, etc.	
<hr/>	
Kansas City Direct Marketing Association, 1990	Box 29
Scope and Contents	
Advanced session #5: Creative	
<hr/>	
Kansas City Direct Marketing Day, 1984	Box 29
Scope and Contents	
Keynote, Direct Marketing Yesterday Today and Tomorrow	
<hr/>	
L.A. Direct, 1991	Box 29
<hr/>	
Los Angeles talk, 1984	Box 29
Scope and Contents	
Direct Marketing Club of Southern California dinner meeting	
<hr/>	
Los Angeles talk, 1976	Box 29
Scope and Contents	
DMMA spring conference: How to Launch a Multi-Media Program	
<hr/>	
Lehigh Press (James Lentz), 1988	Box 29
Scope and Contents	
Agency Executive speech	
<hr/>	
London speech, 1984	Box 29
Scope and Contents	
British Direct Marketing Association; Direct Marketing Update '84	
<hr/>	
MAC (Mail Advertising Club of Chicago) copy workshop, 1973	Box 29
Scope and Contents	
Renamed Chicago Association of Direct Marketing (CADM)	

Mailorder Association of Nurserymen, 1984,
1993 Box 29

Physical Description: 2 folders

Scope and Contents

1984: Book talk, client case studies; includes text of earlier article: Direct Marketing in the Seventies; 1993: Marketing Strategies for Maximum Growth

Marketing Council, 1978 Box 29

Scope and Contents

Making Offers Work Better for You

Marketing workshop, 1975 Box 29

Scope and Contents

Sponsored by CADM; talk on offers

Maximarketing book review, 1994 Box 29

Scope and Contents

Review of Beyond Maximarketing, third book by Stan Rapp and Tom Collins; review appeared in DM News

MEA workshop, 2003 Box 29

Scope and Contents

Marketing Educators Association; presentation of Interactive, Direct, Multi Channel Marketing and All That Jazz

Midwest Direct Marketing Association, 1984 Box 29

Minnesota, Business/Professional Advertising
Association, 1984 Box 29

Montreux, Marketing Strategies, 1988 Box 29

Scope and Contents

Marketing Strategies for Maximum Growth

Motorola talks, 1993 Box 30

Scope and Contents

The Power of Direct Marketing; The Future Is Now; interview

Multi-Media Marriage, 1974-1976 Box 30

NCDM (National Center for Database Marketing), 1997 Box 30

Scope and Contents

Talk with Dick Shaver, CNBC

New England Direct Marketing Association, 1988 Box 30

Scope and Contents

Agency Executive speech

New England Direct Marketing Day, 1983 Box 30

New York Direct Marketing Day, 1977-2000 Box 30

Physical Description: 9 folders

Scope and Contents

1977: Consumer panel; 1980: 50 Ideas; 1987: Elements of Executing a Plan (panel); 1989-1998: Marketing strategies; 2000: Marketing and Internet Strategies

New York forum, 1989 Box 30

New York University, 1976-1985 Box 30

Physical Description: 4 folders

Scope and Contents

1976: Offers; 1979: A New Marketing Discipline; 1983: New Electronic Media, Advanced Seminar; 1985: Creative

Northwestern University, 1985-1989 Box 30

Physical Description: 4 folders

Scope and Contents

1985: Business Direct Marketing; 1987: Direct marketing course; 1988-1989: Graduate student talk

Norway seminars, 1984	Box 30
Offers--New York training, 1985	Box 30
Offers--Target Marketing, 1994	Box 30
Scope and Contents	
The Last Word on Offers	
Ohio Direct Marketing Day, 1977	Box 30
Scope and Contents	
Creativity and Testing	
Ohio Valley Direct Marketing Club, 1982	Box 30
Orlando Direct Marketing Day, 1987	Box 30
Scope and Contents	
Agency President speech	
Pacific Northwest Bell, 1981	Box 30
Philadelphia Direct Marketing Association, 1986	Box 30
Scope and Contents	
Yesterday Today and Tomorrow	
Philadelphia Direct Marketing Club, 1979	Box 30
Scope and Contents	
Profitable Direct Marketing, book case histories	
Philadelphia Direct Marketing Day, 1980-1994	Box 30
Physical Description: 3 folders	
Scope and Contents	
1980: Basic direct marketing seminar; 1985: Beyond the Basics; 1994: Marketing Strategies	
Phoenix Direct Marketing Club seminar, 1982	Box 30

Scope and Contents

Direct Mail and Mail Order Marketing

PMAA (Promotion Marketing Association of America), 1982

Box 30

Scope and Contents

Direct Marketing: Be on the Leading Edge of a Sales Medium That Could Dramatically Change the Way You Do Business

Power Forum, 1990

Box 30

President Speech additions, 1987-1988

Box 30

Prevention Magazine, 1975

Box 30

Scope and Contents

Speech on offers

Professors and Instructors Institute, 1981

Box 30

Professors Institute, 1982, 1987

Box 30

Physical Description: 2 folders

Promotion Update, 1982

Box 30

Scope and Contents

PMAA; Direct Marketing Can Drastically Change Your Business

Quill talk, 1994

Box 30

Roosevelt University, 1978, 1982

Box 30

Scope and Contents

1978: The Direct Marketing Proposition; 1982: Graduate student talk on direct marketing trends

SAM Magazine, 2000

Box 30

Scope and Contents

Kobs' Story: A veteran direct marketer tells us what works online

San Diego Direct Marketing Day, 1982

Box 30

Scope and Contents

Interactive Telephone Marketing

San Francisco, 1989 Box 30

Schaeffer/DeLay profiles, 1986-1989 Box 30

Scope and Contents

James Schaeffer, Marcoa DR Group; DM News article on Kobs exit from Kobs & Brady

Seattle Direct Marketing Day, 1987 Box 30

Scope and Contents

Agency President speech

Seattle seminar, 2001 Box 30

Shopsmith seminar, 1982 Box 30

Signature Group talk, 1989 Box 30

Scope and Contents

Marketing Strategies for Maximum Growth

South Africa teleconference, 1987 Box 30

Scope and Contents

Interview with Penny Smith on direct marketing trends in America

Speech card files, undated Box 35

Speech case studies, undated Box 30

Speech slides (binder), undated Box 30

Spring Conference speech, 1978 Box 31

St. Louis Direct Marketing Day, 1979-1987 Box 31

Physical Description: 3 folders

Scope and Contents

1979: Book case histories; 1985: Direct Marketing Yesterday Today and Tomorrow; 1987: Direct Marketing Strategies--It's Your Move

Stop the plane, I want to get off!, 1972	Box 31
Target Marketing--Offers article, 1995	Box 31
Scope and Contents	
99 Proven Offers, Plus 3	
Target Marketing--Picking the Right Agency, 1996	Box 31
Testing Lab, 1974	Box 31
Testing panel, 1972	Box 31
Then and Now book speech, 1991	Box 31
Tupperware, 1988	Box 31
Scope and Contents	
Using MIS Programs for Competitive Advantage (The Power of Database Information)	
U.K. article, 2000	Box 31
Scope and Contents	
Global direct marketing--What is happening in the United States; in Direct Marketing Strategies, v.2. no.2	
U.K. exchange talk, 1989	Box 31
U.K. seminar, 1989	Box 31
Scope and Contents	
Direct Marketing Centre; Beyond Basics presentation	
University of Illinois seminar, 1980	Box 31
Vegas speech, 1979	Box 31
Scope and Contents	
DMMA spring conference; Bankers Life case history	
Venture Magazine article, 1983	Box 31

Scope and Contents

Kobs featured in DM Agency Buyouts: Who's Next? By Donn Selhorn

Washington Club, 1989 Box 31

Scope and Contents

The Dichotomy of Direct Marketing: Where Is Direct Marketing at Today?
Where Is It Headed Tomorrow?

Washington Creative Seminar, 1981 Box 31

Washington speech--Offers, 1977 Box 31

Why They Like Shopping By Mail, 1983 Box 31

Scope and Contents

Appeared in DMA Fact Book

Wisconsin Direct Marketing Day, 1989 Box 31

Wisconsin Gift Cheese Association, 1981 Box 31

Scope and Contents

7 1/2 Steps to a Successful Catalog

Wisconsin Seminar, 1980 Box 31

Scope and Contents

University of Wisconsin-Extension course, Direct Marketing/Mail
Advertising Techniques

Wisconsin talks, 1975-1976 Box 31

Physical Description: 2 folders

Scope and Contents

1975: University of Wisconsin-Extension course, Advanced Direct Mail
Techniques; 1976: Wisconsin Center in Madison, Direct Marketing
Techniques

Women in Cable, 1984 Box 31

Scope and Contents

Driving Your Message Home

Women's Direct Response Group of Chicago,
1985 Box 31

Scope and Contents

A View from the Top: Direct Marketing Yesterday, Today and Tomorrow

ZIP/Target Marketing, 1983 Box 31

Scope and Contents

Guest editorial: It's the 3R's (reputation, results, respect)

Writings--Book Files, 1963-1992, undated

Profitable Direct Marketing--1st edition--
Preface, ch. 1-8, 1963-1978, undated Box 31

Physical Description: 15 folders

Profitable Direct Marketing--1st edition--Ch.
9-21, Appendix, 1963-1978, undated Box 32

Physical Description: 22 folders

Profitable Direct Marketing--2nd edition--Ch.
1-21, Appendix, 1978-1992, undated Box 33

Physical Description: 27 folders

Writings--Published Work, 1974-1987

24 Ways to Improve Your Direct Mail Results,
1974 Box 34

Marketing Strategies for Maximum Growth,
1987 Box 34

Profitable Direct Marketing, 1st edition, 1979 Box 34

[Return to Table of Contents](#)

Audiovisual Materials, 1975-1998, undated

25 Mistakes You Don't Have to Make and 25
Winners to Copy, 1986 Box AV1 > Audio-cassette
RL11721-CS-001

A View from the Top, undated Box AV1 > Audio-cassette
RL11721-CS-002

Basic Course part 1: Planning a Direct Marketing Program, undated	Box AV1 > Audio-cassette RL11721-CS-003
Basic Course part 2: Objectives and Offers, undated	Box AV1 > Audio-cassette RL11721-CS-004
Basic Course part 3: Copy and Creative, undated	Box AV1 > Audio-cassette RL11721-CS-005
Basic Course part 4: Testing and Multi-Media, undated	Box AV1 > Audio-cassette RL11721-CS-006
Boston Keynote Address, 1983	Box AV1 > Audio-cassette RL11721-CS-007
Bringing Together the Best in Strategy and Execution, 1985	Box AV1 > Audio-cassette RL11721-CS-008
Business Direct Marketing in 1990, 1984	Box AV1 > Audio-cassette RL11721-CS-009
Consumer Acceptance Task Force, 1986	Box AV1 > Audio-cassette RL11721-CS-010
Creativity: From the Basics to Beating Your Control, Part 1, 1983	Box AV1 > Audio-cassette RL11721-CS-011
Creativity: From the Basics to Beating Your Control, Part 2, 1983	Box AV1 > Audio-cassette RL11721-CS-012
Creativity Applied in Direct Marketing, Part 1, 1985	Box AV1 > Audio-cassette RL11721-CS-013
Creativity Applied in Direct Marketing, Part 2, 1985	Box AV1 > Audio-cassette RL11721-CS-014

Direct Marketing: A New Marketing Discipline, undated	Box AV1 > Audio-cassette RL11721-CS-015
Direct Marketing: Yesterday, Today and Tomorrow, 1988	Box AV1 > Audio-cassette RL11721-CS-016
Fifty Nifty Ideas in Direct Marketing, Jim Kobs and Bernard Goldberg, 1987	Box AV1 > Audio-cassette RL11721-CS-017
Fulfilling Future Promise: New Electronic Video Technology, 1983	Box AV1 > Audio-cassette RL11721-CS-018
Fulfilling Future Promise: New Electronic Technology, 1984	Box AV1 > Audio-cassette RL11721-CS-019
How Direct Marketing Is Being Shaped by Sophisticated Direct Marketers, 1984	Box AV1 > Audio-cassette RL11721-CS-020
Jim Kobs Catalog Conference, 1990	Box AV1 > Audio-cassette RL11721-CS-021
Jim Kobs Direct Marketing Day in New York, 1989	Box AV1 > Audio-cassette RL11721-CS-022
Jim Kobs DMA Spring Conference: Offers and Testing, 1989	Box AV1 > Audio-cassette RL11721-CS-023
Jim Kobs, Alan Fondrow: DMA Spring Management Conference, undated	Box AV1 > Audio-cassette RL11721-CS-024
Jim Kobs, Jack McNichols: DMA Spring Conference, 1989	Box AV1 > Audio-cassette RL11721-CS-025
Jim Kobs, Sol Blumenfeld: DMA Spring Conference, 1989	Box AV1 > Audio-cassette RL11721-CS-026

Making TV Pay Off, 1985	Box AV1 > Audio-cassette RL11721-CS-027
Managing the Creative Process, 1985	Box AV1 > Audio-cassette RL11721-CS-028
Marketing Strategies for Maximum Growth, 1987	Box AV1 > Audio-cassette RL11721-CS-029
Offers and Incentives to Improve Results, 1976	Box AV1 > Audio-cassette RL11721-CS-030
Small Computer at \$7.95 Gets Gold Mailbox for RCS&S--Jim Kobs, T. Cooper, undated	Box AV1 > Audio-cassette RL11721-CS-031
Telephone Marketing--Roman and Kobs, undated	Box AV1 > Audio-cassette RL11721-CS-032
Timetable for the Electronic Revolution, 1982	Box AV1 > Audio-cassette RL11721-CS-033
Trends and Opportunities in Direct Marketing, 1984	Box AV1 > Audio-cassette RL11721-CS-034
Trends in Direct Marketing, 1984	Box AV1 > Audio-cassette RL11721-CS-035
What Happened and What's Ahead--Jeffrey Hallet, Robert Kaden, 1984	Box AV1 > Audio-cassette RL11721-CS-036
Old American Insurance--Social Security Kit comics support :30 commercial with Tucson tag, undated	Box AV2 > Film-reel RL11721- F16-001
Rapp Collins & Adler--Old American Insurance; Wards New Store Opening; answer print, 1975	Box AV2 > Film-reel RL11721- F16-002
Stone & Adler television spots, undated	Box AV2 > Film-reel RL11721- F16-003

Marketing Strategies, Jim Kobs speech at DMIX Forum; Media to DVD transfer, 1987	Box AV2 > Video-disc RL11721-OP-001
Kobs & Brady--Australia speech reel; 11:00, undated	Box AV2 > Video-cassette RL11721-Umatic-001
Kobs & Brady--K&B Reel; 2:00 for Montreux marketing strategies talk, 1988	Box AV2 > Video-cassette RL11721-Umatic-002
Kobs & Brady Master Tape--First K&B Reel; undated	Box AV2 > Video-cassette RL11721-Umatic-003
Kobs & Brady--Montgomery Ward Legal Services Plan spots, 1987	Box AV2 > Video-cassette RL11721-Umatic-004
Kobs & Brady--Presentation reel, 1987	Box AV2 > Video-cassette RL11721-Umatic-005
Kobs & Brady--Spring Conference Panel TV reel, 1985	Box AV2 > Video-cassette RL11721-Umatic-006
Kobs & Brady--Television reel, 1985	Box AV2 > Video-cassette RL11721-Umatic-007
AT&T On the Move with MERLIN Cordless Set: How 3 busy business owners have "cut the cord" that tied them to their desks, undated	Box AV2 > Video-cassette RL11721-VHS-001
Britannica: Meeting the Challenges of Tomorrow; Macropedia Knowledge in Depth 27, San Francisco Southern, undated	Box AV2 > Video-cassette RL11721-VHS-002
Kobs Gregory Passavant--Beyond the Basics Compilation, 1998	Box AV2 > Video-cassette RL11721-VHS-003
Kobs Gregory Passavant--Spots, 1995	Box AV2 > Video-cassette RL11721-VHS-004

Marketing Strategies, Jim Kobs speech at DMIX
Forum, 1987

Box AV2 > Video-cassette
RL11721-VHS-005

[Return to Table of Contents](#)