



Guide to the Bud Titsworth Commercials, 1968-1991 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Bud Titsworth Commercials, 1968-1991 and undated

Source:

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

Creator:

Titsworth, C. Dayton (Charles Dayton)

Abstract:

C. Dayton Bud Titsworth was an executive at Lord, Geller, Federico, Einstein, a subsidiary of the J. Walter Thompson Company (JWT) advertising agency, in the 1970s and 1980s, before starting his own agency. The Bud Titsworth Commercials collection span the years 1968-1991 and consist of audio tapes, videocassettes and 16mm films of radio spots and television commercials on which Titsworth worked. Clients represented include Canada Dry, IBM, STP and Warner-Lambert. Announcers for radio spots include sportscaster Howard Cosell. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3 Linear Feet
19 Items

Language:

Material in English

Collection ID:

RL.01299

Permalink:

<https://idn.duke.edu/ark:/87924/m1009p>

Preferred Citation

[Identification of item], Bud Titsworth Commercials, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The Bud Titsworth Commercials collection span the years 1968-1991 and consist of audio tapes, videocassettes and 16mm films of radio spots and television commercials on which Titsworth worked. Clients represented include Canada Dry, IBM, STP and Warner-Lambert. Announcers for radio spots include sportscaster Howard Cosell.

Biographical/Historical

Chronology List

Date	Description
?	Born Charles Dayton Titsworth, Greenwich, Conn.
1965	BA, Syracuse University
1965-1968	Marketing and Research Departments, Young & Rubicam
1968-1971	Account Executive, Ted Bates and Company
1971-circa 1986	Account Representative, later Account Manager, J. Walter Thompson Company; later Senior Vice President, Lord, Geller, Federico, Einstein, Inc.
Circa 1986-1996	Titsworth & Company
1996-	Director, Westport Consulting

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Arrangement

Arranged by format, alphabetically therein.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

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

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Acquisition Information

The Bud Titsworth Commercials were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2009.

Processing Information

Processed by Richard Collier, March 2011

Encoded by Richard Collier, March 2011

Accession 2009-0093 is described in this finding aid.

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Names and Subjects

- Television advertising
- Audiotapes
- Advertising executives -- United States
- Radio advertising
- Videocassettes
- 16mm (photographic film size)
- Advertising
- Advertising -- History
- Advertising agencies -- United States
- Advertising executives
- Advertising -- United States -- History
- Advertising agencies
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company
- International Business Machines Corporation
- Cosell, Howard, 1918-1995
- Canada Dry Corporation
- Warner-Lambert Company
- Titsworth, C. Dayton (Charles Dayton)
- Lord, Geller, Federico, Einstein, Inc.
- STP Corporation

Collection Inventory

Bud Titsworth Commercials, 1968-1991 and undated

Access Restrictions:

Restrictions on Access: Original audiovisual materials are closed to patron use. Research Services staff need to produce use copies before contents can be accessed.

Howard Cosell Listerine label reading. Undated. Format: 1/4 audiotape. TRT: 3:00	Box 1
Radio spots. Undated. Format: 1/4 audiotape. TRT: 6:00	Box 1
J. Walter Thompson, STP spots. Undated. Format: 16mm. TRT: 0:30	Box 1
STP sales film out takes. 1978 May. Format: 16mm. TRT: 10:00	Box 1
STP sales film out takes. Undated. Format: 16mm. TRT: 10:00	Box 1
Titworth reel: Wink, Galaxy, Carpet Brite, Chiclets, Listerine. Undated. Format: 16mm. TRT: 23:00	Box 1
Captain of America: Rock and a Hard Place, Rolling Stones Commemorative Coin rough cut. 1990 Jan. 12. Format: Umatic. TRT: 30: 00	Box 2
Corning: Hectic World, Pizza Crisper, Range Toppers, French White. Undated. Format: Umatic. TRT: 10:00	Box 2
J. Walter Thompson, STP spots. 1978 June 30. Format: Umatic. TRT: 3:30	Box 2
Lord, Geller, Federico, Einstein: IBM PC spots. 1981-1984. Format: Umatic. TRT: 9:00	Box 2

Lord, Geller, Federico, Einstein: IBM/Entry Systems Division. Undated. Format: Umatic. TRT: 6:00	Box 2
Panel Productions: Rand Levine, Heublein, Babycham, Introductory Sales Film with commercials. Undated. Format: Umatic. TRT: 10:00	Box 2
STP sales film. 1978 June 19. Format: Umatic. TRT: 10:00	Box 2
Titsworth reel: Canada Dry (Wink), Warner-Lambert (Chiclets, Listerine), STP. Undated. Format: Umatic. TRT: 5:00	Box 2
Titsworth reel: Wink, Chiclets, Listerine, STP. 1968-1978. Format: Umatic. TRT: 10:00	Box 2
STP sales film 1991 Aug. 26. Format: VHS. TRT: 10:00	Box 2
STP sales film out takes. Undated. Format: VHS. TRT: 30:00	Box 2
Titsworth reel: IBM, LA Longshoreman, STP, Subaru, Volvo, Xerox, AT&T, Levi, Chanel. Undated. Format: VHS. TRT: 12:00	Box 2
Titsworth reel: Wink, Galaxy, Carpet Brite, Chiclets, Listerine. Undated. Format: VHS. TRT: 30:00	Box 2

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