



# Guide to the Ralph Rydholm papers, 1936-2014 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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## Summary

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**Collection Title:**

Ralph Rydholm papers, 1936-2014 and undated

**Source:**

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

**Creator:**

Rydholm, Ralph William, 1937-2014

**Abstract:**

Advertising executive who worked in a number of agencies in Chicago and New York. Collection spans 1936-2014 and includes correspondence, proofs and tear sheets, sketches and cartoons, copy scripts, research reports and other printed materials, photographs and slides, audiovisual materials in multiple formats (audio and video cassettes, 16mm and 35mm film and audio reels, DVDs and phono discs) and other materials that document Rydholm's career in advertising agencies in Chicago and New York including BBDO, E.H. Weiss, EURO RSCG, J. Walter Thompson (JWT), Post Keyes Gardner, Tatham-Laird, Ted Bates, and Young & Rubicam. Collection also documents Rydholm's military service with the U.S. Air Force and participation in some War Production Board youth activities during World War II, as well as his tenure as President of the American Association of Advertising Agencies (AAAA). Companies represented include Alberto-Culver, American Bar Association, Chicago Museum of Sports, Chicago Public Education Fund, Executive Service Corps, Hoover vacuum cleaners, and Northwestern University. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

36.0 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.11279

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1vs9c>

**Preferred Citation**

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

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## **Background**

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### **Scope and Content**

Collection spans 1936-2014 and includes correspondence, proofs and tear sheets, sketches and cartoons, copy scripts, research reports and other printed materials, photographs and slides, audiovisual materials in multiple formats (audio and video cassettes, 16mm and 35mm film and audio reels, dvds and phono discs) and other materials that document Rydholm's career in advertising agencies in Chicago and New York including BBDO, E.H. Weiss, EURO RSCG, J. Walter Thompson (JWT), Post Keyes Gardner, Tatham-Laird, Ted Bates, and Young & Rubicam. Collection also documents Rydholm's military service with the U.S. Air Force and participation in some War Production Board youth activities during World War II, as well as his tenure as President of the American Association of Advertising Agencies (AAAA). Companies represented include Alberto-Culver, American Bar Association, Chicago Museum of Sports, Chicago Public Education Fund, Executive Service Corps, Hoover vacuum cleaners, and Northwestern University. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### **Biographical/Historical**

Born 1937, Chicago, Ill.; BA Northwestern University 1958; U.S. Air Force 1958-1959; Air Force Reserve 1959-1965; Young & Rubicam 1960-1963; Post Keyes Gardner 1963; E.H. Weiss agency 1963-1965 (copywriter); BBDO 1965-1966 (Copy Supervisor); 1966-1985 JWT Chicago (Creative Supervisor 1966-1969, Vice President and Creative Director 1969-1980, Board of Directors 1980, resigned 1985); Harvard Advanced Management Program 1982; 1986 Ted Bates Advertising (Chief Creative Officer); 1987-1998 Tatham-Laird and Kudner--later Euro RSCG Tatham (Chief Creative Officer, CEO); 1991 Adweek Advertising Executive of the Year; 1999 JWT Chicago (consultant); 2014 died, Chicago.

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## Arrangement

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Organized into the following series: Personal and Professional Files; Print Materials; Artifacts and Memorabilia; and 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

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

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

### Access Restrictions

Collection is open for research.

However, original audiovisual materials remain closed to researchers until use copies can be produced.

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 Ralph Rydholm papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2015.

## **Processing Information**

Richard Collier, Sept. 2016

Accessions described in this collection guide: 2015-0021

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## **Related Materials**

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### **Related Material**

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

Bates Worldwide Inc. records; Garrett Orr papers; J. Walter Thompson Company Advertising Vertical Files; J. Walter Thompson Company Account Files; J. Walter Thompson Company Small Accessions; J. Walter Thompson Company World War II Advertising Collection; War Effort Mobilization Campaigns Poster Collection.

### **Separated Material**

Materials separated from this collection and cataloged individually may be accessed by searching the Duke University Libraries website: [here](#)

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## **Names and Subjects**

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- Advertising executives -- United States
- Advertising
- Advertising agencies
- Chicago (Ill.) -- Commerce
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company
- American Bar Association

- Batten, Barton, Durstine & Osborn, Inc.
- Hoover Company
- Northwestern University (Evanston, Ill.)
- Ted Bates Advertising
- United States. Air Force
- Young & Rubicam

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## Collection Inventory

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### Personal and Professional Files, 1945-2014, undated

#### General Files, 1945-2014, undated

Awards, certificates, 1956-2003	Box 1
Awards, certificates, 1969-1990	Box OV1
Awards, certificates, 1975-2014	Box OV8
Awards--Executive Service Corps plaque, 2010	Box OV7
Awards--Cannes Silver Lion, 1973	Box OV6
Awards--New York Times, McCall's Best Man in Advertising, 1992	Box OV6
Awards--Outdoor Advertising Workshop plaque, 1969	Box 23
Awards--Wall Street Journal plaque, 1994	Box OV8
Biographical, CVs, etc., undated	Box 1
"Building inspiration" quote, 1991	Box 1
Change of command ceremony, USS John F. Kennedy, CV-67 (includes correspondence with Rear Admiral Gary Wheatley, USN), 1983-1986	Box 1
Childhood, 1945-1954	Box 1
<b>Physical Description:</b> 3 folders	
Childhood--Drawing to Auntie Helen, undated	Box OV6

Childhood--War Production Board Paper Trooper Award, 1945	Box 1
Correspondence, 1999-2001	Box 1
Doyle Spell 60th birthday, 1993	Box 1
Fred Stenger (film director), clippings and obituary, 1987-1989	Box 1
Harvard Advanced Management Program, 1982-1993	Box 1
<b>Physical Description:</b> 2 folders	
Humorous posters, undated	Box OV5
Interview release, 1985	Box 2
Leo Burnett--Allstate model release, 1965	Box 2
Military service (U.S. Air Force), 1959	Box 2
<b>Physical Description:</b> 2 folders	
Miscellaneous copy, undated	Box 2
NARC (National Advertising Review Council), 1999	Box 2
Northwestern University, 1958-2003	Box 2
<b>Physical Description:</b> 2 folders	
Poems and other writings, undated	Box 2
R2 Consulting stationery, undated	Box 2
Rydholm memorials and obituary, 2014	Box 2
Rydholm tributes, 1996-2002	Box OV5
Sketches and caricatures, undated	Box 2
Sketches and caricatures, undated	Box OV1
Sketches and caricatures, undated	Oversize-folder 1

**Scope and Contents**

"Fresh Eggs"; "Flying Lessons"; Happy Birthday Ralph

Sketches and caricatures, undated	Box OV5
Sketches and caricatures--"Nobody Does It Like You" art by Sonny Veneracion, 1998	Box OV6
Sketches and caricatures--Painting "That Madcap Duo Is At It Again", 1984	Box OV9
Sketches and caricatures--Sawgrass Tournament Players Club: Ralph "100 and Counting" Rydholm, 1995	Box OV6

**AAA (American Association of Advertising Agencies), 1987-2000, undated**

Advertising Agency of the Future, 1989	Box 2
Articles and clippings, 1990-1997	Box 2
<b>Physical Description:</b> 3 folders	
Beijing conference, 2000	Box 2
Charlotte Beers address, 1987	Box 2
John O'Toole address, 1989	Box 2
John O'Toole--Road to Commoditization, 1989	Box 2
Leonard Matthews, 1988	Box 2
Miscellaneous,, 1996-1997	Box 2
Presentations, 1987-1989	Box 2
What the AAAA Does, undated	Box 2

**BBD (Batten, Barton, Durstine & Osborne), 1965-1987**

Henninger Beer, undated	Box OV3
Miscellaneous,, 1965-1987	Box 3
Newsletters, 1965-1966	Box 3

**Clients/Activities, 1969-2012, undated**

37th Outdoor Advertising Competition (Rydholm was judge), 1969	Box 3
ABA Commission on the American Jury, 2004-2005	Box 3
<b>Physical Description:</b> 7 folders	
ABA Commission on the American Jury-- Harrison Ford poster, approximately 2004	Oversize-folder 2
Advertising and Ethics Forum, 1999	Box 3
Agency Management Group, 1999	Box 4
American Scandinavian Council, 1994-1999	Box 4
<b>Physical Description:</b> 4 folders	
Chicago Bears, 2001	Box 4
Chicago Museum of Sports, 1999-2001	Box 4
<b>Physical Description:</b> 2 folders	
Chicago Museum of Sports, 1999	Box OV3
Chicago Public Education Fund, 1999-2001	Box 4
<b>Physical Description:</b> 2 folders	
City of Chicago "Principal for a Day", 1998	Box 4
CSSR (Consortium on Chicago School Research), 2000-2001	Box 5
Executive Service Corps, 2003-2012	Box 5
<b>Physical Description:</b> 2 folders	
Executive Service Corps--Actors' Gymnasium, 2008	Box 5
Executive Service Corps--Pegasus Players, 2006-2007	Box 5
Fingerweights, 2000	Box 5
Foulds, 1999	Box 5

Hayden-Stone copy, undated	Box 5
Hedlund for Alderman, undated	Box OV6
Home Team, 2000	Box 5
Horizon Cash Management (English and Italian), 2006-2010	Box 5
<b>Physical Description:</b> 4 folders	
Horizon Cash Management (English and Italian), 2007-2010	Box OV3
MAX (Managing Advertising Expenditures) Conference, 1998	Box 5
Newberry Library, 1992, 2007	Box 5
Northwestern University brand initiative, 2000	Box 5
Northwestern University brand initiative	Box 6
Photonails (Steve Durchslag)	Box 6

### **E.H. Weiss, 1964-1965, undated**

American National Bank script, 1964	Box 6
Awrey baked goods, Corina cigars, General American Transportation, Kings Men, 1964-1965	Box OV3
Carling Red Cap, undated	Box 6
General American Transportation Corporation (GATX), 1964-1965	Box 6
King's Men, 1964	Box 6
Mac Churchill, undated	Box 6
Miscellaneous creative [Awrey Bakeries, Brown & Williamson (Biltmore, Carina Lark cigars), General American Transportation, King's Men, Inland Steel, Orange Crush, Serta], 1964, undated	Box OV4

**Physical Description:** 2 folders

**JWT (J. Walter Thompson Company), 1964-2000, undated**

120th anniversary print of Mr. Thompson, 1984	Box 6
Alberto-Culver, 1966	Box OV3
Alberto-Culver, 1966	Box OV4
Analysis if AdTrieval and 333, 2000	Box 6
Atlanta Office, 1980	Box 6
Chicago Tribune, Sears creative, 1968-1972	Box OV4
Children's Hour presentation, undated	Box 6
Clients, Client Relations and Client Service (Denis Lanigan), 1978	Box 6
Clippings, 1967-1999	Box 6
<b>Physical Description:</b> 2 folders	
Correspondence and memoranda, 1969-1992, undated	Box 6
<b>Physical Description:</b> 4 folders	
Correspondence and memoranda, 1969-1992, undated	Box 7
<b>Physical Description:</b> 4 folders	
Cynthia Swank (JWT Archivist)--Some Basic Roots of the J. Walter Thompson Company, 1985	Box 7
Ford Taurus spots, 1985	Box 7
FTC meetings on cable television advertising, 1980	Box 7
Gillette, Holiday Spas, 1973-1975	Box OV3
Guide to Written Communications, 1983	Box 7
Henry M. Goodman Furniture Stores, 1972	Box 7

Holiday Spas, KenL Ration, Simoniz newsprint, 1967-1975	Box OV3
J. Walter Ralph house ad, Knoblauch feature, Sears, 1971, undated	Box OV6
KenL Ration, Pan Am, 1967-1969	Box OV3
Hoover, 1999	Box 7
Hoover--Brandscape results, 1999	Box 7
Hoover--Maytag annual report, 1998	Box 7
Hoover--Presentation, 1999	Box 7
Is There a Crisis in Branding in the United States? (Joel Baumwoll), 1978	Box 7
JWT: Reputation and Reality (Arnold Grisman), 1978	Box 7
Leadership at JWT, undated	Box 7
London Office--Crisis in Branding, 1978	Box 7
London Office--How People Use Advertising and How to Understand It (Judie Lannon), 1983	Box 7
London Office--T-Plan, 1964	Box 7
Managing a JWT Office for Performance and Profit: 2. Profit (E.G.A. Bathon), 1978	Box 8
Managing a JWT Office for Performance and Profit: 4. Product and Profit--You Can't Have One Without the Other (William E. Ross), 1978	Box 8
Mary Kuhnablow "Enterprise" marketing plan, 1971	Box 8
Memo (was framed), Operating Committee, 1978	Box 8
New Business Review, 1978	Box 8

"New" Medium: Television in the 1980s (Marie Luisi), 1978	Box 8
Newsletter article on Simoniz "Submarine" commercial, 1967	Box 8
Parker Pen script, 1967	Box 8
Print advertisements (Sears, Uncle Ben's), 1970-1973	Box 8
Reshaping JWT for Future Needs and Opportunities (Denis Lanigan), 1978	Box 8
Ronco, 1976	Box 8
Schlitz--Fortune Magazine feature, 1978	Box 8
Schlitz--Poster, 1975	Oversize-folder 2
Sears (includes Allstate), 1968-1973	Box OV3
Sears radio copy, 1968	Box 8
Troutbeck--Management effectiveness, 1983	Box 8
True Serv, 1998-1999	Box 8
Uncle Ben's, undated	Box OV3
U.S. Playing Card Company, undated	Box 8
U.S. Professionals Conference, 1979	Box 8
What JWT Stands For, undated	Box 8

### **Post Keyes Gardner, 1964, undated**

Breeze, Raleigh notes, undated	Box 8
Burgermeister Beer, Italian Balm, 1963	Box OV3
San Francisco campaign creative rationale (Burgermeister Beer?), 1964	Box 8

### **Tatham (Includes Tatham-Laird & Kudner, EURO RSCG Tatham), 1976-1998, undated**

Agency history, 1996	Box 8
Agency information (binder), 1992-1993	Box 8
Agency philosophy notes, undated	Box 9
Amati, 1991	Box 9
Ameritech presentation and second-line campaign, 1994	Box 9
Articles and clippings, 1987-1995 <b>Physical Description:</b> 6 folders	Box 9
Articles and clippings, 1987-1995 <b>Physical Description:</b> 2 folders	Box 10
Audi, 1993	Box 10
Awards recaps, 1989-1991	Box 10
CEBA (Creative Excellence in Business Advertising) Awards, 1997	Box 10
Charlotte Beers, 1992-1993	Box 10
Charlotte Beers review of Chicago advertising, 1990	Box 10
Client lists, 1994	Box 10
Clio Awards, 1993	Box 10
Commercials lists, 1993-1996	Box 10
Correspondence and memoranda, 1987-1992 <b>Physical Description:</b> 4 folders	Box 10
Correspondence and memoranda, 1993-1999 <b>Physical Description:</b> 4 folders	Box 11
Correspondence (Binders), 1992-1993 <b>Physical Description:</b> 5 folders	Box 11

Correspondence (Binders), 1993-1994	Box 12
<b>Physical Description:</b> 3 folders	
C.R. Standen memo on Tatham philosophy, 1979	Box 12
Dean Foods, undated	Box OV4
Gallo, 1988	Box 12
Hardee's, 1993	Box 12
<b>Physical Description:</b> 2 folders	
Illinois Bell "We're All Connected," undated	Box 12
Illinois State Lottery, 1991	Box 12
Job descriptions, 1976-1977	Box 12
John Deere, 1989	Box 12
Life at Tatham, anniversary issue, 1996	Box 12
Lightbulb--Tilting Brand Preference, undated	Box 12
Miscellaneous creative [Brown & Williamson (Capri, Misty), Coors Cutter, Everen Securities, Head & Shoulders, Hoover, Huffy, Kemper, Mr. Clean, Old Spice, One A Day, Vidal Sassoon], 1994-1996	Box OV3
New business, 1992	Box 13
Nissan, 1987	Box 13
Peoplebook, 1999	Box 13
Print advertisements [Brown & Williamson (Capri, Misty), Hoover, Huffy, Kemper, Metamucil, Miles (One a Day, Flintstones vitamins)], 1994-1996	Box 13
Ralph's going away party, 1998	Box 13
Tatham Topics, 1995-1997	Box 13

We're All Connected--Case study for speeches, undated	Box 13
What Is a Brand, undated	Box 13
William Claggett (Ralston Purina) presentation on new business, 1982	Box 13
Wolverine Worldwide, 1993-1996	Box 13

### **Ted Bates, 1982-1987**

About Ted Bates, 1985	Box 13
Bates and Saatchi: A Global Family (Larry Light), 1986	Box 13
Clippings, 1985-1987	Box 13
<b>Physical Description:</b> 2 folders	
Competitive marketing strategy, 1985	Box 13
Correspondence and memoranda, 1986-1987	Box 13
<b>Physical Description:</b> 2 folders	
Five Principles of Mars, 1983	Box 13
Heineken storyboard, 1986	Box 13
Miscellaneous, 1987	Box 14
Primetime network schedule, 1985	Box 14
Saatchi--Preparing the Advertising Brief, 1986	Box 14
The Bates Book, 1982	Box 14
The USP Agency, 1985	Box 14

### **Young & Rubicam, 1960-1964, undated**

Allied creative, 1962	Box 14
American Bakeries (Taystee), 1961-1962	Box 14
<b>Physical Description:</b> 2 folders	
American Bakeries (Taystee), 1962	Box OV6

Armour, 1962-1963	Box 14
Baseball memos (humor), 1962	Box 14
Borden, 1962-1963	Box 14
Foulds, 1963	Box 14
Function of a Junior Merchandising Man, or (The Rise and _____ of RW Rydholm), circa 1960	Box 14
Hammond Organ, 1964	Box 14
Hammond Organ, 1962	Box OV3
Merchandising, 1960	Box 14
<b>Physical Description:</b> 2 folders	
Miscellaneous, 1960, undated	Box 14
Miscellaneous creative [Allied, American Bakeries (Taystee, Cook Book), Aurora bathroom tissue], 1962	Box OV3
Miscellaneous creative [Allied, American Bakeries (Taystee, D'Agostino), 1962	Box OV4
<b>Physical Description:</b> 2 folders	
Old Milwaukee, 1962	Box 14

### **Yearbooks and Scrapbooks, 1950-1998**

Austin High School, 1950-1954	Box 15
Northwestern University, 1956, 1958	Box 16
Scrapbooks--Blue, 1945-1973	Box 17
Scrapbooks--Ralph!, 1973-1998	Box 17
Scrapbooks--Red, 1963-1975	Box 17
Scrapbooks--White, 1960-1988	Box 17

### **Speeches and Presentations, 1970-2003, undated**

AAAA client panel, 1997	Box 18
Adweek creative seminar, 1993	Box 18
AEF Ambassador speech, 1984	Box 18
Ameritech presentation, 1992	Box 18
Atlanta Broadcasting Executives Club (includes Robert Edens, "The Generation Gap is Money in the Bank"), 1970	Box 18
Bank Marketing Association, 1985	Box 18
Beef Council, 1981	Box 18
Canton Forum, 1997	Box 18
CASE (Council for Advancement and Support of Education), 1990	Box 18
Chicago Advertising in the 1980s, undated	Box 18
Denver Advertising Federation, 1992	Box 18
Development of an Idea, 1969	Box 18
Difference Between British and American Advertising, undated	Box 18
Donald Thompson--Advertising Trends in the 80s, 1983	Box 18
Donald Zuchert, undated	Box 18
Eulogy for Allin Proudfoot, 1994	Box 18
Future of Advertising, 1994	Box 18
Houston outdoor speech, undated	Box 18
Huffy Corporation presentation, 1993	Box 18
If I Were a Chief Institutional Officer..., undated	Box 18
Indianapolis talk, circa 2003	Box 18

Jacques Seguela--Tomorrow Has a Future, 1996	Box 18
John Ferrell--Advertising in the Year 2000, 1989	Box 18
Life Among the Mad Men, undated	Box 18
Management and Leadership in Times of Encroachment, undated	Box 18
Marrakesh talk, 1992	Box 18
<b>Physical Description:</b> 2 folders	
Martin Sorrell--Beans and Pearls, 1996	Box 19
MPA Kelly Awards, 1993	Box 19
New Business: Issues and Answers, 1979	Box 19
Out of Thin Air, 1999	Box 19
Pokagon, undated	Box 19
Presentation for Easy Spirit Shoes, 1992	Box 19
RAMA (Retail Advertising and Marketing Association) meeting, 1994	Box 19
Ray College of Design, undated	Box 19
Speech about education, undated	Box 19
Uncle Ben's presentation, 1981	Box 19
VCMA annual meeting, 1997	Box 19
Wearing 24 Sheets in Chicago, undated	Box 19
Why I Go to Cannes Every Year, undated	Box 19
Young Executives Club, 1993	Box 19
<b>Photographs, 1945-1997, undated</b>	
AAAA, undated	Box 19

Air Force, 1958-1959	Box 19
Cannes, 1997	Box 19
Chicago Advertising Federation Awards, 1997	Box 19
Chicago Public Education Fund, 2006-2007	Box OV2
Childhood/Youth, 1940s-1950s	Box 19
Denver Advertising Federation, 1992	Box 19
EURO RSCG France, undated	Box 19
EURO RSCG Tatham, 1997	Box OV2
Executive Service Corps, undated	Box 19
Ford--Pink Submarine Shoot, undated	Box 19
Golf, 1993-1994, undated	Box 19
Group photos and others, undated <b>Physical Description:</b> 4 folders	Box OV2
Group photos and others, undated	Box 19
Group photos and others, undated <b>Physical Description:</b> 2 folders	Box 20
Harvard Advanced Management Program, 1982	Box OV5
JWT--Cancun seminar, undated	Box 20
JWT celebration/Park West (Rydholm as Boy George), undated	Box 20
JWT miscellaneous, 1970s-1980s	Box 20
JWT--Schlitz shoot, undated	Box 20
JWT--Schlitz shoot, undated	Box OV2
JWT--Solo photos, undated	Box OV2
Michael de Anda as Pancho Villa, undated	Box 20

Northwestern University, Phi Delta Theta, 1956-1961	Box OV2
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One Magnificent Mile (Chicago), 2000	Box OV2
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Rydholm solo photos, undated	Box 20
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Rydholm with Hillary Clinton, undated	Box 20
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Tatham, undated	Box 20
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Young & Rubicam, 1961-1962	Box OV5
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### **Slides, 1967-1996, undated**

Ameritech, undated	Box 20
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Boy George, 1983-1984	Box 20
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Chicago Sun Times, 1996	Box 20
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Chicago Tribune, 1996	Box 20
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Compacter, 1969	Box 20
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Disney, 1975	Box 20
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Eddie George and Elna, Uncle Ben's, Rice Follies, 1968	Box 20
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EURO RSCG France, undated	Box 20
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European Naturals (Nowhere, Sub Ladies, Rain Barrel, Sandbox), 1970	Box 20
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European Naturals (Nowhere), 1970	Box 21
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Football commercial, undated	Box 21
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For Brunettes Only, 1970	Box 21
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**Physical Description:** 2 folders

Fountain of Youth, 1985	Box 21
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Fred Clark commercials, 1968	Box 21
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**Physical Description:** 4 folders

Harvard Advanced Management Program, 1982	Box 21
<b>Physical Description:</b> 3 folders	
JWT, 1970	Box 21
JWT Bermuda Creative Seminar, undated	Box 21
JWT Cap Ferrat, 1980	Box 21
JWT--For Brunettes Only, 1970	Box 21
Kentucky Fried Chicken, 1968	Box 21
Kentucky Fried Chicken, 1968	Box 22
Kristin, Brund, Elvis, Art Fair Detroit, 1972	Box 22
Look of Nature shoot, 1972	Box 22
<b>Physical Description:</b> 2 folders	
Messner, undated	Box 22
Mighty Morsels, 1968	Box 22
Miscellaneous, undated	Box 22
Schlitz, 1978	Box 22
Schlitz Jerry Reed shoot, 1978	Box 22
Schlitz, Mighty Morsels, 1968-1979	Box 22
Sears May Sale, Utah trip, 1969	Box 22
Sears, Texas, Detroit, Art Fair, 1969	Box 22
St. Croix V.I. submarine shoot, 1967	Box 22
Submarine, 1967	Box 22
USA Today, 1996	Box 22
Tatham Euro RSCG rum reel, undated	Box 22
Tropic Freezer, undated	Box 22

Wall Street Journal, 1996	Box 22
Miscellaneous unsorted slides, undated	Box 23

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**Print Materials, 1958-2014, undated**

22nd Annual Andy Awards, 1986	Box 24
37th Outdoor Advertising Competition, 1969	Box 24
AAAA--Agency vol. 8 no. 2, 1998	Box 24
AAAA--Impact of Advertising on Stock Performance, 1997	Box 24
AAAA In the News, 1997	Box 24
AAAA Roster and Organization 1999-2000, 1999	Box 24
AAAA--Why Advertise?, 1996	Box 24
AAAA--Your Brand Is Your Future, 1996	Box 24
ABA Annual Meeting, 2003	Box 24
ABA--Law and the Courts Vol. III: Juries, 2001	Box 24
Ad Age Creativity Special, 1996	Box 24
Adcrafter--Meeting of Minds, 1994	Box 24
American TV Commercials Festival, 1966	Box 24
Annabel's Member of the Year: Sir Darryl Hartley Leonard Esq., undated	Box 24
BBDO Chicago Office profile, 1964	Box OV10
Bob Pile--Crisis Every 15 Minutes, 1988	Box 24
Bruce MacDonald--The Bridge (chapter by Rydholm), 2008	Box 24
Cannes Festival, 1988-1989	Box 25

CEBA (Creative Excellence in Business Advertising) Awards, 1997	Box OV10
Charlie Larson--Internal Branding Seminar, 2001	Box 25
Chicago '76 Awards, 1976	Box 25
Chicago '79 Awards, 1979	Box 25
Chicago! Special Advertising Section, 1990	Box 25
Chicago Area Boy Scouts Dinner for William L. Weiss, 1994	Box 25
Chicago High School for the Arts Board Handbook, 2009	Box 25
Chicago High School for the Arts ChiArts Inaugural, 2009	Box 25
Chicago High School for the Arts Graduation, 2014	Box 25
Chicago Museum of Sports, 2001	Box 25
Chicago Public Education Fund--Annual Report, 2000	Box OV10
Chicago Public Education Fund--Better Schools Are Everybody's Business, circa 2002	Box 25
The Chicago Show, 1994, 1996 <b>Physical Description:</b> 2 folders	Box 25
Clio '86, 1986	Box 25
Copy Development Process, 1994	Box 26
David Olson (Leo Burnett)--Creative Management of the Creative Product, circa 1994	Box 26
ECS--Effective Presentation Skills, 1980	Box 26
Famous Music Corporation--Famous Favorites A Select List of Songs, 1961-1963	Box 26

First Take Magazine, 1981-1985	Box 26
Flash vol. 7 no. 1 (Rydholm interview), 1989	Box 26
Gallagher Report, 1988	Box 26
GATX Survey of Your Company's Distribution Facilities, circa 1965	Box OV10
Herbert Moser--Auch Morgen Ist Wieder Ein Heute [Tomorrow Another Day Will Come. In German], 1986	Box 26
Indiana University Marketing Club Advertising Seminar, 1986	Box 26
Institute of Practitioners of Advertising--Review of Current Practice Brand Evaluation (David Haigh), 1996	Box 26
International Broadcasting Awards, 1970-1987 <b>Physical Description:</b> 2 folders	Box 26
IOA Outdoor Newsletter vol. 4 no. 7, 1969	Box 26
Island Melee, 1998	Box 26
Jacques Seguela--Demain Il Sera Trop Star, 1989	Box 27
James Webb Young--A Technique for Producing Ideas [In Japanese; note to Rydholm from Don Johnston], undated	Box 27
John D.C. Little--Models and Managers: The Concept of a Decision Calculus, 1970	Box 27
John Robert Rieben (U. Wisconsin-Madison)--The Rise and Fall (and maybe rise again) of American Advertising, 1995	Box 27
Judicial Council of California--Task Force on Jury System Improvements Final Report, 2004	Box 27
Judie Lannon and Peter Cooper--Humanistic Advertising, 1983	Box 27

JWT--Ad Age centennial tribute, 1964	Box OV10
JWT newsletters and publications, 1971-1986 <b>Physical Description:</b> 2 folders	Box 27
JWT Worldwide Creative Forum, 1983	Box 27
Leo Burnett--The Marlboro Story, 1958	Box 27
Lowenbrau point of sale, undated	Box 27
Lowenbrau--This World Calls for...Lowenbrau, 1985	Box 27
Lowenbrau World, 1985	Box 27
Madison Avenue--Salute to Michigan Avenue, 1986	Box OV10
Marketing Science Institute--Market-Based Assets and Shareholder Value (Srivastava et al.), 1997	Box 27
Martin Mayer--Madison Avenue USA, 1958	Box 28
Mary Wells Lawrence--A Big Life, 2002	Box 28
Miscellaneous clippings and newsprint, 1980-1997	Box OV11
MPA--American Magazine Conference, 1990	Box 28
MPA Kelly Awards, 1992	Box 28
Nationwide--Pro Football Hall of Fame Enshrinees Civic Dinner, 1993	Box 28
Northwestern Magazine (Rydholm obituary), 2014	Box 28
Og Mandino--The Greatest Salesman in the World, 1968	Box 28
Ogilvy & Mather--Viewpoint, 1984	Box 28
Post Keyes Gardner--Post Scripts, 1963	Box 28

Radio Hall of Fame, 1994	Box 28
Roux Seguela Cayzac & Goudard: 20 ans, toujours 20 ans (RSCG 20th anniversary), 1990	Box OV10
SAM (Serving Advertising in the Midwest), 1970-1972	Box 28
Screen, 1984-1985	Box 28
Sounds of Nostalgia, 1973	Box 28
Sterling (Red) Quinlan--Quinlan's Key, 1984	Box 29
Tatham's Half Century--Ad Age tribute feature, 1996	Box OV10
The Tavern Club--The Barfly vol. ix no. 4, 1991	Box 29
Tim Galfas party invitation, undated	Box 29
Traffic Audit Bureau--Conference Speeches, 1969	Box 29
V for Victory--Hoover Remembers World War II exhibit brochure, 1991	Box 29
Wall Street Journal Creative Leaders, 1993	Box OV10
WFYR Top 2000 Oldies, undated	Box 29
Who's Who in America Vol. 2 1980-1981 (Rydholm has entry), 1980	Box 29
Will Howard--Creative Targeting, 1997	Box 29
Young Executives Club News vol. 5 no. 3, 1978	Box 29
Charles Goodrum and Helen Dalrymple--Advertising in America the First 200 Years, 1990	Box 30
Off the Street Club--Where Happy Endings Begin, 1998-1999	Box 30
Pub Award Annual, 1983	Box 30

The Struggle to Get Ahead--The International Andy Awards, 1996	Box 30
Tatham--Poster portfolio, undated [Includes Oak Street Council, Sheer Indulgence, Naturalizer)	Box 30
Allan J. Cox--Confessions of a Corporate Headhunter, 1973	Box 30a
Allan Cox--Straight Talk for Monday Morning, 1990	Box 30a
Peter Georgescu--The Source of Success, 2005	Box 30a
Sterling (Red) Quinlan--Quinlan's Key, 1984	Box 30a

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### **Artifacts and Memorabilia, 1936-2000, undated**

#### **General Items, 1936-2000, undated**

Boggle Manual Digital Calculator, 1976	Box 31
Camel cigarette advertisement, 1936	Box OV1
Childhood--Pins, badges, etc., circa 1945-1954	Box 31
Clapboard--Chicago Film Council, 1981	Box OV12
Fingerweight--Speed Weights, 2000	Box 31
Hoover Windtunnel replica/tape measure, undated	Box 31
JWT 1980 Spring Olympics medal, 1980	Box 31
Military service (U.S. Air Force)--Insignia, etc., 1958-1959	Box 31
Miscellaneous pins, badges, medals, etc., undated	Box 31
Schlitz--Rubik's Cube, undated	Box 31

#### **Awards, 1936-2000, undated**

AAAA--Atlanta Council, 1997	Box 32
Ad Age Creative Workshop, 1970	Box 32
Ad Week, 1992	Box 32
BBDO--Calm Deodorant, Maillol drawing on tile, undated	Box 32
Cannes Silver Lion, 1973	Box 32
Chicago Public Education Fund, undated	Box 32
Clio, undated	Box 32
IOA Award, Juror Appreciation, 1969	Box 32
JWT owl relief in clay: JWT '85 Awards Metro Museum, 1985	Box 32
Wall Street Journal Creative Leaders, 1996	Box 32
Young Executives Club, 1993	Box 32

### **Clothing and Textiles, 1936-2000, undated**

Apron--Super Bowl XX, 1985	Box 33
Austin Times "A" jacket letter, circa 1954	Box 33
Bandana--Hoover New Horizons, 1990	Box 33
Bandana--J. Walter Reindeer Roundup, undated	Box 33
Bandana--WLS-TV Circle 7 Roundup, undated	Box 33
Bomber Jacket--JWT Chicago, undated	Box 33
Hat--JWT Kazoo Band, undated	Box 33
Schlitz knitted item, undated	Box 33
Sweatshirt--Oscar Mayer Meatpackers, undated	Box 33
T-Shirt--EURO RSCG (two versions), undated	Box 33

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T-Shirt--Finger Weights	Box 33
T-Shirt--FM98 AM 1000 Loop Athletic Club, undated	Box 33
T-Shirt--Lions '96, 1996	Box 33
T-Shirt--We Make a Mean Lean Cuisine, undated	Box 33

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### **Audiovisual Materials, 1962-2009, undated**

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American Association of Advertising Agencies. Address by Joseph P. Nacchio. 93AAAA-090, 1993 April 21-24., 1993	Box AV1 > Audio-cassette RL11279-CS-001
American Association of Advertising Agencies. Advertising's Role in Building Brand Equity. 93AAAA-030. 1993 April 21-24., 1993	Box AV1 > Audio-cassette RL11279-CS-002
American Association of Advertising Agencies. Advertising's Role in Building Brand Equity. 93AAAA-030. 1993 April 21-24. Larry Light., 1993	Box AV1 > Audio-cassette RL11279-CS-003
American Association of Advertising Agencies. Client Panel: If Only Agencies Would. 4A's Management Conference/Annual Meeting, April 9-11. 97AAAA-210., 1997	Box AV1 > Audio-cassette RL11279-CS-004
American Association of Advertising Agencies. When the Inmates Run the Asylum. 4A's April 21-24 1993. 93AAAA-020., 1993	Box AV1 > Audio-cassette RL11279-CS-005
Amy Landecker. Was It Something I Said?, Undated	Box AV1 > Audio-cassette RL11279-CS-006

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Amy Landecker. Was It Something I Said?, Undated	Box AV1 > Audio-cassette RL11279-CS-007
Arthur Laffer. Growth vs. Redistribution: Which Course for the 80s?, Undated	Box AV1 > Audio-cassette RL11279-CS-008
Bank Marketing Association Creative Overview Keynote Address., Undated	Box AV1 > Audio-cassette RL11279-CS-009
Chicken & Biscuits 3 (We're Really Cooking). :30. Tatham/RSCG Att. Karen Wallisky., Undated	Box AV1 > Audio-cassette RL11279-CS-010
Cumberland River Gang #1, Undated	Box AV1 > Audio-cassette RL11279-CS-011
Dan Williams Music 1995 presentation tape. Corona Light; Bud "Boxing Gandhi's"; Busch Beer; Long John Silver's; Dodge Blues Medley "Levon Helm; Buddy Guy and Junior Wells"; Bud "Rock Solid"; FTD; Miller "Lee Roy Parnell"; Harvey's Bristol Cream; Bud "Joe Diffie"; Toyota; Ponderosa; Clorox "Mama's Got the Magic"; Red Lobster theme., 1995	Box AV1 > Audio-cassette RL11279-CS-012
Dan Williams Music 1995 presentation tape., 1995	Box AV1 > Audio-cassette RL11279-CS-013
<b>Scope and Contents</b>  Corona Light; Bud "Boxing Gandhi's"; Busch Beer; Long John Silver's; Dodge Blues Medley "Levon Helm; Buddy Guy and Junior Wells"; Bud "Rock Solid"; FTD; Miller "Lee Roy Parnell"; Harvey's Bristol Cream; Bud "Joe Diffie"; Toyota; Ponderosa; Clorox "Mama's Got the Magic"; Red Lobster theme.	
Dole Pineapple, Ted Bates 3-9-87, 1987	Box AV1 > Audio-cassette RL11279-CS-014
Dr. J. Clayton Lafferty--Management Style, Undated	Box AV1 > Audio-cassette RL11279-CS-015

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Dr. Julian Jaynes--The Origins of Human Creativity, Undated	Box AV1 > Audio-cassette RL11279-CS-016
Hardee's spots 10/25/93. Klaff/Weinstein., 1993	Box AV1 > Audio-cassette RL11279-CS-017
Hardee's P1, Undated	Box AV1 > Audio-cassette RL11279-CS-018
Tatham RSCG. Hardee's; 93/10/28 SV3280 audiocassette dub., 1993	Box AV1 > Audio-cassette RL11279-CS-019

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**Scope and Contents**

Big Campaign. :60 Full Music; :30 Full Music; Big Difference :60 Radio; Big Secret :60 Radio; Big Promo #1 :60 Radio; Big Promo #2 :60 Radio

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Jeremy Bullmore, JWT London; Goodbye Mr. Chips, Undated	Box AV1 > Audio-cassette RL11279-CS-020
Labatt's Crystal. Summer Nights; The Same; New Wave., Undated	Box AV1 > Audio-cassette RL11279-CS-021
Lady Luck comp :30, Undated	Box AV1 > Audio-cassette RL11279-CS-022
Letting Go., Undated	Box AV1 > Audio-cassette RL11279-CS-023
Lisa Barnett. Prisoner of Your Own Heart, 1989	Box AV1 > Audio-cassette RL11279-CS-024

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**Scope and Contents**

Prisoner of Your Own Heart; A Place Between; Just Give Me Some Time; Love Stories; Why Must I Chase Dreams of You? Old Kentucky Friends; Do You Ever Dream of Me? If I'm So Easy to Love (Why Am I So Easy to Leave?); Love Lullaby for Two.

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Lotto. Sorry 60; Routine 60, Undated	Box AV1 > Audio-cassette RL11279-CS-025
Lowenbrau audio, 1985	Box AV1 > Audio-cassette RL11279-CS-026

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Macrose Music presentation reel., 1992 Box AV1 > Audio-cassette  
RL11279-CS-027

**Scope and Contents**

Northwest Air "Some People"; Bell Atlantic "Take Six"; Fox TV "Roc's Title Theme"; Seagram's "Cooler World"; Bell Atlantic "Sundays"/"Joe Hendricks"/"The Spinners"; Clarion "It's Hip"; Kodak "Azul"/"Mike Tyson"; Ultress "Blair Brown"

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Mary Pat Hutton (JWT Chicago) 35th Anniversary., Undated Box AV1 > Audio-cassette  
RL11279-CS-028

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Mary Pat Hutton (JWT Chicago) 35th Anniversary., Undated Box AV1 > Audio-cassette  
RL11279-CS-029

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Momma's. Klaff/Weinstein., Undated Box AV1 > Audio-cassette  
RL11279-CS-030

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Momma's. Klaff/Weinstein., Undated Box AV1 > Audio-cassette  
RL11279-CS-031

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Momma's. All vox 12/13/93. Klaff/Weinstein., 1993 Box AV1 > Audio-cassette  
RL11279-CS-032

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Momma's. No lead vox 12/13/93. Klaff/Weinstein., 1993 Box AV1 > Audio-cassette  
RL11279-CS-033

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Momma's. No vox 12/13/93. Klaff/Weinstein., 1993 Box AV1 > Audio-cassette  
RL11279-CS-034

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Newberry Library. Shopping Alternative :30 Radio 11/10/92 Mix., 1992 Box AV1 > Audio-cassette  
RL11279-CS-035

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Northwestern 17, Notre Dame 15. September 2 1995, 1995 Box AV1 > Audio-cassette  
RL11279-CS-036

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Old Spice 3 TV DRMES. Klaff/Weinstein, Undated Box AV1 > Audio-cassette  
RL11279-CS-037

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Orson Welles session script, Undated	Box AV1 > Audio-cassette RL11279-CS-038
Prudential "Like a Rock", Undated	Box AV1 > Audio-cassette RL11279-CS-039
Ralph Rydholm speech. Advertising Club of the Virgin Islands March 17th and march 18th 1998, 1998	Box AV1 > Audio-cassette RL11279-CS-040
Reel 1 1:50-3:50 10-7-85 JTB, 1985	Box AV1 > Audio-cassette RL11279-CS-041
Ron Chancey Productions Demonstration Reel., Undated	Box AV1 > Audio-cassette RL11279-CS-042
<b>Scope and Contents</b>	
Chevy, Bob Seger; Geo instrumental; Ford, Tabatha Fare; Pepsi, Jessica Boucher; Marlboro instrumental; Chevy, Billy Yates; McDonald's, Joy White; 7-Up, Dana McVicker; Ford, T. Graham Brown; McDonald's, Jennifer Warnes.	
Schlitz., Undated	Box AV1 > Audio-cassette RL11279-CS-043
1982 Schlitz presentation JWT., 1982	Box AV1 > Audio-cassette RL11279-CS-044
<b>Scope and Contents</b>	
Gusto is Here; The Gusto Makes It Work; Shake Hands with Gusto; The Night is for Gusto; Schlitz Right Now; Gusto Means Schlitz; Hot Times, Cold Schlitz; Schlitz Beer Mug; What a Head, What a Body; Schlitz Goes On and On	
Southern Writers Group. Gary Version--Flash; JWT Song--Dylan, Undated	Box AV1 > Audio-cassette RL11279-CS-045
Starburst "Start Up the Juice" w/announcer, Undated	Box AV1 > Audio-cassette RL11279-CS-046
Time, Undated	Box AV1 > Audio-cassette RL11279-CS-047

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Untitled, Undated Box AV1 > Audio-cassette  
RL11279-CS-048

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Untitled, Undated Box AV1 > Audio-cassette  
RL11279-CS-049

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Wally's "5109", Undated Box AV1 > Audio-cassette  
RL11279-CS-050

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Lowenbrau: This World Calls for Lowenbrau  
radio campaign demo only, 1985 Box AV1 > Audio-cassette  
RL11279-CS-051

**Scope and Contents**

Contemporary; Contemporary with Donut; Rhythm and Blues; Rock/Young  
Adult; Platform/Contemporary long copy; International Hispanic; Alemannia  
Hispanic; USA Hispanic. 8:30

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J. Walter Thompson Creative Reel 9/1/99.  
Chicago Office., 1999 Box AV2 > Video-cassette  
RL11279-Umatic-001

**Scope and Contents**

Miracle Whip Flavors "Garlic"; Nabisco Air Crisps "Hey"; Polly-O "Pizza Agent  
Man"; Butterfinger "Two of a Kind"; Blockbuster "War Wounds"; Miracle  
Whip "Knife"; Partnership for a Drug-Free America "Not an Addict"; Triscuit  
"You're a Man"; Kraft "Sitting Down"; Blockbuster "Lunch/Scooper"; Miracle  
Whip "Tweety"; Nabisco Air Crisps "500 Easy Pieces"

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J. Walter Thompson "You Don't Have to Yell to  
Sell" Retail Realities: Our thoughts on acquiring  
and retaining retail clients, Undated Box AV2 > Video-cassette  
RL11279-Umatic-002

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Leading the Way: The Saga of a Viking Ship.  
Euro RSCG Tatham. American Scandinavian  
Council/Viking World Museum. Master (script  
included) 4/23/97. 5:50, 1997 Box AV2 > Video-cassette  
RL11279-Umatic-003

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Marrakech. 3/4" NBC. Gable & Greenstreet  
"Hucksters"; "Crazy People" Volvo and  
Metamucil ads; Undated Box AV2 > Video-cassette  
RL11279-Umatic-004

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NARC, Undated	Box AV2 > Video-cassette RL11279-Umatic-005
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Ralph Rydholm Four A's Presentation. Film clip montage; Heilbronner; People; Film quotes; Moscow on the Hudson, Undated	Box AV2 > Video-cassette RL11279-Umatic-006
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Ralph Rydholm Four A's Presentation., Undated	Box AV2 > Video-cassette RL11279-Umatic-007
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**Scope and Contents**

Film clip montage; Heilbronner; People; Film quotes; Moscow on the Hudson

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Ted Bates Advertising presentation reel 14 spots. Dub May 15, 1986. TSN, 1986	Box AV2 > Video-cassette RL11279-Umatic-008
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**Scope and Contents**

Warner-Lambert Dentyne "Telephone Booth" Certs "Breathless"; Colgate CDC "Generation"; Effem Foods M&M "Chocolate and Peanut" Uncle Ben's "Man and Woman"; Nissan "Eyes" "Son of Stanza"; Liver Foundation "Classroom"

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Untitled "Cougar"?, Undated	Box AV2 > Video-cassette RL11279-Umatic-009
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Pan American Air. "Swing" :60 Client Master #2. 2/28/74, 1974	Box AV2 > Video-reel RL11279- VID2-001
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Hancock. JWT edit Chicago 12489, Undated	Box AV2 > Film-reel RL11279- F35-001
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Untitled, Undated	Box AV11 > Film-reel RL11279- F35-002
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Carlos Donato Trio Live, Undated	Box AV3 > Audio-reel RL11279- RR-001
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Carlos Donato Trio; Look for Tomorrow. Mono dub of stereo 8-track cartridge. TRT 38:09., 1979	Box AV3 > Audio-reel RL11279- RR-002
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Dorado tracks. 23 pack (old); 100 mm (new),  
Undated

Box AV3 > Audio-reel RL11279-RR-003

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Hamm's Beer, J. Walter Thompson. Mono  
masters. Be What You Want to Be :60, 1976

Box AV3 > Audio-reel RL11279-RR-004

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Hamm's presentation master tape., Undated

Box AV3 > Audio-reel RL11279-RR-005

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**Scope and Contents**

Hamm's and Coors; One Whole Lot of Beer; Then Came Hamm's; Ingredient  
Presenter; Hamm's Lets You Have It; Ingredient Land.

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Hamm's Radio :60 lengths. Movie Hits; Parade;  
Heritage Road. Master., Undated

Box AV3 > Audio-reel RL11279-RR-006

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Happy Birthday Ralph from Kelso Herston,  
1985

Box AV3 > Audio-reel RL11279-RR-007

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Jack Clement Recording Studios. Florence  
Warner. "One Last Love Song"; "Soul Deep";  
Old-Fashioned Love."

Box AV3 > Audio-reel RL11279-RR-008

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Johnny Western and the Sons of the Pioneers.  
Mono dub of stereo 8-track cartridge. TRT  
33:13., 1979

Box AV3 > Audio-reel RL11279-RR-009

---

Marcene Harris, jazz vocalist., Undated

Box AV3 > Audio-reel RL11279-RR-010

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Neil Diamond. Love at the Greek. Off TV., 1977

Box AV3 > Audio-reel RL11279-RR-011

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Radio Spots., Undated

Box AV3 > Audio-reel RL11279-RR-012

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**Scope and Contents**

Old Milwaukee; Allied Van; Enden; Orange Crush; Schlitz Malt Liquor;  
Taystee Brand; Borden's; Wrigley.

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Radio Spots., Undated	Box AV3 > Audio-reel RL11279-RR-013
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**Scope and Contents**

Allied Van; Taystee; Armour; Borden's.

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Singers Unlimited Christmas, Undated	Box AV3 > Audio-reel RL11279-RR-014
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Speech, Undated	Box AV3 > Audio-reel RL11279-RR-015
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Untitled, Undated	Box AV3 > Audio-reel RL11279-RR-016
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Untitled, Undated	Box AV3 > Audio-reel RL11279-RR-017
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Untitled, Undated	Box AV3 > Audio-reel RL11279-RR-018
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Untitled, Undated	Box AV3 > Audio-reel RL11279-RR-019
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Untitled, Undated	Box AV3 > Audio-reel RL11279-RR-020
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Wash Sq. Enden. Ralph and Rube., Undated	Box AV3 > Audio-reel RL11279-RR-021
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Introducing Air Corps :30, Undated	Box AV3 > Audio-reel RL11279-RR-022
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Flo's single, Undated	Box AV3 > Audio-reel RL11279-RR-023
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Florence Warner mono copy. Set 1 Atlanta stuff, Undated	Box AV3 > Audio-reel RL11279-RR-024
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Gillette, Undated	Box AV3 > Audio-reel RL11279-RR-025
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**Scope and Contents**

Handler. Hamilton Comp. Stud Look; Bird's Nest; Bed. :60 and :30.

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Goin' Down to Nashville master tails, Undated      Box AV3 > Audio-reel RL11279-RR-026

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Hamm's Beer, J. Walter Thompson. Honest Beer :60 and :30, 1971      Box AV3 > Audio-reel RL11279-RR-027

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Hamm's Beer. The Thing to Be Is What You Are., Undated      Box AV3 > Audio-reel RL11279-RR-028

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Helene Curtis Enden. "Two Shampoos"., Undated      Box AV3 > Audio-reel RL11279-RR-029

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**Scope and Contents**

Rigoletto; Better Half; Washington Square; Everybody; Movie Trailer; Stout Hearted Men. Produced by Edward H. Weiss & Co.

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J. Walter Thompson radio reel., Undated      Box AV3 > Audio-reel RL11279-RR-030

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**Scope and Contents**

Hamm's Beer; Wild Drums; Wild Bass Drum; Swinging Body; Kraft. Mono

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Kelso Herston Super Brunette music dub, Undated      Box AV3 > Audio-reel RL11279-RR-031

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Nowhere, Undated      Box AV3 > Audio-reel RL11279-RR-032

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Old Milwaukee; "I Like Beer" track 29. Safety tape; produced by Post-Keyes-Gardner., Undated      Box AV3 > Audio-reel RL11279-RR-033

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Orange Crush (old)., 1964      Box AV3 > Audio-reel RL11279-RR-034

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**Scope and Contents**

Abandoned Jungle; Party; Struck Twister; Phone Booth; Enden. Produced by Edward H. Weiss. AR-1384-2-24-64.

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Orange Crush Clark Lonely. Thirst Crusher radio spot, Undated	Box AV3 > Audio-reel RL11279- RR-035
Pan Am Kelso Herston Productions., Undated	Box AV3 > Audio-reel RL11279- RR-036
<b>Scope and Contents</b> Experimental music; Folk; Country rock.	
Pan Am Kelso Herston Productions., 1973	Box AV3 > Audio-reel RL11279- RR-037
<b>Scope and Contents</b> Experimental music; Folk; Country rock. J. Walter Thompson Company. 10/2/73.	
Ralph Rydholm speech to Houston, Undated	Box AV3 > Audio-reel RL11279- RR-038
Schlitz. Project M composite :60 TV trk.12. U-18998. Produced by Post-Keys-Gardner., Undated	Box AV3 > Audio-reel RL11279- RR-039
Steve Goodman., Undated	Box AV3 > Audio-reel RL11279- RR-040
Taystee Bread "Flavor First"; Allied Van "Give a Call" "When You Move", Undated	Box AV4 > Audio-reel RL11279- RR-041
Tex Ritter., Undated	Box AV4 > Audio-reel RL11279- RR-042
Tom Hall's Going Away Party, Undated	Box AV4 > Audio-reel RL11279- RR-043
Tribute--Ralph Rydholm, Undated	Box AV4 > Audio-reel RL11279- RR-044
Wrigley experimental, Undated	Box AV4 > Audio-reel RL11279- RR-045

Right Time #1872. U-50537, J. Walter  
Thompson Company, 1971

Box AV4 > Audio-reel RL11279-  
RR-046

**Scope and Contents**

Apple Stripteaser; Apple Picking Time; Tropical Suit; Tropical Dorothy. May  
1971.

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Right Time #1872. U-50537, J. Walter  
Thompson Company., 1971

Box AV4 > Audio-reel RL11279-  
RR-047

**Scope and Contents**

Apple Stripteaser; Apple Picking Time; Tropical Suit; Tropical Dorothy. May  
1971.

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Ralph Rydholm tribute. Written, created,  
directed and voiced by Alan Keys, Undated

Box AV4 > Audio-reel RL11279-  
RR-048

Right Time. Any Time; Middle of the Road;  
Bothwell, Undated

Box AV4 > Audio-reel RL11279-  
RR-049

Simonize radio., 1967

Box AV4 > Audio-reel RL11279-  
RR-050

**Scope and Contents**

Announcer Man; Spring is Here; Women Drivers; Wax the Smoke. 8/25/67

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Untitled, Undated

Box AV4 > Audio-reel RL11279-  
RR-051

Untitled, Undated

Box AV4 > Film-reel RL11279-  
F16-001

Untitled, Undated

Box AV4 > Film-reel RL11279-  
F16-002

Untitled, Undated

Box AV4 > Film-reel RL11279-  
F16-003

Untitled, Undated

Box AV4 > Film-reel RL11279-  
F16-004

Untitled, Undated	Box AV4 > Film-reel RL11279-F16-005
Hair Color--Look of Natural, Undated	Box AV4 > Film-reel RL11279-F16-006
Hancock edit JWT Chicago, Undated	Box AV4 > Film-reel RL11279-F16-007
Nowhere/Look of Natural, Undated	Box AV4 > Film-reel RL11279-F16-008
untitled, Undated	Box AV4 > Film-reel RL11279-F16-009
Taystee Tender Twist ttt-60-317. 16mm comp b/w ans print. 4-5-63, 1963	Box AV4 > Film-reel RL11279-F16-010
J. Walter Thompson commercials. Slow Motion; Alive #1; Alive #2., Undated	Box AV4 > Film-reel RL11279-F16-011
ITT Thorp "Farmer", Undated	Box AV4 > Film-reel RL11279-F16-012
KenL Ration "Shoes" KM-30-227, Undated	Box AV4 > Film-reel RL11279-F16-013
Join the Swing. AVSB-1023. 30-sec., Undated	Box AV4 > Film-reel RL11279-F16-014
Blondes, American Style; Blonde Country. 700069. K953., Undated	Box AV4 > Film-reel RL11279-F16-015
Bug, Undated	Box AV4 > Film-reel RL11279-F16-016
Compactor, Undated	Box AV4 > Film-reel RL11279-F16-017
Compactor, Undated	Box AV4 > Film-reel RL11279-F16-018
Crowd Stopper, Undated	Box AV4 > Film-reel RL11279-F16-019

Earthborn 30-sec., Undated	Box AV4 > Film-reel RL11279-F16-020
Enden "Two Shampoos" EN-EXP-23-30. 15", Undated	Box AV4 > Film-reel RL11279-F16-021
Family of Problems, Undated	Box AV4 > Film-reel RL11279-F16-022
Kodak "Engage Party" EKIC-7973. 04618--01., Undated	Box AV4 > Film-reel RL11279-F16-023
KenL Ration "Newspaper" RM--30-225-30 sec., Undated	Box AV4 > Film-reel RL11279-F16-024
KenL Ration "Shoes" KM-60-403-60 sec., Undated	Box AV4 > Film-reel RL11279-F16-025
"People Don't" out, Undated	Box AV4 > Film-reel RL11279-F16-026
Simonize "Submarine" :30 first trial (too dark), Undated	Box AV4 > Film-reel RL11279-F16-027
Toothpaste, Undated	Box AV4 > Film-reel RL11279-F16-028
Uncle Ben's Rice "Converted, Table Top" 1353-60, Undated	Box AV4 > Film-reel RL11279-F16-029
Uncle Ben's Rice "Converted, Table Top" 1300-30, Undated	Box AV4 > Film-reel RL11279-F16-030
Uncle Ben's Rice "Flavour'd Rice, Table Top" 1302-30 new, Undated	Box AV4 > Film-reel RL11279-F16-031
Untitled, Undated	Box AV4 > Film-reel RL11279-F16-032

Untitled, Undated	Box AV4 > Film-reel RL11279-F16-033
Untitled, Undated	Box AV4 > Film-reel RL11279-F16-034
Untitled, Undated	Box AV4 > Film-reel RL11279-F16-035
Untitled, Undated	Box AV4 > Film-reel RL11279-F16-036
Untitled, Undated	Box AV4 > Film-reel RL11279-F16-037
Untitled, Undated	Box AV5 > Film-reel RL11279-F16-038
Untitled. VOG-1-30, Undated	Box AV5 > Film-reel RL11279-F16-039
Untitled. TP-113-30, Undated	Box AV5 > Film-reel RL11279-F16-040
Untitled. 60 Quick Rev., Undated	Box AV5 > Film-reel RL11279-F16-041
Untitled. Quick Revised 30, Undated	Box AV5 > Film-reel RL11279-F16-042
Untitled. VO5-301-30, Undated	Box AV5 > Film-reel RL11279-F16-043
Untitled. TP-113-30, Undated	Box AV5 > Film-reel RL11279-F16-044
Adorn "Lifestyle" #1. GSTA0403. 16mm production print, Undated	Box AV5 > Film-reel RL11279-F16-045
Adorn "Local Meeting" GSTA0523, Undated	Box AV5 > Film-reel RL11279-F16-046
Adorn "Mrs. B" :30, Undated	Box AV5 > Film-reel RL11279-F16-047

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Alberto Culver BP-1-4RC-30 "Blonde", Undated	Box AV5 > Film-reel RL11279-F16-048
Alberto Culver Calm Spray Powder "10 Times" PD-75-30 30 sec. prod. 5308, Undated	Box AV5 > Film-reel RL11279-F16-049
Alberto Culver Mighty White 2 "Janet and Jerry" TP-114-30, Undated	Box AV5 > Film-reel RL11279-F16-050
Alberto Culver "Man's Day" AVVO-1083 answer print, Undated	Box AV5 > Film-reel RL11279-F16-051
Alberto Culver "Traveling Girl" AVAP-1053, Undated	Box AV5 > Film-reel RL11279-F16-052
Alberto Culver Alberto Culver "Traveling Girl" Sets" AVCM-1013 contract, Undated	Box AV5 > Film-reel RL11279-F16-053
Alberto Culver VO5 Deodorant "10 Times" AP1-2-30. 30 sec. prod. 5309, Undated	Box AV5 > Film-reel RL11279-F16-054
Alberto Culver VO5 Hairdressing "Brushing" VO5-324-30 answer print, Undated	Box AV5 > Film-reel RL11279-F16-055
Alberto Culver VO5 Hairdressing "The Weatherbeater" VO5-331C-30 JWT answer print, Undated	Box AV5 > Film-reel RL11279-F16-056
Alberto Culver VO5 Hairspray with Miral "Scissors Slice" HS-349-30 30 sec. prod. 5267 answer print, Undated	Box AV5 > Film-reel RL11279-F16-057
Alberto Culver VO5 Hairspray "Steam Bath" HS-352-30. 30 sec. prod. 5314 answer print, Undated	Box AV5 > Film-reel RL11279-F16-058

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Alberto Culver "Women's Lib" AVCO-0083, Undated	Box AV5 > Film-reel RL11279- F16-059
Blondes American Style "Here Comes the Blondes" #8 :30 J.W. Thompson, Undated	Box AV5 > Film-reel RL11279- F16-060
Enden "For People Who Don't Have Dandruff", Undated	Box AV5 > Film-reel RL11279- F16-061
Enden EN-EXP-23 "MMM", Undated	Box AV5 > Film-reel RL11279- F16-062
Enden "Stay in the Shower" EN-EXP-16, Undated	Box AV5 > Film-reel RL11279- F16-063
Gillette "15 Year Old" GSRP3043 with logo, Undated	Box AV5 > Film-reel RL11279- F16-064
Gillette "Boxing" Rev. 16mm release print. GSRP2203, Undated	Box AV5 > Film-reel RL11279- F16-065
Gillette "Father and Son" 45" GSRP2154. Rev. release print, Undated	Box AV5 > Film-reel RL11279- F16-066
Gillette "Father and Son" 45" GSRP2154. Rev. release print. Barb Minisee, Undated	Box AV5 > Film-reel RL11279- F16-067
Gillette West Logo GSRP-3113, Undated	Box AV5 > Film-reel RL11279- F16-068
ITT Thorp "Family" ITWI1232, Undated	Box AV5 > Film-reel RL11279- F16-069
Ken-L-Ration "Baa" KB-30-211, Undated	Box AV5 > Film-reel RL11279- F16-070
Ken L Ration "Family Dog" KP-60-224, Undated	Box AV5 > Film-reel RL11279- F16-071

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Ken L Ration Mighty Morsels "Newspaper" KM-60-410, Undated	Box AV5 > Film-reel RL11279- F16-072
Ken L Ration Burger "Border" KB-30-235, Undated	Box AV5 > Film-reel RL11279- F16-073
Ken L Ration Burger "Doghouse" reduction, 1968	Box AV5 > Film-reel RL11279- F16-074
Ken L Ration Burger "Hotel" KB-33-30-247, 1968	Box AV5 > Film-reel RL11279- F16-075
J. Walter Thompson "Life of Horseless Carriage" FPDV4053 :30, Undated	Box AV5 > Film-reel RL11279- F16-076
J. Walter Thompson "Horseless Carriage" FPDV4056 :60, Undated	Box AV5 > Film-reel RL11279- F16-077
Sears Merry Month of May Sale #2092. 60 sec. color reduction, Undated	Box AV5 > Film-reel RL11279- F16-078
Sears Compactor "Thanksgiving" N2-1071-6530 30 sec. clr. 5400 kelvin, Undated	Box AV5 > Film-reel RL11279- F16-079
Sears Dishwasher "Chef Louis" N6-1071-6530 JWT#2116. 30 sec. clr. 5400 kelvin, Undated	Box AV5 > Film-reel RL11279- F16-080
Taystee "Slices" 60-312 60 sec., Undated	Box AV5 > Film-reel RL11279- F16-081
Toni "Beach JWT. GSTN 0303. :30, Undated	Box AV5 > Film-reel RL11279- F16-082
Toni "Beach JWT. GSTN 0303. :30, Undated	Box AV5 > Film-reel RL11279- F16-083
Toni "Beach JWT. GSTN 0323. :30, Undated	Box AV5 > Film-reel RL11279- F16-084

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Mentholatum "Arizona Sun" :30, Undated	Box AV5 > Film-reel RL11279-F16-085
Mentholatum "Little One" MVOT-2307 :30, Undated	Box AV5 > Film-reel RL11279-F16-086
Mentholatum "Medicine Chest Skin" MVOT-5303 answer print, 1976	Box AV5 > Film-reel RL11279-F16-087
Mentholatum "Mother and Son" MVRU-4305. Contractual from edit/chgo. 9/11/75, 1975	Box AV5 > Film-reel RL11279-F16-088
Mentholatum "Philadelphia Story" MDHL-5301. Lotion/rev. :30, Undated	Box AV5 > Film-reel RL11279-F16-089
Mentholatum "The Box" MVRU-2301. 30 sec. color JWT, Undated	Box AV5 > Film-reel RL11279-F16-090
Platinum Plus "Jerry West D.E. Man" GSRP-3153 30 sec. color JWT, Undated	Box AV5 > Film-reel RL11279-F16-091
Platinum Plus "Father and Son" GSRP-2093 30 sec. color. JWT, Undated	Box AV5 > Film-reel RL11279-F16-092
Uncle Ben's Rice "Dining Room" MRMP-1366. TV print quick revised, Undated	Box AV5 > Film-reel RL11279-F16-093
Uncle Ben's Rice "Dining Room" MRMP-1296 alternate :60, Undated	Box AV5 > Film-reel RL11279-F16-094
Uncle Ben's Rice "Kitchen" MRMP-1346 :60 tv print quick revised, Undated	Box AV5 > Film-reel RL11279-F16-095
Uncle Ben's Rice "Ed McMahon's Kitchen" MRMP-0016 :60, Undated	Box AV5 > Film-reel RL11279-F16-096

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Uncle Ben's Rice "Mrs. Johnson" MRMP-0086, Undated	Box AV5 > Film-reel RL11279- F16-097
Uncle Ben's Rice Presentor 30-5287-R4 30 sec. color, Undated	Box AV5 > Film-reel RL11279- F16-098
Uncle Ben's Rice Presentor 60-5286-R4 60 sec. color, Undated	Box AV5 > Film-reel RL11279- F16-099
Uncle Ben's Rice "Quick" #993 :60, Undated	Box AV5 > Film-reel RL11279- F16-100
Vic Tandy Health Club "Side By Side" :60, Undated	Box AV5 > Film-reel RL11279- F16-101
2nd Quarter International excluding UK, 1989	Box AV6 > Video-cassette RL11279-VHS-001
2nd Quarter UK, 1989	Box AV6 > Video-cassette RL11279-VHS-002
3rd Quarter International excluding UK, 1989	Box AV6 > Video-cassette RL11279-VHS-003
3rd Quarter UK, 1989	Box AV6 > Video-cassette RL11279-VHS-004
4th Quarter UK, 1989	Box AV6 > Video-cassette RL11279-VHS-005
IAC/JWT advertising targeted at children, Undated	Box AV6 > Video-cassette RL11279-VHS-006
Advertising-related film clips for speeches, Undated	Box AV6 > Video-cassette RL11279-VHS-007
AICP judges reel, 1995	Box AV6 > Video-cassette RL11279-VHS-008

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American Association of Advertising Agencies: Conversations on Agencies (Burt Manning with John Pepper and Herb Kelleher), Undated	Box AV6 > Video-cassette RL11279-VHS-009
AMP 89, 1989	Box AV6 > Video-cassette RL11279-VHS-010
Best of British, Undated	Box AV6 > Video-cassette RL11279-VHS-011
Beyond the Beltway with Bruce DuMont. Guests: Ralph Rydholm, Lee Newcom, Doug Dobmeyer, 1996	Box AV6 > Video-cassette RL11279-VHS-012
British TV Awards 1987-1988, 1988	Box AV6 > Video-cassette RL11279-VHS-013
British Television Advertising Awards, 1989	Box AV6 > Video-cassette RL11279-VHS-014
British Television Advertising Awards, 1991	Box AV6 > Video-cassette RL11279-VHS-015
British Television Advertising Awards, 1991	Box AV6 > Video-cassette RL11279-VHS-016
British Television Advertising Awards, Undated	Box AV6 > Video-cassette RL11279-VHS-017
CAF Creative Panel Lunch. Ralph Rydholm, moderator., 1993	Box AV6 > Video-cassette RL11279-VHS-018
Cannes, 1987	Box AV6 > Video-cassette RL11279-VHS-019
Cannes, 1988	Box AV6 > Video-cassette RL11279-VHS-020
Cannes part 1, 1991	Box AV6 > Video-cassette RL11279-VHS-021
Cannes entries Eurocom part 1, 1991	Box AV6 > Video-cassette RL11279-VHS-022

Cannes part 2, 1991	Box AV6 > Video-cassette RL11279-VHS-023
Cannes parts 1 and 2, 1991	Box AV6 > Video-cassette RL11279-VHS-024
Cannes part 2, 1995	Box AV6 > Video-cassette RL11279-VHS-025
Cannes part 1, 1995	Box AV6 > Video-cassette RL11279-VHS-026
Cannes, Undated	Box AV6 > Video-cassette RL11279-VHS-027
Century 21 pitch, Undated	Box AV6 > Video-cassette RL11279-VHS-028
Euro RSCG Cannes entries, Undated	Box AV6 > Video-cassette RL11279-VHS-029
Dole Productions "Whatever It Takes" promotional video, Undated	Box AV6 > Video-cassette RL11279-VHS-030
Euro RSCG Tatham. Hoover spots, 1996	Box AV7 > Video-cassette RL11279-VHS-031
<b>Scope and Contents</b>	
Steam Vac Jr.; Twist & Vac; Steam Vac Deluxe; Steam Vac Deluxe/Agitator kid open; Wet/Dry Vac Supreme. SFO406 rough cut and track dub. 5:00	
Euro RSCG Tatham. IL&M, Undated	Box AV7 > Video-cassette RL11279-VHS-032
Euro RSCG Tatham. Off the Street Club 1999., 1999	Box AV7 > Video-cassette RL11279-VHS-033
Euro RSCG Tatham. Pacific Data Images., Undated	Box AV7 > Video-cassette RL11279-VHS-034
Euro RSCG Tatham. Ralph Rydholm My Lunch with George Lazarus. CAF Tribute Dinner., Undated	Box AV7 > Video-cassette RL11279-VHS-035

Euro RSCG Tatham. Ralph Rydholm speech, VCMA annual meeting, 1997	Box AV7 > Video-cassette RL11279-VHS-036
European food reel, Undated	Box AV7 > Video-cassette RL11279-VHS-037
Food spots dub, Undated	Box AV7 > Video-cassette RL11279-VHS-038
GGT reel, Undated	Box AV7 > Video-cassette RL11279-VHS-039
Harvard AMP, Undated	Box AV7 > Video-cassette RL11279-VHS-040
Harvard reunion AMP, 1989	Box AV7 > Video-cassette RL11279-VHS-041
Euro RSCG Tatham. World View, Undated	Box AV7 > Video-cassette RL11279-VHS-042
Hill & Knowlton. PXL 2000 the Revolution in Video Technology for Kids. 8:00 (Includes Julia), Undated	Box AV7 > Video-cassette RL11279-VHS-043
J. Walter Thompson. AAA spots., 1995	Box AV7 > Video-cassette RL11279-VHS-044
<b>Scope and Contents</b>	
Characters rev. ZJWA-5009; Lines rev. ZJWA-5008; Scenes rev. ZJWA-5010. 1:30	
J. Walter Thompson. Ralph's JWT reel, Undated	Box AV7 > Video-cassette RL11279-VHS-045
J. Walter Thompson. Conclave, 1984	Box AV7 > Video-cassette RL11279-VHS-046
J. Walter Thompson. Conclave, 1984	Box AV7 > Video-cassette RL11279-VHS-047
J. Walter Thompson. Conclave, 1984	Box AV7 > Video-cassette RL11279-VHS-048

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J. Walter Thompson. Conclave, 1984 Box AV7 > Video-cassette  
RL11279-VHS-049

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J. Walter Thompson. Ed Maroney's 30th anniversary video, 1994 Box AV7 > Video-cassette  
RL11279-VHS-050

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J. Walter Thompson. Limits rough cut, Undated Box AV7 > Video-cassette  
RL11279-VHS-051

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J. Walter Thompson. Miller/Lowenbrau rough cut, 1985 Box AV7 > Video-cassette  
RL11279-VHS-052

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J. Walter Thompson. Pepsi spots, 1985 Box AV7 > Video-cassette  
RL11279-VHS-053

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**Scope and Contents**

12 o'clock; 6 o'clock; 8 o'clock; 10 o'clock. Director and Chicago cuts. Editors Choice, Inc. 6:00

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J. Walter Thompson. Ralph Rydholm television seminar, Undated Box AV7 > Video-cassette  
RL11279-VHS-054

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J. Walter Thompson. Ralph's reel JWT Chicago, Undated Box AV7 > Video-cassette  
RL11279-VHS-055

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J. Walter Thompson. USA video storyboard winners, 1982 Box AV7 > Video-cassette  
RL11279-VHS-056

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J. Walter Thompson. Worst of international, regional, U.S. ads, Undated Box AV7 > Video-cassette  
RL11279-VHS-057

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Lindsay & Stone Advertising television demo., 1989 Box AV7 > Video-cassette  
RL11279-VHS-058

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**Scope and Contents**

Point Beer "Party's Over"; UWHC "Heart Care"; Chancery "Shame on You"; Valley Bank "Frustrated"; :Point Beer "Just Be Yourself"; APT "Play in the Woods"; Chancery "A Little Sax"; UWHC "Pediatrics"; Valley Bank "Airplane";

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Point Beer "Don't Forget"; UWHC "Feel at Home"; Valley Bank "Clown";  
Chancery "Pig".

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M\*A\*S\*H USO party at Hyatt Regency Maui.  
28:00, 1982

Box AV7 > Video-cassette  
RL11279-VHS-059

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Moses Anshell agency demo reel, Undated

Box AV7 > Video-cassette  
RL11279-VHS-060

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Nabisco grocery reel, Undated

Box AV8 > Video-cassette  
RL11279-VHS-061

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NARC, Undated

Box AV8 > Video-cassette  
RL11279-VHS-062

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Needham Harper. Joel Hochberg on Callaway  
Show (shows Pepsi spots), 1985

Box AV8 > Video-cassette  
RL11279-VHS-063

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Ogilvy & Mather. Advertising Women of New  
York Lifetime Achievement Honoring Charlotte  
Beers, 1997

Box AV8 > Video-cassette  
RL11279-VHS-064

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Partnership for a Drug-Free America. Toward a  
Drug-Free America, 1988

Box AV8 > Video-cassette  
RL11279-VHS-065

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Pepsi spots, 1985

Box AV8 > Video-cassette  
RL11279-VHS-066

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**Scope and Contents**

12, 6, 8, 10 O'clock spots. EC85-104 JWT. Editors Choice, Inc. 6:00

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Quarterly Review of UK Advertising, Undated

Box AV8 > Video-cassette  
RL11279-VHS-067

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Ralph's Harvard reunion, 1991

Box AV8 > Video-cassette  
RL11279-VHS-068

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RSCG 15 best commercials, 1989

Box AV8 > Video-cassette  
RL11279-VHS-069

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Rydholm brand personality reel, Undated

Box AV8 > Video-cassette  
RL11279-VHS-070

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S.A., S.P., U.K., Canada, Undated	Box AV8 > Video-cassette RL11279-VHS-071
Spanish commercials, Undated	Box AV8 > Video-cassette RL11279-VHS-072
Tatham Euro RSCG. Around the World Holiday Toast, 1992	Box AV8 > Video-cassette RL11279-VHS-073
Tatham Euro RSCG. Around the World Holiday Toast, 1992	Box AV8 > Video-cassette RL11279-VHS-074
Tatham Euro RSCG. Cannes, 1993	Box AV8 > Video-cassette RL11279-VHS-075
Tatham Euro RSCG. Cannes, 1996	Box AV8 > Video-cassette RL11279-VHS-076
Tatham Euro RSCG. Euro RSCG reel, Undated	Box AV8 > Video-cassette RL11279-VHS-077
Tatham Euro RSCG. Hardee's Kids' Meal, 1996	Box AV8 > Video-cassette RL11279-VHS-078
Tatham Euro RSCG. Hoover, 1997	Box AV8 > Video-cassette RL11279-VHS-079
<b>Scope and Contents</b>	
Fetch; 3 Guys; Plexi 2; Brush Shot; Oh No. Avid rough cut and track	
Tatham Euro RSCG. Hoover, 1997	Box AV8 > Video-cassette RL11279-VHS-080
<b>Scope and Contents</b>	
Harness the Wind; Adams/Stevens; Fetch. Avid rough cut and track. 2:45	
Tatham Euro RSCG. Hoover infomercial, 1996	Box AV8 > Video-cassette RL11279-VHS-081
Tatham Euro RSCG. Hoover "Life of Brian G" 18:00, 1998	Box AV8 > Video-cassette RL11279-VHS-082

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Tatham Euro RSCG. Our First 50 Years  
1946-1996, 1996

Box AV8 > Video-cassette  
RL11279-VHS-083

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Tatham Euro RSCG. P&G brand equity tape,  
Undated

Box AV8 > Video-cassette  
RL11279-VHS-084

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Tatham Euro RSCG. Procter & Gamble  
Metamucil spots, 1996

Box AV8 > Video-cassette  
RL11279-VHS-085

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**Scope and Contents**

Gaffer; Guide. Several versions. Avid rough cut and track

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Tatham Euro RSCG. United Industries  
Corporation current creative UI and top  
competitors, 1995

Box AV8 > Video-cassette  
RL11279-VHS-086

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**Scope and Contents**

Cutter, Off, Hot Shot, Raid, Spectracide, Ortho, Roundup, Peters, Miracle  
Gro, Scotts brands represented. 5:00

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Tatham Laird & Kudner. Illinois Bell spots, 1991

Box AV8 > Video-cassette  
RL11279-VHS-087

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**Scope and Contents**

Adult; Teen. V-2557.

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Tatham Laird & Kudner. Illinois Bell spots, 1990

Box AV8 > Video-cassette  
RL11279-VHS-088

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**Scope and Contents**

Montage; Lincoln Park; Not a Good Day; It's Me. ST90-2483. 18:00

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Tatham RSCG. Tatham Revival Hour with Rev.  
Ralph and the Tatham Singers, 1992

Box AV9 > Video-cassette  
RL11279-VHS-089

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Tim Croneweth demo reel, Undated

Box AV9 > Video-cassette  
RL11279-VHS-090

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Tatham RSCG. Hoover, 1992

Box AV9 > Video-cassette  
RL11279-VHS-091

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**Scope and Contents**

Iain Calder; Piggyback. Video dub. 19:04

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Euro RSCG Tatham. Cannes Lions 1997: Grand Prix, Journalists Award, all Gold, Silver and Bronze Lions. Tape 2, 1997

Box AV9 > Video-cassette  
RL11279-VHS-092

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Euro RSCG Tatham. Cannes Lions 1997: Grand Prix, Journalists Award, all Gold, Silver and Bronze Lions. Tape 1, 1997

Box AV9 > Video-cassette  
RL11279-VHS-093

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Tatham Euro RSCG. Hoover 8 spots tied, 1997

Box AV9 > Video-cassette  
RL11279-VHS-094

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Euro RSCG Tatham. Hoover spots, 1999

Box AV9 > Video-cassette  
RL11279-VHS-095

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**Scope and Contents**

Sleepover/Wind Tunnel Canister new. MYHV-5813, MYHV-5822. :45

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This Time Around, Pepsi, Undated

Box AV9 > Video-cassette  
RL11279-VHS-096

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This Time Around, Pepsi, Undated

Box AV9 > Video-cassette  
RL11279-VHS-097

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Television Advertising in Japan (Robin Restall).  
29 spots., approximately 1982

Box AV9 > Video-cassette  
RL11279-VHS-098

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**Scope and Contents**

Brands include Seiko Hybrid, Bigman, Daihatsu, National Panasonic, Suntory, Big John, Nissan, Valcam, Pepsi, Domestos, Honda, Etiquette Toothpaste, Albert Maxime Grassian, Tory's Puppy Dog, Vassarette, Walcoal, Parco Water, Onward Jane Moore. Celebrities include Paul Newman, Marcello Mastroani, Sammy Davis Jr.

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Tape from Will's office, Undated

Box AV9 > Video-cassette  
RL11279-VHS-099

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Wells Rich Green BDDP. United Industries spots,  
1995

Box AV9 > Video-cassette  
RL11279-VHS-100

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**Scope and Contents**

Hot Shot and Spectracide spots. Bug Security; Refrigerator; Stop Sign; Weed Warrior

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WLS-TV Chicago Advertising (Rydholm featured), 1988

Box AV9 > Video-cassette  
RL11279-VHS-101

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American Bakeries Company. Dan Sorkin speaking for Taystee Bread. Sound Studios Inc. 10", 1962

Box AV10 > Audio-phonodisc  
RL11279-PD-001

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Armour. My Fair Ladies, record #6. Webb Recording Co. 10", 1962

Box AV10 > Audio-phonodisc  
RL11279-PD-002

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BC (Buzz Cason) and the Dartz, An American Saturday Night. Track Records 1001, NR16086. 12", 1986

Box AV10 > Audio-phonodisc  
RL11279-PD-003

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Florence Warner, Another Hot Night. Mercury SRM-1-4019. 12", 1980

Box AV10 > Audio-phonodisc  
RL11279-PD-004

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J. Walter Thompson Manila. A Christmas Wish, Various Artists, etc. B/w Pasko, Pasko Na, Coy Sanchez. M. Villapando, comp. 7", 1985

Box AV10 > Audio-phonodisc  
RL11279-PD-005

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J. Walter Thompson/Oscar Mayer, Celebrating 20 Years of Harmony. 12", 1980

Box AV10 > Audio-phonodisc  
RL11279-PD-006

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**Scope and Contents**

Side A: The Meatpacker Suite, Arr. Joe Godfrey. Side B: Der Fliegende Hollander Overture (The Flying Dutchman, Richard Wagner). University of Wisconsin Symphony Orchestra, Catherine Comet, conductor.

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Sandy Lankford, Sandy's Country. Total Eclipse TES-1000. 12", 1974

Box AV10 > Audio-phonodisc  
RL11279-PD-007

Young & Rubicam/Allied Van Lines. When You Move, Move with Allied radio spots. Universal U-17193. 12", 1963

Box AV10 > Audio-phonodisc  
RL11279-PD-008

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Young & Rubicam/American Bakeries. Taystee Bread regular version. T-2002. 12", 1962

Box AV10 > Audio-phonodisc  
RL11279-PD-009

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**Scope and Contents**

Tracks: 1. JAP; 2. Blumley Castle; 3. Straight Shooter; 4. Super Market; 5. Soap Opera.

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Alan O'Day. Somewhere She Is Sleeping, mono and stereo. Viva VIV-7679. 7", 1973

Box AV11 > Audio-phonodisc  
RL11279-PD-010

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Buzz Cason. Places, mono and stereo. Janus Records J258. 7", 1976

Box AV11 > Audio-phonodisc  
RL11279-PD-011

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Buzz Cason. Race Drivin' Man b/w Come Back. Caprice CA-1974. 7", 1974

Box AV11 > Audio-phonodisc  
RL11279-PD-012

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Ed Bruce. It's Not What She's Done (It's What You Didn't Do) b/w Mamas Don't Let Your Babies Grow Up to Be Cowboys. United Artists UA-XW732-Y. 7", 1975

Box AV11 > Audio-phonodisc  
RL11279-PD-013

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Ed Bruce. July You're a Woman, mono and stereo. United Artists UA-XW353-W. 7", 1973

Box AV11 > Audio-phonodisc  
RL11279-PD-014

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Eric Weissberg. Dueling Banjos b/w End of a Dream. Warner Bros. WB-7659. 7", 1972

Box AV11 > Audio-phonodisc  
RL11279-PD-015

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Florence Warner. Anyway I Love You, mono and stereo. Epic 8-50152. 7", 1975

Box AV11 > Audio-phonodisc  
RL11279-PD-016

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Styx. Lady b/w Children of the Land. Wooden Nickel WB-10102. 7", 1973

Box AV11 > Audio-phonodisc  
RL11279-PD-017

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Sugarloaf/Jerry Corbetta. Don't Call Us, We'll  
Call You b/w Texas Two-Lane. Claridge 402. 7",  
1974

Box AV11 > Audio-phonodisc  
RL11279-PD-018

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Victy Silva. All Summer Long b/w I Got You.  
Bronze BRO-43. 7", 1977

Box AV11 > Audio-phonodisc  
RL11279-PD-019

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Some of the Best of Music Makers Vol. IV.  
MM-1206. 7", Undated

Box AV11 > Audio-phonodisc  
RL11279-PD-020

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### **Scope and Contents**

Side I: General Motors, Squirming Irma radio; Galey and Lord tv; Stella  
D'Oro tv; Thom McAn, Liverpool T's radio; Fanta soft drink radio; Silk 'n  
Satin tv; Olin Mathieson, pool tv. Side 2: Polaroid Swinger radio and tv; Alka  
Seltzer, Laboratory tv; Noblesse cigarettes radio and tv; L&M cigarettes,  
Folk radio and tv; Ballet Stockings tv; Braniff; Wing tv; Chevrolet, Dots and  
Dashes tv.

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Actors Gym Powerpoint, Undated

Box AV11 > Video-disc  
RL11279-OP-001

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American Bar Association. National Symposium  
on the American Jury System., 2006

Box AV11 > Video-disc  
RL11279-OP-002

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American Bar Association. ABA Commission on  
the American Jury Poster and Bookmarks, 2006

Box AV11 > Video-disc  
RL11279-OP-003

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El Valor. Imagine the Possibilities., 2006

Box AV11 > Video-disc  
RL11279-OP-004

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Executive Service Corps (ESC of Chicago) 30th  
Anniversary Video, 2008

Box AV11 > Video-disc  
RL11279-OP-005

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F.M. Neil, Undated

Box AV11 > Video-disc  
RL11279-OP-006

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F.M. Neil, 2004

Box AV11 > Video-disc  
RL11279-OP-007

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Gossage: The Disc of Gossage, Undated Box AV11 > Video-disc  
RL11279-OP-008

**Scope and Contents**

Howard Gossage. Contents: Gossage gallery; correspondence; Earth Day; Family Album; Gossage at college; Guest speaker Gossage; Marget Larsen; Sweat shirt; Powerpoint; Additional resources.

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JWT Chicago: RIP JWT commercials, 2009 Box AV11 > Video-disc  
RL11279-OP-009

**Scope and Contents**

Contents: The reel; the Uncola story

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JWT Chicago: RIP JWT videos, 2009 Box AV11 > Video-disc  
RL11279-OP-010

**Scope and Contents**

Contents: 100 years; Hancock welcome; Old Blue Eyes; The warriors; Beat us.

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JWT Chicago: Reunion party photo album, 2009 Box AV11 > Video-disc  
RL11279-OP-011

**Scope and Contents**

Contents: Party posters; reunion pictures; Jeff York caricatures; historical snaps

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McNally: American Express commercial, Undated Box AV11 > Video-disc  
RL11279-OP-012

MATA video tag, Undated Box AV11 > Video-disc  
RL11279-OP-013

Mis Padres Mis Maestros/My Parents My Teachers (El Valor), Undated Box AV11 > Video-disc  
RL11279-OP-014

Neil's PDF's, Undated Box AV11 > Video-disc  
RL11279-OP-015

Radio-Mercury Awards: Radio's Best Advertising of 1995, 1996 Box AV11 > Video-disc  
RL11279-OP-016

RSCG: Bon Anniversaire. Orchestre  
Symphonique d'Europe, 1989

Box AV11 > Video-disc  
RL11279-OP-017

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RSCG Invitation (20th anniversary), 1989

Box AV11 > Video-disc  
RL11279-OP-018

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The Year's Best Campaigns: '98 Effie Winners  
interactive yearbook, 1999

Box AV11 > Video-disc  
RL11279-OP-019

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