



Guide to the Leonard Sirowitz papers, 1947-2008 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Leonard Sirowitz papers, 1947-2008 and undated

Creator:

Sirowitz, Leonard

Source:

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

Abstract:

Art Director and advertising executive at Doyle Dane Bernbach and partner in several independent agencies. Includes clippings, proofs of print advertisements, video cassettes of television commercials, photographs and slides, writings, texts of speeches; award certificates, correspondence and other printed materials relating to Sirowitz's career at Doyle Dane Bernbach and independent agencies co-founded with Ron Rosenfeld and Marion Harper. Companies represented include Bain de Soleil, Better Vision Institute, Champion International, El Al Airlines, Mobil, Sony, Volkswagen and Yugo. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

9.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11262

Permalink:

<https://idn.duke.edu/ark:/87924/m10w88>

Preferred Citation

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

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Background

Scope and Content

Includes clippings, proofs of print advertisements, video cassettes of television commercials, photographs and slides, writings, texts of speeches, award certificates, correspondence and other printed materials relating to Sirowitz's career at Doyle Dane Bernbach and independent agencies co-founded with Ron Rosenfeld and Marion Harper. Companies represented include Bain de Soleil, Better Vision Institute, Champion International, El Al Airlines, Mobil, Sony, Volkswagen and Yugo. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Born 1932, Brooklyn, N.Y.; 1953 Pratt Institute (Advertising Design); 1953 L.W. Frohlich; 1953-1955 military service, U.S. Army; 1955 Grey Advertising; 1956 Columbia Broadcasting; 1957 Art Department, NTA Television Network; 1959 Art Director, Doyle Dane Bernbach; 1968, 1970 voted "Number One Art Director in America" in national Ad Daily polls; 1969 Senior Vice President, DDB; 1970 partner, Harper Rosenfeld Sirowitz (renamed Rosenfeld Sirowitz & Lawson the same year, became Rosenfeld Sirowitz Humphrey & Strauss in 1986); 1982-1983 President, One Club for Art and Copy; 1984 Honorary Doctorate of Fine Arts, Pratt Institute; 1985 Art Directors Hall of Fame.

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Arrangement

Organized into four series: Professional Files; Print Advertisements; Writings and Speeches; and Audiovisual Materials.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

However, original audiovisual materials are 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 Leonard Sirowitz papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2016.

Processing Information

Processed by Richard Collier, August 2016

Accessions described in this collection guide: 2016-0194

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections: Arthur Einstein papers; Gotham, Inc. records; Jacqueline End papers; Lore Parker papers; Margaret Fishback papers; Simon Kornblit papers; Thomas F. Garbett papers.

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Names and Subjects

- Advertising -- United States -- Design
- Advertising executives
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Professional Files, 1947-2008, undated

Awards, 1961-1984, undated	Box 1
Physical Description: 2 folders	
Awards, 1961-1982	Box 10
Awards--Ad Daily, 1967-1972	Box 1
Awards--Advertising Club of New York (Andy Award), 1964-1979	Box 1
Physical Description: 2 folders	

Awards--Advertising Club of New York, 1964-1966	Box 10
Awards--Advertising Writers Association of New York, 1965-1966	Box 1
Awards--AIGA (American Institute of Graphic Arts), 1960-1965	Box 1
Awards--AIGA (American Institute of Graphic Arts), 1959-1969	Box 10
Awards--Art Directors Club of New York, 1959-1967	Box 1
Awards--Art Directors Club of New York, 1959-1984	Box 10
Awards--Art Directors Hall of Fame, 1985-1991	Box 1
Awards--CA Magazine, 1961-1967	Box 1
Awards--CLIO, 1982-1987	Box 10
Awards--Newspaper Advertising Bureau, 1983	Box 1
Awards--Pratt Institute (honorary doctorate), 1983	Box 1
Awards--Type Directors Club of New York, 1962-1963	Box 10
Biographical sketches, undated	Box 1
Cards, stationery, etc., undated	Box 1
Clippings, 1964-2008 Physical Description: 3 folders	Box 1
Clippings, 1947-1995 Physical Description: 4 folders	Box 10
Clippings--Yedioth Ahronoth (article on making of a Hero detergent commercial in Israel, in Hebrew), 1968	Box 10
Correspondence, 1970-1990	Box 1

Correspondence--Doyle Dane Bernbach years, 1964-1969	Box 1
Doyle Dane Bernbach, 1965-1984	Box 1
Doyle Dane Bernbach--Clippings, 1965-1969	Box 1
Doyle Dane Bernbach--Clippings, 1964-1980 Physical Description: 2 folders	Box 2
Doyle Dane Bernbach--Memoranda, 1964-1969	Box 2
Doyle Dane Bernbach--Newsletters, 1964-1979	Box 2
Harper Rosenfeld Sirowitz--Clippings, 1970	Box 2
Harper Rosenfeld Sirowitz (Marion Harper)--Clippings, 1970	Box 10
Photographs, undated Physical Description: 3 folders	Box 2
Photographs, undated	Box 3
Photographs, undated	Box 5
Photographs, undated	Box 11
Photographs--Negatives, undated	Box 3
Photographs--With Oscar Robertson, 1977	Box 3
Photographs--With Jerry Lewis, 1976	Box 3
Photographs--Slides, undated Physical Description: 2 folders	Box 3
Pratt Institute newsletters and clippings, 1979-1992	Box 10
Print advertisements--Crimestoppers, Royal Caribbean, Sharp, 1984-1991	Box 3
Print advertisements--Pratt Institute, undated	Box 3
Print material--Chateau Vintage Vehicles, undated	Box 3

Print material--Sara Lee Kitchen Talk, 1968	Box 3
Print material--Tribute to William Golden, circa 1964	Box 3
Ron Rosenfeld (includes memorials), 1969-1997	Box 10
Rosenfeld Sirowitz Lawson--Clippings, 1969-1986 Physical Description: 3 folders	Box 3
Rosenfeld Sirowitz Humphrey Strauss--Clippings, 1986-1994 Physical Description: 3 folders	Box 3
Sketch of automobile for Mobil advocacy campaign, undated	Box 3

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Writings and Speeches, 1967-1996, undated

A Beautiful Picture of Something is Better Than a Beautiful Picture of Nothing, 1969	Box 4
Ad Age Workshop--Bill Bernbach Day, circa 1975	Box 4
ADC presentation (English and Japanese), 1987	Box 4
Advice to a Young Man or Woman Who Is Thinking of Becoming an Art Director, undated	Box 4
Art Directors Hall of Fame (Herschel Levit), 1989	Box 4
Better Vision Institute Selling Propositions, undated	Box 4
Collier Seminar, 1978	Box 4
Creativity in the 70s, 1969	Box 4
Don't Just Take Up Space (My Advertising Philosophy), undated	Box 4

George Lois/Hershel Levit Award, undated	Box 4
Hall of Fame talks, 1987-1990	Box 4
Herschel Levit tribute, undated	Box 4
Japan Update, 1990	Box 4
Laundry for a Million Pounds, undated	Box 4
Lever speech, undated	Box 4
Mainichi Broadcasting System/Comparative Advertising, undated	Box 4
Miscellaneous, undated	Box 4
Mogen David sales meeting, 1977	Box 4
One Club, undated	Box 4
One Show speech, 1982	Box 4
Open Message to the Best Ex-Creative People in Our Business, undated	Box 4
Pratt Institute exhibit, Let's Put Design in Its Place, undated	Box 4
Pratt Institute speech, 1996	Box 4
Presentation for the Training Group, undated	Box 4
RS	Box 4
San Diego speech, undated	Box 4
Talk on Creative Function, undated	Box 4
Ten Tips on Improving Your Writing and Eight Ways to Give Better Presentations, undated	Box 4
Zurich speech (in German), reprinted in Die Idee, 1967	Box 4
Zurich talk (English and German), 1967	Box 4
Zurich talk (Don Trevor), 1968	Box 4

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Print Advertisements, 1960-1994, undated

Bain de Soleil, 1988-1994 Physical Description: 2 folders	Box 9
Better Vision Institute, undated	Box 6
Better Vision Institute, undated	Box 7
Champion International, 1981-1984	Box 9
Coalition for a Democratic Alternative (Eugene McCarthy for President), circa 1968	Box 12
Coalition for National Priorities, undated	Box 12
El Al Airlines, undated	Box 12
El Al, NTA International, Ohrbach's, Rosenfeld Sirowitz, 1960-1968, undated	Box 9
MacNaughton Canadian Whiskey, 1982	Box 9
Mobil traffic safety, undated	Box 8
Mobil traffic safety, undated	Box 12
Mobil traffic safety (DDB; Len and Bob Levenson), 1966	Box 14
Rainier Beer, undated	Box 12
Redbook Magazine, 1983-1991 Physical Description: 2 folders	Box 9
Rosenfeld Sirowitz Humphrey, 1986	Box 13
Rosenfeld Sirowitz Lawson	Box 8
Rosenfeld Sirowitz Lawson, 1979-1985	Box 13
Rosenfeld Sirowitz Humphrey Strauss portfolio, 1982-1986, undated	Box 14

Scope and Contents

Includes Ad Council for Food Stamps, Smith Corona, Automobile Magazine, Delta Faucet, Yugo, Sea Ray Boats; some with Marty Wolf, Art Director

Royal Caribbean Cruise Lines, 1991-1992	Box 11
Physical Description: 2 folders	
SANE (National Committee for an Sane Nuclear Policy), undated	Box 13
SANE, Rainier Beer newsprint, undated	Box 14
Schenley SA Gin, undated	Box 13
Sharp, 1977, undated	Box 9
Sony	Box 8
Sony TV, undated	Box 13
Vietnam Moratorium Committee, undated	Box 13
Volkswagen (DDB), 1960s	Box 14
Volkswagen, NTA (National Telefilm Associates), Rainier Beer, undated	Box 14
WABC-TV, undated	Box 13
Yugo, 1985	Box 11

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Audiovisual Materials, 1978-2003, undated

4-A's historical reel, 1992 Box AV1 > Video-cassette
RL11262-3/4-001 > Digital-
materials RL11262-SET-0001

Scope and Contents

Bowmar "Brain"; Geritol "My Wife"; John Hancock "Boats"; WABC-TV "X-Mas"; McDonald's "Big Mac Big"; Colibri "Butterfly"; Smith Corona "Dr. Ruth"; Delta "Water Ballet"; America West "Air Superiority"; Royal Caribbean "Image". TRT: 10:00.

Hall of Fame reel, 1985

Box AV1 > Video-cassette
RL11262-3/4-002 > Digital-
materials RL11262-SET-0001

Scope and Contents

Mobil "Ten Story Building" "I'm Going Driving"; Laura Scudders "Pledge"; VW "Plow"; Champion "Broadway"; Yugo "Model T"; plus print ads. TRT: 10:00.

RS, 1985

Box AV1
Video-cassette
RL11262-3/4-003

Scope and Contents

Mobil, Laura Scudders, VW, Parker, Sara Lee. TRT: 15:10

Golden Oldies Pratt Presentation TV/Print. TRT:
10:00., 2003

Box AV1
Video-cassette
RL11262-3/4-004

Champion International spots, 1984

Box AV1
Video-cassette
RL11262-3/4-005

Scope and Contents

ET#680. Champion "Playground" "Broadway" "Judo" work print/work track.
TRT: 2:00.

RS, 1985

Box AV1
Video-cassette
RL11262-3/4-006

Scope and Contents

RS&L library copy: McDonald's "Big Mac Big"; Calibri "Butterfly"; Chase "I'm Sorry"; Smith Corona "Dr. Ruth"; Forever Krystle "The Perfume"; Delta "Water Ballet"; Jhirmack "Forget Everything"; Champion "Broadway"; Yugo "Model T".

Golden Oldies demo reel, undated

Box AV1
Video-cassette
RL11262-3/4-007

Scope and Contents

Mobil "Bridge"; Laura Scudder "Playground"; VW "Paint". TRT: 3:00.

Volkswagen spots, undated	Box AV1 Video-cassette RL11262-3/4-008
Scope and Contents	
Volkswagen "Snowplow" "Paint" "Animation" "Bus". TRT: 4:00.	
Smokenders spots, 1978	Box AV1 Video-cassette RL11262-3/4-009
Scope and Contents	
Smokenders version 3: "Afraid" "So Hard" "I'm Mad" "Isn't Sexy" "Companies" TRT: 2:30.	
Yugo spots, 1985	Box AV1 Video-cassette RL11262-3/4-010
Scope and Contents	
Yugo America "Model T" "Garage" "Assembly Line". TRT: 1:30	
Golden Oldies Pratt Presentation TV/Print. TRT: 10:00., 2003	Box AV1 Video-cassette RL11262- VHS-001
Golden Oldies Pratt Presentation TV/Print. TRT: 10:00., 2003	Box AV1 Video-cassette RL11262- VHS-002
Royal Caribbean presentation, undated	Box AV1 > Video-cassette RL11262-VHS-0001 > Digital- materials RL11262-SET-0001
Yugo spots, 1985	Box AV1 Video-cassette RL11262- VHS-004
Scope and Contents	
Yugo America "Model T" "Garage" "Assembly Line". TRT: 1:30	
Champion International spots, undated	Box AV1

Video-cassette RL11262-
VHS-005

Scope and Contents

Champion Paper Product "Broadway" "Retirement". TRT: 2:00

Rosenfeld Sirowitz Humphrey Strauss agency
reel, undated

Box AV1
Video-cassette RL11262-
VHS-006

Scope and Contents

Opium "Deny Yourself Nothing"; Smith Corona "Dr. Ruth"; Bain de Soleil
"Delicate Matter"; Colibri "Butterfly"; Delta "Water Ballet" "Color of Delta";
Chase "I'm Sorry"; Champion "Involvement"; Ritz "Krystle/Carrington"; Food
Stamps "Mealtimes/Toughtimes". TRT: 10:00

Japanese commercials, 1988

Box AV1
Video-cassette RL11262-
VHS-007

Len Sirowitz show reel, undated

Box AV1
Dvd RL11262-DVD-001

Scope and Contents

Mobil "Ten Story Building" "Driving with My Baby"; Laura Scudder Potato
Chips; VW "Snow Plow"; Sara Lee "Nobody Doesn't Like..."

24 ads 1960s, undated

Box AV1
Dvd RL11262-DVD-002

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