



Guide to the Irving Sonn Papers, 1963-1977 and undated

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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Table of Contents

Summary	3
Background	4
Arrangement	5
Administrative Information	5
Related Materials	7
Names and Subjects	8
Collection Inventory	9
General files, 1963-1977 and undated	9
Slides, 1974-1977 and undated	9
Audiovisual materials 1967-1977 and undated	12
Audio	12
Moving image	15
Award plaques and trophies, 1967-1977 and undated	16
Plaques	16
Trophies	17

Summary

Collection Title:

Irving Sonn papers, 1963-1977 and undated

Source:

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

Creator:

Sonn, Irving

Abstract:

Irving Sonn was a copy writer for several advertising agencies including: Ted Bates & Co.; Ogilvy & Mather; Compton Advertising, Inc.; and Needham, Harper & Steers. The Irving Sonn Papers span the years 1963-1977 and contain general correspondence, clippings, memorabilia, photographs and presentation slides that primarily document the periods of Sonn's employment at Ted Bates & Co. and Needham, Harper & Steers. Also includes recordings of advertising spots and jingles in a variety of formats, including audiotape and cassettes; VHS and Umatic videocassettes; and 16mm film. Clients include: Burger King; Kodak; Kentucky Fried Chicken; and Toyota. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3.25 Linear Feet
2000 Items

Language:

Material in English

Collection ID:

RL.01232

Permalink:

<https://idn.duke.edu/ark:/87924/m10m27>

Preferred Citation

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

[Return to Table of Contents](#)

Background

Scope and Content

The Irving Sonn Papers Span the years 1963-1977 and contain general correspondence, clippings, memorabilia, photographs and presentation slides that primarily document the periods of Sonn's employment at Ted Bates & Co. and Needham, Harper & Steers. Also includes recordings of advertising spots and jingles in a variety of formats, including audiotape and cassettes; VHS and Umatic videocassettes; and 16mm film. Clients include Burger King; Kodak; Kentucky Fried Chicken; and Toyota.

Biographical/Historical

Chronology List

Date	Description
1926	Born
1949	Graduated from New York University; worked as news clerk at the New York Times
1955	Began employment at Cortez F. Enloe, a company specializing in ethical drug advertising
1957	Joined Ted Bates & Co.
1960	Copy Chief and Vice President, Compton Advertising, Inc. Worked on the Proctor & Gamble; Brown & Williamson; Pertussin; and Sterling Drug accounts
1963	Vice President, Associate Creative Director and Copy Group Head, Ogilvy, Benson & Mather

Date	Description
1965	Named the first New York Creative Director at Needham, Harper & Steers
1971	Rejoined Ted Bates & Co.
1979	Left Ted Bates & Co. Founded his own advertising boutique, Irv Sonn Advertising, Inc.
1980-1985	Executive Creative Director, McCann-Erickson, San Francisco
1992	Died, Monterey, Calif.

[Return to Table of Contents](#)

Arrangement

The collection is organized into four series: **General Files**, **Slides**, **Audiovisual Materials** and **Plaques and Trophies**. The **General Files** series contains correspondence, presentation scripts, clippings, awards ceremony programs and photographs primarily related to Sonn's employment at Ted Bates & Co. The **Slides** series contains slides used in print advertising campaigns of Ted Bates clients. Also includes slides for speeches and general market presentations, such as toiletries, household products, and food. The **Audiovisual Materials** series contains audio and videotapes of advertising spots, out takes, songs and jingles related to Ted Bates & Co. clients. The **Plaques and Trophies** series contains award plaques and trophies won by the Needham, Harper & Steers agency.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive
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Durham 27708
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URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

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

In addition, original audiovisual materials are closed to patron use. Technical Services staff need to produce use copies before contents can be accessed.

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 Irving Sonn Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2004.

Processing Information

Processed by Ashley Urquhart, February 2009

Encoded by Jessica Wood, March 2009

Accession 2004-0143 is described in this finding aid.

[Return to Table of Contents](#)

Related Materials

Related Material

Materials related to this collection may be found in the following Hartman Center collections:

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

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

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

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

<http://library.duke.edu/rubenstein/findingaids/jwt domesticads/>

Materials related to Compton Advertising may be found in:

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

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

Materials related to Ogilvy Benson & Mather may be found in:

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

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

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

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

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

Materials related to other advertising Creative Directors may be found in:

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

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

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

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

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

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

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

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

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

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

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

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

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

[Return to Table of Contents](#)

Names and Subjects

- Slides (photographs)
- Clippings (information artifacts)
- Motion pictures (visual works)
- Advertising -- United States -- History -- 20th century
- Advertising -- United States -- History
- Videocassettes
- Audiotapes
- 16mm (photographic film size)
- Advertising executives -- United States
- Advertising executives
- Memorabilia
- Audiocassettes
- Photographic prints
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kentucky Fried Chicken (Firm)
- Needham, Harper, and Steers Advertising
- Sonn, Irving, 1926-1992
- Ted Bates Advertising
- Toyota Jid?sha K?gy? Kabushiki Kaisha
- Eastman Kodak Company
- Burger King Corporation

Collection Inventory

General files, 1963-1977 and undated

Physical Description: 1 box

Scope and Contents note

Series contains correspondence, presentation scripts, clippings and photographs primarily related to Sonn's employment at Ted Bates & Co. Also includes awards won by Sonn.

Advertising Writers Association of New York Award, 1963	Box 1
Clio Awards, 1970	Box 1
Correspondence and a meeting schedule, 1977 and undated	Box 1
Diaper Wonder Book, slide show script, undated	Box 1
Kentucky Fried Chicken Recommendations, 1977	Box 1
Newspaper clippings, advertising magazines, 1968-1977	Box 1
Photographs, undated	Box 1
Presentation to Burger King, 1976, Aug Physical Description: 3 folders	Box 1
Ted Bates & Company, company information booklet, undated	Box 1
Ted Bates Unique Selling Proposition, "A Disciplined Philosophy of Advertising that Maximizes Sales Effectiveness," undated	Box 1

[Return to Table of Contents](#)

Slides, 1974-1977 and undated

Physical Description: 2 boxes

Scope and Contents note

Series contains slides used in print advertising campaigns of various Ted Bates clients. Also includes slides for speeches and general market presentations, such as toiletries, household and drugs. Clients represented include Amtrak, Chevy, Burger King, Colgate, Datsun, Hertz, Hills Bros., J.C. Penney, Kentucky Fried Chicken, Kodak, Kool, Listerine, Maybelline, McDonald's, Ortho, Panasonic, Pizza Hut, Prudential, Sheraton, Singer, Toyota, and the U.S. Navy, among others. Many of the times came organized in "wonder books" of slides devoted to particular clients or topics.

A-Z miscellaneous, undated Box 2

Physical Description: 2 folders

Scope and Contents note

[Includes Flair, Ital Line, Jordan, Bufferin, Calgon, Chase Manhattan, Crazy Canadian, Davies County, Facelle, Manhattan Shirts, Matsushita Electric, Mars Corp., Industrial National Bank, Nair, NY Clearing House, Ocean Spray, RCA, Roses Lime Juice, Schmidts, Schweppes, Upjohn, Warner Lambert, Expeed, Xerox, and Yardley.]

Airline, Wonder Book, undated Box 2

Allied Van, undated Box 2

Amtrak, undated Box 2

Apex, undated Box 2

Beaulieu speech, undated Box 2

Burger King, Wonder Book, undated Box 2

Burlington, Wonder Book, undated Box 2

Case studies, undated Box 2

Chevy trucks, undated Box 2

Colgate, undated Box 2

Datsun, Wonder Book, undated Box 2

Disposable diapers, Wonder Book, undated Box 2

Disposable diapers, Wonder Book, undated Box 2

Electrolux, Wonder Book, undated	Box 2
Far East presentation, 1977	Box 2
Food, 1974-1975	Box 2
Gasoline, Wonder Book, undated	Box 2
General development, undated	Box 2
Gino, undated	Box 2
Hamm's Beer, Wonder Book, undated	Box 2
Hertz, undated	Box 2
Hills Bros., undated	Box 2
Household and drugs, 1974-1975	Box 2
I.T.T., undated	Box 2
J.C. Penney, undated	Box 2
Julius Wile Benedictine, Wonder Book, undated	Box 2
Kentucky Fried Chicken, undated	Box 3
Kodak, Wonder Book, undated	Box 3
Kool, undated	Box 3
Listerine, undated	Box 3
Maybelline (Coppertone), undated	Box 3
McDonald's, undated	Box 3
National Airlines, Wonder Book, undated	Box 3
Ortho, undated	Box 3
Panasonic, undated	Box 3
Pfizer, Visine and Swedish Tan, undated	Box 3
Pizza Hut, Wonder Book, undated	Box 3

Post Office, undated	Box 3
Prudential, undated	Box 3
Publishers Clearing House, undated	Box 3
Puerto Rico, Wonder Book, undated	Box 3
Railpax, Wonder Book, undated	Box 3
"Selling in the 70s," undated	Box 3
Sheraton, undated	Box 3
Singer, Wonder Book, undated	Box 3
Standard Brands, Blue Bonnet, Egg Beaters, undated	Box 3
Toiletries, 1974-1975	Box 3
Toyota, undated	Box 3
Toyota, presentation, 1975	Box 3
U.S. Navy, undated	Box 3
U.S.P. Charts, undated	Box 3

[Return to Table of Contents](#)

Audiovisual materials 1967-1977 and undated

Scope and Contents note

Contains audio and moving image resources, including advertising spots, out takes, songs and jingles related to Ted Bates & Co. clients. Formats include open reel audio tapes, audiocassettes, videocassettes, and 16mm film.

Access Restrictions:

Analog audiovisual materials require digitization prior to playback. Please contact Research Services for further information.

Audio

Burger King, Black Radio, circa 1976

Scope and Contents

1. Mean Joe Green; 2. Wilma Rudolf; 3. Naomi Simi; 4. Earl Monroe; 5. Donut - Male Singer; 6. Donut - Female Singer

Original quarter-inch open-reel audio tape

Box 6 > Audio-reel
RL01232-RR-0001

Burger King, Everything's a Whopper at
Burger King, circa 1976

Scope and Contents

1. First Day; 2. Shiek; 3. Hillbilly; 4. Tablecloth; 5. Report Card; 6. School Bus; 7. Simon Sez

Original quarter-inch open-reel audio tape

Box 6 > Audio-reel
RL01232-RR-0002

Burger King, Fresh Food, Not Just Fast Food,
circa 1976

Scope and Contents

1. Too Fast; 2. Steak - Wise Guy; 3. Bob Jones; 4. Freshness

Original quarter-inch open-reel audio tape,
copy 1

Box 6 > Audio-reel
RL01232-RR-0003

Original quarter-inch open-reel audio tape,
copy 2

Box 6 > Audio-reel
RL01232-RR-0004

Burger King, Now You Know Better,
1976-08-20

Scope and Contents

1. Commencement; 2. Kid and Duke

Original quarter-inch open-reel audio tape

Box 6 > Audio-reel
RL01232-RR-0005

Burger King, Soul - female vocalist, circa 1976

Original quarter-inch open-reel audio tape

Box 6 > Audio-reel
RL01232-RR-0006

Burger King, misc., 1976-08-20

Scope and Contents

Edit reel. Label is crossed out, but contains the following: Everything's a Whopper; Now You Know Better; Freshness; I Got This Thing; White Radio;

Black Radio; Kids Campaign #1 Super Heros T.V.; Radio; Kids Campaign #2 Games; Characters; Jingle

Original quarter-inch open-reel audio tape Box 6 > Audio-reel
RL01232-RR-0005

Burger King, out takes, undated

Original quarter-inch open-reel audio tape Box 6 > Audio-reel
RL01232-RR-0008

Datsun, undated

Scope and Contents

1. Get it right; 2. Make us feel like driving; 3. How would we ever get through; 4. Family; 5. Playboy; 6. Exit music

Original quarter-inch open-reel audio tape Box 6 > Audio-reel
RL01232-RR-0011

Datsun rebate/radio, undated

Scope and Contents

1. Sound of savings; 2. Booklet; 3. Dealer #1; 4. Dealer #2

Original quarter-inch open-reel audio tape Box 6 > Audio-reel
RL01232-RR-0012

Kentucky Fried Chicken, undated

Scope and Contents

Fun food you'll feel better about: 1. 60-second vocal; 2. 30-second vocal; 3. Moving Day; 4. Suzy; 5. Pushover; 6. Personnel; Make every meal a picnic: 1. 60-second vocal; 2. 60-second donut; 3. 30-second version I; 4. 30-second version II; 5. Personnel; 6. Radio 60-second; 7. Radio 30-second.

Original quarter-inch open-reel audio tape Box 6 > Audio-reel
RL01232-RR-0009

Irving Sonn, reel 1, undated

Scope and Contents

Friday's Child: 1. Man; 2. Duet; 3. Folk Rock; 4. Woman; 5. Duet; 6. Woman; Maybelline: 1. Kaleidoscope Eyes; 2. Saturday Night

Original quarter-inch open-reel audio tape Box 6 > Audio-reel
RL01232-RR-0010

Burger King presentation, undated

Original audiocassette Box 6 > Audio-cassette
RL01232-CS-0003

Radio and TV spots, unidentified, 1972-1976

Original audiocassette

Box 6 > Audio-cassette
RL01232-CS-0001

Trident, "I Chew What I Want"; Wash 'n Dri,
"Soap and Water to Go", undated

Original audiocassette

Box 6 > Audio-cassette
RL01232-CS-0002

Moving image

Chase Manhattan: 1. Checkbook; 2. House and
Home; 3. Chase Bank's Advantage, undated

Original 16mm film

Box 4 > Film-reel
RL01232-F16-0001

Datsun presentation, reel 1, 1977-06-08

Scope and Contents

"Dividend": 1. "Raining (F10)," 2. "Piggy Bank (810)," 3. "Li'l Hustler (King Cab)," 4. "Drive-in Bank"; "Get It Right": 1. "B210," 2. "280Z," 3. "King Cab," 4. "810," 5. "Honey Bee"; "What Would I Do?": 1. "Skiers (B210)," 2. "Family (810)," 3. "Playboy (280Z)," 4. "King Cab," 5. "Honey Bee"; "We Make You Feel": 1. "Receptionist (Honeybee)," 2. "Romantic (810)," 3. "Ballet (B210)," 4. "Carpenter (King Cab)," 5. "Opera (280Z)"; Reprise

Original 16mm film

Box 4 > Film-reel
RL01232-F16-0002

Datsun presentation, reel 2, 1977-06-08

Original 16mm film

Box 4 > Film-reel
RL01232-F16-0003

Irving Sonn, "Selling in the 70's," TV Reel,
1970s

Scope and Contents

Datsun - Dali Wagon; Virgin Islands - Black Spokesman; Desk Top Lamps - Dancing Lamps; Isabel Rose - Pearls of the Douro; Rheingold - Syrian; Listerine - Longshoreman; Kellog's - Wake-Up; Schick - Barbarian Spokesman; Tuf Work Boots - Fashion Parade; Visine - Vignettes; Xerox - Can Puncture Demo; General Electric - Bull in the Lexan Shop; Playtex - Pearl Bailey; Camay - Princess Pignatelli; Trident - Whitey; Diet Pepsi - Zipper; American Motors - Shell; Vicks Vaporub - Breathing Jar; Egg Beaters - Limit; Gillette - Wet Head; Ultra Brite - How's Your Love Life; Buttertop Bread - Corn; Workclothes Burst - Mine; Johnson's Baby Shampoo - Brook; Coca-Cola - Country Sunshine; Wonder Bread - Farmer's Market

Original 16mm film	Box 4 > Film-reel RL01232-F16-0004
Irving Sonn - Reel #3, competitive commercials, undated	
Original 16mm film	Box 4 > Film-reel RL01232-F16-0005
Ted Bates Adv. Toyota, 28 Kinescopes, undated	
Original 16mm film	Box 4 > Film-reel RL01232-F16-0006
Ted Bates Presentation, 1977-11-07	
Original Umatic videocassette	Box 6 > Video-cassette RL01232-UM-0001 Digital-materials SET-0001 > Video-file RL01232-Umatic_0001.mov
Needham Bates, undated	
Original VHS videocassette, part 1	Box 6 > Video-cassette RL01232-VHS-0001 Digital-materials SET-0001 > Video-file RL01232-VHS-0001.mov
Original VHS videocassette, part 2	Box 6 > Video-cassette RL01232-VHS-0002 Digital-materials SET-0001 > Video-file RL01232-VHS-0002.mov

[Return to Table of Contents](#)

Award plaques and trophies, 1967-1977 and undated

Physical Description: 1 box

Scope and Contents note

Contains award plaques and trophies won by the Needham, Harper & Steers agency. Items arranged by format and listed alphabetically.

Plaques

Addy Awards	Box 5
Consumer Magazines Ad Series, 1967	Box 5

Consumer Magazine Ad, black & white, 1968	Box 5
Direct Mail Piece, 1968	Box 5
Sales Promotion Material, 1968	Box 5
Undated	
Consumer Magazine, black & white	Box 5
Consumer Magazine, color	Box 5
Trade Paper Campaign, black & white	Box 5
Art Directors Club, New Jersey, undated	Box 5
Dun's Review Advertising Excellence Award, Starch Score for Hertz Rent A Car, 1976	Box 5

Trophies

Addy Award	
Direct Mail Piece, black & white, 1968	Box 5
Newspaper Advertisement, black & white, 1968	Box 5
American Radio Commercials Festival, Best Cosmetics, Toiletries, Pharmaceuticals, 1973	Box 5

[Return to Table of Contents](#)