



# Guide to the John O'Toole Papers, 1954-1990 and undated

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## Summary

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**Collection Title:**

John O'Toole papers, 1954-1990 and undated

**Creator:**

O'Toole, John E.

**Source:**

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

**Abstract:**

John O'Toole (1929-1995) was an American advertising executive who served as Chairman of Foote, Cone & Belding, Inc. (FCB) from 1981-1985. He also served as President of the American Association of Advertising Agencies (AAAA) from 1988-1995. The John O'Toole Papers cover the years 1954-1990, with the bulk of materials dating from the 1980s, roughly the period when O'Toole served as Chairman of Foote, Cone & Belding (FCB), and as an executive with the American Association of Advertising Agencies (AAAA). The collection primarily consists of correspondence; speeches; research reports; business presentations; and slides related to FCB management and advertising activities. The collection also includes several proofs; clippings; and a film of television advertisements for Merrill Lynch. Advertisers represented in the collection include British Airways; Clairol; Colgate-Palmolive; Frito-Lay; Gillette; Heinz; Jockey; Pepsi; Sunkist; and Volkswagen. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History

**Extent:**

23 Linear Feet  
17250 Items

**Language:**

Material in English, French, Italian

**Collection ID:**

RL.00983

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1hm04>

**Preferred Citation**

[Identification of item], John O'Toole Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The John O'Toole Papers cover the years 1954-1990, with the bulk of materials dating from the 1980s, roughly the period when O'Toole served as Chairman of Foote, Cone & Belding (FCB), and as an executive with the American Association of Advertising Agencies (AAAA). The collection primarily consists of correspondence; speeches; research reports; business presentations; and slides related to FCB management and advertising activities. The collection also includes several proofs; clippings; and a film of television advertisements for Merrill Lynch. Advertisers represented in the collection include British Airways; Clairol; Colgate-Palmolive; Frito-Lay; Gillette; Heinz; Jockey; Pepsi; Sunkist; and Volkswagen.

### Biographical/Historical

| <b>Date</b> | <b>Description</b>  |
|-------------|---|
| 1929        | Born, Chicago, Ill.   |
| 1951        | BA, Journalism, Northwestern University                       |
| 1951-1953   | U.S. Marine Corps Reserves                                    |
| 1953-1954   | Copy Writer, Batten, Barton, Durstine & Osborn                |
| 1954        | Copy Writer, Foote, Cone & Belding Communications, Inc. (FCB) |
| 1965        | Creative Director, FCB's Los Angeles Office.                  |
| 1967        | Creative Director, FCB's Chicago Office.                      |

| <b>Date</b> | <b>Description</b>   |
|-------------|--|
| 1969-1981   | President, FCB's New York Office.                              |
| 1981        | Published book The Trouble with Advertising.                   |
| 1981-1985   | Chairman of FCB, Inc.  |
| 1986-1988   | Director, American Association of Advertising Agencies (AAAA). |
| 1988-1995   | President, AAAA.   |
| 1995        | Died.  |

During his adolescent years, John O'Toole wrote several plays for a local radio station and over 200 poems for newspapers, magazines and anthologies. At age 18, one of his books of poetry was published; the proceeds from this publication paid for his first year of college.

O'Toole worked as a waiter, radio announcer and meter reader before beginning a career in the advertising business. O'Toole's first advertising job was for Batten, Barton, Durstine & Osborn, where he served as copywriter on the accounts Royal Crown Cola, Ac'cent, and Amity Leather Products. In 1954, he joined the staff of Foote, Cone & Belding (FCB), where he began as Copy Writer and subsequently became Copy Supervisor, Vice President, Creative Director of the Los Angeles and Chicago offices. During his career, he wrote copy and campaign themes for more than 40 television commercials. Some of his major clients included the First National Bank of Chicago, Kimberly-Clark Corporation, General Foods, Armour Soap Works and Kraft Foods.

O'Toole also served prominently in the American Association of Advertising Agencies (AAAA), as Director and then President of the Association. He also served as Director of the National Advertising Review Council, and served on the Board of Directors of John Nuveen Mutual Funds.

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## Arrangement

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The collection is arranged into 13 series: **Administrative Files**; **American Association of Advertising Agencies Files**; **Client Files**; **Correspondence**; **International Offices**; **Meetings**; **New Business**; **Personnel**; **Reports**; **Slides**; **Writings and Speeches**; **Audiovisual Materials**; and **Oversize Materials**. The **Administrative Files Series** consists of administrative records, clippings, company promotional materials, printed matter, memorabilia, budgets, organizational information, expense records, and files related to various FCB programs and initiatives. The **American Association of Advertising Agencies Files Series** contains correspondence, meeting programs, itineraries, presentations and minutes, as well as research materials and reports from the period during which O'Toole served as Director of the AAAA. The **Client Files Series** contains presentations, correspondence, reports, charts, proofs and tearsheets for domestic and international FCB clients. The **Correspondence Series** contains O'Toole's personal and business correspondence, including office-wide memoranda, including those sent by O'Toole while he was company Chairman and several folders of carbon copies. The **International Offices Series** contains reports, correspondence, and organizational information related to the operations of FCB's international offices. The **Meetings Series** contains correspondence, memoranda, agendas, minutes, reports, presentation scripts, and other documents relating to meetings of FCB staff and of various advertising organizations. Also includes files related to luncheons and dinners of FCB staff, advertising organizations and various societies outside of the advertising business. The **New Business Series** contains materials related to the attempts of FCB to acquire new accounts, primarily including drafts and scripts of general agency presentations designed for prospective clients. The **Reports Series** contains reports and charts covering topics such as advertising techniques, research, media, industries, and demographics. Also includes annual reports, operations reviews and creative reviews for company-wide performance. The **Slides Series** contains slides of advertisements for FCB and competing agencies. The **Writings and Speeches Series** contains primarily speeches written and delivered by O'Toole, relating to various advertising topics. Includes some speeches and articles written by other FCB staff or other advertising professionals. The **Audiovisual Materials Series** includes a 16mm reel of advertisements presented at a World Creative Directors' Conference, a 16mm reel of advertising spots for Merrill Lynch, and an audiotape of a recording of the song "Quick Changes," to which John O'Toole wrote the lyrics. The **Oversize Materials Series** includes large-format items removed from previous series.

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## **Administrative Information**

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### **Publication Statement**

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

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

### **Access Restrictions**

RESTRICTED: Files relating to the employment history of individuals other than John O'Toole are closed for 25 years from the date of the individual employee's death, or 40 years from the date of termination if the date of death cannot be determined.

Original audiovisual materials are closed to patron access until use copies can be made.

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

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

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

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The John O'Toole Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1995 and 1996.

## Processing Information

Processed by Jessica Wood, November 2009

Encoded by Jessica Wood, December 2009

Accessions 95-124, 96-051 were merged into one collection, described in this finding aid.

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## Related Materials

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### Related Material

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

Materials relating to the American Association of Advertising Agencies (AAAA):

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

Materials relating to the Foote, Cone & Belding agency:

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

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

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

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

The Papers of other advertising Creative Directors:

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

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

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

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

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

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

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

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

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

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

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

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## Names and Subjects

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- Advertising agencies -- United States
- Slides (photographs)
- Audiotapes
- 16mm (photographic film size)
- Advertising -- United States -- History -- 20th century
- Advertising executives -- United States
- British Airways
- Clairol, inc.
- Colgate-Palmolive Company
- Foote, Cone & Belding
- American Association of Advertising Agencies
- Sunkist Growers, Inc.
- PepsiCo, Inc.
- Volkswagenwerk
- Merrill Lynch & Co. (1973-)
- John W. Hartman Center for Sales, Advertising & Marketing History
- O'Toole, John E.
- Gillette Company
- Frito-Lay, Inc.
- Jockey International
- H.J. Heinz Company

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## Collection Inventory

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### **Administrative Files, 1954-1988 and undated**

**Physical Description:** 4 boxes

**Scope and Contents note**

Consists of administrative records, clippings, company promotional materials, printed matter, memorabilia, budgets, organizational information, expense records, and files related to various FCB programs and initiatives. Folder titles maintained and items arranged alphabetically.

Bipartisan Budget, 1983-1984 Box 1

**Physical Description:** 3 folders

**Scope and Contents note**

[Some items removed to oversize.]

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Bipartisan Budget packet, 1983 Box 1

---

Budget, 1982-1985 Box 1

---

Car limo service, 1984-1986 Box 1

---

Claude Award ballots, 1983 Box 1

---

Company archives, 1984-1985 Box 1

---

Company history, 1982 Box 1

---

Corporate apartment, 1983 Box 1

---

Creative Service Control Department, Creative Work Procedures, 1982 Box 1

---

Credit cards, undated Box 1

---

Direct Response, 1982 Box 1

---

Employee Handbook, 1988 Box 1

---

Entertainment, 1983 Box 1

---

Expense Reports, 1981-1983 Box 1

**Physical Description:** 1-2 of 7 folders

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Expense Reports, 1981-1983 (continued) Box 2

**Physical Description:** 3-7 of 7 folders

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Expense Reports, 1984-1985 Box 2

**Physical Description:** 1-4 of 5 folders

|  |       |
|--|-------|
| Expense Reports, 1984-1985 (continued)                       | Box 3 |
| <b>Physical Description:</b> 5 of 5 folders                  |       |
| FCB Management Philosophies, 1983                            | Box 3 |
| FCB Telecom, 1981-1982                                       | Box 3 |
| <b>Physical Description:</b> 3 folders                       |       |
| Information Center, 1981-1982                                | Box 3 |
| <b>Physical Description:</b> 2 folders                       |       |
| Interviews, general, 1982                                    | Box 3 |
| Legal, 1983  | Box 3 |
| Memorabilia, 1952-1969                                       | Box 3 |
| <b>Scope and Contents note</b>                               |       |
| [Some items removed to oversize.]                            |       |
| Memorabilia, 1970-1982                                       | Box 3 |
| <b>Physical Description:</b> 2 folders                       |       |
| <b>Scope and Contents note</b>                               |       |
| [Some items removed to oversize.]                            |       |
| New York Office<br>Organization, 1981                        | Box 3 |
| Relocation Factbook, 1981                                    | Box 3 |
| Space Planning, 1981   | Box 3 |
| New York Profit Management Committee, 1982                   | Box 3 |
| Northwestern University Field Study Program,<br>1982 Jul. 26 | Box 3 |
| O'Toole personal files, 1982-1984                            | Box 3 |
| O'Toole stationery, undated                                  | Box 3 |
| Printed matter<br>Global Marketing Materials, 1984           | Box 3 |

|  |       |
|--|-------|
| Newsletters, Chicago Office, 1954-1958   | Box 3 |
| Person to Person Magazine, 1977-1985<br><b>Physical Description:</b> 1-2 of 4 folders                | Box 3 |
| Person to Person Magazine, 1977-1985<br>(continued)<br><b>Physical Description:</b> 3-4 of 4 folders | Box 4 |
| Public relations, 1981-1985<br><b>Physical Description:</b> 2 folders                                | Box 4 |
| Public relations plans, 1981   | Box 4 |
| Public service contributions, 1981   | Box 4 |
| Resumé, undated  | Box 4 |
| Song writing, undated<br><b>Scope and Contents note</b><br>[Some items removed to oversize.]         | Box 4 |
| Stockholders, 1981   | Box 4 |
| "Today Show" appearance, 1981 Dec. 11  | Box 4 |
| Transportation, limo proposal, 1984-1985   | Box 4 |
| Travel and entertainment, 1985   | Box 4 |
| Video conferences, 1981  | Box 4 |
| William vs. FCB<br>General files, 1982-1984  | Box 4 |
| O'Toole deposition, 1984   | Box 4 |

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**American Association of Advertising Agencies Files, 1980-1986 and undated**  
**Physical Description:** 5 boxes

**Scope and Contents note**

Contains correspondence, meeting programs, itineraries, presentations and minutes, as well as research materials and reports from the period during which O'Toole served as Director of the AAAA. Original folder titles were maintained and items were arranged alphabetically.

|  |       |
|--|-------|
| General files, 1983-1984                                   | Box 4 |
| Advisory Council, 1985                                     | Box 4 |
| Annual meetings, 1983-1984                                 | Box 4 |
| <b>Physical Description:</b> 1-2 of 4 folders              |       |
| Annual meetings, 1983-1984 (continued)                     | Box 5 |
| <b>Physical Description:</b> 3-4 of 4 folders              |       |
| "Attitudes on Advertising" studies, 1983                   | Box 5 |
| Board of Directors correspondence, 1984                    | Box 5 |
| Board of Directors meetings, 1983-1985                     | Box 5 |
| <b>Physical Description:</b> 6 folders                     |       |
| Budget correspondence, 1984                                | Box 5 |
| Congratulatory letters, 1984-1985                          | Box 5 |
| <b>Physical Description:</b> 2 folders                     |       |
| Correspondence, general, 1982-1986                         | Box 5 |
| <b>Physical Description:</b> 2 folders                     |       |
| Creative Committee, 1984-1985                              | Box 5 |
| Crichton Symposium, 1982, Mar.<br>General files            | Box 5 |
| Alfred Seaman Opening Remarks                              | Box 5 |
| Memos on the depiction of women by American Airlines, 1984 | Box 5 |
| Drug and Alcohol Use, 1985                                 | Box 5 |
| Educators Seminar, 1984, Mar. 30                           | Box 5 |

|  |       |
|--|-------|
| Fact Book, 1984, Jun.  | Box 5 |
| Government Relations, 1984   | Box 5 |
| "How to Handle Public Relations for Your Advertising Agency," 1983 | Box 5 |
| "Image of Advertising" Committee                                   | Box 6 |
| General files, 1983-1985   | Box 6 |
| <b>Physical Description:</b> 6 folders                             |       |
| Meeting files, 1982-1983   | Box 6 |
| <b>Physical Description:</b> 2 folders                             |       |
| Public Image Report, 1981  | Box 6 |
| Keith Reinhard file, 1983  | Box 6 |
| Institute of Advanced Advertising Studies, 1984                    | Box 6 |
| <b>Physical Description:</b> 2 folders                             |       |
| International Committee, 1984                                      | Box 6 |
| Legal Affairs Committee, 1984                                      | Box 6 |
| Management Dinner, 1984, Nov.                                      | Box 6 |
| "Many Faces of Marketing," FTC presentation, 1984 Jan. 18          | Box 6 |
| "Media Day," 1983 May 5  | Box 6 |
| New England Senior Management Seminar, 1984 Sept. 17               | Box 6 |
| Operations Committee, 1983-1985                                    | Box 7 |
| <b>Physical Description:</b> 4 folders                             |       |
| Operations Committee, 1984-1985                                    | Box 7 |
| Political Advertising, 1984  | Box 7 |
| <b>Physical Description:</b> 2 folders                             |       |
| Research Committee, 1984   | Box 7 |

|  |       |
|--|-------|
| "Story of Advertising Film" Committee, 1984  | Box 7 |
| Subliminal Advertising material, 1980-1984<br><b>Physical Description:</b> 2 folders                                 | Box 7 |
| Submission to the Federal Trade Commission, 1983, undated<br><b>Physical Description:</b> 1 of 2 folders             | Box 7 |
| Submission to the Federal Trade Commission, 1983, undated (continued)<br><b>Physical Description:</b> 2 of 2 folders | Box 8 |
| Television Production Costs, 1984-1985   | Box 8 |
| Thirty-Second Split, 1983-1984<br><b>Physical Description:</b> 2 folders   | Box 8 |
| Washington Conference, 1983 Sept.<br><b>Physical Description:</b> 2 folders  | Box 8 |
| Welcome letters, 1984-1985   | Box 8 |
| Western Regional Convention, 1983-1984<br><b>Physical Description:</b> 2 folders                                     | Box 8 |

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### **Client Files, 1981-1985**

**Physical Description:** 6 boxes

#### **Scope and Contents note**

Contains presentations, correspondence, reports, charts, proofs and tearsheets for domestic and international FCB clients. Also includes files related to the Multinational Business Group, a branch of FCB devoted to increasing international billings. Original folder titles were maintained and items were arranged alphabetically.

|                                    |       |
|------------------------------------|-------|
| General client files               | Box 8 |
| Liquor, 1981                       | Box 8 |
| Multinational Business Group (MBG) |       |

|  |        |
|--|--------|
| General files, 1982-1985   | Box 8  |
| <b>Physical Description:</b> 1-4 of 8 folders                          |        |
| General files, 1982-1985 (continued)                                   | Box 9  |
| <b>Physical Description:</b> 5-8 of 8 folders                          |        |
| Board files, 1985  | Box 9  |
| Budgets, 1985  | Box 9  |
| Clients by Product Category by Office,<br>1983-1984                    | Box 9  |
| Directors' files, 1983   | Box 9  |
| Marketing Plan, 1982   | Box 9  |
| MBG Relunched, 1983 Dec.   | Box 9  |
| Multinational Client Classifications, 1984                             | Box 9  |
| Multinational Client Expansion Plans, 1984                             | Box 9  |
| Multinational Creative Directors, 1984                                 | Box 9  |
| New Products, 1981   | Box 9  |
| Quarterly Reels, 1982-1984   | Box 9  |
| American Ballet Theatre, Annual Reports,<br>1982-1983                  | Box 9  |
| American Telephone & Telegraph Co. (AT&T),<br>general files, 1981-1984 | Box 10 |
| <b>Physical Description:</b> 3 folders                                 |        |
| Avis   |        |
| General files, 1982  | Box 10 |
| Media, 1981  | Box 10 |
| Presentation, 1982 Feb. 17   | Box 10 |
| Bermuda Department of Tourism, 1982                                    | Box 10 |
| <b>Physical Description:</b> 2 folders                                 |        |

|  |        |
|--|--------|
| Bristol Myers Co., 1982  | Box 10 |
| British Airways<br>General files, 1981-1983                            | Box 10 |
| Presentation book, 1981  | Box 10 |
| Brown & Williamson, 1982   | Box 10 |
| Cable News Network, 1984   | Box 10 |
| Chesebrough-Ponds Creative Presentation,<br>1982 Sept. 16              | Box 10 |
| Cinzano, 1982  | Box 10 |
| Citibank, 1982   | Box 10 |
| Clairol, 1982-1984   | Box 10 |
| Colgate-Palmolive<br>General files, 1983-1984                          | Box 10 |
| Credentials presentation, 1983   | Box 11 |
| Coors, 1983  | Box 11 |
| Corning Glass Works, 1982  | Box 11 |
| Data General International, 1983-1985                                  | Box 11 |
| Del Monte, 1982  | Box 11 |
| Discover, 1983   | Box 11 |
| Emergence (Paris), 1985  | Box 11 |
| Emery Air Freight Corporation (Worldwide),<br>general files, 1981-1984 | Box 11 |
| <b>Physical Description:</b> 2 folders                                 |        |
| Emigrant Savings Bank, general files,<br>1981-1984                     | Box 11 |
| <b>Physical Description:</b> 2 folders                                 |        |
| Fotomat, 1982-1983   | Box 11 |

|   |        |
|---|--------|
| Frito-Lay, 1981-1984                                      | Box 11 |
| <b>Physical Description:</b> 2 folders                    |        |
| General Foods, 1981-1984                                  | Box 11 |
| <b>Physical Description:</b> 2 folders                    |        |
| General Mills, 1982                                       | Box 11 |
| Gillette (Europe)   |        |
| General files, 1984-1985                                  | Box 11 |
| Hair Care, 1984   | Box 11 |
| Presentation on Facial Scrub Moisturizer Wash Cream, 1984 | Box 11 |
| Silkience   |        |
| European Revitalization, 1985                             | Box 11 |
| New Campaign for Silkience, 1984                          | Box 11 |
| Silkience Creative Workshop, 1984                         | Box 11 |
| "Silkience & FCB," 1984                                   | Box 11 |
| Star Project Concepts, 1984                               | Box 11 |
| Gordon's Gin (Renfield), 1982                             | Box 11 |
| Guinness, 1982  | Box 11 |
| Hallmark, 1981-1982                                       | Box 11 |
| <b>Physical Description:</b> 1 of 3 folders               |        |
| Hallmark, 1981-1982 (continued)                           | Box 12 |
| <b>Physical Description:</b> 2-3 of 3 folders             |        |
| H.J. Heinz Co.  |        |
| General files, 1981-1985                                  | Box 12 |
| <b>Physical Description:</b> 2 folders                    |        |
| Creative presentation, 1982 Sept. 28                      | Box 12 |
| Intergold [South Africa], 1982                            | Box 12 |
| International Harvester, 1981                             | Box 12 |

|  |        |
|--|--------|
| International Paper Company, 1984      | Box 12 |
| Jockey                                 |        |
| "Jockey for Her" Campaign, 1983        | Box 12 |
| Presentation, 1983 Jan. 21             | Box 12 |
| Kimberly-Clark, 1982-1984              | Box 12 |
| Knapp Communications, 1981-1984        | Box 12 |
| <b>Physical Description:</b> 2 folders |        |
| Kraft, 1982-1985                       | Box 12 |
| Levi-Strauss, 1983                     | Box 12 |
| Life Savers, Inc. 1981-1982            | Box 12 |
| <b>Physical Description:</b> 2 folders |        |
| Lipton, Thomas J., 1981-1982           | Box 12 |
| <b>Physical Description:</b> 2 folders |        |
| Loews, 1982                            | Box 12 |
| Michelin                               |        |
| General files, 1982-1983               | Box 12 |
| Presentation, general, 1983            | Box 12 |
| Presentation, creative, 1983           | Box 12 |
| Miles, Alka-Seltzer                    |        |
| General files, 1983                    | Box 12 |
| History and Overview, 1983             | Box 12 |
| Minolta, 1981                          | Box 12 |
| Nabisco, 1981-1982                     | Box 12 |
| <b>Physical Description:</b> 2 folders |        |
| Nestlé, 1981-1982                      | Box 12 |
| <b>Physical Description:</b> 2 folders |        |
| New York Air, 1981-1982                | Box 12 |

|   |        |
|---|--------|
| Nova Mark, 1983                                 | Box 12 |
| Noxelle, 1981                                   | Box 12 |
| N.W. Ayer Co., 1981                             | Box 12 |
| Ocean Spray, 1985                               | Box 12 |
| Orowheat, 1984                                  | Box 12 |
| Pepsico Foods, Inc.<br>General files, 1981-1985 | Box 12 |
| <b>Physical Description:</b> 1 of 2 folders     |        |
| General files, 1981-1985 (continued)            | Box 13 |
| <b>Physical Description:</b> 2 of 2 folders     |        |
| Advertising Seminar presentation, 1982 Jul. 29  | Box 13 |
| Annual Report, 1983                             | Box 13 |
| Pfizer, Inc., 1981                              | Box 13 |
| Pitney-Bowes, 1982-1983                         | Box 13 |
| Pizza Hut, Inc., 1981-1984                      | Box 13 |
| Plough, Inc. (Dr. Scholl's), 1981-1982          | Box 13 |
| Polaroid, 1983                                  | Box 13 |
| Procter & Gamble, 1981                          | Box 13 |
| Ramada, 1982                                    | Box 13 |
| Reader's Digest, 1982-1983                      | Box 13 |
| Renault [Multinational], 1985                   | Box 13 |
| Richardson-Vicks, Inc., 1981-1984               | Box 13 |
| <b>Physical Description:</b> 2 folders          |        |
| Rolex, 1984                                     | Box 13 |
| Rothmans International, 1983                    | Box 13 |
| S.C. Johnson & Son, 1982-1985                   | Box 13 |

|  |        |
|--|--------|
| Seagram, 1982                          | Box 13 |
| Sears, Roebuck & Co., 1981-1982        | Box 13 |
| <b>Physical Description:</b> 2 folders |        |
| Shulton [Multinational], 1983          | Box 13 |
| Sunkist, 1982-1985                     | Box 13 |
| <b>Scope and Contents note</b>         |        |
| [Some items removed to oversize.]      |        |
| Tampax, 1982                           | Box 13 |
| Tato-mate, 1982                        | Box 13 |
| Unilever, 1981-1983                    | Box 13 |
| <b>Physical Description:</b> 2 folders |        |
| Union Camp, 1981                       | Box 13 |
| Union Underwear, 1983                  | Box 13 |
| Warner-Lambert, 1982                   | Box 13 |
| Western Electric Company, 1981-1983    | Box 13 |
| Whitehall, 1982-1984                   | Box 13 |
| World Airline Policy, 1983             | Box 13 |
| W.R. Grace & Co., 1982                 | Box 13 |
| Xerox, 1982-1984                       | Box 13 |

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### **Correspondence, 1968-1990 and undated**

**Physical Description:** 10 boxes

**Scope and Contents note**

Contains O'Toole's personal and business correspondence, including office-wide memoranda, including those sent by O'Toole while he was company Chairman and several folders of carbon copies. Also includes correspondence O'Toole received upon promotions and anniversaries with the company. Original folder

titles were maintained and items were arranged alphabetically by title. Folders devoted to FCB clients were moved to the **Client Files Series**.

|   |        |
|---|--------|
| A, miscellaneous, 1980-1985                             | Box 14 |
| Acquisitions  |        |
| General files, 1981                                     | Box 14 |
| <b>Physical Description:</b> 2 folders                  |        |
| NCK-FCB Merger, 1983                                    | Box 14 |
| Acquisitions and mergers, 1981-1985                     | Box 14 |
| <b>Physical Description:</b> 3 folders                  |        |
| Advertising Age, 1982-1985                              | Box 14 |
| Advertising Educational Foundation, 1984-1985           | Box 14 |
| American Advertising Federation, 1982-1985              | Box 14 |
| American Ballet Theatre Board of Trustees,<br>1982-1983 | Box 14 |
| Anniversaries, 1981-1985                                | Box 14 |
| <b>Physical Description:</b> 1 of 3 folders             |        |
| Anniversaries, 1981-1985 (continued)                    | Box 15 |
| <b>Physical Description:</b> 2-3 of 3 folders           |        |
| Associated Communications Companies,<br>1982-1985       | Box 15 |
| Awards, 1982-1985                                       | Box 15 |
| Awards Policy Memo, 1970                                | Box 15 |
| B, miscellaneous, 1978-1984                             | Box 15 |
| <b>Physical Description:</b> 2 folders                  |        |
| Board of Directors, 1981                                | Box 15 |
| Books, 1981-1984  | Box 15 |
| <b>Physical Description:</b> 2 folders                  |        |
| Business Week, 1981                                     | Box 15 |

|  |        |
|--|--------|
| Byoir, Carl & Associates, Inc., 1982-1985                                  | Box 15 |
| C, miscellaneous, 1984   | Box 15 |
| Carroll, Mary Lou, 1982-1985   | Box 16 |
| Chelsea House, 1981-1984   | Box 16 |
| Chicago Office, 1982   | Box 16 |
| Chronological files, 1984-1985<br><b>Physical Description:</b> 6 folders   | Box 16 |
| C.I.T. Financial Services, 1981  | Box 16 |
| Club 101 at Park, 1981   | Box 16 |
| Commission on National Elections, 1985                                     | Box 16 |
| Communications, 1981   | Box 16 |
| Cone, Fairfax M., 1968, 1977   | Box 16 |
| Congratulatory, 1982-1985<br><b>Physical Description:</b> 2 folders        | Box 17 |
| Consultants, 1982  | Box 17 |
| Contributions, 1982-1984   | Box 17 |
| Corporate, 1981  | Box 17 |
| Corporate Goals, 1984-1985   | Box 17 |
| <u>Creative Department</u>   |        |
| Creative Directors, domestic, 1974   | Box 17 |
| "Home Run" correspondence, 1982  | Box 17 |
| Memoranda, 1976-1984 and undated<br><b>Physical Description:</b> 2 folders | Box 17 |
| O'Toole memoranda, 1973-1974<br><b>Physical Description:</b> 2 folders     | Box 17 |

**Scope and Contents note**

[Some items removed to oversize.]

|  |        |
|--|--------|
| D, miscellaneous, 1981                     | Box 17 |
| Dancer, Fitzgerald, Sample, 1985           | Box 17 |
| Deutsch, Shea & Evans, 1982                | Box 17 |
| Doubleday & Co., 1981-1985                 | Box 17 |
| <b>Physical Description:</b> 2 folders     |        |
| E, miscellaneous, 1981-1985                | Box 17 |
| <b>Physical Description:</b> 2 folders     |        |
| Encyclopedia, Compton's, 1983              | Box 17 |
| Executive Compensation, 1981               | Box 17 |
| F, miscellaneous, 1981-1985                | Box 17 |
| <b>Physical Description:</b> 2 folders     |        |
| Fallon McElligott Rice, 1985               | Box 17 |
| Fiani & Partners, 1982                     | Box 17 |
| Foote, Cone & Belding Corporate, 1982-1983 | Box 17 |
| Frank, Albert, 1981                        | Box 17 |
| G, miscellaneous, 1982-1985                | Box 17 |
| Gottesman-Rothchild, Alan, 1982            | Box 17 |
| Grace, W.R., 1982                          | Box 17 |
| "Grammar Usage," memo by J. O'Toole, 1982  | Box 17 |
| H, miscellaneous, 1981-1985                | Box 18 |
| <b>Physical Description:</b> 2 folders     |        |
| I, miscellaneous, 1982-1984                | Box 18 |
| Institute of Canadian Advertising, 1984    | Box 18 |
| Interviews, 1981                           | Box 18 |

|   |        |
|---|--------|
| Invitations, 1981-1984                        | Box 18 |
| <b>Physical Description:</b> 2 folders        |        |
| J, miscellaneous, 1983-1984                   | Box 18 |
| John & Powers, Inc., 1981                     | Box 18 |
| K, miscellaneous, 1981-1985                   | Box 18 |
| <b>Physical Description:</b> 3 folders        |        |
| L, miscellaneous, 1981-1982                   | Box 18 |
| <b>Physical Description:</b> 2 folders        |        |
| Lake Bluff Group, 1981                        | Box 18 |
| Lewis, Gilman, & Kynett, 1982-1984            | Box 18 |
| Lorillard                                     |        |
| General files, 1981-1983                      | Box 18 |
| <b>Physical Description:</b> 2 folders        |        |
| Hearing in Washington, 1985                   | Box 18 |
| Los Angeles Office, 1982                      | Box 19 |
| M, miscellaneous, 1981-1983                   | Box 19 |
| <b>Physical Description:</b> 2 folders        |        |
| Magazines Canada, 1983-1984                   | Box 19 |
| McMahon, J., 1981                             | Box 19 |
| Miscellaneous correspondence, 1981-1983       | Box 19 |
| <b>Physical Description:</b> 5 folders        |        |
| Miscellaneous staff communications, 1982-1984 | Box 19 |
| N, miscellaneous, 1981-1984                   | Box 19 |
| <b>Physical Description:</b> 2 folders        |        |
| Napa Valley Wine Tour, 1981                   | Box 19 |
| National Advertising Review Council, 1981     | Box 19 |
| National Bible Week, 1981                     | Box 19 |

|  |        |
|--|--------|
| New York Office                                  | Box 20 |
| General files, 1981                              | Box 20 |
| <b>Physical Description:</b> 2 folders           |        |
| Miscellaneous correspondence, 1981-1983          | Box 20 |
| New York Times, 1981-1985                        | Box 20 |
| <b>Physical Description:</b> 2 folders           |        |
| "Newspapers of the Future," 1971                 | Box 20 |
| <b>Scope and Contents note</b>                   |        |
| [Some items removed to oversize.]                |        |
| Newsweek, 1981-1985                              | Box 20 |
| <b>Physical Description:</b> 2 folders           |        |
| Nominating Committee, 1981                       | Box 20 |
| North Castle Partners, 1982-1985                 | Box 20 |
| Northwestern University                          |        |
| General files, 1981-1984                         | Box 20 |
| Fundraising, 1957-1985                           | Box 20 |
| Institute of Modern Communications,<br>1985-1986 | Box 20 |
| O, miscellaneous, 1981-1983                      | Box 20 |
| <b>Physical Description:</b> 2 folders           |        |
| Ogilvy, David, 1990                              | Box 20 |
| Organization, 1981-1982                          | Box 20 |
| O'Toole, John                                    |        |
| Interviews, 1981-1985                            | Box 20 |
| <b>Physical Description:</b> 2 folders           |        |
| Memos to the Organization, 1973-1985             | Box 21 |
| <b>Physical Description:</b> 4 folders           |        |
| P, miscellaneous, 1981-1985                      | Box 21 |

|   |        |
|---|--------|
| People Weekly, 1982-1985  | Box 21 |
| Phil Donahue Show interviews, 1984                                  | Box 21 |
| Political Advertising, 1982-1985                                    | Box 21 |
| Public Service  |        |
| General files, 1981-1982  | Box 21 |
| <b>Physical Description:</b> 3 folders                              |        |
| <b>Scope and Contents note</b>                                      |        |
| [Some items removed to oversize.]                                   |        |
| Contributions, 1982   | Box 21 |
| Solicitations, 1982   | Box 21 |
| Q, miscellaneous, 1981-1982   | Box 21 |
| Regency Hotel, 1983-1984  | Box 21 |
| Research, 1981  | Box 22 |
| Responses, Cannes, CLIO winners, 1984                               | Box 22 |
| Retirement Letters, 1985  | Box 22 |
| <b>Physical Description:</b> 2 folders                              |        |
| S, miscellaneous, 1981-1985   | Box 22 |
| <b>Physical Description:</b> 2 folders                              |        |
| San Francisco Office, 1981-1985                                     | Box 22 |
| <b>Physical Description:</b> 3 folders                              |        |
| Staff memos, 1981   | Box 22 |
| Strategy Board, 1981  | Box 22 |
| Subscriptions, 1981   | Box 22 |
| Syracuse University, Newhouse School of Public Communications, 1986 | Box 22 |
| T, miscellaneous, 1981-1985   | Box 22 |
| <b>Physical Description:</b> 2 folders                              |        |

|  |        |
|--|--------|
| Tournament of Roses, 1971-1974<br><b>Physical Description:</b> 2 folders                                       | Box 22 |
| U, miscellaneous, 1981-1985<br><b>Physical Description:</b> 2 folders  | Box 23 |
| U.S. Government, 1981-1983<br><b>Physical Description:</b> 2 folders   | Box 23 |
| University of Illinois, 1982-1985  | Box 23 |
| U.S. News and World Report, 1982-1985  | Box 23 |
| V, miscellaneous, 1983-1985  | Box 23 |
| W, miscellaneous, 1981-1985<br><b>Physical Description:</b> 2 folders  | Box 23 |
| Worldwide Account Directors Newsletter memos, 1984-1985  | Box 23 |
| Z, miscellaneous, 1982-1983  | Box 23 |
| "100 Best" Television Commercials, 1981<br><b>Scope and Contents note</b><br>[Some items removed to oversize.] | Box 23 |

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### **International Offices, 1968-1985 and undated**

**Physical Description:** 3 boxes

**Scope and Contents note**

Contains reports, correspondence, and organizational information related to the operations of FCB's international offices. Also includes itineraries from O'Toole's trips to visit several of these offices. Original folder titles were maintained and items were arranged alphabetically.

|  |        |
|--|--------|
| Amsterdam, 1981-1982<br><b>Physical Description:</b> 2 folders | Box 23 |
| Assessment of Agencies in Taiwan and Korea, 1984               | Box 23 |

|  |        |
|--|--------|
| Athens, 1982                                 | Box 23 |
| Auckland, New Zealand, 1984                  | Box 23 |
| Australia trip, 1968                         | Box 23 |
| Barcelona, 1981-1982                         | Box 23 |
| <b>Physical Description:</b> 2 folders       |        |
| Brussels, 1981-1982                          | Box 23 |
| Buenos Aires, 1983                           | Box 23 |
| Cape Town, 1982                              | Box 23 |
| Caracas, 1983                                | Box 23 |
| Copenhagen, 1981-1985                        | Box 23 |
| Creative Directors, International, 1973-1974 | Box 23 |
| <b>Physical Description:</b> 2 folders       |        |
| Creative reviews, 1982-1984                  | Box 23 |
| Financial reports, 1981                      | Box 23 |
| FCB International Committee, 1981            | Box 23 |
| FCB International, Inc., 1981                | Box 23 |
| <b>Physical Description:</b> 3 folders       |        |
| Frankfurt, 1981-1985                         | Box 24 |
| <b>Physical Description:</b> 2 folders       |        |
| Germany, Private, 1982                       | Box 24 |
| Hamburg, 1981-1985                           | Box 24 |
| <b>Physical Description:</b> 2 folders       |        |
| Hong Kong, 1981-1984                         | Box 24 |
| International organization, 1982-1985        | Box 24 |
| International partnerships, 1983             | Box 24 |
| Jamaica, 1984                                | Box 24 |

|  |        |
|--|--------|
| Johannesburg, 1981-1985                | Box 24 |
| <b>Physical Description:</b> 2 folders |        |
| Kuwait and Lebanon, 1984               | Box 24 |
| Latin America, 1984                    | Box 24 |
| Lisbon, 1982                           | Box 24 |
| London, 1981-1982                      | Box 24 |
| Madrid, 1981-1982                      | Box 24 |
| Melbourne, 1981-1982                   | Box 24 |
| Memoranda, 1982                        | Box 24 |
| Mexico City, 1981-1984                 | Box 24 |
| <b>Physical Description:</b> 2 folders |        |
| Milan, 1981-1984                       | Box 24 |
| <b>Physical Description:</b> 2 folders |        |
| Montreal, 1981, 1983                   | Box 24 |
| <b>Physical Description:</b> 2 folders |        |
| Paris, 1981-1985                       | Box 24 |
| <b>Physical Description:</b> 3 folders |        |
| Rome, 1981-1985                        | Box 25 |
| <b>Physical Description:</b> 2 folders |        |
| Rotterdam, undated                     | Box 25 |
| Sao Paolo, 1981-1985                   | Box 25 |
| <b>Physical Description:</b> 2 folders |        |
| Singapore, 1983-1984                   | Box 25 |
| Stockholm, 1981-1985                   | Box 25 |
| <b>Physical Description:</b> 2 folders |        |
| Sydney                                 |        |
| General files, 1981-1982               | Box 25 |
| <b>Physical Description:</b> 2 folders |        |

**Scope and Contents note**

[Some items removed to oversize.]

|  |        |
|--|--------|
| Australia research, 1982                                     | Box 25 |
| GRID Presentation to Clients, 1982                           | Box 25 |
| Tokyo<br>General files, 1983-1985                            | Box 25 |
| FCB Presentation, undated                                    | Box 25 |
| McKinsey Study, 1984   | Box 25 |
| Toronto, 1981-1985<br><b>Physical Description:</b> 2 folders | Box 25 |
| United Kingdom, 1981   | Box 25 |

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**Meetings, 1970-1985**

**Physical Description:** 5 boxes

**Scope and Contents note**

Contains correspondence, memoranda, agendas, minutes, reports, presentation scripts, and other documents relating to meetings of FCB staff and of various advertising organizations. Also includes files related to luncheons and dinners of FCB staff, advertising organizations and various societies outside of the advertising business. Items arranged by meeting title and then by date.

|  |        |
|--|--------|
| Advanced Advertising Program, 1982-1985  | Box 25 |
| Adweek Seminar, 1984   | Box 25 |
| American Irish Historical Dinner, 1982   | Box 25 |
| American Jewish Committee, 1982-1984<br><b>Physical Description:</b> 2 folders | Box 25 |
| Association of National Advertisers<br>Annual Meeting, 1984 Nov.               | Box 25 |
| Workshop, 1984 May   | Box 25 |

|   |        |
|---|--------|
| Audit Bureau of Circulations Conference, 1982<br>Nov. 11  | Box 25 |
| Australian Association of National Advertisers<br>Conference, 1982 Oct.                                     | Box 25 |
| Board of Directors meeting files, 1982-1985<br><b>Physical Description:</b> 1 of 5 folders                  | Box 25 |
| Board of Directors meeting files, 1982-1985<br>(continued)<br><b>Physical Description:</b> 2-5 of 5 folders | Box 26 |
| Cosmopolitan International Conference, 1982<br>Oct. 18  | Box 26 |
| Creative Conference, 1967-1968<br><b>Physical Description:</b> 2 folders                                    | Box 26 |
| Creative Directors Meetings, 1971, 1982<br><b>Physical Description:</b> 3 folders                           | Box 26 |
| Executive Committee minutes, 1981   | Box 26 |
| Executive Council Meetings<br>General files, 1982-1985<br><b>Physical Description:</b> 4 folders            | Box 26 |
| Steering Committee, 1982-1983<br><b>Physical Description:</b> 2 folders                                     | Box 27 |
| Executive Directors Conference, 1983  | Box 27 |
| Finance Committee minutes,<br>Minutes, 1981-1985<br><b>Physical Description:</b> 10 folders                 | Box 27 |
| Presentation to FCB Communications Board,<br>1985 May 8   | Box 27 |
| "Flame of Truth" Award Dinner, 1983 Jan.  | Box 28 |
| FCB Annual Meeting, 1982-1985<br><b>Physical Description:</b> 5 folders                                     | Box 28 |

|   |        |
|---|--------|
| International Advertising Association<br>Symposium, 1982  | Box 28 |
| Latin American Creative Directors Meeting,<br>1983  | Box 28 |
| Luncheons, 1970-1971<br><b>Physical Description:</b> 2 folders  | Box 28 |
| Marketing Communications Executives<br>International Lunch, "Marketing<br>Communication of the Year," 1982 May 26 | Box 28 |
| Marketing Conference, 1984  | Box 28 |
| Merger Discussion Meeting, 1983 Sept.   | Box 28 |
| New York Management Committee Meeting<br>material, 1981   | Box 28 |
| New York Office<br>Management Group Meetings, 1982  | Box 28 |
| Summit Meetings, 1970   | Box 28 |
| New York Society of Security Analysts, 1982<br>1984<br><b>Physical Description:</b> 2 folders                     | Box 28 |
| New York University Business Forum Luncheon,<br>1984  | Box 28 |
| Notes for I.C.I. Conference, 1984 Sept. 18  | Box 28 |
| "Only One Earth" Dinner, 1983 Feb.  | Box 28 |
| Paintline International Conference, 1984  | Box 28 |
| Research Directors Meeting agenda, 1982   | Box 28 |
| Tracy-Locke Advertising, Discussion Outline for<br>Meeting with Norm Campbell, 1981 Feb. 26                       | Box 28 |
| U.S. Executive Creative Directors<br>Conference, 1984 Feb.  | Box 28 |
| Meeting, 1983 May   | Box 28 |

|   |        |
|---|--------|
| World New Products Conference, 1985                         | Box 28 |
| Worldwide Account Directors (WWAD)<br>Conference, 1982 Apr. | Box 29 |
| Meetings, 1983-1985   | Box 29 |
| <b>Physical Description:</b> 4 folders                      |        |
| Worldwide Managers Meetings, 1980-1985                      | Box 29 |
| <b>Physical Description:</b> 8 folders                      |        |

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### **New Business, 1970-1985**

**Physical Description:** 2 boxes

#### **Scope and Contents note**

Contains materials related to the attempts of FCB to acquire new accounts. The bulk of the materials include drafts and scripts of general agency presentations designed for prospective clients. Also includes reference materials relating to these presentations and research reports relating to particular markets, such as food and liquor. Some materials document the agency's general strategies for acquiring new business. Original folder titles were maintained and items were arranged alphabetically.

|  |        |
|--|--------|
| Agency Credentials Presentation, 1982, 1984    | Box 29 |
| <b>Physical Description:</b> 2 folders         |        |
| "Breakthrough Advertising" Presentations, 1983 | Box 29 |
| Creative files, 1981                           | Box 29 |
| Creative Presentation to P.F.I., 1982          | Box 29 |
| Evaluating Campaigns Presentation, 1984        | Box 29 |
| FCB New York Orientation, 1983 Nov. 2          | Box 29 |
| Idea Planning Model, 1982                      | Box 29 |
| Learning Chip Food Presentation, 1984          | Box 29 |
| Miscellaneous files, 1981-1982                 | Box 29 |
| <b>Physical Description:</b> 2 folders         |        |

|   |        |
|---|--------|
| Miscellaneous creative files, 1982-1985                     | Box 29 |
| Multinational Prospects                                     | Box 30 |
| General files, 1984   | Box 30 |
| Status Reports, 1983-1985                                   | Box 30 |
| New Business, general files, 1981                           | Box 30 |
| New Business Plan, 1981                                     | Box 30 |
| New and Lost Business Status Report, 1981                   | Box 30 |
| New York Office Credentials Presentation, 1981              | Box 30 |
| O'Toole reels and slides, 1981-1982                         | Box 30 |
| <b>Physical Description:</b> 2 folders                      |        |
| Positioning Strategy, 1984                                  | Box 30 |
| Presentation, general, 1970                                 | Box 30 |
| Prospect lists and Prospect Evaluation System, 1981         | Box 30 |
| Questionnaire reply, 1970 Mar. 16                           | Box 30 |
| Rationale for a Corporate Communications Wing for FCB, 1981 | Box 30 |

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## **Personnel, 1969-1985**

**Physical Description:** 3 boxes

### **Scope and Contents note**

Includes materials on FCB personnel organization and management, employee transfers, salaries, benefits and loans. Also includes resumes of prospective employees. The series has been divided into **Open Files** and **Restricted Files** subseries.

### **Access Restrictions:**

**Restrictions on Access:** Files relating to individuals' employment are closed for 25 years from the date of the individual employee's death, or 40 years from the date of termination if the date of death cannot be determined.

## Open Files

### Scope and Contents note

Contains general information and blank forms relating to FCB personnel policies. Original folder titles were maintained and items were arranged alphabetically.

|   |        |
|---|--------|
| Affirmative Action Reports, 1982-1985   | Box 30 |
| Bonus Plan, 1982                        | Box 30 |
| Creative Director job description, 1973 | Box 30 |
| Employee benefits, 1982                 | Box 30 |
| Manpower Planning and Costing, 1981     | Box 30 |
| Minority Groups, 1981                   | Box 30 |

### Scope and Contents note

[Includes list of inappropriate advertisements.]

|   |        |
|---|--------|
| New York Office Research Director, 1982           | Box 30 |
| O'Toole Assistant, job duties, 1983               | Box 30 |
| Part-time Employment for Employee Directors, 1977 | Box 30 |
| Salary Procedures, 1981                           | Box 30 |

## Restricted Files

### Scope and Contents note

Contains resumes, salary figures, and correspondence pertaining to specific employees. Original folder titles were maintained and items were arranged alphabetically.

### Access Restrictions:

**Restrictions on Access:** Files relating to individuals' employment are closed for 25 years from the date of the individual employee's death, or 40 years from the date of termination if the date of death cannot be determined.

|  |        |
|--|--------|
| General files, 1981, 1983              | Box 31 |
| <b>Physical Description:</b> 2 folders |        |
| Applications, 1982-1985                | Box 31 |
| <b>Physical Description:</b> 3 folders |        |
| Baker, Bill, 1981                      | Box 31 |
| Bardfield, Lynda, 1984                 | Box 31 |
| Benefits, 1981                         | Box 31 |
| Bonus files, 1981-1983                 | Box 31 |
| Budner, David, 1982                    | Box 31 |
| Chicago Office, 1982-1985              | Box 31 |
| Creative Department, 1969              | Box 31 |
| Employee Stock Options, 1982           | Box 31 |
| Fine, Jeff, 1981-1983                  | Box 31 |
| <b>Physical Description:</b> 2 folders |        |
| Finkelstein, Ira, 1981                 | Box 31 |
| Haley Associates, Inc., 1983           | Box 31 |
| Hong Kong Office, 1982                 | Box 31 |
| International, 1981                    | Box 31 |
| Kroll, Bob, 1981-1983                  | Box 31 |
| <b>Physical Description:</b> 2 folders |        |
| Lerman, Al, 1983-1984                  | Box 31 |
| Littleford, Ted, 1983                  | Box 31 |
| MacMaster, Norman, 1983-1984           | Box 31 |

|  |        |
|--|--------|
| Miscellaneous correspondence, 1983     | Box 32 |
| <b>New York Office</b>                 |        |
| General, 1982-1985                     | Box 32 |
| Creative Department, 1981              | Box 32 |
| Policy correspondence, 1982-1984       | Box 32 |
| Promotions, 1981                       | Box 32 |
| Salary increases, 1981                 | Box 32 |
| Scott, Lou, 1982                       | Box 32 |
| Scott, Louis, 1982-1984                | Box 32 |
| Sugarman, Len, 1981-1984               | Box 32 |
| <b>Physical Description:</b> 2 folders |        |
| Training programs, 1981-1984           | Box 32 |
| <b>Physical Description:</b> 2 folders |        |
| Young, Jack M., 1983                   | Box 32 |

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## **Reports, 1971-1985**

**Physical Description:** 3 boxes

### **Scope and Contents note**

Contains reports and charts covering topics such as advertising techniques, research, media, industries, and demographics. Also includes annual reports, operations reviews and creative reviews for company-wide performance. Original folder titles were maintained and items were arranged alphabetically.

|  |        |
|--|--------|
| Advertising Agencies, 1982-1984            | Box 33 |
| American Advertising Federation, 1984 Jun. | Box 33 |
| Analytical Reports, 1983                   | Box 33 |
| Annual Reports, 1978-1983                  | Box 33 |
| <b>Physical Description:</b> 2 folders     |        |

|  |        |
|--|--------|
| Background of FCB Direct Marketing and International Direct Marketing, 1982  | Box 33 |
| Competitive Agency Review, 1983 Nov.   | Box 33 |
| Corporate Research Plan, 1982  | Box 33 |
| Creative Organization Study, 1980  | Box 33 |
| Creative reviews, domestic offices, 1979   | Box 33 |
| Finance Committee Report to Communications Board, 1982 Feb. 17   | Box 33 |
| Financial memos and reports, 1981-1982<br><b>Physical Description:</b> 1-2 of 5 folders  | Box 33 |
| Financial memos and reports, 1981-1982 (continued)<br><b>Physical Description:</b> 3-5 of 5 folders                                  | Box 34 |
| Financial reports, 1981<br><b>Physical Description:</b> 7 folders  | Box 34 |
| FCB and the Agency Business, 1983 Sept.  | Box 34 |
| Grid Studies, 1982-1983  | Box 34 |
| Inflation - Supplemental Data, 1981  | Box 34 |
| Information Systems Survey, 1982   | Box 34 |
| Management Task Force Report, 1982<br><b>Physical Description:</b> 2 folders   | Box 34 |
| National Advertising Review Board<br>General files, 1973-1974<br><b>Scope and Contents note</b><br>[Some items removed to oversize.] | Box 34 |
| Product Advertising and Consumer Safety Report, 1974   | Box 34 |
| New Communications Technologies, 1983-1984   | Box 34 |

|   |        |
|---|--------|
| Operating Objectives, 1983  | Box 34 |
| Operating Plan for 1982-1984, 1982                                    | Box 34 |
| Political Advertising, 1971   | Box 35 |
| <b>Scope and Contents note</b>  |        |
| [Some items removed to oversize.]                                     |        |
| Report on the Dr. Group, 1982   | Box 35 |
| Report on Public Opinion on Political Advertising on Television, 1973 | Box 35 |
| Report on Public Reaction to Political Advertising, 1971              | Box 35 |
| Role of FCB in New Communication Technologies, 1982                   | Box 35 |
| "Role of Research at FCB," 1983                                       | Box 35 |
| Stock Option Awards, 1981   | Box 35 |
| Stockholder and Shareholder Reports, 1981                             | Box 35 |
| Summary of Available Information on the Seagram Company, 1981         | Box 35 |
| Three-Year Management Plan for 1983-1985, Germany, 1983               | Box 35 |
| Three-Year Plan for 1983-1985, 1983                                   | Box 35 |
| U.S. Corporate Communications Plan, 1984-1985                         | Box 35 |
| Value Line Investment Survey, 1981                                    | Box 35 |

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### **Slides, 1956-1987 and undated**

**Physical Description:** 2 boxes

### Scope and Contents note

Contains slides of advertisements for FCB and competing agencies. Materials are divided into FCB and non-FCB categories. A separate category exists entitled "O'Toole's Favorites," which includes advertisements from FCB and other agencies. Clients well represented include Clairol, Volkswagen and Frito-Lay.

|  |        |
|--|--------|
| General                                      | Box 35 |
| Loose slides, 1983 and undated               | Box 35 |
| O'Toole's Favorites, 1967-1970 and undated   | Box 35 |
| <b>Physical Description:</b> 2 folders       |        |
| FCB slides                                   |        |
| Clairol, 1956-1966 and undated               | Box 35 |
| Frito-Lay, 1971-1982 and undated             | Box 35 |
| Miscellaneous clients, 1972-1979 and undated | Box 35 |
| Sunkist, 1966 and undated                    | Box 35 |
| Non-FCB slides                               |        |
| Posters, 1972-1987 and undated               | Box 35 |
| Prints, 1959-1984 and undated                | Box 36 |
| <b>Physical Description:</b> 2 folders       |        |

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### Writings and Speeches, 1969-1990 and undated

**Physical Description:** 7 boxes

#### Scope and Contents note

Contains primarily speeches written and delivered by O'Toole, relating to various advertising topics. Includes some speeches and articles written by other FCB staff, or other advertising professionals. Series also contains some files related to O'Toole's articles and publications, including his 1981 book, *The Trouble With Advertising*. Also includes articles on advertising by other authors. Items were arranged alphabetically by folder title. Where several versions of the same speech appeared, items were arranged by date of presentation. Where

speech titles were not available, the title of the event was used as the folder title.

|   |        |
|---|--------|
| "Advance Promotion and On-Site Activities,"<br>Worldwide Managers Meeting, 1982                             | Box 36 |
| Advertising Age articles, 1985-1986   | Box 36 |
| Advertising Age Creative Workshop, 1985   | Box 36 |
| "Advertising: A Top-Level Responsibility,"<br>Northwestern Management Alumni<br>Association, 1985 Aug. 7    | Box 36 |
| "Advertising: A Top-Level Responsibility,"<br>Royal Bank of Canada, 1985 Oct. 15                            | Box 36 |
| "Advertising Business Circa 1984," undated  | Box 36 |
| "Advertising" article for Compton<br>Encyclopedia, 1982 Apr. 30   | Box 36 |
| "Advertising in the '80s: Looking Backward into<br>the Future,"<br>Advertising Age Conference, 1978 Aug. 21 | Box 36 |
| Association Nacional Anunciantes de México,<br>1978 Nov.  | Box 36 |
| Hiram Walker International Conference, 1979<br>May 7  | Box 36 |
| Magazine Publishers Association, 1979 Apr. 19   | Box 36 |
| Milan Meeting, 1978 Oct.  | Box 36 |
| "Advocacy Advertising," 1974  | Box 36 |
| <b>Physical Description:</b> 2 folders  |        |
| <b>Scope and Contents note</b>  |        |
| [Some items removed to oversize.]   |        |
| "Advocacy Advertising - Act II"<br>Fortune Corporate Communications Seminar,<br>1975 Mar. 4                 | Box 36 |
| Phoenix Advertising Club, 1976 Mar. 22  | Box 36 |

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| Affiliated Advertising Agencies International,<br>1985 Apr.   | Box 36 |
| "Are Grace Slick and Tricia Nixon Cox the Same<br>Person?"<br>Houston Advertising Club, 1973 Jan. 9 | Box 36 |
| New York Society of Security Analysts, 1973<br>Aug. 31  | Box 37 |
| Articles packet, 1982   | Box 37 |
| "Atavistic Need to Speak to Graduating<br>Classes," AAAA IAAS Graduation, 1984 Jun.                 | Box 37 |
| Background material, 1981   | Box 37 |
| Basic Research Techniques, 1984 Jan.  | Box 37 |
| "Be the Best," Worldwide Managers Meeting,<br>1978 Apr. 11  | Box 37 |
| "Being Half-Creative"<br>AAAA Western Regional Convention, 1983 Oct.<br>21                          | Box 37 |
| Denver Advertising Federation, 1985 Oct.  | Box 37 |
| Magazine Publishers Association, 1984 May 23  | Box 37 |
| <b>Physical Description:</b> 2 folders  |        |
| Book of Advertising Tests, Lord & Thomas,<br>undated  | Box 37 |
| Books by O'Toole, reference material, 1977  | Box 37 |
| CLIO Awards Show, 1982 Jun. 11  | Box 37 |
| <b>Scope and Contents note</b>  |        |
| [Some items removed to oversize.]   |        |
| "Consumer's Viewpoint: A History of FCB,"<br>Worldwide Creative Conference, 1985                    | Box 37 |
| "Conversation with John O'Toole," P.R. News,<br>1984 Sept.  | Box 37 |

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| "Creative Directors Can Pinch Pennies,"<br>Association of National Advertising Workshop<br>on Television Advertising, 1969 | Box 37 |
| "Creative Thinking," speech materials,<br>1984-1985  | Box 37 |
| "Creativity Around the World," Association of<br>National Advertisers, 1984 Nov. 14  | Box 37 |
| "Creativity, Design and the Brain," Betty<br>Edwards, 1985   | Box 37 |
| Dunkin' Donuts National Marketing Seminar,<br>1972, Dec. 12  | Box 37 |
| "Election of 1952," Northwestern University,<br>1984 Nov. 2  | Box 37 |
| "Food Chip" presentation, 1984 Nov.  | Box 37 |
| "Four Common Misconceptions," New York<br>Society of Security Analysts, 1979 Dec. 14                                       | Box 37 |
| From One Person to Another, John O'Toole,<br>1977  | Box 37 |
| "Future Shock," Los Angeles Advertising Club,<br>1971 Jan. 27  | Box 37 |
| Great Outdoors<br>Atlanta Advertising Club, 1985 Jun. 10   | Box 37 |
| James Webb Fund Address, 1985 Mar. 5   | Box 38 |
| San Francisco Advertising Club, 1985 Feb. 13   | Box 38 |
| Traffic Audit Bureau, 1986 Apr. 14   | Box 38 |
| "High Dudgeon Replaces Low Profile," Life<br>Advertisers Association and Institute of Life<br>Insurance, 1974 Mar. 1       | Box 38 |
| "How to Develop and Expose Better<br>Advertising," John Philip Jones, 1984   | Box 38 |

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| "How to Handle Public Relations for Your Advertising Agency," Len Matthews, 1983                         | Box 38 |
| "If Elected, Here's What I'd Do About Political TV Spots," San Francisco Advertising Club, 1971 Nov. 17  | Box 38 |
| "Illusions and Conclusions About Great Advertising"<br>AAAA Western Regional Conference, 1984 Oct. 18    | Box 38 |
| AAAA Southern Regional Annual Meeting, 1985 Feb. 9   | Box 38 |
| "I'm Going to Take a Very Simple, Clear Stand...," AAAA Eastern Regional Annual Conference, 1981 Jan. 29 | Box 38 |
| Image of Advertising<br>AAAA New England Senior Management Seminar, 1984 Sept. 17                        | Box 38 |
| AAAA Senior Management Seminar, 1984 Nov. 8  | Box 38 |
| Advertising Club of Baltimore, 1985 Apr. 16  | Box 38 |
| American Chamber of Commerce-Japan Marketing Association, 1984 Apr. 24                                   | Box 38 |
| Los Angeles Advertising Club, 1985 Jan. 23   | Box 38 |
| Norway version, 1983   | Box 38 |
| "Image Problem in the U.S.: A Status Report," AAAA Annual Meeting, 1984 Mar. 10                          | Box 38 |
| "In the Beginning was the Poster" , Greenwich Library, 1985 Jan. 15                                      | Box 38 |
| International Advertising Association, 1982 Sept. 14   | Box 38 |
| International Advertising Film Festival, 1985  | Box 38 |
| International Film Festival, Cannes, 1985 Jun.   | Box 38 |

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| "International Tourism and Its Implications for Bermuda," Bermuda Council on International Affairs, 1985 Sept. 26  | Box 38 |
| "Introduction to Excerpt," book publicity, 1981  | Box 38 |
| "Is Susan Ford Really Patty Hearst?," San Francisco Advertising Club, 1975 Sept. 3                                 | Box 38 |
| "Joy of the Unexpected"<br>Dallas Advertising League, 1985 May 7   | Box 38 |
| Worldwide Creative Conference, 1985  | Box 38 |
| "Judge Greene, Where Are You Now That We Need You?," Television Bureau of Advertising, 1985 Feb. 20                | Box 38 |
| "Kind of Advertising We're Going to Make and How It's Going to Make Us," 1971 May 17                               | Box 38 |
| "Magazine Day," 1985 Apr. 18   | Box 39 |
| Making Ads, John O'Toole, 1976   | Box 39 |
| "Marketing in the 1980s--New Questions and Old Answers," New York University Business Forum Luncheon, 1984 Feb. 23 | Box 39 |
| Marronniers de Boulogne, Alain Malraux, 1978   | Box 39 |
| Media Function, undated  | Box 39 |
| Mexican Advertising Agencies Association talk, 1982 Nov. 4   | Box 39 |
| <b>Scope and Contents note</b>   |        |
| [Some items removed to oversize.]  |        |
| Miscellaneous articles, 1981-1985  | Box 39 |
| <b>Physical Description:</b> 3 folders   |        |
| Miscellaneous talks files, 1981  | Box 39 |
| "Momentum or Inertia," 1984 Marketing Conference, 1984 Oct. 16   | Box 39 |

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| "Network Television: The OPEC of Media,"<br>AAAA Media Day, 1983 May 5                                      | Box 39 |
| "New Questions and Old Answers,"<br>AAAA Advertising Educator Seminar, 1984<br>Mar. 30                      | Box 39 |
| Association of National Advertisers<br>Advertising Financial Management Workshop,<br>1984 May 7             | Box 39 |
| "New York House Ad,"<br>New York Society of Security Analysts, 1978<br>Mar. 15                              | Box 39 |
| Shareholders Meeting presentation, 1978 May<br>16   | Box 39 |
| New York Society of Security Analysts<br>presentations, 1981-1982<br><b>Physical Description:</b> 2 folders | Box 39 |
| New York Times speech, 1982 Sept. 30  | Box 39 |
| Northwestern University, Kellogg School Alumni<br>Association Luncheon, 1985 Aug. 7                         | Box 39 |
| "Not People But Persons," New Business<br>Presentation, 1970 May 13   | Box 39 |
| "Notes for Evaluating Campaigns," FCB Board<br>of Directors, 1984 Aug. 14                                   | Box 39 |
| Now, the Good News, International Newspaper<br>Advertising Executives, 1975 Jan. 28                         | Box 39 |
| "Occasional Paper," B.A. Tucker, 1982   | Box 39 |
| O'Toole speeches, miscellaneous files,<br>1982-1984   | Box 39 |
| O'Toole speech notes, 1984  | Box 39 |

**Scope and Contents note**

[Includes notes for speeches at World New Products Conference and Conference Board-Marketing Conference.]

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| "Our Great Creative Heritage," Worldwide Creative Directors Conference, 1985 Jan. 28           | Box 39 |
| "Outline for the 80s," Lake Bluff Group, 1980  | Box 40 |
| Person to Person magazine, 1981-1983   | Box 40 |
| Political Advertising, 1973  | Box 40 |
| Presentations, 1975-1979   | Box 40 |
| Presentation Techniques, Ron Hoff, 1977  | Box 40 |
| "Pressure Groups and Network Television Advertising," 1981                                     | Box 40 |
| "Pressure Groups and Satellites," Australian Association of National Advertisers, 1982 Oct. 25 | Box 40 |
| "Purely Personal Print Preferences," 1969-1972   | Box 40 |
| "Quest for Fire," Paul C. Harper, AAAA Annual Convention, 1984                                 | Box 40 |
| "Quest for the Symmetrical Potato Chip," World New Products Conference, 1984 Oct. 9            | Box 40 |
| Real Thing, Tom Stoppard, 1983   | Box 40 |
| "Role of Account Management," 1977   | Box 40 |
| "Role of Advertising," FTC Open Hearing on Advertising, 1971 Nov. 1                            | Box 40 |
| San Francisco Advertising Club, 1985   | Box 40 |
| Scientific Advertising, Claude Hopkins, with "Introduction" by John O'Toole, 1980              | Box 40 |
| "Second Splits," Atlantic magazine, 1984   | Box 40 |
| "Seldom Have I Seen...," Adweek Seminar, 1984 Oct. 2   | Box 40 |
| "Some Thoughts on Polynesian Navigation," AAAA Annual Meeting, 1985 May 18                     | Box 40 |

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| "Speech I've Successfully Avoided Giving Up to Now," Audit Bureau of Circulations, 1976 Oct. 20                             | Box 40 |
| Strategy Development System, 1984   | Box 41 |
| "Talking to Persons is Better Than Talking to People," Bank of Marketing Associations, 1971 May 26                          | Box 41 |
| "Talking to Persons, Not People," Danish Marketing Association, 1975 Mar. 19  | Box 41 |
| Television Bureau of Advertising, 1985 Feb.   | Box 41 |
| "Television Commercial of Tomorrow"<br>AAAA Annual Meeting, 1981  | Box 41 |
| AAAA Western Regional Meeting, 1980 Oct. 18   | Box 41 |
| Financial Advertising and Marketing Association, 1983 Jan. 20   | Box 41 |
| FCB Account Management Conference, 1980 Sept. 17  | Box 41 |
| TV Copy Testing, undated  | Box 41 |
| "TV Spots," U.S. News & World Report articles, 1985-1986  | Box 41 |
| Times Books files, 1984-1990  | Box 41 |
| Trouble with Advertising<br>General files, 1985   | Box 41 |
| Correspondence, 1984  | Box 41 |
| Revision I, undated   | Box 41 |
| "Unexpected," Advanced Advertising Program, 1985 Jun. 17  | Box 41 |
| What Fun Is a Recession if You Can't Learn from It?"<br>Los Angeles Sales and Marketing Executives Association, 1975 Dec. 3 | Box 41 |

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| Sales Executive Club of New York, 1976 Oct. 22   | Box 41 |
| "What I Did on my Summer Vacation," Los Angeles Advertising Club, 1976 Sept. 15                      | Box 41 |
| "What's Going On In Advertising?," New York Times speech, 1983 Feb.; 1983 Sept. 30                   | Box 41 |
| "What the Heck is Creativity?," Creative Training Program, 1977 Jul. 1                               | Box 41 |
| "Whitner Advertising Copy in the Regulatory Age," 1973   | Box 41 |
| "Why Would Anyone Write a Book about Advertising?"<br>AAAA Eastern Regional Conference, 1982 Jan. 14 | Box 41 |
| Mexican Advertising Agencies Association, 1982 Nov. 4  | Box 41 |
| National Agri-Marketing Association Eastern Chapter Annual Advertising Awards Banquet, 1982 Mar. 18  | Box 41 |
| William Witter, Inc. presentation, 1971 Jun. 29  | Box 41 |
| Worldwide Managers Meeting speech, 1984 Jun.   | Box 41 |
| "You Is a Singular Pronoun," Broadcast Executives Society, 1971 Mar. 4                               | Box 41 |
| "Your Lips Are Moving," Tucson Ad Club, 1970 Feb. 24   | Box 41 |
| "80s are Coming!," Bank Marketing Association, 1977 Nov. 2   | Box 41 |

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### **Audiovisual Materials, undated**

**Physical Description:** 1 box

**Scope and Contents note**

Includes a reel of advertisements presented at a World Creative Directors' Conference, a reel of advertising spots for Merrill Lynch, and a recording of the song "Quick Changes," to which John O'Toole wrote the lyrics.

Historical Presentation, World Creative Directors' Conference, Canary Islands. Format: 16mm. Undated Box 42

Merrill Lynch. Format: 16mm. Undated Box 42

"Quick Changes," song recording. Format: Audiotape. Undated. Box 42

**Scope and Contents note**

[Music by Bill Walker, lyrics by John O'Toole.]

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**Oversize Materials, 1965-1982 and undated**

**Physical Description:** 1 box

**Scope and Contents note**

Series includes oversize items removed from previous series. Organized alphabetically.

Administrative Files Box 43

Bipartisan Budget, 1982 Box 43

Memorabilia, pre-1970, 1965-1968 and undated Box 43

Memorabilia, 1970-1979 Box 43

**Client Files**

Sunkist, proofs, undated Box 43

**Correspondence**

"Newspapers of the Future," 1971 Box 43

O'Toole memoranda, 1974 Box 43

Public Service, contributions, 1981 Box 43

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|                       |        |
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| Song writing, undated | Box 43 |
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|                                       |        |
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| 100 Best Television Commercials, 1981 | Box 43 |
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| <b>International Offices</b> |        |
| Sydney, 1982                 | Box 43 |

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| <b>Reports</b>   |        |
| National Advertising Review Board Product Advertising and Consumer Safety Report, 1974 | Box 43 |
| Political Advertising, 1971  | Box 43 |
| <b>Scope and Contents note</b>   |        |
| [Includes FCB brochure.]   |        |

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| <b>Writings and Speeches</b>                        |        |
| "Advocacy Advertising," 1974                        | Box 43 |
| CLIO Awards Show, 1982 Jun. 11                      | Box 43 |
| Mexican Advertising Agency Association, 1982 Nov. 4 | Box 43 |

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