



# Guide to the Kenneth Roman Papers, 1906-2011 and undated

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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## Summary

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**Collection Title:**

Kenneth Roman papers, 1906-2011 and undated

**Creator:**

Roman, Kenneth

**Source:**

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

**Abstract:**

Kenneth Roman is a former advertising executive and CEO of Ogilvy & Mather agency, and author of several books. The collection spans the years 1906-2011 and primarily contains materials gathered during Roman's research for a biography of David Ogilvy, *The King of Madison Avenue*. Includes printed materials, articles, photographs, CDs, VHS videocassettes, audiocassettes of interviews with printed transcriptions, and a collection of writings and speeches by Roman and Ogilvy. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

16 Linear Feet  
11,000 Items

**Language:**

Material in English

**Collection ID:**

RL.01105

**Permalink:**

<https://idn.duke.edu/ark:/87924/m10q0h>

**Preferred Citation**

[Identification of item], Kenneth Roman Papers, John W. Hartman Center for Sales, Advertising & Marketing History, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The Kenneth Roman Papers span the years 1906-2011 and primarily contain materials gathered during Roman's research for a biography of David Ogilvy, The King of Madison Avenue. Includes printed materials, articles, photographs, CDs, VHS videocassettes, audiocassettes of interviews with printed transcriptions, and a collection of writings and speeches by Roman and Ogilvy.

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## Arrangement

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This collection is organized alphabetically into seven series: General Files, 1941-2011 and undated; Book Manuscript Files, 1906-2009 and undated; Interview Transcripts, 1989-2008 and undated; Speeches by Ken Roman, 1979-1989; Oversize Materials, 1947-2008; Printed Materials, 1923-2011 and undated; Audiovisual Materials, 1935-2011 and undated.

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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

Collection is restricted.

Original audiovisual materials are closed to research until use copies can be produced. Contact Research Services for further information. Transcripts to interviews recorded on audiocassettes are available in the collection.

Access to the collection for commercial purposes must receive written approval from the donor prior to starting research.

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 Kenneth Roman Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2011.

### **Processing Information**

Processed by Richard Collier, May 2012

Encoded by Richard Collier, May 2012

Accession 2011-0143 is 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:

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

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

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

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

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

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

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

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

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## **Names and Subjects**

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- Advertising executives -- United States
- Advertising executives -- Great Britain
- Advertising agencies -- United States -- History
- Advertising agencies -- Great Britain -- History
- Advertising -- History
- Advertising
- Audiocassettes
- Videocassettes
- Advertising executives
- Biography
- Roman, Kenneth
- Hewitt, Ogilvy, Benson & Mather
- John W. Hartman Center for Sales, Advertising & Marketing History
- Ogilvy & Mather
- Ogilvy, Benson & Mather (New York, N.Y.)
- Ogilvy, David, 1911-1999

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## **Collection Inventory**

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### **General Files, 1941-2011 and undated**

#### **Binder 1**

The Fountain Overflows--Rebecca West, 1956	Box 1
Cyril Connolly--Clive Fisher, 1995	Box 1
Myself Among Others--Ruth Gordon, 1971	Box 1
Audience Research Institute--George Gallup/ David Ogilvy, 1941	Box 1
A History of British Secret Service--Richard Dean, 1969	Box 1
The Life of Ian Fleming--John Pearson, 1966	Box 1
Camp X--David Stafford, 1986	Box 1
Desperate Deception--Thomas Mahl, 1998	Box 1
Room 3603--Montgomery Hyde, 1963	Box 1
The Mirror Makers--Stephen Fox, 1984	Box 1

## **Binder 2**

David Ogilvy--Dave McCall, 1988	Box 1
Honor Among Thieves--Dave McCall, undated	Box 1
The Beard and I--Tommy Whitehead, 1965	Box 1
Nobody Else is Perfect--Charles Hennessy, 1980	Box 1
Of Women and Advertising--John Straiton, 1984	Box 1
Portrait--Printer's Ink, 1961	Box 1
The Story of Ted Bates & Co.--Martin Mayer, undated	Box 1
Autobiography--Alan Sidnam, 2001	Box 1
Obvious Adams--Robert Ubdegraff, 1980	Box 1
Mad Men--BBC 4, 2008	Box 1

## **Binder 3**

Twenty Advertisements That Shook The World--James Twitchell, undated	Box 1
The Benevolent Dictators--Bart Cummings, 1984	Box 1
Madison Avenue USA--Martin Mayer, 1992	Box 1
Greatest Business Stories of All Time, 1996	Box 1
The Power of the Obvious--Alda Papone, 2005	Box 1
Ogilvy Interview--Lee Bartlett, 1991	Box 1
Ogilvy Interview 75th birthday--Joel Raphaelson, undated	Box 1
Ogilvyisms--Ogilvy & Mather, 2001	Box 1

#### **Binder 4**

My Life--David Ogilvy, 1986	Box 1
A Gallop Through Our First 139 Years (1850-1989)--Joel Raphaelson, circa 1990	Box 1
David Ogilvy biographies, 1998	Box 1
Ogilvy & Mather timeline, key dates, 1998	Box 2
Mather & Crowther dates,	Box 2
David Ogilvy obituaries--Joel Raphaelson, Stanley Piggot,	Box 2
The Benevolent Dictators--Bart Cummings Interview, 1982	Box 2
Touffou Board Meeting--David Ogilvy, 1994	Box 2
A Life--Rebecca West, 1987	Box 2

#### **David Ogilvy**

David Ogilvy: Original Mad Man--BBC4, 2008	Box 2
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David Ogilvy: The Most Famous Advertising Man in the World--Kenneth Roman Book Proposal, undated	Box 2
David Ogilvy As I Knew Him--Michael Ball, 2008	Box 2
David Ogilvy on Creativity, undated	Box 2
David Ogilvy on Training, undated	Box 2
How to Create Advertising That Sells--Ogilvy & Mather house advertisements, undated	Box 2
My Creative Principles, 1968	Box 2
The View From Touffou, 1981	Box 2
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David Ogilvy on Creativity, 1992	Box 3
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Frank McGee profile, 1992	Box 3
The Importance of Direct Marketing, 1992	Box 3
Unidentified interviews,	Box 3
Fan letters, 2008-2010	Box 3
<b>Physical Description:</b> 2 folders	
General Foods: GF in the USA (account assignments), approximately 1975	Box 24
How to Make \$50,000 a Year in Advertising (typescript), Jud Irish, circa 1957	Box 3
<b>Physical Description:</b> 3 folders	
Mad Men, 2009-2011	Box 3
Memo: Who speaks for Ogilvy & Mather?, 1984	Box 24
Photograph/Art permissions, 2008-2009	Box 4
<b>Photographs and images</b>	

General, 1918-2007 and undated <b>Physical Description:</b> 4 folders	Box 4
Articles and printed materials, undated	Box 4
Images, undated	Box 4
Nick Evans on David Ogilvy, 2006	Box 4
Postcards, letters, and mailers, undated	Box 4
Promotion, 2009	Box 4
Reviews, 2009	Box 4
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Chapter 2--Schools, 1955-2008 <b>Physical Description:</b> 2 folders	Box 5
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### **Chapter 6--BSC, Amish, Overlord**

British Security coordination, 1949-2008 <b>Physical Description:</b> 2 folders	Box 6
Amish, 1948-2008	Box 6
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Miscellaneous, 1948-2007 Box 6

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### **Chapter 8--Philosopher Kings**

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Hug a Client Today, 1984	Box 16
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Officer's Meeting (WPP tender offer), 1989	Box 16
Ogilvy & Mather 33rd Annual Staff Meeting, 1981	Box 16
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Present at the birth of modern advertising (tribute to Albert Lasker), 2010	Box 24

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Storytelling, stealth, and the holy grail of advertising, 2005	Box 24
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The Agency of the Year, 1983	Box 16
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Toward a New Spirit, 1979	Box 16
Welcome (32nd staff meeting), 1980	Box 16
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What It Means to Belong to the Club, 1985	Box 16
What It Takes to Be the Best Agency, 1983	Box 16
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### **Printed Materials, 1923-2011 and undated**

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5 Giants of Advertising. Lorin, Philippe. Assouline, Paris, 2001	Box 18
100 Leo's: Wit & Wsdom from Leo Burnett. Burnett, Leo. NTC Business Books, Chicago, Ill., 1995	Box 18
Adcult USA: The Triumph of Advertising in American Culture. Twitchell, James B.. Columbia University Press, New York, N.Y., 1996	Box 18
Advertising Age: 50 Years of TV Advertising Special Collectors Edition. Crain Communications, Chicago, Ill., Spring 1995	Box 18
Adweek: Special Anniversary Issue (20th). Prometheus Global Media, New York, N.Y., 1998	Box 18
Adweek: The Voice of Media- Vol. LII No. 23 June 13-June 19 2011. Prometheus Global Media, New York, N.Y., 2011	Box 18
All Out of Step: A Personal Chronicle. Lambert, Gerald B.. Doubleday & Company, Inc., Garden City, N.Y., 1956	Box 18
The Art of Writing Advertising: Conversations with Masters of the Craft. Interviewed by Higgins, Denis. NTC Business Books, Lincolnwood, Ill., 1995	Box 18

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American Advertising 1800-1900. Americana Review, Scotia, N.Y., 1960	Box 18
The American Demands for British Goods, Benson Advisory Council for the Development of British Trade, S.H. Benson, Ltd., London, undated	Box 18
Around & About Horsley. Horsley Countryside Preservation Society, West Horsley.2007	Box 18
A Big Life (in advertising). Lawrence, Mary Wells. Alfred A. Knopf New York, N.Y., 2002	Box 18
Bill Bernbach said..., DDB Needham Worldwide, New York, N.Y., undated	Box 18
Born Fighting: How the Scots-Irish Shaped America. Webb, James. Broadway Books, New York, N.Y., 2004	Box 18
C: The Secret Life of Sir Stewart Menzies, Spymaster to Winston Churchill. Brown, Anthony Cave. Macmillan Publishing Co., New York, N.Y., 1987	Box 18
A Century of Change: A Surrey Village in the 20th Century. Bowley, Pam. Horse & Tree Publications, West Horsley, 2003	Box 18
Christ Church 2005, TJ International Ltd., Padstow, Cornwall, 2005	Box 18
East Horsley: The Lovelace Village. [Photographs] Bowley, Pam. Horsley Countryside Preservation Society, West Horsley, 2006	Box 18
The Fettes List 1870-1992. Old Fettesian Computer Center, Edinburgh, 1993	Box 18
George Gallup in Hollywood. Ohmer, Susan. Columbia University Press, New York, N.Y., 2006	Box 18
Having it All. Korda, Reva. First Signet Printing, Middlesex, England, 1991	Box 18

A History of Salisbury Township, Lancaster County, Pennsylvania. Lorenz, Joan M.. Masthof Press, Morgantown, Pa., 2002	Box 18
A History of the Publicity Club of London. Garth, Alan. C. Nicholls & Company Ltd., Great Britain, 1978	Box 18
How to Advertise. Roman, Ken and Maas, Jane. Thomas Dunne Books, New York, N.Y., 2003	Box 18
How to write better, 1979	Box 24
The Irregulars: Roald Dahl and the British Spy Ring in Wartime Washington. Conant, Jennet. Simon & Schuster, New York, N.Y., 2008	Box 18
J. Walter Takeover: From Divine Right to Common Stock. Morgan, Richard. Richard D. Irwin, Inc., Homewood, Ill., 1991	Box 18
The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising . Roman, Kenneth. Palgrave Macmillan, New York, N.Y., 2009	Box 18
The King of Madison Avenue (Chinese). Roman, Kenneth. Bardon-Chinese Media Agency, Taipei, Taiwan, 2011	Box 18
The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising (Chinese). Roman, Kenneth. China Citic Press, Beijing, 2010	Box 18
David Ogilvy: The King of Madison Avenue (German). Roman, Kenneth. Campus Verlag, Frankfurt, Germany, 2010	Box 18
David Ogilvy: The King of Madison Avenue (Spanish). Roman, Kenneth. Gestion, Barcelona, Spain, 2010	Box 18
The King of Madison Avenue (Russian). Roman, Kenneth, INFOX, Moscow, 2010	Box 18

Leo. Collection of Leo Burnett. Leo Burnett Company, Inc. Chicago, Ill., 1971	Box 19
The Longevity Factor: The New Reality of Long Careers and How it Can Lead to Richer Lives. Bronte, Lydia. HarperCollins Publishers, Inc., New York, N.Y., 1993	Box 19
Madame: an intimate biography of Helena Rubinstein. O'Higgins, Patrick. Redwood Press Limited, London, 1971	Box 19
Madison Avenue U.S.A.. Mayer, Martin. NTC Business Books, Lincolnwood, Ill., 1992	Box 19
Marion Harper: An Unauthorized Biography. Johnston, Russ. Crain Books, Chicago, Ill., 1982	Box 19
Murder Must Advertise. Sayers, Dorothy L.. HarperCollins Publishers, Inc., New York, N.Y., 1993	Box 19
OBM: 125 Years. Pigott, Stanley. Ogilvy Benson & Mather Limited, London, 1975	Box 19
Obvious Adams: The Story of a Successful Businessman. Updegraff, Robert R. Executive Development Press, Inc. Littleton, NH, 1953	Box 19
Ogilvy & Mather business book, 1988	Box 24
Ogilvy orchestration, 1985	Box 24
Old West Horsley: The Story of a Surrey Village. Bowley, Pam. Horse & Tree Publications, West Horsley, 2000	Box 19
Pigeon Holes of Memory: The Life and Times of Dr. John Mackenzie. Shaw, Christina Byam. Constable & Company Ltd., London, 1988	Box 19
The Power of The Idea. [Speech] Lewis, E. St. Elmo. Joseph D. McGuire, New York, N.Y., 1923	Box 19
Quotations of David Ogilvy. Ogilvy & Mather, New York, N.Y.,	Box 19

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Rooted in Scotland. Taylor, Cameron. Luath Press Ltd., Edinburgh, 2007	Box 19
Rosanna of the Amish. Yoder, Joseph W.. Herald Press, Scottdale, Pa., 1993	Box 19
Scientific Advertising. Hopkins, Claude. Ogilvy & Mather Worldwide, New York, N.Y., 1993	Box 19
The Scotch-Irish: A Social History. Leyburn, James G.. The University of North Carolina Press, Chapel Hill, N.C., 1962	Box 19
The Secret History of British Intelligence in the Americas, 1940-45. British Security Coordination. Fromm International, New York, N.Y., 1999	Box 19
Spymistress: The Life of Vera Atkins, The Greatest Female Secret Agent of World War II. Stevenson, William. Arcade Publishing, Inc., New York, N.Y., 2007	Box 19
Star Reacher. Kuftrin, Joan. Leo Burnett Company, Inc. Chicago, Ill., 1995	Box 19
The Story of West Horsley Manor and Its Church. Bowley, Pam. St. Mary's Church P.C.C., West Horsley, Surrey, 1993	Box 19
A Technique for Producing Ideas. Young, James Webb. NTC Business Books, Lincolnwood, Ill., 1986	Box 19
The Theory & Practice of Selling the Aga Cooker. Aga Heat Limited, Reissued by The Ogilvy Group, New York, N.Y., 1935	Box 19
Twenty Ads That Shook the World. Twitchell, James B.. Crown Publishers, New York, N.Y., 2000	Box 19
The Unpublished David Ogilvy: a selection of his writings from the files of his partners. The Ogilvy Group, Inc., 2002	Box 19

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Up The Agency: The Funny Business of Advertising. Mayle, Peter. Pan Books, Great Britain, 1990	Box 19
The US Government, Citizen Groups and the Cold War. Edited by Laville, Helen and Wolford, Hugh. Routledge, New York, N.Y., 2006	Box 19
Whatever Happened to Madison Avenue?: Advertising in the '90s. Mayer, Martin. Little, Brown and Company, Boston, Mass., 1991	Box 19
Writing that Works: How to Communicate Effectively in Business. Roman, Kenneth and Raphaelson, Joel. HarperCollins Publishers, Inc., New York, N.Y., 2000	Box 19
Ogilvy on Ogilvy. Ogilvy & Mather Worldwide, New York, N.Y., 2003	Box 20
The Lasker Story: As He Told It. Lasker, Albert Davis. Advertising Publications, Inc., Chicago, Ill., 1963	Box 20
The Story of a Kitchen Classic. James, Tim. Absolute Press, England, 2002	Box 20

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## Audiovisual Materials, 1935-2011 and undated

### Access Restrictions:

**Restrictions on Access:** Original audiovisual materials are closed to research until use copies can be produced. Contact Research Services for further information.

### Interview cassettes

#### Scope and Contents note

Originals are closed to research. Transcripts of interviews are available in the collection.

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<b>Other Audiovisual Materials</b>	
David Ogilvy Images, undated. CD-R.	Box 22
David Ogilvy Retrospective Radio 4 - UK, Sept. 4, 2000. Ogilvy & Mather. CD-R. 2006	Box 22
D. Ogilvy Work --Rolls Royce, Hathaway, undated. CD-R.	Box 22
Ogilvy & Mather Hotel Intercontinental (Disc 1 of 2) 1989. Ogilvy & Mather. CD-R. 2011	Box 22
Ogilvy & Mather Hotel Intercontinental (Disc 2 of 2) 1989. Ogilvy & Mather. CD-R. 2011	Box 22
Touffou Photos, undated. CD-R.	Box 22
David Ogilvy Advertising Research Foundation, 1994. Ogilvy & Mather. DVD. 2011	Box 22
David Ogilvy MPEG Files Audio Files, undated. DVD.	Box 22
David Ogilvy on Training, undated. Ogilvy & Mather. DVD. 2011	Box 22
David Ogilvy: Original Mad Man. Ogilvy Entertainment. DVD. 2008	Box 22
David Ogilvy Project--The View From Touffou. Ogilvy & Mather. DVD. 2010	Box 22
David Ogilvy "We Sell or Else" ANA Annual Conference 1991. Ogilvy & Mather. DVD. 2011	Box 22
David Ogilvy Worldwide Meeting October 1989. Ogilvy & Mather. DVD. 2010	Box 22
Lord Peter Wimsey Murder Must Advertise Parts (1 & 2). DVD. 1973	Box 22

Lord Peter Wimsey Murder Must Advertise Parts (3 & 4). DVD. 1973	Box 22
Rosser Reeves Testimonial, undated. DVD.	Box 22
David Ogilvy work, undated. DVD.	Box 22
Conversations with an Advertising Man by Guy Shahar, undated. DVD. TRT:	Box 22
A Conversation About Advertising with David Ogilvy. A.A.A.A. VHS. TRT: 60:00.	Box 23
Advertising On Ogilvy. Ogilvy & Mather. VHS. TRT: 22:18. 1997	Box 23
O & M Officers Meeting: Ken Roman and Martin Sorrell. Ogilvy & Mather. VHS. TRT: 60:00. 1989	Box 23
O & M Worldwide Management Meetings: David Ogilvy Speech. Ogilvy & Mather. VHS. TRT: 30:00. 1989	Box 23
Ruggles of Red Gap. Paramount Productions/MCA Universal. VHS. TRT: 90.00. 1935	Box 23
Sell & Spin: A History of Advertising: Acts 5-8. The History Channel. VHS. TRT: 49:45. 1999	Box 23
View From Touffou, undated. VHS. TRT: 38:00.	Box 23
Leo Burnett--When To Take My Name Off the Door, undated. Leo Burnett Company, Inc. VHS. TRT: 15:00.	Box 23
Witness. Paramount Productions/MCA Universal. VHS. TRT: 112:00. 1985	Box 23

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