



# Guide to the Joel Raphaelson papers, 1950-2019 and undated

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This collection guide was produced in **2019 Dec.**

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

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## Summary

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**Collection Title:**

Joel Raphaelson papers, 1950-2019 and undated

**Creator:**

Raphaelson, Joel

**Source:**

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

**Abstract:**

Joel Raphaelson was an advertising executive with Ogilvy & Mather in New York and Chicago. The Joel Raphaelson papers include correspondence, speeches and presentations, writing drafts and other printed materials as well as audiovisual materials in multiple formats (videocassettes, optical disks, audio reels). Topics include agency and account management, management philosophy and strategic direction, and theories of writing for business and advertising copy. A significant portion of the collection is devoted to correspondence with David Ogilvy, Ogilvy's memos and other writings. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

4.8 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.01070

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1007x>

**Preferred Citation**

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

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## **Background**

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### **Scope and Content**

The Joel Raphaelson papers include correspondence, speeches and presentations, writing drafts and other printed materials as well as audiovisual materials in multiple formats (videocassettes, optical disks, audio reels). Topics include agency and account management, management philosophy and strategic direction, and theories of writing for business and advertising copy. A significant portion of the collection is devoted to correspondence with David Ogilvy, Ogilvy's memos and other writings. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### **Biographical/Historical**

Joel Raphaelson was an advertising executive with Ogilvy & Mather in New York and Chicago. Raphaelson was born in New York in 1928 and attended Harvard University (BA, 1949). He worked as a copywriter at BBDO (approximately 1953-1958) before joining Ogilvy & Mather as copywriter in 1958. Raphaelson became Executive Creative Director of the Ogilvy Chicago office when it opened in 1976 and from around 1982 edited and published various Ogilvy & Mather publications (Magic Lanterns, Viewpoint), and served as Senior Vice President for International Creative Services. He retired in 1995.

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## **Arrangement**

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Organized into the following series: General Files; Printed Materials; Speeches, Writings, Presentations; Audiovisual Materials.

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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**

Access restricted.

### **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 Joel Raphaelson papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2007 and 2019

### **Processing Information**

Processed by Richard Collier, Dec. 2019;

Accession(s) described in this finding aid: 2007-0191, 2019-0088

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## **Related Materials**

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### **Related Material**

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

David B. McCall papers;

J. Walter Thompson Company. Rena Bartos papers;

Jock Elliott papers;

John R. Blaney papers;

Kenneth Roman papers;

William R. Phillips papers

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## Names and Subjects

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- Color slides
- Audiotapes
- Publications
- Videotapes
- Advertising -- United States -- History
- Advertising agencies
- Advertising agencies -- Management
- Advertising executives -- United States
- Ogilvy & Mather
- Ogilvy, David, 1911-1999
- Raphaelson, Joel
- John W. Hartman Center for Sales, Advertising & Marketing History

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## Collection Inventory

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### General Files, 1950-2019, undated

Biographical information, 1991-2019	Box 1
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Biographical information (clippings), 1977-1986	Box 10
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Chronological files, 1950-1984	Box 1
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**Physical Description:** 8 folders

**Scope and Contents**

Includes correspondence with David Ogilvy and others; print advertisements, attachments and other materials

Chronological files, 1957-1992	Box 10
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**Physical Description:** 5 folders

Chronological files, 1979-1992 <b>Physical Description:</b> 2 folders	Box 11
Chronological files (English, French, German), 1979-1991 <b>Physical Description:</b> 2 folders	Box 12
Chronological files, 1985-1987 <b>Physical Description:</b> 7 folders	Box 2
Chronological files, 1989-1991 <b>Physical Description:</b> 6 folders	Box 3
Chronological files, 1991-1999 <b>Physical Description:</b> 6 folders	Box 4
Correspondence--David Ogilvy, Magic Lanterns, 1976-1982	Box 4
Correspondence--David Ogilvy, Magic Lanterns, 1976-1982	Box 5
Correspondence--European assignment, 1975-1976	Box 5
Correspondence--How to Be a Good Creative Director, 1980-1985	Box 5
Correspondence--Jock Elliott, 1967-1990	Box 5
Correspondence--Miscellaneous, 1965-1991, undated <b>Physical Description:</b> 2 folders	Box 5
Correspondence--University of Texas, Austin, 1989-1991	Box 5

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## Printed Material, 1953-2012, undated

### Ogilvy & Mather, 1955-1994, undated

Annual reports, 1967, 1972	Box 5
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Chicago--Keyline newsletter, 1981	Box 5
Chicago--Report on the first five years, 1981	Box 10
Directory of Services and Sources, 1986	Box 5
Dove print advertisements, 1955	Oversize-folder 1
Flagbearer, 1960-1989	Box 5
How to Run an Ogilvy & Mather Agency (Andrew Kershaw, Paul Biklen), 1977	Box 6
How to Write Better (Ken Roman, Joel Raphaelson), 1978	Box 6
International Bulletin, 1975	Box 6
Making Red Redder (credentials book), 1994	Box 11
Networking newsletter, undated	Box 6
Off the Wall (sayings collected for William Phillips retirement), 1989	Box 6
Principles of Account Management (William Phillips), undated	Box 6
Speeches and Suits (William Phillips), 1988	Box 6
Staff meeting reports, 1966-1973	Box 6
The Idea, undated	Box 10
The People Book, 1985	Box 6
There Is Nothing New About Change (Norman Berry), 1988	Box 6
Viewpoint, 1994 Dec.	Box 6
Who We Are--And Where We're Not Going (Ken Roman), 1988	Box 6
Young, Ambitious Men Can Move Fast and Far at Ogilvy & Mather, 1968	Box 6

**Other Sources, 1953-2012, undated**

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American Institute of Men's and Boys' Wear-- Dress Right campaign booklet, 1957	Box 6
Bart Cummings--The Benelovent Dictators (segment on David Ogilvy), 1982	Box 6
Batten, Barton, Durstine & Osborn (BBDO)-- Print advertisements, 1953-1958	Box 12
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Copy by Joel Raphaelson; includes DuPont, New York Times, American Institute of Men's and Boys' Wear	
Batten, Barton, Durstine & Osborn (BBDO)-- Print advertisements (DuPont), 1956	Oversize-folder 1
<b>Scope and Contents</b>	
Copy by Joel Raphaelson	
David Ogilvy--Growth with Present Clients Is the Healthiest Form of Growth, undated	Box 6
David Ogilvy--Principles of Management, 1968-1970	Box 6
Dorothy Sarnoff--Speech Dynamics, 1992	Box 6
Founding Fathers of Advertising Research (interviews with Rena Bartos, Arthur Pearson), 1977	Box 6
General Baking/Bond Bread--Business to business advertisement, 1956	Box 6
How to Create More Effective Radio Advertising--Joel Raphaelson talk announcement, 1979	Box 6
Ken Roman, Joel Raphaelson--Writing that Works, 2000	Box 6
Mather & Crowther--The Creative Concept (Stanhope Shelton), 1964	Box 6

Miscellaneous print advertisements by others,  
1940s-1984 Box 12

**Scope and Contents**

Includes: American Airlines, American Tobacco (BBDO), European Health Spas, Life Savers, Lucky Strike (BBDO), Riteway

Rums of Puerto Rico--Print advertisement with  
letter to the advertiser, undated Box 10

The Unpublished Davig Ogilvy (uncorrected  
edition), 2012 (1986) Box 6

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**Writings, Speeches, Presentations, 1954-1999, undated**

**David Ogilvy, 1954-1993, undated**

15 Bees in My Bonnet, 1993 Box 7

Annual Advertising Awards, 1954 Box 7

Creative Council/Touffou circulars index,  
1978-1981 Box 7

Creative Council memos, 1976-1980 Box 7

David Ogilvy project transcripts, 1987 Box 7

**Physical Description:** 3 folders

Does Advertising Deserve Its Reputation?  
(Open Mind panel), 1962 Box 7

How to Lead a Creative Organization, undated Box 7

How to Raise the Creative Standards of Ogilvy  
& Mather, 1990 Box 7

New Business Policies of OBM, undated Box 7

Research on Advertising Techniques that  
Work--And Don't Work (with Joel Raphaelson),  
1982 Box 7

Speech to Direct Mail Advertising Association (DMAA), 1963	Box 7
Speech to life insurance agency management (on direct mail), 1965	Box 7
The Leo Burnett I Knew, 1991	Box 7
Touffou memos, 1980-1983	Box 7
View from Touffou, undated	Box 7
Views on various subjects (index), undated	Box 7
We Sell--Or Else!, 1991	Box 7

### **Jock Elliott, 1964-1994, undated**

Advanced Management Program, 1979	Box 8
Advertising Hall of Fame acceptance, 1984	Box 8
American Jewish Committee, 1978	Box 8
American Marketing Association, 1980	Box 8
Analysts meeting, 1979	Box 8
Bob Keim roast, undated	Box 8
Clio Awards, 1981	Box 8
Denver Advertising Federation, 1987	Box 8
Flag Day, 1988	Box 8
How Far Can You Stretch Your Coffee Break?, 1972	Box 8
How to Be Successful and Happy in the Advertising Business, 1994	Box 8
In Memory of Andrew Kershaw, 1978	Box 8
Joint talk (with Elly Elliott) to International House, 1987	Box 8
Magazine Publishers Association, 1974	Box 8

New Year's Pome, 1992	Box 8
Outlook for Advertising in a Restrictive Economy, 1974	Box 8
Parking Problem, undated	Box 8
Presentation to the financial community of New York, 1978	Box 8
Presentation to the New York Society of Security Analysts, 1969	Box 8
Progress report on O&M affirmative action program, 1968	Box 8
Pros and Cons of the Fee System, 1964	Box 8
Public Service Advertising, 1986	Box 8
Public Service Advertising in the United States, 1985	Box 8
Re-Skilling Britain, 1987	Box 8
Reader's Digest, 1986	Box 8
Shareholders' meeting, 1979	Box 8
Some Do's and Don't's About Public Service Advertising, 1988	Box 8
Staff meeting, 1981	Box 8
Talk to Delhi staff, 1978	Box 8
Talk to London staff, 1978	Box 8
Talk to OBM staff, 1965	Box 8
United Jewish Appeal, 1981	Box 8
Western Region, American Advertising Federation (AAF), 1987	Box 8
What (Gloomy) Gus Says and What I Say Back, 1975	Box 8

Why Don't You Speak for Yourself, John?, 1981 Box 8

Wouldn't It Be Better If--?, 1974 Box 8

**Joel Raphaelson, 1975-1999, undated**

Big Ideas, 1981 Box 8

How Do You Know?, 1999 Box 8

How to Evaluate Radio Commercials, undated Box 8

Interview with David Ogilvy, 1986-1987 Box 8

Lesson One from David Ogilvy, 1983 Box 9

Little Differences that Make a Big Difference on TV, 1988 Box 9

Rescue that Campaign!, 1975-1976 Box 9

Secret About Copywriters, undated Box 9

Suggestions for Making Better Radio Commercials, 1976 Box 9

What Do They Want? What Will They Pay For?, 1993 Box 9

Writing for Results, 1990 Box 9

**Other Sources, 1974-1991, undated**

Andrew Byrne--The Purpose of Advertising Is Increased Sales, 1980 Box 9

Andrew Ehrenberg--Repetitive Advertising and the Consumer, 1974 Box 10

Graham Phillips--The View from the Bridge on Client Services, 1991 Box 9

Henry Bernhard--A Look Before We Leap into the 1980s, 1979 Box 9

Unattributed--Why O&M Should Advertise, and How, undated Box 9

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## Audiovisual Materials, 1982-2011, undated

Joel Raphaelson's 30th O&M Anniversary, 1988 Box AV1 > Video-cassette  
RL01070-VHS-001

### Scope and Contents

Includes: Bill Whitney; Who's Marikay?

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Ogilvy & Mather "Little Differences" reel 13:00, undated Box AV1 > Video-cassette  
RL01070-VHS-002

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Ogilvy & Mather Magic Lanterns, David Ogilvy intro 12:00, 1986 Box AV1 > Video-cassette  
RL01070-VHS-003

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Ogilvy & Mather Direct, David Ogilvy presentation 7:00, 1988 Box AV1 > Video-cassette  
RL01070-VHS-004

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Reflections on David Ogilvy with Joel Raphaelson 42:00, undated Box AV1 > Video-cassette  
RL01070-VHS-005

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Leo Burnett: When to Take My Name Off the Door, undated Box AV1 > Video-cassette  
RL01070-Umatic-001

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Ogilvy & Mather commercial compilation, undated Box AV1 > Video-cassette  
RL01070-Umatic-002

### Scope and Contents

Includes: Perking Pot; Horse and Wagon (apple turnover); Statues; William Miller; Rags to Riches

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Ogilvy & Mather "Little Differences That Make a Big Difference" TV examples only, 1992 Box AV1 > Video-cassette  
RL01070-Umatic-003

### Scope and Contents

Includes: 2 AT&T spots; Biker; Mary Ryan; Sports Illustrated; Amex; Joe Sedelmeier; Pavarotti; Super Glue; Hallmark

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Pesky rules speech, commercials reel, undated	Box AV1 > Video-cassette RL01070-Umatic-004
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**Scope and Contents**

Includes: Miller Lite; American Express, Landry; Rave, Six Years Old; Fed Ex, Fast Pace; Mistral; Diet Rite; Pavarotti; Rheems; Xerox

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Ogilvy & Mather and Chicago, 2011	Box AV1 > Video-disc RL01070- OP-001
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Ogilvy & Mather: Joel's Remembrances of Hank Bernhard, 2011	Box AV1 > Video-disc RL01070- OP-002
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Ogilvy & Mather: Joel's Remembrances of Hank Bernhard, 2011	Box AV1 > Video-disc RL01070- OP-003
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Radio Freak, current reel, 1982	Box AV1 > Audio-reel RL01070- RR-001
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Radio Freak, original presentation, 17:00, undated	Box AV1 > Audio-reel RL01070- RR-002
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