



Guide to the John Stevenson Papers, 1938-2004

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Summary

Collection Title:

John Stevenson papers, 1938-2004

Source:

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

Creator:

Stevenson, John (John Alun), 1915-2002

Abstract:

Publisher and early promoter of direct mail marketing; director of Greystone Press which specialized in subscription encyclopedias and continuity series books. The John Stevenson papers span the years 1947-1983 and include correspondence, advertising designs, direct mail/direct marketing mailings, financial records and other materials that document Stevenson's career with Greystone Press selling encyclopedias, book club subscriptions, literary continuity series and home reference manuals. Some of the materials were co-produced by Fred Breismeister, a former New York Post copywriter. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

19 Linear Feet

Language:

Material in English, French, Spanish

Collection ID:

RL.01252

Permalink:

<https://idn.duke.edu/ark:/87924/m1bt0n>

Preferred Citation

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

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Background

Scope and Content

The John Stevenson papers include correspondence, advertising designs, direct mail/direct marketing mailings, financial records and other materials that document Stevenson's career with Greystone Press selling encyclopedias, book club subscriptions, literary continuity series and home reference manuals. Some of the materials were co-produced by Fred Breismeister, a former New York Post copywriter.

Biographical/Historical

John Stevenson was a publisher and early promoter of direct mail marketing; director of Greystone Press which specialized in subscription encyclopedias and continuity series books.

Born in England; attended London School of Economics; early career as journalist (20th Century Fox, New York Post); founded Book Presentations 1942 and Fiction Book Club 1946. Acquired Greystone Press 1943 which he ran until retiring in the early 1990s. Died Feb. 16, 2002, New York, N.Y.

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Arrangement

Organized into the following series: General Files, Account Files, Direct Marketing Examples, and Financial Records.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive
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Access Restrictions

Collection is open for research.

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 John Stevenson Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2012.

Processing Information

Processed by Richard Collier, Oct. 2012

Encoded by Richard Collier, Oct. 2012

Accession 2012-0164 is described in this finding aid.

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Related Materials

Related Material

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

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

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

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

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

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

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Names and Subjects

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- Advertising, Direct-mail -- History
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- Advertising executives
- Advertising agencies -- United States -- History
- Advertising agencies -- History
- Advertising agencies
- Advertising -- United States -- History
- Advertising -- History
- Advertising
- Advertising, Direct marketing -- History
- Advertising, Direct marketing -- United States -- History
- Book clubs (Booksellers)
- Encyclopedias and dictionaries
- Encyclopedias and dictionaries -- Handbooks, manuals, etc.
- Booksellers and bookselling -- Colportage, subscription trade, etc.
- Booksellers and bookselling
- Encyclopedias and dictionaries -- Marketing
- Advertising, Direct marketing
- Greystone Publishing Company
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

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Greystone advertising, in John D. MacDonald, Planet of the Dreamers, 1951	Box 37
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501 Ways to Save on Doctor, Dentist and Drug Bills, 1973-1976	Box 1
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Allenite Tool Co., 1973	Box 1
American Everyday Cookbook, 1946	Box 1
American Sexual Behavior and the Kinsey Report, 1952-1977	Box 1
America's Gardens, 1966-1976	Box 1

Animal Kingdom, 1953-1956 Physical Description: 2 folders	Box 1
Art of the World, 1965-1974 Physical Description: 3 folders	Box 2
Associated Book Clubs (South Africa), 1967-1974 Physical Description: 2 folders	Box 2
Back to Mandalay, 1951-1956	Box 2
Barnstable Corp., 1974	Box 2
Bartlett's Familiar Quotations, 1955-1959	Box 2
Battles and Leaders of the Civil War, 1956-1958	Box 2
Better English Made Easy, 1953-1957	Box 2
Better Reading Program, 1957-1959	Box 2
Bible in Pictures, 1953-1957, 1975-1977 Physical Description: 2 folders	Box 2
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Bobley Publishing, 1966-1975	Box 2
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Cambridge Book Co., 1960-1962	Box 3
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Curtis Publishing/Encyclopedia of Gardening, 1963-1965	Box 4
Curtis Publishing/Sutson Ltd., 1964-1965	Box 4
Curtis Publishing/The World and Its People, 1963-1969	Box 4
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Encyclopedia of Guns, Hunting and Fishing, 1949-1963	Box 5
Encyclopedia of Photography, 1962-1980 Physical Description: 2 folders	Box 5
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Every Woman's Standard Guide to Home and Child Care, 1951-1965	Box 5
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Houghton-Mifflin/North Star Book Club, 1963	Box 7
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How to Build and Remodel Your Home, 1952-1953	Box 7
How to Build Your Own Furniture, 1951	Box 7
How to Get Better Medical Care for Less Money, 1973-1975	Box 7
How to Help Your Husband Get Ahead, 1953-1976	Box 7
How to Increase Your Mental and Physical Efficiency, 1954	Box 7
How to Make Money with Your Art, 1950	Box 7
How to Make the Most of Every Day/New Way to Relax, 1949-1969 Physical Description: 2 folders	Box 7
Illustrated Encyclopedia of Animal Life, 1964-1980 Physical Description: 2 folders	Box 7
Illustrated Library of the World and Its People, 1964-1966	Box 8
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It's a Sin to Be Fat, 1948-1956	Box 8

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Joy of Sex, 1973	Box 8
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Made Simple, 1956-1960	Box 8
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Marboro Books, 1958-1959	Box 8
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Martin & Murray, 1957	Box 8
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New Illustrated Encyclopedia of Gardening, 1952-1967	Box 9
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