



Guide to the David B. McCall Papers, 1939-1999 and undated, bulk 1980-1994

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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Summary

Collection Title:

David B. McCall papers, 1939-1999 and undated bulk 1980-1994

Source:

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

Creator:

McCall, David B.

Abstract:

David B. McCall was an advertising executive and humanitarian. He was the originator of the idea for the children's educational television series *Schoolhouse Rock*. The David B. McCall Papers span the years 1939-1999, with the bulk documenting the years 1980-1994, and are comprised of clippings, correspondence, business reports, photographs, scrapbooks, speeches and writings, videocassettes, audio tapes and phonograph records. In particular, three main areas of McCall's career are represented: as an advertising executive and partner in agencies such as Young & Rubicam, Ogilvy Benson & Mather, McCaffrey & McCall, David J. Mahoney, Inc., the Sawyer Miller Group, and Shepardson Stern and Kaminsky; as a corporate director for the Hunter Fan Company, Save the Children, and two local radio broadcasting corporations, among others; and as a humanitarian involved with organizations such as the Committee for the Support of Roe v. Wade, CARE, and Refugees International. In addition, there is a substantial body of McCall's speeches and writings that reflect both the wide range of his professional and personal interests and commitments as well as his status as a public intellectual in high demand, as well as a number of files containing correspondence, clippings and articles concerning David Ogilvy, McCall's mentor in advertising. Major advertising campaigns represented in this collection include Mercedes Benz of North America, North American Philips, Life magazine, the American Can Company, Lever Brothers Company, and the Zippo Manufacturing Company, along with public relations work for such clients as the National Football League, Puerto Rico Telephone Company (PRTC), and the Regional Bell Operating Companies. Major humanitarian issues documented in the collection include the Unsell protest movement against the war in Vietnam, tobacco advertising aimed at children, land mine removal, refugee welfare, and support of abortion rights. McCall was also involved in political campaigns for a number of notable candidates, such as John Lindsay (New York), Harvey Gantt (North Carolina), George Kevarian (Massachusetts), Ramón Mitra (Philippines) and Mario Vargas Llosa (Peru). While McCall is recognized as the originator of the idea behind the popular children's educational television series *Schoolhouse Rock!*, the collection contains very little documentation concerning that project apart from a copy of the original soundtrack.

Extent:

21.8 Linear Feet
12,600 Items

Language:

Material in English

Collection ID:

RL.00862

Permalink:

<https://idn.duke.edu/ark:/87924/m1t060>

Preferred Citation

[Identification of item], David B. McCall Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The David B. McCall Papers span the years 1939-1999, with the bulk documenting the years 1980-1994, and are comprised of clippings, correspondence, business reports, photographs, scrapbooks, speeches and writings, videocassettes, audio tapes and phonograph records. In particular, three main areas of McCall's career are represented: as an advertising executive and partner in agencies such as Young & Rubicam, Ogilvy Benson & Mather, McCaffrey & McCall, David J. Mahoney, Inc., the Sawyer Miller Group, and Shepardson Stern and Kaminsky; as a corporate director for the Hunter Fan Company, Save the Children, and two local radio broadcasting corporations, among others; and as a humanitarian involved with organizations such as the Committee for the Support of Roe v. Wade, CARE, and Refugees International. In addition, there is a substantial body of McCall's speeches and writings that reflect both the wide range of his professional and personal interests and commitments as well as his status as a public intellectual in high demand, as well as a number of files containing correspondence, clippings and articles concerning David Ogilvy, McCall's mentor in advertising. Major advertising campaigns represented in this collection include Mercedes Benz of North America, North American Philips, Life magazine, the American Can Company, Lever Brothers Company, and the Zippo Manufacturing Company, along with public relations work for such clients as the National Football League, Puerto Rico Telephone Company (PRTC), and the Regional Bell Operating Companies.

Major humanitarian issues documented in the collection include the "Unsell" protest movement against the war in Vietnam, tobacco advertising aimed at children, land mine removal, refugee welfare, and support of abortion rights. McCall was also involved in political campaigns for a number of notable candidates, such as John Lindsay (New York), Harvey Gantt (North Carolina), George Kevarian (Massachusetts), Ramón Mitra (Philippines) and Mario Vargas Llosa (Peru). While McCall is recognized as the originator of the idea behind the popular children's educational television series *Schoolhouse Rock!*, the collection contains very little documentation concerning that project apart from a copy of the original soundtrack.

The collection is organized into 12 series that broadly outline the sequence of McCall's business and humanitarian activities: the **Biographical and Personal Materials Series**, the **Ogilvy & Mather Series**, the **McCaffrey & McCall Series**, the **Radio Stations Series**, the **Sawyer Miller Group Series**, the **Hunter Fan Company Series**, the **Shepardson, Stern & Kaminsky Series**, the **Refugees International Series**, the **Speeches Series**, the **Writings Series**, and the **Portfolio Series**. In addition, non-print materials have been removed to the **Audiovisual Materials Series**. Large-format print materials have been removed from their original series locations and relocated to **Oversize Materials** locations; these items have been cross-referenced to the points in the body of the collection from which they were removed.

The **Biographical and Personal Materials Series** contains materials relating to McCall's childhood and family life, and includes correspondence, photographs, biographical sketches, resumes and obituary notices. The **Ogilvy & Mather Series** includes correspondence and articles pertaining to the agency, along with profiles and tributes to agency founder David Ogilvy and correspondence between Ogilvy and McCall. The **McCaffrey & McCall Series** includes correspondence, corporate publications and client files. Legal documents that detail McCall's initial investment and employment in the C.J. Laroche & Co. agency, which was eventually renamed McCaffrey & McCall, are included. Major clients include Mercedes-Benz of North America, the New York Zoological Society, and Save the Children. The agency was also involved in the political campaign of New York Mayor John Lindsay. The **Radio Stations Series** includes correspondence, periodic reports and profit-and-loss statements for the 790 Communications Corporation and the 1340 Broadcasting Corporation, radio broadcasting corporations in which McCaffrey & McCall had invested, and in which McCall remained involved after retiring from the agency. The **Sawyer Miller Group Series** contains administrative records, correspondence and client files. Sawyer Miller was instrumental in helping the telecommunications industry after the breakup of the Bell system into regional operating companies. Other clients included the National Football League and the Puerto Rico Telephone Company, along with a number of political candidates.

The **Hunter Fan Company Series** consists primarily of reports pertaining to periodic meetings of the Board of Directors in addition to some information on

marketing strategies and advertising campaigns. The **Shepardson, Stern & Kaminsky Series** contains administrative files and correspondence relating to internal operations and political advertising, as well as files documenting McCall's advocacy work on a tobacco-free initiative aimed at children. The **Refugees International Series** documents McCall's involvement in a number of humanitarian efforts undertaken by Refugees International, including relief for refugee children and land mine eradication. The series includes correspondence, travel itineraries and trip journals kept by McCall, as well as printed materials from Refugees International and other humanitarian organizations. The **Speeches Series** includes texts of speeches, talks, and commencement addresses given by McCall, along with a small collection of speeches given by others. There is also a set of "speech files" that contain clippings, writing fragments, and other materials used to compose or plan speeches. In a few cases, speeches are accompanied by supporting materials and relevant correspondence. The **Writings Series** includes letters to the editors of various publications, journal articles, poetry and other writings by McCall, along with a small collection of writings by others. The **Portfolio Series** contains clippings, copies of advertisements and scrapbook contents relating primarily to McCall's early career. The **Audiovisual Materials Series** includes documentary and promotional films, commercials and radio spot announcements, especially concerning the Roe v. Wade court case and demining efforts supported by Refugees International. Oversize materials have been moved to the **Oversize Materials Series**.

Other materials relating to this collection may be found in the **J. Walter Thompson Company Archives: Competitive Advertisements Collection**; the **J. Walter Thompson Company Archives: Corporation Vertical Files**, the **J. Walter Thompson Company Archives: Advertising Vertical Files**, and the **Arthur Einstein Papers**. Materials relating particularly to Ogilvy & Mather may also be found in the **John E. Brennan Papers**, the **Kensinger Jones Papers**, the **Robert S. Smith Papers**, and the **Edgar Hatcher Papers**. Additionally, materials relating to Save the Children may be found in the collection **African-Americans in Film: Collection of Press Books, Campaign Books, Advertising Manuals, Etc.**, the **Africa News Service (Durham, N.C.) Leroy T. Walker Africa News Service Archives**, the **J.B. Matthews Papers**, the **Amber Arthun Warburton Papers**, and the **North Carolina Council of Churches Records**.

Biographical/Historical

Date	Description
1928 Mar. 13	Born in New York City
1940-1941	Attended Indian Mountain School (Lakeville Conn.); member of

Date	Description
	Editorial Board of the school publication, The Scop (sic)
1942-1945	Attended The Hotchkiss School (Lakeville, Conn.)
1945-1946	Attended The Collegiate School (New York, N.Y.)
1946-1947	Stationed with the U.S. Army of Occupation, Japan. Attained rank of Private First Class
1948	Entered Yale University. Dropped out after one year
1950	Began work at Young & Rubicam advertising agency, first in the mail room and later as a copy writer
1951	Joined Ogilvy, Benson & Mather (OBM) advertising agency. Advanced to become chief copy writer
1953	Joined the David J. Mahoney, Inc. agency as chief copy writer
1955	Rejoined Ogilvy, Benson & Mather
1960	Became copy chief at Ogilvy, Benson & Mather
1960	Promoted to Senior Vice President and Director at Ogilvy, Benson & Mather
1962	Left Ogilvy, Benson & Mather, along with fellow OBM executive James McCaffrey, to take over the C.J. LaRoche & Co. agency.

Date	Description
	C.J. LaRoche renamed LaRoche, McCaffrey & McCall
1964	Part-time speech writer for John Lindsay (then Mayor of New York)
1967	Chester LaRoche retired from LaRoche, McCaffrey & McCall. The company continued to include him in its name until 1972.
1969	LaRoche, McCaffrey & McCall became a publicly-traded company
1971	Worked on a campaign to "unsell" the U.S. war in Vietnam
1972	LaRoche, McCaffrey & McCall renamed McCaffrey & McCall
1973	Developed the idea for "Schoolhouse Rock!," an award-winning children's television series that used music to teach math and other skills
1973-1988	Chairman, C.E.O. and Creative Director, McCaffrey & McCall, Inc.
1988	Retired from McCaffrey & McCall; named Chairman Emeritus
1989-1993	Partner, Sawyer Miller Group, a communications and public relations firm
1992	Joined Refugees International as an aid worker and contributor

Date	Description
1993	Left Sawyer Miller Group; named Chairman of public relations firm Shepardson Stern & Kaminsky
1999 Apr. 18	Died in an automobile accident during an aid mission in Albania

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Administrative Information

Publication Statement

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Access Restrictions

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

Original audiovisual materials are closed to patron use. Some use copies are available in the collection.

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

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

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of

Guide to the David B. McCall Papers, 1939-1999 and undated, bulk 1980-1994
the Regulations and Procedures of the David M. Rubenstein Rare Book &
Manuscript Library.

Acquisition Information

The David B. McCall Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2003.

Processing Information

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Encoded by Richard Collier

Completed April 2006

Accession 03-244 is described in this finding aid.

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Names and Subjects

- Advertising and children -- United States
- Advertising -- Tobacco -- United States
- Speeches
- Pro-choice movement
- Photographic prints
- Land mines
- Clippings (information artifacts)
- Vietnamese Conflict, 1961-1975 -- Protest movements -- United States
- Regional Bell Operating Companies
- Humanitarian assistance
- Advertising agencies -- United States
- Videocassettes
- Advertising agencies
- Documentaries (motion picture genre)
- Advertising -- History
- Scrapbooks
- Advertising executives -- United States
- Advertising executives
- Humanitarian assistance, American -- Foreign countries
- Sound recordings
- Non-governmental organizations
- Television advertising

- Radio advertising
- Care (Firm)
- Gannt, Harvey
- American Can Company
- Vargas Llosa, Mario, 1936-
- Young & Rubicam
- Zippo Manufacturing Company
- Ogilvy, David, 1911-1999
- National Football League
- Mitra, Ramón V., 1928?-
- Ogilvy, Benson & Mather
- North American Philips Co
- Puerto Rico Telephone Company
- Save the Children (U.S.)
- Refugees International (Organization)
- Kevarian, George
- John W. Hartman Center for Sales, Advertising & Marketing History
- Life (New York, N.Y.)
- Lever Brothers Company
- Lindsay, John V. (John Vliet)
- Mercedes-Benz of North America
- McCall, David B.

Collection Inventory

Biographical and Personal Materials Series, 1940-1999 and undated

Physical Description: 1 box

Scope and Contents note

Contains materials relating to McCall's childhood and family life, and includes correspondence, photographs, biographical sketches, resumes and obituary notices. Arranged alphabetically.

Biographical sketches, undated	Box 1
Birthday greeting, "To David at 70," 1998	Box 1
Charitable donations, 1980-1986	Box 1
Childhood, The Scop (sic), Indian Mountain School (Lakeville, Conn.) publication, 1940-1941	Box 1

Scope and Contents note

As a student, McCall sat on the editorial board of this school publication.

Correspondence

Group for the South Fork,, 1989	Box 1
Bradley, Bill, Sen. (D-N.J.), 1988, 1993	Box 1
McCall, Susan, condolence letters, 1978-1979	Box 1

Scope and Contents note

Susan McCall, David's wife, also worked in advertising.

Stilwell, Gen. Joseph W., correspondence on a film project, 1989-1990	Box 1
Genealogy inquiries, ca. 1980	Box 1
Obituary notices, 1999	Box 1
Personal horoscope, undated	Box 1
Photographs, undated	Box 1
Resumes; and Curriculum Vitae, 1988 and undated	Box 1
Travel	
Ecuador, 1990	Box 1
Trip itineraries, 1990-1991	Box 1

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Ogilvy & Mather Series (Includes Ogilvy, Benson & Mather), 1958-1992 and undated

Physical Description: 1 box

Scope and Contents note

Contains correspondence and articles pertaining to McCall's tenure at the agency, 1951-1953 and 1955-1962, including profiles and tributes to agency founder David Ogilvy and correspondence between Ogilvy and McCall. Other

materials pertaining to McCall's work at Ogilvy, Benson & Mather may be found in the **Portfolio Series** and **Oversize Materials**. Arranged alphabetically.

Articles about Ogilvy & Mather	Box 1
"Further Confessions of an Adman," by Eleanor Berman, Success, 1984 Feb.	Box 1
"God, He Was Fun to Work For," by David McCall, ca. 1989	Box 1
"It Pays to Advertise," by Keith Whitley, Telegraph Magazine, 1992	Box 1
"Ogilvy & Mather's Design for Multinational Marketing," Marketing/Communications, 1970 Sept.	Box 1
Correspondence	
General, 1960-1980 (See also Oversize Materials, Oversize Box OV3.)	Box 1
Physical Description: 2 folders	
Letters of congratulations, 1958	Box 1
To and from David Ogilvy, 1961-1986	Box 1
Dinner in tribute to David Ogilvy, 1989	Box 1
Memoir of David McCall's tenure at Ogilvy & Mather, undated	Box 1
Printed material, Viewpoint, 1990 Mar.-Apr.	Box 1
Reports	
35th Annual Staff Meeting, 1983	Box 1
"An Investigation into the Effects of Comparative Print Advertising that Names Competitive Brands," by O&M Research, ca. 1974	Box 1
"The Unpublished David Ogilvy," 1986	Box 1

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McCaffrey & McCall Series (Includes C.J. Laroche & Co.), 1958-1992 and undated

Physical Description: 7 boxes

Scope and Contents note

Includes correspondence, corporate publications and client files. Legal documents that detail McCall's initial investment and employment in the C.J. Laroche & Co. agency, which was eventually renamed McCaffrey & McCall, are included. Major clients include Mercedes-Benz of North America, the New York Zoological Society and Save the Children. McCall also worked on the mayoral (New York, N.Y.) campaign of John Lindsay. The series is arranged into four subseries--Administrative Files, Clients, Correspondence and Memoranda, and Printed Materials--and alphabetically therein.

Administrative Files Subseries, 1962-1989 and undated

Corporate identity proposals and notes, undated	Box 2
Direct marketing, 1981-1985	Box 2
Entertainment Division, 1987	Box 2
Executive biographies, undated	Box 2
Expenses, 1973-1988	Box 2
Financial matters, 1984-1988	Box 2
"How the McCaffrey & McCall Fee Works," undated	Box 2
Legal matters, 1971-1989	Box 2
Loan agreement between McCall and C.J. LaRoche & Co., 1962	Box 2
Manning, Michael J. (Jim), 1978-1987	Box 2

Scope and Contents note

Manning was an executive at McCaffrey & McCall.

McCaffrey (Jim) retirement announcement, 1973	Box 2
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McCall's employment contract with C.J. LaRoche & Co., 1962	Box 2
Mission statement, 1986-1987	Box 2
Newall & Yohe, Inc., 1978	Box 2
Scope and Contents note	
Consultants on Schoolhouse Rock!	
News releases, 1980-1987	Box 2
Office procedures, 1986	Box 2
Payroll summaries, 1987-1988	Box 2
Personnel recommendations, 1981-1989	Box 2
Physical Description: 2 folders	
Photographs of staff, undated	Box 2
Physical Description: 4 folders	
"Plan for the Agency," 1973	Box 2
Public relations, 1979-1986 (See also Oversize Materials, Oversize Box OV3.)	Box 2
Reorganization, 1987	Box 2
Solicitations, 1974-1987	Box 2
Physical Description: 2 folders	
Status of present accounts, 1987 Feb. 23	Box 3
Stockholders agreement between McCaffrey, McCall, and C.J. LaRoche & Co., 1962	Box 3
U.S. Open tennis tournament (corporate tickets), 1986-1988	Box 3
Wall Street Journal conference, group photograph, 1987	Box 3

Clients Subseries, 1964-1992 and undated

Commercial (See also Oversize Materials, Oversize Box OV3 and Oversize Folder 1.)	Box 3
List of recently produced commercials, 1983	Box 3
Mercedes-Benz of North America, 1979-1988 (See also Oversize Materials, Oversize Box OV3.)	
Advertising copy, 1979-1981	Box 3
Physical Description: 2 folders	
Bruce McCall files, 1979-1987	Box 3
Scope and Contents note	
No relation to David McCall. Bruce worked as Creative Director of the Mercedes account.	
Business plan, 1982	Box 3
Clippings, 1982 and undated	Box 3
Correspondence	
General, 1981-1988	Box 3
Letters of congratulations, 1979	Box 3
Scope and Contents note	
Concerns McCaffrey & McCall winning the Mercedes account.	
Meetings, 1979-1980	Box 3
Mercedes-Benz staffing and organizational charts, 1979-1982	Box 3
Publication, Mercedes, 1982-1983	Box 3
Radio advertising, 1986	Box 3
Report, "An Evaluation of Mercedes-Benz Advertising," undated	Box 3
Reports and presentations, 1979-1984	Box 3
Research, 1982-1985	Box 3
Sporting events sponsorship, 1982-1987	Box 3

Travel	Box 4
Inge Bausch to New York, 1987	Box 4
To Germany, 1979	Box 4
To Germany - photographs, 1987	Box 4
National Geographic, Proofs, 1982	Box 4
"Trips: The Travel Advantage," slide presentation, undated	Box 4
Scope and Contents note	
Trips was a travel planning company.	
Video Visions Associates, 1985	Box 4
Physical Description: 2 folders	
<hr/> House/Agency Advertisements	
"Call McCall"	
Version A, 1981-1982	Box 4
Version B, 1981-1982	Box 4
Version C, 1981-1982	Box 4
Print brochure, 1981	Box 4
Correspondence, 1979-1981	Box 4
"Hard Part is Making It Simple," undated	Box 4
Jim Manning retirement, 1978 (See also Oversize Materials, Oversize Box OV3.)	Box 4
J.C. Penney, congratulatory letters, 1983-1984 (See also Oversize Materials, Oversize Box OV3.)	Box 4
Scope and Contents note	
Concerning "Thank You" house advertisement McCall ran after losing the Penney's account.	
<hr/> New Business (See also Oversize Materials, Oversize Box OV3.)	

"About McCaffrey & McCall," ca. 1974	Box 4
Agency mission/philosophy, 1986	Box 4
Background on McCaffrey & McCall for prospective clients, ca. 1973	Box 4
Bahamas Ministry of Tourism, 1977	Box 4
CBS, Inc., 1987	Box 4
Citibank presentation, undated	Box 4
Correspondence with prospective clients (by product category)	
Apparel, 1976-1981	Box 4
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Banking and finance, 1976-1983	Box 4
Camera equipment, 1980-1981	Box 4
Food and beverage, 1971-1981	Box 4
General, 1974-1982	Box 4
Institutional, 1977-1982	Box 4
Manufacturing, 1975-1983	Box 4
Personal products, 1976-1981	Box 4
Publishing, 1976-1981	Box 4
Utilities, 1977-1982	Box 4
Epstein (drug store catalogue), 1988	Box 4
Exxon Company, USA, 1985	Box 4
Fiat Motors of North America, Inc., 1978	Box 5
Fortune Systems Corporation, 1982	Box 5
IBM (Sam Hartwell), 1988	Box 5
Introduction forms, 1985	Box 5

J.C. Penney Company, 1987-1988	Box 5
Lists of businesses in New York, N.Y., located near McCaffrey & McCall offices, undated	Box 5
Mego Corporation, 1976	Box 5
New England Consulting Service, 1983	Box 5
North American Philips Lighting Corporation (NAPLC), 1982-1983	Box 5
Pennzoil Company, 1985-1987	Box 5
Philips International, 1985	Box 5
RCA, 1987	Box 5
Reports, 1981-1983	Box 5
Snowbird (B. Johnson), 1987	Box 5
Political (See also Oversize Materials, Oversize Box OV3.)	
John Lindsay Scope and Contents note Mayor of New York, N.Y., 1966-1973.	
Correspondence, 1964-1967	Box 5
Re-election campaign, 1968-1969	Box 5
Physical Description: 2 folders	
Pro Bono, Public Service and Nonprofit American Association of Retired Persons (AARP), ca. 1988 (See also Oversize Materials, Oversize Box OV1.)	Box 5
Campfire Club of America, 1969	Box 5
Committee for the Support of Roe v. Wade, 1991 (See also Oversize Materials, Oversize Box OV3.)	Box 5
New York Urban League, undated (See also Oversize Materials, Oversize Box OV3)	Box 5
New York Zoological Society	

Annual Reports, 1978, 1982-1983, 1985-1986	Box 5
Brochures and member passes, 1978, 1980 and undated	Box 5
Correspondence and memoranda, 1981-1984	Box 5
Donor lists, 1977-1978 and undated	Box 5
Meetings, 1978-1984	Box 5
Solicitations, 1978-1980	Box 5
<u>Save the Children</u> Correspondence, 1985-1986	Box 5
Information package, Africa Emergency Fund, ca. 1986	Box 5
Pamphlet, "Your Sponsored Child," ca. 1979	Box 5
Press package, 1985	Box 6
Public Information Division clippings collection, 1985	Box 6
Publication, "Africa, Seeds of Hope," ca. 1986	Box 6
Publications, 1983-1985	Box 6
Reports, 1985	Box 6
Tobacco advertising controversy (See also <u>Oversize Materials, Oversize Box OV3</u>) Excerpts from legislative testimony, undated	Box 6
Final report, Tobacco Use in America Conference, 1989	Box 6
<u>Hearings</u> House Subcommittee on Health and the Environment, 1986	Box 6
H.R. 1250, 1989 July 25	Box 6

Slides, undated	Box 6
Supporting materials, 1987-1989	Box 6
Unsell the War Conference report, 1971	Box 6
Correspondence, 1971, 1992	Box 6
Various charity work, 1967-1987	Box 6

Correspondence and Memoranda Subseries, 1960-1989 and undated

Benefits, 1973-1974	Box 7
Correspondence, 1960-1963, 1969-1987	Box 7
Physical Description: 5 folders	
Council on Children, Media and Merchandising, 1971	Box 7
Memoranda General, 1988-1989	Box 7
Relating to Charles Saatchi Museum, 1987	Box 7

Printed Materials Subseries, 1958-1990 and undated

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House Organ, 1972-1975	Box 7

McCalendar, 1981-1990	Box 8
Physical Description: 3 folders	
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Newsletters, 1989	Box 8
"Royal Bruce's Wall Wisdom," undated	Box 8
Saatchi Collection, 1987	Box 8

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Radio Stations Series, 1981-1991

Physical Description: 1 box

Scope and Contents note

Includes correspondence, periodic reports and profit-and-loss statements for the 790 Communications Corporation and the 1340 Broadcasting Corporation, two radio broadcasting corporations in which McCaffrey & McCall had invested. McCall retained an interest in the corporations after his retirement from McCaffrey & McCall in 1987. Arranged alphabetically.

Board meetings, 1988-1989	Box 8
Financial reports, 1988-1989	Box 8
Insurance, 1988	Box 8
Legal matters, 1983-1987	Box 8
Memoranda, 1981-1988	Box 8
Printed materials, 1988	Box 8
Profit and loss statements, 1989-1990	Box 8
Physical Description: 2 folders	
Proposed acquisitions, 1987-1991 (See also Oversize Materials, Oversize Box OV3.)	Box 8
Stock shareholder materials, 1985-1988	Box 8

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Sawyer Miller Group (SMG) Series, 1989-1993 and undated

Physical Description: 9 boxes

Scope and Contents note

Contains administrative records, correspondence and client files. Sawyer Miller, where McCall served as a partner from 1989 to 1993, was instrumental in helping the telecommunications industry after the breakup of the Bell system into regional operating companies. Other clients included the National Football League and the Puerto Rico Telephone Company, along with a number of political candidates such as Harvey Gantt of North Carolina and George Keverian of Massachusetts, and international leaders including Ramón Mitra (presidential candidate, Philippines) and Mario Vargas Llosa (presidential candidate, Peru). The series is organized into three subseries--Administrative Files, Clients, and Correspondence and Memoranda--and alphabetically therein.

Administrative Files Subseries, 1990-1993 and undated

"Advertising and the Future," undated	Box 9
"Agents of Change," SMG mission statement, 1990	Box 9
Bozell benefits briefing materials, 1992-1993	Box 9
Clippings, 1990	Box 9
Corporate brochure, undated	Box 9
Corporate credo, undated	Box 9
Creative Department	
Correspondence and general, 1991-1992	Box 9
Freelance writers, samples and correspondence, 1990-1992	Box 9
Start-Work authorization forms, 1991	Box 9
David B. McCall, files pertaining directly to official activities at SMG	
Department of Justice forms, 1992	Box 9

Scope and Contents note

Memo and Form CRM-156, to register as the representative of a foreign national. SMG performed public relations work for several foreign government agencies and companies.

Expenses, 1991-1992	Box 9
Notes on divisional luncheon, 1991 Oct. 7	Box 9
Travel	
Itineraries, 1990	Box 9
Records, 1990-1991	Box 9
KRC Research (Division of SMG)	
General, 1992	Box 9
Project process statement, 1990	Box 9
List of possible foundation names, undated	Box 9
List of possible new TV channel names, ca. 1991	Box 9
Meetings	
Managing Directors meeting, 1991 Jun. 3	Box 9
Partners meeting, 1990-1992	
Business plan, 1990	Box 9
Financial statements, 1990	Box 9
Memoranda, 1990-1992	Box 9
Operating results, 1990	Box 9
Merger with Robinson, Lake, Lerrer & Montgomery (RLLM), 1993	Box 9
New York City restaurants, 1991	Box 9
Scope and Contents note	
Includes clippings, guides and recommendations.	
Partner biographies, undated	Box 10

Personnel assignments and memoranda, 1990-1991 and undated	Box 10
Phone listings, 1990-1991	Box 10
"Plan for the 1990s," undated	Box 10
Projects status reports, 1991	Box 10
"Random Thoughts about Sawyer Miller at a Critical Juncture," undated	Box 10
Resignation letters, 1992-1993	Box 10
Resumes, 1990-1991	Box 10
"Thoughts of a CEO," undated	Box 10
Timesheet and expense report information, 1993	Box 10

Clients Subseries, 1989-1993 and undated

Commercial	Box 10
20th Century Fund, 1991	Box 10
American Airlines, 1992-1993	Box 10
Physical Description: 2 folders	
American Express, 1991	Box 10
Bahamas hospitality industry, memoranda and campaign strategy, 1990	Box 10
Barnes & Noble, 1991	Box 10
Bessemer Capital Partners, 1991	Box 10
Champion Mills, 1992	Box 10
Charter Medical, 1993	Box 10
CIT Group, 1991	Box 10
Dubow, Arthur, undated	Box 10

Scope and Contents note

Business plan for a proposed periodical entitled Mercury.

Ecuador Tourist Promotion Office, 1990-1991	Box 10
Farmers Insurance Group, 1989	Box 10
Hertz, 1990	Box 11
Merck & Co., 1991	Box 11
Morgan Stanley, 1991	Box 11
National Football League, 1991	Box 11
New England Telephone, 1989-1991	Box 11
Physical Description: 2 folders	
Nissan Motor Corporation in the U.S., 1991	Box 11
Pirelli-Armstrong Tire Corporation, 1990-1991	Box 11
Pharmaceutical Manufacturers' Association (PMA), 1993	Box 11
Pizza Hut, 1991	Box 11
Progressive Insurance Company, 1988-1990	Box 11
Puerto Rico Telephone Company (PRTC), 1990 (See also Oversize Materials, Oversize Box OV3.)	Box 11
Physical Description: 2 folders	
Regional Bells	
Advertising and media presentation, 1992 Dec. 21	Box 11
Advertising campaign, 1990	Box 12
Advertising strategy, 1990-1991 (See also Oversize Materials, Oversize Box OV3.)	Box 12
Physical Description: 4 folders	
Articles, 1990	Box 12

Bell Operating Companies, 1991	Box 12
Communications strategy report, 1992 June 11	Box 12
Creative campaign, 1993	Box 12
Focus groups, 1993	Box 13
Memoranda, 1990-1992	Box 13
Physical Description: 4 folders	
New England Electric, 1992	Box 13
Research, 1990	Box 13
Television, 1992	Box 13
Sony Corporation of America, 1990	Box 13
Steel industry, 1992	Box 13
Political	
Annaldo, Andrew, undated	Box 13
Scope and Contents note	
One-time candidate for Mayor of Providence, R.I.	
Carlin, John, 1990	Box 13
Physical Description: 2 folders	
Scope and Contents note	
Candidate for Governor, Kan.	
Clinton (William Jefferson) Presidential campaign, 1992-1993	Box 13
Colombian government, national image campaign, 1991	Box 13
Gannt, Harvey, 1990	Box 14
Scope and Contents note	
Candidate for U.S. Senate, N.C.	
Henry, Sherrye, 1990	Box 14

Scope and Contents note

Candidate for State Senate, N.Y.

Keverian, George, 1990

Box 14

Physical Description: 3 folders

Scope and Contents note

Former state Speaker of House; candidate for Commonwealth Treasurer, Mass.

Mitra, Ramón V., 1991

Box 14

Scope and Contents note

Candidate for Presidency, Philippines.

Murphy, Evelyn, 1990

Box 14

Scope and Contents note

Candidate for Governor, Kan.

Social Democratic Party (SDP), Nigeria 1991

Box 14

Scope and Contents note

Article on Chairman Baba Gana Kingibe.

Solomon, Anthony, undated

Box 14

Scope and Contents note

Candidate for General Treasurer, R.I.

Theodore, Nick, 1990

Box 14

Scope and Contents note

Candidate for Lt. Governor, S.C.

Vargas Llosa, Mario, 1990

Box 14

Scope and Contents note

Candidate for Presidency, Peru.

~~Pro Bono, Public Service and Nonprofit~~
Better World Society, 1990

Box 14

Chicago Zoo, 1990-1991	Box 14
------------------------	--------

Physical Description: 2 folders

Coalition Against Double Taxation, 1990	Box 14
---	--------

Coalition for Free Television, undated	Box 14
--	--------

Energy Foundation, undated	Box 14
----------------------------	--------

Financial Services Council, 1991	Box 15
----------------------------------	--------

Humana Hospital (Louisville, Ky.), 1991	Box 15
---	--------

National Resources Defense Council (NRDC), 1989	Box 15
--	--------

Physical Description: 3 folders

Office of Economic Development, New York, N.Y., 1991	Box 15
---	--------

President's Drug Advisory Council, 1990 and undated	Box 15
--	--------

United Nations High Commission on Refugees (UNHCR), 1991	Box 15
---	--------

Correspondence and Memoranda Subseries, 1990-1993

Advertising-related, 1991	Box 15
---------------------------	--------

John Lindsay Reunion Committee, 1990	Box 15
--------------------------------------	--------

Letters of Congratulations to David McCall on Joining SMG, 1990	Box 15
--	--------

Memoranda General, 1991-1992	Box 15
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Physical Description: 4 folders

Martin Sorrell (WPP) to David McCall, 1990 Mar. 12	Box 16
---	--------

Relating to Sawyer family trip to Disneyland, 1991	Box 16
---	--------

To Partners, 1992	Box 16
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To Robert Teeter, on "State of the Union," 1991	Box 16
To Tom Wicker (New York Times), 1990 Jun. 25	Box 16

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Hunter Fan Company Series, 1990-1994 and undated

Physical Description: 4 boxes

Scope and Contents note

Consists primarily of reports pertaining to periodic meetings of the Board of Directors, of which McCall was a member. In addition there is information on marketing strategies and advertising campaigns. Arranged into four categories-- Advertising, Board of Directors, Finance, and Memoranda--and alphabetically therein.

Advertising	Box 16
Advertising campaign planning, 1994	Box 16
Physical Description: 2 folders	
Focus groups, 1994	Box 16
Physical Description: 2 folders	
Materials supporting advertising initiative, 1992	Box 16
Physical Description: 2 folders	
Board of Directors (See also Oversize Materials, Oversize Box OV3.)	
Correspondence, 1992-1994	Box 16
Directors' compensation, 1992-1993	Box 16
Expense reports relating to McCall's activities as Director, 1992	Box 16
Meeting, 1992 Aug.	Box 16
Reports to the Board of Directors, 1992 Jan.- Feb.	Box 16
Physical Description: 2 folders	

Reports to the Board of Directors, 1992 Mar.- Dec.; 1993 Jan.	Box 17
Physical Description: 11 folders	
<hr/>	
Reports to the Board of Directors, 1993 Apr.-1994 Mar.	Box 18
Physical Description: 12 folders	
<hr/>	
Reports to the Board of Directors, 1994 Apr.- July	Box 19
Physical Description: 3 folders	
<hr/>	
Finance	
Actuarial Report, tax year ending 10/29/93, 1993 May	Box 19
<hr/>	
Audited financial statements for fiscal 1993, 1994 Jan. 28	Box 19
<hr/>	
CCM Capital report, 1992	Box 19
<hr/>	
Financial statements, 1990-1991	Box 19
<hr/>	
FY-1992 financial plan and forecast, undated	Box 19
<hr/>	
FY-1993 budget, 1992 Oct. 23	Box 19
<hr/>	
FY-1994 preliminary budget review, 1993 Sept. 1	Box 19
<hr/>	
Memoranda, 1992-1994	Box 19
<hr/>	
Notes from a meeting with Bob Beaseley and Ken Garvey, 1992 Feb. 4	Box 19
<hr/>	
Printed materials, 1991, 1993	Box 19

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Shepardson, Stern & Kaminsky Series (SSK), 1993-1999 and undated

Physical Description: 1 box

Scope and Contents note

Includes materials related to David McCall's work as Chairman of SSK, a public relations firm, from 1993-1999. The series primarily documents administrative and financial operations along with limited correspondence and internal office

memoranda. Included are David McCall's 1995 letters to Michael Eisner and Senator Chris Dodd (then-Chairman of the Democratic National Committee), along with correspondence related to his pro-bono work with the "Initiative on Tobacco Marketing to Kids," an advocacy group for "Tobacco-Free Kids." The series is arranged into three categories--Administrative Files, Correspondence, and Financial Papers--and alphabetically therein.

Administrative Files	Box 20
Brochures	
Hawthorn Group, undated	Box 20
Southern Company, 1996	Box 20
"Corporate Code of Ethics" policy, 1997	Box 20
International operations, 1998 and undated	Box 20
Partners meetings, 1994-1996	Box 20
Personnel/Staffing, 1995-1999	Box 20
Planning and strategy, 1993-1996	Box 20
Reports	
"Branding Revisited," undated	Box 20
"Competitive Insights," Miriam Wohabe, 1999 Jan.	Box 20
"Core Capability," undated	Box 20
Correspondence	
Letters	
To Senator Chris Dodd, 1995 Dec.	Box 20
To Michael Eisner, 1995 Aug.	Box 20
To the New York Times, 1995 Jan. 5	Box 20
Memoranda	
Budget adjustments memoranda, 1995-1999	Box 20
General memoranda, 1994-1999	Box 20
"Tobacco-Free Kids" : initiative on tobacco marketing to kids, 1993-1996	Box 20
Financial Papers	

Budgets

Balance sheets, 1993-1998	Box 20
Physical Description: 3 folders	
Budget projections, 1993-1999	Box 20
Client profitability reports, 1996 and undated	Box 20
Financial statements, 1993 Dec.	Box 20
Tax projections, 1994-1995	Box 20

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Refugees International (RI) Series, 1991-1998 and undated

Physical Description: 3 boxes

Scope and Contents note

Documents McCall's involvement with Refugees International, an independent non-governmental organization dedicated to international refugee aid work and advocacy, including his activities as both a Board member and an international aid worker. The bulk of the material relates to McCall's refugee aid and demining work in Africa, Cambodia and Thailand, and Yugoslavia/Bosnia, including several folders of travel itineraries and journals which describe his trips to these countries. The series is arranged in two subseries--Activities and Administrative--and alphabetically therein.

Activities Subseries, 1992-1998 and undated

Scope and Contents note

Bulk of the material relates to landmines and international demining campaigns, specifically in Africa and Cambodia. Included are two "Superman" comic books (DC Comics) that confront the dangers of landmines and advocate demining, and two letters addressed to ABC News anchors (Peter Jennings, Lynn Sherr) on child prostitution in Cambodia. Arranged alphabetically.

Africa	Box 20
"The Great Lakes Partnership" idea, undated	Box 20
Kenyan office summary, 1998	Box 20
London/Africa trip and itinerary, 1992 Apr.-May	Box 20

Research and reports, 1992	Box 20
South Africa: Raphaely (Pauline Beatrice) will/bequest, 1998	Box 20
Scope and Contents note	
Ms. Raphaely was a South African humanitarian activist who bequeathed money to RI for refugee assistance projects in South Africa.	
Book project: "Book of Refugees," 1993	Box 20
Cambodia/Thailand (See also Oversize Materials, Oversize Box OV3.) Cambodian reports and recommendations, 1992	Box 20
Cambodia trips: notes and correspondence, 1992-1993	Box 21
Child trafficking and prostitution General, 1995 Aug.	Box 21
Letter to Peter Jennings/ ABC News, 1995 Sept.	Box 21
Letter to Lynn Sherr/ ABC News, 1995 Aug.	Box 21
Thailand/Cambodia trip: travel and itineraries, 1992 Jan., Nov.	Box 21
Physical Description: 2 folders	
Landmines Africa mission American Embassy in Maputo, Mozambique, 1997 Feb.	Box 21
"Mozambique: The Development of Indigenous Mine Action Capacities," 1997 Feb.	Box 21
CARE, 1997-1998 and undated	Box 21
Physical Description: 2 folders	
Demining "Superman" comics, 1996, 1998	Box 21

Halo Trust: "Clearance of Anti-Personnel Minefields. . . " 1998 Feb.	Box 21
HUDISA: "Advantages of Clearing Minefields. . . in Mozambique," 1998 Apr.	Box 21
Humanitarian Demining Equipment catalog: "Taming the Demon," 1997	Box 21
Washington conference, 1998 May	Box 21
Independent Demining Assessment Center (IDAC): concept paper, 1998 June 5, and undated	Box 21
Physical Description: 2 folders	
Marshall Legacy Institute, 1998	Box 21
United Nations Association (UNA-US) Africa trip, 1998 Apr.	Box 21
Landmine clearance inspection tour, 1998 Apr.-May	Box 21
Physical Description: 2 folders	
Mozambique mine information presentation, 1998 Apr.	Box 21
UNDP Accelerated Demining Programme, 1997 Apr.	Box 21
Yugoslavia/Bosnia Bosnia, 1993	Box 21
Bosnia and Soros Fund, 1993	Box 21
"Don't Let Sarajevo Die" advertisement, 1993 Mar.	Box 21
Letter to New York Times: Bosnia/Neville Chamberlain, 1995 Nov.	Box 21
"UNICEF and Bosnia Image and Message Evaluation," 1993	Box 21

Administrative Subseries, 1991-1998 and undated

Scope and Contents note

Includes materials related to the administrative and fund-raising operations of Refugees International, grant proposals, mailings and solicitations addressed to individual and corporate contributors, and several trip journals. The latter provide a detailed personal account of David McCall's aid work in Cambodia, Thailand, and Africa from 1992-1998. The subseries includes both handwritten drafts and printed/bound versions of these journals. Arranged alphabetically.

D.C. office: staff list, 1992 May Box 22

General correspondence, 1991-1993 (See also Oversize Materials, Oversize Box OV3.) Box 22

Grant proposal: "Refugees Emergency Action Program," 1992
Ford Foundation Box 22

J.P. Morgan Box 22

Mailings and solicitations
Board members, 1992 Box 22

Contributions, 1992-1993 Box 22

General, 1991-1992 Box 22

"Help the People Who Help the Kurds" advertisement, 1991 Box 22

Leonard Mayhew, 1992-1993 Box 22

Scope and Contents note

Mayhew was president of Mayhew Communications, who performed fundraising for RI.

Refugees International brochure, undated Box 22

RI Bulletin (Iraq and South Asia), 1991-1992 Box 22

Meetings (Executive Committee/Board of Directors), 1992-1993 Box 22

Physical Description: 5 folders

Lionel Rosenblatt (President of RI)

Congressional statements and articles, 1991-1993	Box 22
Rosenblatt/McCall correspondence, 1991	Box 22
Trip journals	
African drought, 1992	Box 22
Africa land mine mission, 1998, Apr.-May	Box 22
"Return to Cambodia," 1992 Nov.	Box 22
Thailand/Cambodia, 1992 Jan.-1995 June	Box 22
Physical Description: 4 folders	

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Speeches Series, 1958-1990 and undated

Physical Description: 3 boxes

Scope and Contents note

Includes texts of speeches, talks, and commencement addresses given by McCall, along with a small collection of speeches given by others. There is also a set of "speech files" that contain clippings, writing fragments, and other materials used to compose or plan speeches. In a few cases, speeches are accompanied by supporting materials and relevant correspondence. The series is arranged into two subseries--Speeches by McCall and Speeches by Others. Speeches by McCall are organized into a number of topical categories--advertising, commencement addresses, social-political issues, testimonials, and speech file materials--and alphabetically therein. Speeches by Others are arranged alphabetically by author.

Speeches by McCall Subseries, 1958-1990 and undated

Box 23

Advertising-Awards	
12th Annual EFFIE Awards, 1981	Box 23
Dentsu Awards, 1975	Box 23
"Givers and Receivers of Awards...," ca. 1968	Box 23
"The Great Award Caper, or The Lunatics Have Taken Over the Asylum," ca. 1969	Box 23

Advertising-Careers

"And What Do <u>You</u> Do For a Living?" 1965	Box 23
Boys' Club of New York, 1967	Box 23
Department of Journalism, University of Nevada, 1975	Box 23
Pace University's "Breakfast with the Chief" series, 1976	Box 23
"What Can You Do for Advertising?" 1962	Box 23
Advertising-Client Relations	
"Getting Your Money's Worth," 1986 Copy of speech	Box 23
Correspondence	Box 23
Supporting slides	Box 23
"How to Be a Great Client," 1967	Box 23
Advertising-Creativity	
"Advertising and Society: A New Creative Challenge," 1973	Box 23
"The Grasshopper Myth," ca. 1970	Box 23
"I vs. We: A Creative Dilemma," 1964	Box 23
"The Joy of Advertising," 1988-1989 Copies of speech (See also Oversize Materials, Oversize Box OV3.)	Box 23
Physical Description: 2 folders	
Correspondence and miscellaneous, 1988-1989 (See also Oversize Materials, Oversize Box OV3.)	Box 23
"The Joy of Retailing," 1978	Box 23
"Magic," 1977	Box 23
"Management's Hunt for Young Creative Talent," 1963	Box 23
"The Many Faces of Print," 1978-1979	

Copies of speech (See also Oversize Materials, Oversize Box OV3.)	Box 23
Slides	Box 23
Physical Description: 2 folders	
Supporting Materials (See also Oversize Materials, Oversize Box OV3.)	Box 23
"Schizophrenia: When the Pebble of Creativity Hits the Pond of Business," 1977	Box 23
"The Soul of a Product," 1958	Box 23
Advertising-Industry Concerns	
AAAA (American Association of Advertising Agencies) annual meeting, 1975	Box 23
"Account Management and Great Advertising," 1978	Box 23
"Corporate Communication," 1974	Box 23
David McCall-Edward Ney (Young & Rubicam) debate, 1981	Box 23
Dayton Advertising Club, 1979	Box 23
Effective message strategy, 1971	Box 23
Full-service advertising agencies, ca. 1971	Box 23
"Is Print Advertising Dead?" 1982	Box 23
"Is the Advertising Trade Press Undermining The Industry It Serves?" 1970	Box 23
"The Last 25 Years in Advertising: Has Anything Changed?" 1975	Box 23
"New Management Needed," 1982	Box 23
Physical Description: 2 folders	
Proprietary Association, 1968	Box 23
"Retail Advertising: Gigantic and Growing," 1974	Box 23

"Treasurers I Have Known," 1985	Box 23
"What I believe About Advertising in Today's Market Environment," 1976	Box 23
"What <u>One</u> Copy Writer Expects of a Product," 1963	Box 23
"Who Should Run the Modern Advertising Agency?" 1976	Box 24
<u>Advertising- McCaffrey & McCall</u>	
About McCaffrey & McCall, ca. 1974	Box 24
Agency Staff Breakfast, 1976	Box 24
End-of-year speech to agency staff, 1971	Box 24
Taking McCaffrey & McCall private, undated	Box 24
Western States Advertising Association, 1975	Box 24
<u>Advertising-Research</u>	
American Research Foundation, comments on Dr. Leavitt's speech, 1961	Box 24
"The One-Percent Solution," 1984	Box 24
Wall Street Journal conference, 1981	Box 24
"What an Advertising Agency's Management Wants from Marketing Research," 1973	Box 24
<u>Commencement Addresses</u>	
Basic advertising course, AAAA, 1970	Box 24
Hotchkiss School, 1969	Box 24
Rumson County Day School, ca. 1973	Box 24
<u>Social-Political</u>	
AAAA (American Association of Advertising Agencies) annual meeting, 1972	Box 24
"Advertising and Social Responsibility," 1972	Box 24
"Advertising in a Period of Transition and Uncertainty," 1974	Box 24

Comments on a talk by Bill Claggett on advertising in the 1970s, undated	Box 24
FTC speech-responses and background, 1982 (See also Oversize Materials, Oversize Box OV3.)	Box 24
Physical Description: 2 folders	
"McGovern" speech, 1972	Box 24
"Political Advertising: The Product of Saints or Sinners?" 1977	Box 24
"Sex, Religion, Politics, Positioning and Other 1973 Breakthroughs," 1973	Box 24
"Up in Smoke: The Great Cigarette Debate," 1987, 1989	
Copies of speech	Box 24
Physical Description: 2 folders	
Supporting Materials	Box 24
"What Agencies Are--And Aren't--Doing," 1968	Box 24
"What Does Advertising Owe Society?" 1966	Box 24
Young Republicans, 1967	Box 24
Testimonial	
Jim Manning, in verse, 1978	Box 24
On the retirement of Jim McCaffrey, ca. 1973	Box 24
"The New Yorker and Me: A 40-Year-Old Love Affair," 1980	Box 24
Wallace Clayton, in verse, undated	Box 24
Scope and Contents note	
Clayton was an executive at McCaffrey & McCall, and formerly of the J. Walter Thompson Company.	
Wallace Quimby, undated	Box 24

Speech file (See also Oversize Materials,
Oversize Box OV3.)

Scope and Contents note

Notes, communication, clippings collected for use in speech-writing.

Clippings, 1953-1990 (See also Oversize
Materials, Oversize Box OV3.)

Box 24

Correspondence, 1967-1984 (See also
Oversize Materials, Oversize Box OV3.)

Box 24

Physical Description: 2 folders

Notes and research for a speech on
advertising awards, ca. 1974

Box 25

Speeches by Others Subseries, 1958-1990

Bailey, Patricia: testimony before the Senate
Subcommittee on the Consumer, 1982

Box 25

Bell, Howard: "State of the Federation"
address, American Advertising Federation,
1982

Box 25

Blair, Bill: "Incidentally," 1958

Box 25

Booth, William: Opening remarks, Advertising
and Broadcasting Industries Hearing (New
York, N.Y.), 1968

Box 25

Elliott, John: Acceptance speech, Maj. Gen.
John W. Russell Leadership Award, 1989

Box 25

Scope and Contents note

John Elliott was Chairman Emeritus at Ogilvy & Mather.

Hernandez Colon, Rafael: speech made during
a visit to Harvard University, 1990

Box 25

Scope and Contents note

Rafael Hernandez Colon was Governor of Puerto Rico.

Jaffe, Daniel: "Report from Washington," 1982

Box 25

Ross, Warren: "We Have Met the Censor and
He Is Us," 1973

Box 25

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Writings Series, 1939-1997 and undated

Physical Description: 1 box

Scope and Contents note

Includes letters to the editors of various publications, journal articles, poetry and other writings by McCall, along with a small collection of writings by others. The series is organized into two subseries--Writings by McCall and Writings by Others. Writings by McCall are arranged into five categories--advertising-related, autobiographical writings, letters to the editor, poetry and literature, and social-political--and alphabetically therein. Writings by Others are arranged alphabetically by author.

Writings by McCall Subseries, 1961-1997 and undated

Box 25

Advertising-related

Advertising copy and radio spot texts, drafts, undated	Box 25
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"For Talent, Three Virtually Untapped Areas," The Copywriter, 1963 Nov. 29	Box 25
---	--------

"Good Product, or A Copywriter's Best Friend," Madison Avenue, 1963 Aug.	Box 25
--	--------

"How to Become a copywriter from Some Other Job in Y&R," undated	Box 25
--	--------

"Monster Trout in the Media Pool," 1979	Box 25
---	--------

Scope and Contents note

Submitted to Magazine Age.

"Research and the Copy Writer," 1961	Box 25
--------------------------------------	--------

Telecommunications spots, drafts, 1991	Box 25
--	--------

"Thoughts of a CEO," undated	Box 25
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"What's the Big Deal?" 1987	Box 25
-----------------------------	--------

Autobiographical writings, undated	Box 25
------------------------------------	--------

Letters to the editor

Advertising Age, 1973-1974	Box 25
Physical Description: 2 folders	
International Herald Tribune, "Land Mine Ban is Just a First Step," (Op Ed piece) , 1997 Nov. 13	Box 25
New York Magazine, 1970 Oct. 15	Box 25
New York Times, 1970, 1995	Box 25
Physical Description: 2 folders	
<hr/> Poetry and Literature	
Book project, "My Daddy's in the Advertising Business," ca. 1987	Box 25
<hr/> Movie ideas	
"Bore," 1987	Box 25
"I'd Rather Be Right," undated	Box 25
"Rent a Cop," undated	Box 25
Poetry project, 1978	Box 25
Physical Description: 2 folders	
<hr/> Social-political	
Book project, "Voices from the Future," undated	Box 25
Scope and Contents note	
Planned as profiles of refugee children.	
"Easter Manifesto," 1991	Box 25
"If It Ain't Broke, Don't Fix It," undated	Box 25
"Memorandum on the Role of the Vice-President," 1972	Box 25
"My Turn: Rich Family Values," ca. 1989	Box 25
Scope and Contents note	
On the first Bush administration and affluent neoconservatives.	
"Profit: Spur for Solving Social Ills," 1973	Box 25

"United States and the New World Disorder,"
1992 Box 25

"Wingate's Raiders: A Proposal," ca. 1969 Box 25

Writings by Others Subseries, 1939-1990 and undated

Brown, Mark Malloch, untitled article on
Mario Vargas Llosa, 1990 Box 25

Scope and Contents note

Draft submitted to McCall for review. Vargas Llosa, the Peruvian novelist, was a onetime candidate for the presidency of Peru and a client of the Sawyer Miller Group. For other material in this collection relating to Vargas Llosa, see Box 14.

Cullum, Paul, "Forward Lateral," 1987 Box 25

Scope and Contents note

Film script submitted to McCall for review.

Gramm, Eugene: "We Must Love One Another
Or Die," 1982 Box 25

Scope and Contents note

Eugene Gramm was Creative Supervisor at the Marsteller, Inc. advertising agency.

Multiple authors, collection of scientific
reprints relating to carbonated beverages,
1939-1952 and undated Box 25

Yang, Charles: "The Place of Games in
Advertising Education," 1971 Box 25

Scope and Contents note

Includes memo from Wilson Siebert of J. Walter Thompson to David McCall.

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Portfolio Series, 1951-1992 and undated

Physical Description: 2 boxes

Scope and Contents note

Contains materials relating primarily to McCall's early career, first at Young & Rubicam, then at Ogilvy & Mather and David J. Mahoney, Inc. Materials were originally placed in scrapbooks, but over the course of time had loosened into individual items. Clients represented include Life Magazine, the American Can Company, Lever Brothers and the Zippo Manufacturing Company. The series is organized by alphabetically by advertising agency and client name.

David J. Mahoney, Inc., 1955 and undated Box PF1

Scope and Contents note

McCall worked as copy writer for the Mahoney agency from 1953-1955.

Clients and Products

Noxzema Shaving Creme Box PF1

Reynolds & Co. Box PF1

S.A. Schonbrunn & Co. (Medaglia d'Oro coffee) Box PF1

S.B. Thomas, Inc. (Thomas's English Muffins) Box PF1

Sparton Radio-Television Box PF1

Sportsman Shaving Lotion, Inc. Box PF1

Virginia Dare Wine Box PF1

White Rock Box PF1

McCaffrey & McCall, 1981
 Poster for "Creative Advertising Challenge" Box PF1

Ogilvy Benson & Mather

Clients and Products

C-L, 1951-1963 Box PF1

Scope and Contents note

Includes Calvert Distillers, Chase National Bank, Christian Brothers, Cunard Lines, Goodenham & Wortz (G&W), Hathaway Shirts, Jaguar, KLM Airlines, Lord & Taylor.

Lever Brothers, Rinso, 1953 and undated Box PF1

P-T, 1952-1961 and undated Box PF1

Scope and Contents note

Includes Pepperidge Farm, Philip Morris (Spud Cigarettes), Sears, Schweppes, Tetley Tea, True Confessions.

Thom McCann Shoes, 1955-1956 Box PF1

True Magazine, ca. 1952 Box PF1

Zippo Manufacturing Co., 1957-1959 Box PF1

Clippings, 1959 Box PF1

The Orwell Agency (also known as the Maxwell Arnold Agency), ca. 1970 Box PF1

Scope and Contents note

Mission statement, print advertisement.

Young & Rubicam, 1951 Box PF2

Clients and Products

American Can Company (CANCO) Box PF2

Physical Description: 2 folders

Borden's Dog Food Box PF2

Corning Glass Works Box PF2

Dictaphone Box PF2

General Electric Box PF2

Life Magazine Box PF2

Physical Description: 6 folders

Statler Hotels Box PF2

Various loose materials Box PF1

Artwork and layout, undated Box PF1

Photograph, undated Box PF1

Calendar, "Segeln '92," 1992 Box PF1

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Audiovisual Materials Series, 1989-1998 and undated

Physical Description: 6 boxes

Scope and Contents note

Includes documentary and promotional short films, commercials and radio spot announcements, primarily for pro bono projects such as Refugees International and the Committee to Support Roe v. Wade. Originals are dated 1989-1998 and undated. Arranged into three categories--Original Materials, Master Copies, and Use Copies--therein by format and then alphabetically.

Access Restrictions:

Originals closed to patron use. Some use copies available in the collection. Otherwise, Technical Services staff need to produce use copies before contents can be accessed. Please consult with Research Services staff before coming to use this collection.

Original Materials (CLOSED)

Videocassettes (CLOSED)

OR1. Bank Street School, 16 mm reel, undated Box AV1

Scope and Contents note

Use Copy UC1 in Box AV6.

OR2. Care, "My Opportunity," VHS, 1997-1998 Box AV2

Scope and Contents note

Use Copy UC2 in Box AV6.

OR3. Care, PSA spots, VHS, undated Box AV2

Scope and Contents note

Use Copy UC2 in Box AV6.

OR4. "Demining with Steel Wheels in Mozambique," VHS, 1997 Oct.-Nov. Box AV2

Scope and Contents note

Use Copy UC2 in Box AV6.

OR5. Georgia Power, "Faces Behind the Image," VHS, 1997 Aug. 13

Box AV2

Scope and Contents note

Use Copy UC4 in Box AV6.

OR6. Lincoln Unified School District, "Imagine the Lincoln Plan," VHS, undated

Box AV2

Scope and Contents note

Use Copy UC3 in Box AV6.

OR7. Paul Keye & Partners, VHS, 1996 May, 15

Box AV2

Scope and Contents note

Use Copy UC3 in Box AV6.

OR8. Refugees International, "Demining the Killing Fields," VHS, undated

Box AV2

Scope and Contents note

Use Copy UC2 in Box AV6.

OR9. Roe v. Wade spot, evening edit, Umatic, 1989 Apr. 10

Box AV2

Scope and Contents note

Use Copy UC5 in Box AV6.

OR10. Roe v. Wade spot, "Live-a-matic" edit, Umatic, undated

Box AV2

Scope and Contents note

Use Copy UC5 in Box AV6.

OR11. Xerox do Brasil, Ltda., "Community Development Projects," VHS, undated

Box AV2

Scope and Contents note

Use Copy UC4 in Box AV6.

OR12. Western Placer Unified School District, "Project Build," undated Box AV2

Scope and Contents note

Use Copy UC3 in Box AV6.

Sound recordings (CLOSED)

D.J. Mahoney, Inc. radio spots, 12-inch vinyl Box AV3

OR13. Demonstration record, 1955 Oct. 24 Box AV3

Scope and Contents note

Use Copy UC6 in Box AV6.

OR14. Medaglia D'Oro, 1956 Jan. 6 Box AV3

Scope and Contents note

Use Copy UC6 in Box AV6.

OR15. Virginia Dare Wine, 1955 Box AV3

Scope and Contents note

Use Copy UC6 in Box AV6.

OR16. Multiplication Rock, original soundtrack recording, 12-inch phonograph, 1973 Box AV3

Scope and Contents note

Use Copy UC7 in Box AV6.

Tape recordings (CLOSED)

Roe v. Wade, Committee to Support Roe v. Wade radio spots, 1/4-inch reel-to-reel audio tape Box AV4

Celebrity endorsements

OR17. RDRW 9861, 9862, 9863, 9864, 1989 Apr. 7 Box AV4

Scope and Contents note

Use Copy UC6 in Box AV6.

OR18A. RDRW 9862, 1989 Apr. 12

Box AV4

Scope and Contents note

Use Copy UC6 in Box AV6.

OR18B. RDRW 9862, 1989 Apr. 12

Box AV4

Scope and Contents note

Use Copy UC6 in Box AV6.

OR19. RDRW 9868, 1989 Apr. 17

Box AV4

Scope and Contents note

Use Copy UC6 in Box AV6.

OR20. "Eventime," 1989 Apr. 13

Box AV4

Scope and Contents note

Use Copy UC6 in Box AV6.

Master Copies (Not for reference use)

MC1

Box AV5

Scope and Contents note

Format: BetacamSP. Source: OR1. Date created: 2005.

Bank Street School, undated

Box AV5

MC2

Scope and Contents note

Format: BetacamSP. Source: OR2-OR4, OR8. Date created: 2005.

Care, "My Opportunity," 1997-1998

Box AV5

Care, PSA spots, undated

Box AV5

"Demining with Steel Wheels in
Mozambique," 1997 Oct.-Nov.

Box AV5

Refugees International, "Demining the Killing Fields," undated Box AV5

MC3

Scope and Contents note

Format: BetacamSp. Source: OR6-OR7, OR12. Date created: 2005.

Lincoln Unified School District, "Imagine the Lincoln Plan," undated Box AV5

Paul Keye & Partners, 1996 May, 15 Box AV5

Western Placer Unified School District, "Project Build," undated Box AV5

MC4

Scope and Contents note

Format: BetacamSp. Source: OR5, OR11. Date created: 2005.

Georgia Power, "Faces Behind the Image," 1997 Aug. 13 Box AV5

Xerox do Brasil, Ltda., "Community Development Projects" , undated Box AV5

MC5

Scope and Contents note

Format: BetacamSP. Source: OR9-OR10. Date created: 2005.

Roe v. Wade spot, evening edit, 1989 Apr. 10 Box AV5

Roe v. Wade spot, "Live-a-matic" edit, undated Box AV5

OR13-20 Data Files Box AV5

Scope and Contents note

Format: DVD-RW. Source: OR13-OR20. Date created: 2006.

PC6

Scope and Contents note

Format: DVD-RW. Source: OR13-OR15, OR17-OR20. Date created: 2006.

D.J. Mahoney demo recording, 1955 Box AV5

Medaglio d'Oro coffee spot, 1956	Box AV5
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Virginia Dare pink wine spot, 1955	Box AV5
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Committee to Support Roe v. Wade radio spots, 1989	Box AV5
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PC7

Scope and Contents note

Format: DVD-RW. Source: OR16. Date created: 2006.

Multiplication Rock, 1973	Box AV5
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Use Copies

UC1	Box AV6
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Scope and Contents note

Format: DVD. Source: OR1. Date created: 2005.

Bank Street School, undated	Box AV6
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UC2

Scope and Contents note

Format: DVD. Source: OR2-OR4, OR8. Date created: 2005.

Care, "My Opportunity," , 1997-1998	Box AV6
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Care, PSA spots, undated	Box AV6
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"Demining with Steel Wheels in Mozambique," , 1997 Oct.-Nov.	Box AV6
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Refugees International, "Demining the Killing Fields," , undated	Box AV6
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UC3

Scope and Contents note

Format: DVD. Source: OR6-OR7, OR12. Date created: 2005.

Lincoln Unified School District, "Imagine the Lincoln Plan," , undated	Box AV6
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Paul Keye & Partners, 1996 May, 15	Box AV6
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Western Placer Unified School District,
"Project Build," undated Box AV6

UC4

Scope and Contents note

Format: DVD. Source: OR5, OR11. Date created: 2005.

Georgia Power, "Faces Behind the Image," ,
1997 Aug. 13 Box AV6

Xerox do Brasil, Ltda., "Community
Development Projects" , undated Box AV6

UC5

Scope and Contents note

Format: DVD. Source: OR9-OR10. Date created: 2005.

Roe v. Wade spot, evening edit, 1989 Apr. 10 Box AV6

Roe v. Wade spot, "Live-a-matic" edit,
undated Box AV6

UC6

Scope and Contents note

Format: DVD-RW. Source: OR13-OR15, OR17-OR20. Date created: 2006.

D.J. Mahoney demo recording, 1955 Box AV6

Medaglio d'Oro coffee spot, 1956 Box AV6

Virginia Dare pink wine spot, 1955 Box AV6

Committee to Support Roe v. Wade radio
spots, 1989 Box AV6

UC7

Scope and Contents note

Format: DVD-RW. Source: OR16. Date created: 2006.

Multiplication Rock, 1973 Box AV6

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Oversize Materials, 1962-1993

McCaffrey & McCall Series, 1979, 1987 and undated

Artwork and storyboards, campaign for American Association of Retired Persons (AARP), ca. 1987 (See also box 5.) Box OV1

Bound materials

Call for Action, flipbook, undated Box OV2

North American Philips Corp., 25th anniversary bound scrapbook, 1979 (See also Box 5.) Box OV2

Hunter Fan Company Series, 1992-1993

Advertising, 1992 (See also Box 16.) Box OV3

Artwork and storyboards, ca. 1993 (See also Box 16.) Box OV3

Board of Directors

Meeting, 1992 Mar. (See also Box 17.) Box OV3

Scope and Contents note

Includes Hunter Fan promotional poster.

McCaffrey & McCall Series, 1964-1991 and undated

Administrative Files Box OV3

Public Relations, The Publicist, 1982 May-June (See also Box 2.) Box OV3

Clients-Commercial (Other client-related files for this Series are located in Boxes 3-6.)

Allied Fiber, undated Box OV3

Mercedes-Benz of North America, 1985, 1988 (See also Box 3.) Box OV3

Numismatic Funding Corporation, undated Box OV3

Sears (Corporate), 1981 Box OV3

Scope and Contents note

Includes note from Joel Raphaelson.

Sears print advertisements, undated	Box OV3
Video Visions Associates, 1985 (See also Box 4.)	Box OV3
Physical Description: 2 folders	
Print of poster by David Mattingly for the Inglett-Watson Travel Poster Exhibition, 1977	Oversize-folder 1
Clients-House/Agency Advertisements	Box OV3
Jim Manning retirement advertisement, 1978 (See also Box 4.)	Box OV3
Clients-New Business Automotive study, 1984	Box OV3
Clients-Political Princeton Republicans for Johnson, 1964	Box OV3
Clients-Pro Bono, Public Service and Nonprofit Committee for the Support of Roe v. Wade, 1991 (See also Box 5.)	Box OV3
New York Urban League, 1964 (See also Box 5.)	Box OV3
Tobacco Advertising, "Tobacco and Youth Report," 1989 Spring (See also Box 5.)	Box OV3
Correspondence and Memoranda J.C. Penney and agency advertisements removed from correspondence, 1978, 1984 (See also Box 7.)	Box OV3
Printed Materials (See also Box 5.) Advertising Age, 1983 June 27	Box OV3
Scope and Contents note	
Article on sale of McCaffrey & McCall to Saatchi & Saatchi.	
Artwork, undated	Box OV3
Ogilvy & Mather Series , 1962 (See also Box 1.)	
Correspondence	Box OV3

Gerard Lambert, with Listerine
Advertisement, 1962 Box OV3

Radio Stations Series, 1988 (See also Box 8.)
Proposed Acquisitions Box OV3

Copies of Dundee Observer and Lake
Country Drummer, 1988 Box OV3

Scope and Contents note

Dundee, N.Y. local newspapers.

Sawyer Miller Group Series, 1990-1991
Clients-Commercial Box OV3

Regional Bells, advertising strategy, 1991
(See also Boxes 12-13.) Box OV3

Puerto Rico Telephone Company (PRTC),
1990 (See also Box 11.) Box OV3

Refugees International Series, 1992-1993
Activities, Cambodia/Thailand, copies of
Cambodian newspapers, 1992 (See also Box
20.) Box OV3

Correspondence, "Ethnic Wars Multiply,"
New York Times, 1993 Feb. 7 (See also Box
22.) Box OV3

Speeches Series, 1978-1989
FTC speech, responses and background, 1982
(See also Box 24.) Box OV3

Speech File, John Hollander, "Inigo Jones,"
Tampa Tribune, 1984 (See also Boxes 24-25.) Box OV3

"The Joy of Advertising," correspondence,
1989 (See also Box 23.) Box OV3

"The Many Faces of Print," supporting
materials, 1978 (See also Box 23.) Box OV3

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