



# **Guide to the Sheldon B. Sosna Papers, 1922-2001 and undated, bulk 1948-1991**

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David M. Rubenstein Rare Book & Manuscript Library

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Durham 27708

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## Summary

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### **Collection Title:**

Sheldon B. Sosna papers, 1922-2005 and undated bulk 1948-1991, 1948-1991

### **Creator:**

Sosna, Sheldon B.

### **Source:**

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

### **Abstract:**

Retired advertising executive. Collection documents Sosna's long career as an advertising executive and consultant, and contains materials from a wide variety of formats, including correspondence, writings, printed material, advertisement proofs and clippings, sketches, scrapbooks, slides, negatives, and film. The collection primarily provides a record of advertising campaigns Sosna developed as a copy supervisor, creative director, and advertising executive at Gershuny Associates, Leo Burnett, Grant Advertising, Doherty Clifford Steers & Shenfield, Sullivan Stauffer Colwell & Bayles, Norman Craig & Kummel, and J.M. Mathes, from 1948 to 1973; the collection has limited material relating to the specific agencies for which he worked. In addition, the collection documents Sosna's later writings, lectures, and seminars as an independent consultant in retail and supermarket advertising from the 1970s through 2001, including a complete run of the Supermarket Advertising Newsletter (1981-2000) and a copy of his book *Dodge #9: How to Never Make a Mistake: Achieving Success in a World That Is Always Looking for Someone to Blame* (2001). Major advertising campaigns represented in the collection include: American Tobacco Company (Bull Durham and Silva Thins cigarettes); Bristol-Myers Company; Bulova Corporation; Dr Pepper Co.; Food Fair/Pantry Pride; Hoover Company; Ladies' Home Journal; Martex; Pabst Brewing Company; Procter & Gamble; Pure Oil Company; and Joseph Schlitz Brewing Co. The collection also documents Sosna's role as supervisor of the Peace Corps advertising campaign in its first two years, from 1961 to 1963. Peace Corps materials include print advertisements; "Volunteer Radio Kits" distributed to broadcasters; one promotional film originally aired on American television; and a letter from Robert Sargent Shriver, Jr., first director of the Peace Corps.

### **Extent:**

8.6 Linear Feet

2600 Items

### **Language:**

English.

### **Collection ID:**

RL.01233

### **Permalink:**

<https://idn.duke.edu/ark:/87924/m1vw81>

### Preferred Citation

[Identification of item], Sheldon B. Sosna Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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## Background

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### Scope and Content

The Sheldon B. Sosna Papers span the years 1922 to 2001, with the bulk of the material dating from 1948 to 1991. The collection documents Sosna's long career as an advertising executive and consultant, and contains materials from a wide variety of formats, including correspondence, writings, printed material, advertisement proofs and clippings, sketches, scrapbooks, slides, negatives, and film. The collection primarily provides a record of advertising campaigns Sosna developed as a copy supervisor, creative director, and advertising executive at Gershuny Associates, Leo Burnett, Grant Advertising, Doherty Clifford Steers & Shenfield, Sullivan Stauffer Colwell & Bayles, Norman Craig & Kummel, and J.M. Mathes, from 1948 to 1973; the collection has limited material relating to the specific agencies for which he worked. In addition, the collection documents Sosna's later writings, lectures, and seminars as an independent consultant in retail and supermarket advertising from the 1970s through 2001, including a complete run of the Supermarket Advertising Newsletter (1981-2000) and a copy of his book *Dodge #9: How to Never Make a Mistake: Achieving Success in a World That Is Always Looking for Someone to Blame* (2001). Major advertising campaigns represented in the collection include: American Tobacco Company (Bull Durham and Silva Thins cigarettes); Bristol-Myers Company; Bulova Corporation; Dr Pepper Co.; Food Fair/Pantry Pride; Hoover Company; Ladies' Home Journal; Martex; Pabst Brewing Company; Procter & Gamble; Pure Oil Company; and Joseph Schlitz Brewing Co. The collection also documents Sosna's role as supervisor of the Peace Corps advertising campaign in its first two years, from 1961 to 1963. Peace Corps materials include print advertisements; "Volunteer Radio Kits" distributed to broadcasters; one promotional film originally aired on American television; and a letter from Robert Sargent Shriver, Jr., first director of the Peace Corps. The collection is organized into six series: **Correspondence, Writings and Speeches, Printed Materials, Advertisements, Scrapbooks, and Visual Materials.**

The **Correspondence Series** includes limited business correspondence, advertising strategy memoranda, and mailings and solicitations specifically related to Sosna's supermarket consulting. The **Writings and Speeches Series** includes scripts of lectures and seminars Sosna delivered on retail and supermarket advertising throughout the United States from 1983 to 1994, limited market and client reports, and an account of his work with President Kennedy and Robert Sargent Shriver, Jr. on an early promotional film for the Peace Corps. The **Printed Materials Series** includes Sosna's professional writings on advertising (including an installment of "Sosna on Advertising," a long-standing column featured in *Grocery Marketing Magazine*); a copy of his 2001 book *Dodge #9: How to Never Make a Mistake*; client materials (letterhead, brochures, mailings, including Peace Corps promotional materials); conference programs; and magazines. Most notably, the series includes a complete set of the *Supermarket Advertising Newsletter*, a monthly serial which Sosna wrote, edited, and published from January 1981 through December 2000. The **Advertisements Series** includes original page proofs, newspaper and magazine clippings, and concept sketches for client advertisements, with an emphasis on consumer/home products, cigarette, beer, and apparel industries. The **Scrapbooks Series** includes six scrapbooks of advertisement clippings, original page proofs, client brochures, and catalog mailings, primarily documenting clients in women's apparel and consumer/home products. The **Visual Materials Series** includes over 700 seminar slides originally used in Sosna's presentations on supermarket advertising, a set of color negatives documenting the "Pabst Red Beer" advertising campaign, and the only existing copy of a promotional film for the Peace Corps which Sosna wrote, produced, and edited. Large-format materials (clippings, proofs, sketches) have been removed from their original series location and relocated to **Oversize Materials** locations.

Other materials related to this collection may be found in the J. Walter Thompson Company Archives: Competitive Advertisements Collection and the J. Walter Thompson Company Archives: Corporation Vertical Files. For materials specifically relating to the agencies Norman, Craig & Kummel and the Leo Burnett Company, consult the Robert S. Smith Papers and the Kensinger Jones Papers, respectively. For materials relevant to American Tobacco Company advertising, see the James Buchanan Duke Papers, the Benjamin Newton Duke Papers, and the John M. W. Hicks Papers. For materials on beer advertising for the Pabst Brewing Company and Schlitz Brewing Company, see the Howard Scott Papers. Materials relevant to Procter & Gamble Company advertising may be found in the D'Arcy Masius Benton & Bowles Advertisements, the D'Arcy Masius Benton & Bowles Archives, and the Wells Rich Greene, Inc. Records. Additionally, materials relating to Peace Corps advertising may be found in the David B. McCall Papers.

## Biographical/Historical

### Biographical timeline

<b>Date</b>	<b>Description</b>
1922 June 14	Born in Chicago
1942	Enlisted in the United States Army
1943-1946	Served three years in U.S. Army, Pacific Theater; achieved rank of Captain
1944	Married Relma B. Blevins
1946	Received MA from University of Chicago Received BA from Northwestern University (originally class of 1944, degree delayed by war)
1946-1948	Established sales firm, worked as manufacturers' sales representative Self-employed
1948-1953	Joined Gershuny Associates, a Chicago-based advertising firm, as Partner and Executive Vice-President; directed Gershuny's subsidiary companies DriJuice Corporation, Texto Products Corporation and Lewis & Clark Films
1953-1958	Joined the Leo Burnett Company as Senior Copywriter, promoted to Copy Supervisor. Supervised major accounts (Brown Shoe Company, Crane Plumbing, Hoover Company, Kellogg's, Pabst Beer, Pillsbury, Procter &

<b>Date</b>	<b>Description</b>
	Gamble, Pure Oil); worked as speechwriter for Mr. Burnett
1958-1960	Joined Grant Advertising, Chicago, as Creative Director. Supervised foreign operations and creative work within Grant's domestic offices, served as agency spokesman; supervised Grant's television production facilities in Chicago and Los Angeles, produced and directed several commercials (Archway Cookies, Comet Rice, Dr Pepper, Old Milwaukee Beer)
1960	Received American Television Festival Award for "Best Commercial: Health and Beauty Aid" (Bristol-Myers "Ipana" toothpaste commercial)
1960-1963	Joined Doherty, Clifford, Steers & Shenfield, a New York City advertising firm, as Vice-President and Creative Supervisor; responsible for Bristol-Myers account
1961-1963	Developed and supervised first two years of Peace Corps advertising and recruiting campaign
1963-1965	Joined Sullivan, Stauffer, Colwell & Bayles as Vice-President and Copy Supervisor; responsible for American Tobacco Company, Bache & Company Brokerage, Bulova accounts
1965-1968	Joined Norman, Craig & Kummel; served as Vice-President and Management Supervisor;

<b>Date</b>	<b>Description</b>
	responsible for American Tobacco Company, Hertz, Revlon accounts
1968-1971	Joined J.M. Mathes, Inc. as Executive Vice-President
1972	Became Vice President of Marketing for the supermarket chain Food Fair/Pantry Pride, based in Philadelphia
1978	Founder and President of The Sosna Company, consulting firm specializing in supermarket advertising and marketing; pioneered frozen food advertising for Keystone Foods
1979-1988	Contributed regular column to Grocery Marketing Magazine, "Sosna on Advertising"
1981-2000	Sponsored annual Supermarket Ad Expo at venues across the country Founder, editor, and publisher of monthly Supermarket Advertising Newsletter; established Sosna as a leading voice in the supermarket advertising industry
2000	Retired after over fifty years in advertising
2001	Published Dodge #9: How To Never Make a Mistake: Achieving Success in a World That Is Always Looking for Someone to Blame
2012 Mar. 3	Died, Durham, N.C.

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## **Administrative Information**

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### **Publication Statement**

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### **Access Restrictions**

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. There may be a 48-hour delay in obtaining these materials.

Also, one phonograph recording in this collection is not immediately accessible, because it requires further processing before 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 Sheldon B. Sosna Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as gifts in 2003 and 2004.

### **Processing Information**

Processed by Casey A. Jarrin

Completed January 3, 2005

Accessions 2003-0243 and 2004-0068 were merged into one collection, described in this finding aid.

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## **Names and Subjects**

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- Advertising -- Beer -- United States
- Slides (photographs)
- Advertising -- Brand name products -- United States
- Advertising -- Cigarettes -- United States
- Advertising -- Clothing and dress
- Advertising -- History
- Advertising executives -- United States
- Groceries -- Marketing
- Motion pictures (visual works)
- Sketches
- Scrapbooks
- Peace Corps (U.S.)
- Negatives (photographs)
- Pabst Brewing Company
- Ladies' home journal
- Pure Oil Company
- Procter & Gamble Company
- Shriver, Sargent, 1915-
- Sosna, Sheldon B.
- American Tobacco Company
- Bristol-Myers Company
- Bulova Corporation
- Dr Pepper Co
- Food Fair Stores, Inc.
- Hoover Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Jos. Schlitz Brewing Co.

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## **Collection Inventory**

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**Correspondence Series, 1958-1964 and undated**

**Scope and Contents note**

Includes limited business correspondence, mailings and solicitations related to Sosna's supermarket consulting, and one folder of "Advertising strategy memoranda" that Sosna distributed while Copy Supervisor at Sullivan, Stauffer, Colwell & Bayles and at Doherty, Clifford, Steers & Shenfield. Of particular interest is a 1963 letter from Robert Sargent Shriver, Jr., first director of the Peace Corps, thanking Don Clifford and his staff at Doherty, Clifford, Steers & Shenfield for their work on early Peace Corps advertising. Arranged alphabetically.

Advertising strategy memoranda, 1958-1964  
and undated Box 1

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Letters

Letter from Robert Sargent Shriver, Jr., 1963  
July 15 Box 1

**Scope and Contents note**

[Appointed by President Kennedy, Shriver served as the first director of the Peace Corps from 1961-1966.]

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Letter from Richard R. Uhl, undated Box 1

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Mailings and solicitations

The Consumer Network, undated Box 1

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Supermarket Advertising Newsletter, undated Box 1

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**Writings and Speeches Series, circa 1965-1994 and undated, bulk 1983-1991**

**Scope and Contents note**

Primarily contains scripts and other materials used for lectures and seminars Sosna delivered throughout the United States from 1983 to 1994, with an emphasis on supermarket advertising and marketing. Scripts primarily document presentations Sosna delivered as an independent consultant to supermarket/food retailers, specifically for meetings of the National Grocers Association, the Grocery Marketing Institute, at Food Marketing Institute conventions, at state grocery organization meetings (in California, Indiana, Oklahoma, New Hampshire, and Florida), and for the annual "Supermarket Advertising Seminar" which Sosna founded in 1983. Also includes limited market reports on specific retail industries and clients, including Pabst Red Beer. Of particular interest is one folder of "Advertising notes and addenda," which documents Sosna's professional career and profiles his prominent clients

of the 1950s and 1960s, most notably his work on an early promotional film for the Peace Corps and his meeting with President Kennedy and Robert Sargent Shriver, Jr. during the film's production. Arranged alphabetically.

Client/Market reports	Box 1
Advertising notes and addenda, circa 1965 and undated	Box 1
"Air Step: In Search of a Brand Image" report, undated	Box 1
Cole Products Corporation: "Cole-Spa" brochure, undated	Box 1
<u>Pabst Red Dinner Beer</u> "Pabst Red Dinner Beer" report, undated	Box 1
"Red Beer Concept Research," 1967 May	Box 1
<u>Seminar/Lecture scripts</u> Advertising/Marketing strategy lecture notes, undated	Box 1
Associated Wholesale Groceries seminar, 1991 <b>Physical Description:</b> 2 folders	Box 1
FEDCO seminar: "How Advertising Works to Make People Buy," 1991 <b>Physical Description:</b> 2 folders	Box 1
Indiana Food Retailers: Advertising seminar, undated	Box 1
Indiana Retail Grocers Association: Advertising seminar, 1990	Box 1
NAGWA advertising meeting: "The Future of Supermarket Advertising," 1987	Box 1
<u>National Grocers Association</u> Advertising presentation, 1985 <b>Physical Description:</b> 2 folders	Box 1
Futures seminar, 1987	Box 1
Oklahoma Grocers, 1986	Box 1

Seminar slide notes - Misc., undated	Box 1
Seminar for Store Owners Notebook, 1985	Box 1
<b>Physical Description:</b> 2 folders	
Scripts, 1985	Box 1
<b>Physical Description:</b> 2 folders	
"Supermarket Advertising and the Consumer," copresented by Sosna and Mona Doyle (President, The Consumer Network, Inc.), 1989	Box 2
Supermarket Ad Expo, 1994	Box 2
Supermarket Advertising Seminar St. Louis seminar, undated	Box 2
1983 seminar Agenda	Box 2
Scripts	Box 2
<b>Physical Description:</b> 2 folders	
Slide notes/notecards	Box 2
1984-1985 seminar	Box 2
<b>Physical Description:</b> 2 folders	
Supermarket Retailer Forum: Popai meeting, Chicago, 1992 Oct.	Box 2

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### **Printed Materials Series, circa 1944, 1952-2001 and undated, bulk 1981-2001**

#### **Scope and Contents note**

Includes Sosna's professional writing on advertising, a copy of Sosna's book *Dodge #9: How to Never Make a Mistake*(2001), client materials (letterhead, mailings, brochures), conference programs, and a limited set of magazines from 1952. The bulk of the series is composed of a complete set of *The Supermarket Advertising Newsletter*, a monthly publication Sosna edited and published from 1981-2000, along with an incomplete subject index of the newsletter. Of particular note in the series are Peace Corps "Radio Kits" distributed to

broadcasters in 1962-1963. The "Volunteer Radio Kit" for 1963 includes a phonograph record of public service announcements for the Peace Corps featuring the voice of sportscaster Bob Delaney. Also includes two comics that refer to the Peace Corps which appeared in the New York Post comic strip "Pogo" in 1962. Arranged alphabetically; complete set of Supermarket Advertising Newsletter arranged chronologically by month/year.

**Access Restrictions:**

[Technical Services staff need to produce a use copy of the phonograph record before its contents can be accessed. Please consult with Research Services staff before coming to use this series.]

Article: "A cure for the copycat syndrome,"  
in "Sosna on Advertising" column, Grocery  
Marketing Magazine, 1985 Mar. Box 2

Book: Dodge #9: How to Never Make a  
Mistake: Achieving Success in a World That Is  
Always Looking for Someone to Blame, 2001 Box 2

**Scope and Contents note**

[Book published in paperback by Hats Off Books, Tucson, Arizona.]

**Client Materials**

Abbell Hotels, undated Box 2

Dr Pepper: article in Printers' Ink, "Hal  
Stebbins on copy" column, 1959 Mar. Box 2

Intercontinental Industries, undated Box 2

Lewis & Clark, Inc.: letterhead, undated Box 2

Ochs Paper Company, undated Box 2

Pabst Brewing Company: "How to ruin a hotel  
clerk's day" [pamphlet], undated Box 2

Pantry Pride/Food Fair, 1974 and undated Box 2

**Peace Corps**

Comic Strip: "Pogo," New York Post, 1962 Box 2

Peace Corps News, 1962 Jan. Box 2

Recruiting Radio Kit, 1962 Box 2

Volunteers Radio Kit, 1963 Box 2

**Scope and Contents note**

[Among other materials, includes record album entitled "Peace Corps Volunteers/The Advertising Council Public Service Announcements.]"

**Processing Information:**

[Format: phonograph record (33 1/3 speed / 7-inch EP). Technical Services staff need to produce a use copy before contents can be accessed. Please contact Research Services.]

Specialjoy, Inc., undated Box 2

Spectoculars (Intermares Inc.), undated Box 2

J. Spencer & Company, undated Box 2

Staffin-Johns Mattresses, 1952 and undated Box 2

Conference Programs, 1983-1985, 1995-1997 Box 2

**Magazines**

Kiwanis Magazine, 1952 Apr. Box 2

Life Magazine Mailing Plan, undated Box 2

Newsweek, 1952 July 21 Box 2

V.F.W. Magazine, 1952 Apr. Box 2

Supermarket Advertising Newsletter,  
1980-2000 Box 3-4

Inaugural Mailings, 1980-1981 Box 3-4

Subject Index, 1987 Box 3-4

Supermarket Advertising Newsletter, 1981  
Jan.-2000 Dec. (monthly serial, complete set) Box 3-4

**Physical Description:** 22 folders

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**Advertisements Series, 1922, 1951-1973 and undated**

**Scope and Contents note**

Divided into two groupings: Clippings and Proofs, and Sketches and Concepts. Includes original page proofs, newspaper and magazine clippings, and concept sketches for client advertisements, with an emphasis on the consumer/home products, cigarette, beer, and apparel industries. Key clients represented include American Tobacco Company (Bull Durham Cigarettes), Bristol-Myers, Bulova, Dr Pepper, Food Fair/Pantry Pride, Hoover, Ladies' Home Journal, Martex, Pabst Brewing Company, Procter & Gamble, and Pure Oil Company. Of particular interest is one folder of early Peace Corps advertisements Sosna developed while at Doherty, Clifford, Steers & Shenfield. Series also includes two uncredited cigarette advertisements [Bull Durham (1922) and Fatima (undated)] presumably intended as marketing research for Sosna's work in cigarette advertising, and one folder of Spanish language concept boards for beverage advertisements (uncredited and undated). Arranged alphabetically by client within each grouping.

Clippings and Proofs	Box 5
Abbell Hotels (Stanley, Alexandria, Paramount, Willard, Summit), 1952-1953 and undated	Box 5
Advertising Management Co., 1972	Box 5
Allstate Insurance, 1957 and undated	Box 5
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1]	
American Meat Institute, 1955	Box 5
American Tobacco Company	
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1]	
<u>Bull Durham Cigarettes</u>	
Historical advertisement, 1922	Box 5
Proofs, 1967-1968 and undated	Box 5
<b>Physical Description:</b> 2 folders	
Silva Thins, 1968-1969 and undated	Box 5
Apparel Misc., 1953 and undated	Box 5
Archway Cookies, 1959	Box 5

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1]

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Bauer & Black

**Processing Information:**

[Some items removed to Oversize Box OV1]

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Bandages and first aid, 1953-1954 Box 5

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Stockings, 1952-1954 Box 5

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Better Vision Institute, 1961 and undated Box 5

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"Bike" Athletic Supporters, 1954 Box 5

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Bristol-Myers (Mum and Ipana), 1961-1962  
and undated Box 5

**Processing Information:**

[Some items removed to Oversize Box OV1]

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Brown Shoe Company, undated Box 5

**Processing Information:**

[Some items removed to Oversize Box OV1]

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Bulova, 1964-1965 Box 5

---

Cole Products Corporation: Cole Spa Drink  
Dispenser, 1952-1953 and undated Box 5

**Physical Description:** 2 folders

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Comet Rice, undated Box 5

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1]

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Crane Company (heating and utilities), 1955  
and undated Box 5

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Dormay Products, undated Box 5

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Dr Pepper, 1959-1960 Box 5

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**Scope and Contents note**

[Includes laminated advertisements and clipping from the groundbreaking "FREE! Genuine Dr Pepper bottle cap" campaign.]

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DriJuice Corporation: InstaLemon, 1953 and undated	Box 5
Emulsol Corporation, undated	Box 5
Englander Beds, 1956	Box 5
Fabrico Manufacturing Corporation, undated	Box 5
Food Fair/Pantry Pride, 1973 and undated	Box 5
Grant Advertising, 1955, 1958	Box 5

**Processing Information:**

[Some items removed to Oversize Box OV1]

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Herbert-Levy (apparel), undated	Box 5
Hoover Appliances, 1955-1957 and undated	Box 5

**Processing Information:**

[Some items removed to Oversize Box OV1]

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International Harvester, 1955	Box 5
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**Processing Information:**

[Folder removed to Oversize Materials, Box OV1]

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Ladies' Home Journal, 1960	Box 5
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**Processing Information:**

[Some items removed to Oversize Box OV1]

**Scope and Contents note**

[Includes advertisements featuring President Kennedy and Winston Churchill.]

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Leo Burnett Advertising: Twentieth Anniversary commemorative broadside and advertisement, 1955	Box 5
--	-------

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1]

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Leo's Advance Theatrical Shoe Co., undated Box 5

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Liggett & Myers Tobacco Co.: Fatima  
Cigarettes (historical advertisement), undated Box 5

---

Manhattan (sportswear and furnishings),  
1963-1964 Box 5

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**Processing Information:**

[Some items removed to Oversize Box OV1]

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Martex, 1970-1971 Box 5

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**Processing Information:**

[Some items removed to Oversize Box OV1]

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Pabst Brewing Company  
Old Tankard Ale, 1957 Box 5

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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Pabst Blue Ribbon  
Newspaper advertisements - Various,  
1956-1957 and undated Box 5

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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"Pabst Blue Ribbon Touch" campaign, 1956  
and undated Box 5

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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"Pabst is the name" campaign, 1957 and  
undated Box 5

---

"What'll You Have" campaign, 1956 and  
undated Box 5

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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Various, 1956-1957 Box 5

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Peace Corps, circa 1962-1963 Box 5

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Procter & Gamble: Camay Soap, 1957 Box 5

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**Processing Information:**

[Some items removed to Oversize Box OV2]

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Pure Oil Company, 1954, 1957 and undated Box 5

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**Processing Information:**

[Some items removed to Oversize Box OV2]

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Schlitz Brewing Company: Old Milwaukee Beer, 1958 Box 5

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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Specialjoy, Inc., 1951-1952 and undated Box 5

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Spectoculars (Intermares, Ltd.), undated Box 5

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Staffin-Johns Mattress, undated Box 5

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Tea Council, 1957 Box 5

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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U.S. Tobacco Company: Encore cigarettes, 1961 Box 5

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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Sketches and Concepts Box 6

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American Tobacco Company: Half and Half cigarettes, undated Box 6

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"Appointment" hosiery, undated Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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Bache & Co., undated Box 6

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Bulova, 1964 Box 6

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DriJuice Corporations: InstaLemon, 1953 Box 6

---

Martex: "Lady Pepperell" designs, undated Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

---

~~Pabst Brewing Company~~  
Pabst Red, undated Box 6

---

"What'll You Have" advertisement, undated Box 6

---

Pure Oil Company, undated Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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Spanish language advertisements (Alvear,  
Philips, Schweppes), undated Box 6

---

Tennyson Menthol cigarettes, undated Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2]

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## **Scrapbooks Series, 1947-1971 and undated, bulk 1948-1958**

### **Scope and Contents note**

Contains six large scrapbooks of advertisement clippings, page proofs, client brochures and catalog mailings that primarily document Sosna's early advertising career, with a focus on women's apparel and consumer/home products. Arranged chronologically by scrapbook.

### **Processing Information:**

[All material from Scrapbooks 4 and 5 has been rehoused in folders for preservation purposes. Other scrapbooks remain intact. All material retained in original order as received from donor.]

Scrapbook 1, 1947-1949 and undated

Box 7

**Scope and Contents note**

Includes over 100 newspaper clippings of advertisements for Globe Fur and Novelty Company, a Chicago-based furrier marketed as "Chicago's Largest Fur House."

**Processing Information:**

[Scrapbook contains brittle pages which require careful handling.]

Scrapbook 2, 1948-1950 and undated

Box 8

**Scope and Contents note**

Includes advertising clippings and mailings for women's apparel and home construction. Apparel clients include Archie Zimmitt; Bernstein, Cohen & Company; "Famous Full Fashioned" Hosiery Mills; Globe Fur and Novelty Company; Gold Maid Hosiery Company; Herbert Levy; McBreen Shoe Company; "Misteri" hosiery; Morry Silver; Sycamore Coats; U.S. Millinery Corporation; and Women's & Children's Wear Association. Construction clients include Aerosol Engineers, Aluminum Building Materials Corporation, Atlas Construction Company, and "Perm-Alloy" metal siding.

**Processing Information:**

[Scrapbook contains brittle pages which require careful handling.]

Scrapbook 3, 1948-1950 and undated

Box 9

**Scope and Contents note**

Includes advertising clippings and catalog mailings, primarily representing women's apparel and home products. Apparel clients include Archie Zimmitt; Berstein, Cohen & Company; Crane and Abrams; McBreen Shoe Company; and several clippings for "Royal Maid" featured in Women's Wear Daily. Home products clients include Atlas Construction Company; "Frig-O-Matic" Company; "Freez King" freezer (E.C.A. Manufacturing Co.); and "Weathermaster" windows.

**Processing Information:**

[Scrapbook contains brittle pages which require careful handling.]

Scrapbook 4, 1949-1950 and undated Box 10

**Physical Description:** 14 folders

**Scope and Contents note**

Includes clippings, mailings, catalogs and brochures documenting Sosna's early advertising work in Chicago. Also includes a press release announcing the "Good Design" exhibition sponsored jointly by The Merchandise Mart and the Museum of Modern Art, and two unlabeled/undated black and white fashion photographs.

**Processing Information:**

[For preservation purposes, scrapbook pages removed from binder; materials foldered in original sequential order.]

[One oversize item removed from folder 10 of 14 (photocopy of full-page advertisement from Chicago Sun-Times for Weathermaster "ALSCO" combination windows). Item relocated to Box 11.]

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Scrapbook 4, 1949-1950 and undated Box 11

Weathermaster "ALSCO" combination windows, 1949 Box 11

**Processing Information:**

[Oversize item relocated from Box 10, folder 10.]

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Scrapbook 5, 1954-1959 and undated Box 11  
Bache & Co., undated

Bauer & Black: Curad Bandages, 1954 Box 11

Bristol-Myers: Ipana toothpaste sketches, undated Box 11

**Physical Description:** 4 folders

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Crane Company, circa 1955 Box 11

**Processing Information:**

[Some items removed to Oversize Box OV2]

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KVP Company, undated Box 11

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Mott's Applesauce, undated Box 11

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Procter & Gamble: Camay, 1957

Box 11

**Processing Information:**

[Some items removed to Oversize Box OV2]

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Scrapbook 6, 1954-1971 and undated

Box 11

**Scope and Contents note**

Includes advertising clippings and proofs housed within original scrapbook mylar pages. Clients represented include Bache & Co.; Bristol-Myers; Crane Company; Eastman Kodak; Grant Advertising; Ladies' Home Journal; Manhattan; Martex; Pure Oil Company; Sugar Information, Inc.; and United States Tobacco Company (Encore cigarettes).

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### **Visual Materials Series, circa 1961-1962, 1967-1990s and undated**

**Scope and Contents note**

Arranged into three subseries: Slides, Negatives, and Film. Contains over 700 slides Sosna used for seminar presentations conducted from the late 1970s through the 1990s, primarily focused on retail marketing strategy and supermarket advertising. Slides organized in three categories -- "Seminars," "Supermarket advertisements," and "Other" -- therein arranged alphabetically by subject/title. "Seminars" include slides which directly accompanied Sosna's seminar presentations on advertising and marketing strategy, and consist primarily of text. "Supermarket advertisements" slides include advertisements and supermarket circulars promoting event/holiday sales and specific product sales, likely used within seminar presentations yet not associated with any particular seminar. Series also includes one folder of color negatives documenting the 1967 "Pabst Red" beer campaign and one film reel entitled "The Peace Corps" which Sosna wrote, produced, and edited, circa 1961-1962. The film reel features President John F. Kennedy, Robert Sargent Shriver (Director of the Peace Corps from 1961-1966), and Dave Garroway (then host of NBC's "Today Show" ). According to documents included in the collection, the film originally aired on American television stations and was "seen by forty million people" (See **Writings and Speeches Series**, folder one: "Advertising notes and addenda, circa 1965 and undated" ). The collection holds the last remaining copy of this film.

**Access Restrictions:**

[Original film reel closed to use. Use copy available in the collection.]

### **Slides Subseries, 1970s-1990s**

Box 12

Seminars

"Budgeting for Advertising" Box 12

"Getting the Reader to Want" Box 12

"How To Sell Your Advertising Ideas" Box 12

"How To Win With Advertising" Box 12

"How You Can Make the Most Out of Advertising" Box 12

"Information & Reward" (shoppers' trends) Box 12

"Market Profile Data Chart" Box 12

"Supermarket Advertising and the Consumer" Box 12

"Supermarket Futures: 90s and Beyond" Box 12

Titles and headings Box 12

"Using Radio" Box 12

"Using TV" Box 12

"What Shoppers Think" Box 12

Supermarket advertisements

Event promotions

"Back to School" / "Kids" sales Box 12

"Dollar Day" promotions Box 12

Earthquake preparation/Environmental concerns Box 12

"Grand Opening" Box 12

Holiday and anniversary sales Box 12

Special Olympics sales Box 12

Superbowl sales Box 12

Product sales

"Best" promotions	Box 12
Canned foods	Box 12
Dairy/Eggs	Box 12
Diet foods	Box 12
Ethnic/Regional foods	Box 12
"Free" promotions	Box 12
"Fresh" promotions	Box 12
Frozen foods	Box 12
"Lowest Price" advertisements	Box 12
"Lucky" / "Food Lion" store promotions	Box 12
Meat/Fish	Box 12
Produce	Box 12
"Ralphs" / "Vons" store promotions	Box 12
Sales (miscellaneous)	Box 12

**Physical Description:** 4 folders

**Scope and Contents note**

Features slides which promote multiple products in a single advertisement, and therefore do not fit within one particular category above.

Other	
Graphic designs	Box 12
"Prince" Spaghetti Sauce: Mona Lisa campaign	Box 12

**Negatives Subseries, 1967**

Pabst Blue Ribbon: "Pabst Red" beer campaign, 1967	Box 12
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**Scope and Contents note**

[Includes four 8"x10" color negatives used in the "Pabst Red" campaign.]

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**Film Reel Subseries, circa 1961-1962**

Original Copy: "The Peace Corps," circa  
1961-1962

Box 13

**Scope and Contents note**

[Format: black-and-white 16mm film. TRT: 27 minutes.]

**Processing Information:**

[Original closed to use. Use copy in Box 12.]

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Master Copy

Box 12

**Scope and Contents note**

[Format: BetacamSP. Created: 2005.]

**Processing Information:**

[Not for reference use.]

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Use copy

Box 12

**Scope and Contents note**

[Format: DVD. Created: 2005.]

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**Oversize Materials**

**Scope and Contents note**

Primarily includes oversize materials from the **Advertisements Series**, organized into "Clippings and Proofs" and "Sketches and Concepts" Subseries. Also contains two folders from the **Printed Materials Series** and four folders of material removed from the **Scrapbooks Series**, Scrapbook 5. Clients represented include the American Tobacco Company; Bristol-Myers; Hoover appliances; Ladies' Home Journal; Martex; Pabst Brewing Company; Proctor & Gamble; Pure Oil Company; and Schlitz Brewing Company. Materials of particular interest include an advertisement proof for Ladies' Home Journal featuring President Kennedy, with the tag-line "Will women love him or leave him?" ; a 1952 flip-chart prepared for the American Larder Supply Company entitled "Now...Eat Better Food and Spend Less For It" ; and a pamphlet

distributed by the War Advertising Council at the close of World War II.  
Arranged within original series, therein alphabetically by client.

### **Advertisements Series, 1954-1971 and undated**

#### Box OV1

##### Clippings and Proofs **Scope and Contents note**

[See also Box 5]

Allstate Insurance, 1957 and undated	Box OV1
American Tobacco Company Half and Half and Montclair cigarettes, 1963-1965	Box OV1
Silva Thins cigarettes, 1967-1968 and undated	Box OV1
Archway Cookies, 1959	Box OV1
Bauer & Black: Curad bandages/tape, 1954 and undated	Box OV1
Bristol-Myers: Ipana toothpaste, 1961	Box OV1
Brown Shoe Company, 1957	Box OV1
Comet Rice, undated	Box OV1
Grant Advertising, undated	Box OV1
Hoover, 1955-1956 and undated	Box OV1
International Harvester, 1955	Box OV1
Ladies' Home Journal, 1960	Box OV1

##### **Scope and Contents note**

[Includes advertisement proof featuring President Kennedy with the tag-  
line "Will women love him or leave him?" ]

Leo Burnett Advertising: twentieth anniversary commemorative broadside and advertisement, 1955	Box OV1
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**Scope and Contents note**

[Includes original office memorandum attached to broadside.]

Manhattan (sportswear), 1963-1964	Box OV1
Martex, 1971 and undated	Box OV1
Pabst Brewing Company	Box OV2
Old Tankard Ale, 1957	Box OV2
<b>Pabst Blue Ribbon</b> Newspaper advertisements, various, 1956-1957 and undated	Box OV2
"Pabst Blue Ribbon Touch" campaign, 1956 and undated	Box OV2
"What'll You Have" campaign, 1956 and undated	Box OV2
Procter & Gamble Company: Camay soap, 1957	Box OV2
Pure Oil Company, 1955-1957 and undated Pure Oil Company: "Barge-A-Comin" contest, 1955	Oversize-folder Folder 1
Schlitz Brewing Company: Old Milwaukee beer, 1958	Box OV2
Tea Council, 1957	Box OV2
U.S. Tobacco Company: Encore cigarettes, 1961	Box OV2
<b>Sketches and Concepts</b> <b>Scope and Contents note</b> [See also Box 6]	
"Appointment" hosiery, undated	Box OV2
Martex: "Lady Pepperell" designs, undated	Box OV2
Pabst Brewing Company: Pabst Red, undated	Box OV2

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Pure Oil Company, undated	Box OV2
Tennyson Menthol cigarettes, undated	Box OV2

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### **Printed Materials Series, circa 1944, 1952**

Box OV2

#### Client Materials

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American Larder Supply Company, " Strategic Flip-Chart: Now...Eat Better Food and Spend Less For It," 1952	Box OV2
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War Advertising Council, "Restatement of Policy" pamphlet, circa 1944	Box OV2
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### **Scrapbooks Series, 1954-1959 and undated**

Box OV2

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Scrapbook 5, 1954-1959 and undated  
**Scope and Contents note**

[See also Box 11]

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Crane Company, 1955	Box OV2
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Hoover appliances, 1955, 1957 and undated	Box OV2
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Proctor & Gamble: Camay soap, 1957	Box OV2
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Schlitz Brewing Company: Old Milwaukee beer, 1959	Box OV2
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