



Guide to the Walter Weir Papers, 1909-1996 and undated, bulk 1950-1990

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Summary

Collection Title:

Walter Weir papers, 1909-1996 and undated, bulk 1950-1990

Source:

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

Creator:

Weir, Walter

Abstract:

Walter Weir was an advertising executive, marketing and communications consultant, and professor of advertising. He worked for a number of agencies, including N.W. Ayer & Sons, J. M. Mathes, Lord & Thomas, and Kenyon & Eckhardt. He founded Walter Weir, Inc., which merged into larger firms over the years, was co-owner of Switzerland-based La Borie/Weir S.A., and headed Walter Weir Communications, Inc. Weir also taught advertising at the University of Tennessee and Temple University, wrote three books on advertising, anonymously authored the Creative Man's Corner column in Advertising Age magazine for 25 years, and composed numerous speeches, articles, short stories, poems, songs, and musicals. The Walter Weir Papers span the years 1909 through 1996, the bulk of which cover the 1950s through the early 1990s. The collection consists of audiocassettes, audiotapes, correspondence, course materials, clippings, musical scores, photographs, presentations, proofs, print advertising copy, radio advertisement scripts, songs, speeches, writings, and voiceovers documenting Weir's career in advertising, marketing, consulting, and teaching. The collection also documents Weir's prose, poems, and musicals, as well as his relationship with son Anthony Weir. Agencies and clients represented include the Alexander Proudfoot Company, Green Thumb Corporation, Interhydro AG, Jackson & Perkins Co., La Borie/Weir SA, Ralston Purina, Stratford of Texas, Inc., Walter Weir, Inc., and Walter Weir Communications, Inc. The collection also includes materials relating to Crain Communications Inc., which published Advertising Age, as well as the University of Tennessee and Temple University, and Weir's correspondence with Oscar Hammerstein II.

Extent:

14 Linear Feet

Approximately 7,700 Items

Language:

Material in English and French

Collection ID:

RL.01362

Permalink:

<https://idn.duke.edu/ark:/87924/m1sx47>

Preferred Citation

Walter Weir Papers, David M. Rubenstein Rare Book & Manuscript Library.

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Background

Scope and Content

The Walter Weir Papers span the years 1909 through 1996, the bulk of which cover the 1950s through the early 1990s. The collection consists of audiocassettes, audiotapes, correspondence, course materials, clippings, musical scores, photographs, presentations, proofs, print advertising copy, radio advertisement scripts, songs, speeches, writings, and voiceovers documenting Weir's career in advertising, marketing, consulting, and teaching. The collection also documents Weir's prose, poems, and musicals, as well as his relationship with son Anthony Weir. Agencies and clients represented include the Alexander Proudfoot Company, Green Thumb Corporation, Interhydro AG, Jackson & Perkins Co., La Borie/Weir SA, Ralston Purina, Stratford of Texas, Inc., Walter Weir, Inc., and Walter Weir Communications, Inc. The collection also includes materials relating to Crain Communications Inc., which published Advertising Age, as well as the University of Tennessee and Temple University, and Weir's correspondence with Oscar Hammerstein II.

This collection is organized into six series: **Musical**, **Personal**, **Professional**, **Teaching**, **Writings and Speeches**, and **Audiovisual Materials**.

The **Musical Series** documents Weir's work on scores and scripts for musical theatre. Much of the correspondence in this series narrates Weir's efforts to produce a musical based on the Frederic Wakeman novel *The Hucksters*. Includes correspondence with Oscar Hammerstein II.

The **Personal Series** contains biographical data about Weir and his involvement with family and friends through correspondence, clippings, greeting cards, photographs, and handwritten notes. The bulk of the correspondence documents Weir's personal and professional relationship with his son, Anthony.

The **Professional Series** documents Weir's career in advertising, marketing, and communications. Advertising copy, clippings, correspondence, proposals,

presentations, and legal and financial papers represent Weir's work from the beginning of his career at N.W. Ayer through the evolution of his company, Walter Weir, Inc., as well as through subsequent business ventures, including La Borie/Weir SA, Walter Weir Communications, Inc., and freelance consulting work.

The **Teaching Series** represents Weir's work, following his official retirement from the advertising industry, as a professor of advertising, marketing and communications at the University of Tennessee and Temple University. Correspondence, course materials, and clippings document this extension of Weir's career from his introduction to and retirement from the academy.

The **Writings and Speeches Series** includes fiction, poetry, and non-fiction written by Weir on subjects both related and unrelated to advertising. Among these are articles published in *Printer's Ink* and *Advertising Age*; unpublished manuscripts of autobiographies, bound copies of Weir's book *How to Create Interest-Evoking, Sales-Inducing, Non-Irritating Advertising*; transcripts of talks and addresses Weir gave about advertising throughout his career, including an address for the James Webb Young Foundation; and correspondence with Rance Crain of Crain Communications, Inc., publisher of *Advertising Age*.

The **Audiovisual Series** includes audiotapes and audiocassettes of advertising-related talks and addresses, notably for the Million Dollar Round Table Tape Cassette Program. In addition, there are radio spots for clients including Mountain Dew, E.F. Hutton, and Merrill, Lynch, Pierce, Fenner & Beane, as well as samples of voiceovers and radio commercial productions.

Large-format print materials have been removed from their original series locations and relocated to **Oversize Materials**. Relocated items have been indicated in the Detailed Description of the Collection by notes enclosed in brackets.

Biographical/Historical

Date	Description
1909 Mar. 27	Born Walter John Weir, Philadelphia, PA
1928	N.W. Ayer advertising agency in Philadelphia
Circa 1930-circa 1938	Blackman Agency (later to become Compton Advertising)
1931 Apr. 18	Married Kathryn Ternan

Date	Description
1936 May 3	Anthony Weir (son) born
1938-1941	VP and creative director, J. M. Mathes, Inc.
1941-1942	VP and creative director, Lord & Thomas agency
1942-1945	VP and creative director, Kenyon & Eckhardt
1945-1951	President, Walter Weir, Inc.
1951	Executive VP, Donahue & Coe Merger with Donahue & Coe
1960	On the Writing of Advertising (McGraw Hill Series in Marketing and Advertising) published
1963	Truth in Advertising and Other Heresies (NY: McGraw Hill) published
1964	Wife Kathryn died. Merger with Ellington & Co. to create West, Weir & Bartel
1965 Mar. 29	Marries Johanna Rae
1968	Merger with MacManus, John & Adams
1970	Retires to Bequia, St. Vincent & the Grenadines (Caribbean Islands)
1978	Professor of Advertising, University of Tennessee College of Communications

Date	Description
1980	Professor of Advertising, Temple University School of Communications and Theater
1986	Communications advisor, Proudfoot Communications (Alexander Proudfoot Worldwide Family of Cos.)
1993	How to Create Interest-Evoking, Sales-Inducing, Non-Irritating Advertising (Haworth Press) published
1996 Mar. 2	Died.

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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.

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

Permission is not granted for publication of the contents of folder entitled "N.W. Ayer Oral History Program interview with Walter Weir." The user is responsible for obtaining permission to publish from the interviewers.

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.

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 Walter Weir Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2002.

Processing Information

Processed by Stacy Lavin,

Encoded by Stacy Lavin, October 2007

Accession 2002-0241 was processed and described in this finding aid.

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Related Materials

Related Material

Materials related to those contained in this collection may be found in other Hartman Center collections, including the **Anthony Weir Papers, 1936-1996 and undated**, the **D'Arcy Masius Benton & Bowles Archives, 1929-1989**, the **Bates Worldwide, Inc. Records, 1934-2003 and undated**, the **Jeffrey Collection of Diamond Promotional Materials, 1939-1988, bulk 1974-1988**, the **J. Walter Thompson Company. Wallace W. Elton Papers,**

**1919-1990, and the J. Walter Thompson Company. Colin Dawkins
Papers, 1776-1986.**

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Names and Subjects

- Scores
- Scripts (documents)
- Speeches
- Voice-overs
- Audiocassettes
- Advertising copy
- Advertising agencies -- United States
- Audiotapes
- Photographic prints
- College teachers -- United States
- Marketing
- Marketing -- Study and teaching (Higher)
- Marketing -- United States
- Proofs (printed matter)
- Advertising executives
- Advertising executives -- United States
- Advertising executives -- United States -- Biography
- Clippings (information artifacts)
- Advertising -- Study and teaching (Higher) -- United States
- Musicals
- Radio advertising
- Hammerstein, Oscar, 1895-1960 -- Correspondence
- Green Thumb Inc.
- Crain Communications Inc.
- Advertising age
- Ralston Purina Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Jackson & Perkins Co
- Hammerstein, Oscar, 1895-1960
- Weir, Anthony, 1936-
- University of Tennessee, Knoxville -- Faculty
- Temple University -- Faculty
- Weir, Walter

Collection Inventory

Musical Series, 1950-1995 and undated

Physical Description: 1 box

Scope and Contents note

Includes scores, scripts and correspondence from Weir's work for musical theatre, the bulk of which is related to "The Hucksters," a musical comedy he composed based on Frederic Wakeman's eponymous book. Large format items have been removed to **Oversize Materials** and the relocation indicated in brackets. Arranged alphabetically.

"The Hucksters"

Scope and Contents note

Includes drafts of playscripts and musical scores, along with correspondence representing Weir's efforts to get the musical produced. Some items have been removed to **Oversize Materials**. Arranged Alphabetically.

Copyright certificate, 1967 Box 1

Correspondence, 1970-1995 Box 1

Physical Description: 2 folders

Musical Score, undated Box 1

Physical Description: 3 folders

Separated Material:

[Some items removed to **Oversize Materials** Box 20.]

Playscript, undated Box 1

"The Poison Maid"

Scope and Contents note

Consists of drafts of an original musical, which Weir composed and tried to get produced. Includes correspondence between Weir and Oscar Hammerstein II. Arranged alphabetically.

Notes and workshop material, circa 1950 Box 1

Playscript and correspondence with Oscar Hammerstein II, 1950	Box 1
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Synopsis, 1950	Box 1
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Other Music

Scope and Contents note

Includes Weir's work on various other musical compositions. Several items have been removed to **Oversize Materials**. Arranged alphabetically.

Copyright certificates for songs entitled "Take-Off Kiss," "Little Cowboy Boots," "Love Me Now," and "White Man," 1955 and circa 1970	Box 1
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Correspondence regarding copyright of song entitled "The Merrill, Lynch, Pierce, Fenner & Beane," 1952	Box 1
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Songs

"Australia Trip," 1962	Box 1
------------------------	-------

Separated Material:

[Removed to **Oversize Materials**, Box 20.]

"Little Cowboy Boots," 1955	Box 1
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Separated Material:

[Removed to **Oversize Materials**, Box 20.]

"Madison Avenue," undated	Box 1
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"Puerto Rico, USA," undated	Box 1
-----------------------------	-------

Separated Material:

[Removed to **Oversize Materials**, Box 20.]

"Somewhere out in the morning," 1995 and undated	Box 1
--	-------

Separated Material:

[Removed to **Oversize Materials**, Box 20.]

"Speaking Spanish," undated	Box 1
-----------------------------	-------

"The Bulletin Song," undated Box 1

Separated Material:

[Removed to **Oversize Materials**, Box 20.]

"White Man," undated Box 1

Separated Material:

[Removed to **Oversize Materials**, Box 20.]

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Personal Series, 1935-1996 and undated

Physical Description: 1 box

Scope and Contents note

Includes correspondence, clippings, greeting cards, photographs, and handwritten notes pertaining to Weir's personal life. All correspondence between Weir and his son, Anthony (Tony) Weir is filed separately from general personal correspondence. Some notes from Tony's children are filed with correspondence between Walter and Anthony. Arranged alphabetically.

Clippings, 1942-1978 and undated Box 1

Correspondence, 1970-1996 Box 1

Physical Description: 3 folders

Scope and Contents note

Contains personal correspondence unrelated to Weir's professional, musical, or teaching work. All correspondence between Weir and his son, Anthony (Tony), can be found in the folder entitled Correspondence with Anthony Weir.

Correspondence with Anthony Weir, 1955-1996
and undated Box 2

Physical Description: 7 folders

General note

Contains all correspondence between Weir and his son, Anthony (Tony). Includes some letters from and to Anthony's children, Tim and Matt.

Family occasions (Christmas cards, birth and death announcements, weddings, reunion), 1935-1981	Box 2
Handwritten notes, 1975 and undated	Box 2
Meager Music: Poems 1929-1959, 1960	Box 23
Photographs, 1974, 1985 and undated	Box 2
"Promises Fulfilled: One view of the life of Walter Weir, 27 March 1909-9 March 1996," 1996	Box 2
Resume, 1985	Box 2

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Professional Series, 1909-1995 and undated, bulk 1970-1989

Physical Description: 9 boxes

Scope and Contents note

Includes advertising copy; correspondence; clippings; legal and financial documents; and business proposals that represent Weir's agency and freelance work in advertising, marketing, and communications. The bulk of the material represents work generated by Walter Weir Communications, especially work for Proudfoot Communications Inc., and Weir's partnership in La Borie/Weir, SA.. Arranged alphabetically by agency.

La Borie/Weir, S.A., 1970-1986 and undated

Scope and Contents note

Includes all correspondence, proposals, and other printed material generated with respect to Weir's business venture with Walter La Borie. The bulk of the material pertains to the company's investment in Interhydro AG's Luwasa hydroculture technology. Some materials in French.

"A concept for obtaining a sizable share of the deoderant market at minimal cost," undated	Box 3
"A marketing plan for improving the sale of Life Savers," circa 1975	Box 3

"A new concept in Resort Operation for consideration by Sheraton International," circa 1975	Box 3
"A plan for the successful promotion of sales of existing and designated projects under an organization to be known as the National Condominium Association," undated	Box 3
"A proposal for the Dole Corporation," undated	Box 3
"A unique, timely, highly profitable opportunity in men's suits..." circa 1975	Box 3
Chinese fast food proposals, 1974 and undated	Box 3
Cigarette brand marketing, 1976	Box 3
"Concept for an OTC item with a self-prescribing brand name that has no presently available counterpart," undated	Box 3
Correspondence from Weir to La Borie concerning continuance of La Borie/Weir SA in the event of either of their deaths, 1980	Box 3
Correspondence regarding Debrett's Peerage Ltd., 1978	Box 3
Correspondence regarding ownership and revenue following the death of Walter La Borie, 1981-1987	Box 3
Correspondence with accountant Suzanne Hefti, 1971-1981	Box 3
Cosmetics and perfume, circa 1975	Box 3
Escrow agreement between Green Thumb Corp. and Interhydro AG, 1974	Box 3
Floral mass marketing proposals, 1975-1976	Box 3
Golden Sands, 1975-1976	Box 3

Physical Description: 2 folders

Green Thumb Corp. correspondence, 1975-1976	Box 3
Green Thumb Corp. royalties reports, 1975-1977	Box 3
Hughes, Hubbard & Reed, 1971-1976	Box 3
Interhydro AG correspondence, 1978-1980	Box 3
Separated Material: [Some items removed to Oversize Materials , Box 21.]	
Interhydro AG vs. Casa Flora, Inc., 1978	Box 3
Interhydro AG vs. Ralston Purina, et. al., 1977	Box 3
Separated Material: [Some items removed to Oversize Materials , Box 21.]	
Jackson & Perkins correspondence, 1978-1985	Box 4
Jackson & Perkins royalties reports, 1979-1982	Box 4
Legal agreement between Interhydro AG and Green Thumb Corporation, 1974	Box 4
Legal agreement between Interhydro AG and Jackson & Perkins (J&P), 1979	Box 4
Legal agreement between Interhydro AG and Ralston Purina Company, 1977	Box 4
Separated Material: [Removed to Oversize Materials , Box 21.]	
Legal agreement with Interhydro AG, 1973	Box 4
Luwasa System, 1973-1985	Box 4
Physical Description: 2 folders	
Separated Material: [Some items Removed to Oversize Materials , Box 21.]	

"Statuts de La Borie/Weir SA," 1970	Box 4
Stratford of Texas and Green Thumb Corp. bankruptcy, 1976-1978	Box 4
Stratford of Texas and Green Thumb Corp. restraining order and injunction, 1974	Box 4
Separated Material:	
[Removed to Oversize Materials , Box 21.]	
Stratford Overseas, Inc. correspondence, 1973	Box 4
Sworn deposition for Interhydro AG by Walter Weir, 1977	Box 4
Tempop, 1974	Box 4
Truman Fossum, 1960, 1975, 1980	Box 4
Volkswagon proposal, circa 1979	Box 4

Walter Weir, Inc., 1949-1985

Scope and Contents note

Includes documents pertaining to all companies derived from Walter Weir, Inc. through merger or acquisition (See Biographical Note). Arranged alphabetically.

Correspondence from Publicker Industries, Inc. regarding ad copy, 1949	Box 4
Correspondence regarding D'Arcy-MacManus & Masius tax court case, 1973	Box 4
Correspondence regarding income from MacManus, John & Adams, Inc. (later, D'Arcy-MacManus & Masius), 1970-1976	Box 4
Donahue & Coe, Inc. "CORE, Inc." proposal, 1963	Box 4
Harvard Business Review advertisements, 1949-1950 and 1985	Box 4

"Plan and Agreement for Merger between A. West, Weir & Bartel Inc. and MacManus, John & Adams Inc." 1968 Box 4

Walter Weir Communications, Inc., 1976-1994

Scope and Contents note

Consists of correspondence, advertising campaigns, and marketing proposals generated by the communications agency that Weir ran toward the end of his career. The bulk of the papers represent Weir's work for the Alexander Proudfoot Company and The Pleasantville Plan, Ltd., a mail-order retailing business directed by John C. Holme. Among The Pleasantville Plan materials are papers relating to a campaign designed to market Berlitz language study products. Arranged alphabetically

"Advertising and Product Concepts for Market Expansion of Slimfast," 1989 Box 4

Alexander Proudfoot Company, L.P., 1986-1988 Box 5
Physical Description: 1-12 of 32 folders

Alexander Proudfoot Company, L.P. (continued), 1986-1988 Box 6
Physical Description: 13-21 of 32 folders

Alexander Proudfoot Company, L.P. (continued), 1986-1988 Box 7
Physical Description: 22-32 of 32 folders

Appraisal of State of Illinois Tourism Program Research and Planning and Campaign Effectiveness, circa 1988 Box 8

"A Plan for marketing Charles L. Rolison and Sons in the area of top price real estate," 1977-1979 Box 8

"A Plan to Encourage More Purchasers of Real Estate to Insist on Surveys Made by Land Surveyors," undated Box 8

"A Unique Marketing Concept and Opportunity for Calvin Klein Hip Briefs," circa 1988 Box 8

Correspondence from Principal Mutual, 1991 Box 8

House of Seagram, 1990	Box 8
"How to increase brand awareness of Wella shampoo and conditioner," circa 1980	Box 8
"Keep America Out Front," 1983-1984	Box 8
L'Eggs, 1975-1980	Box 8
Mano Swartz furs, 1976	Box 8
Marketing plan for Envirogenics, Inc., circa 1990	Box 8
Marsh & McLennan Companies, 1991	Box 8
Million Dollar Round Table, 1980	Box 8
Physical Description: 2 folders	
Newspaper marketing for advertising and circulation, 1976	Box 8
Novelty toilet seat and liquor packaging ideas, 1990-1994	Box 8
"Oil of Olay" idea for Avon, 1984	Box 8
"One Hundred Pipers" idea for Seagrams, 1976	Box 8
Proposal for a Leadership Move by Hiram Walker in the Distilling Industry, circa 1990	Box 8
SCMP Weekly (South China Morning Post), 1993	Box 8
Scott Paper Company, circa 1990	Box 8
Teacher's Highland Cream, circa 1990	Box 8
"The Double Jeopardy of Sales Promotions," by John Philip Jones, 1993	Box 8
The Pleasantville Plan (John C. Holme), 1977-1990	Box 9
Physical Description: 8 folders	

"The Tseng Image," circa 1990	Box 9
"Three Questions and a Number of Responses for Consideration and Testing," submitted to Seagrams, 1991	Box 9
Tool Crib, 1994	Box 9
University of Florida report, 1993	Box 9

Other Materials, 1909-1996

Scope and Contents note

Includes miscellaneous correspondence, clippings, and other assorted printed material related to Weir's professional career in advertising and peripheral business ventures. Among these, there are unsolicited proposals and cold-call letters, a transcript of Weir's interview for the N.W. Ayer Oral History Program, a secrecy agreement for intellectual property, and STARCH readership materials. Arranged alphabetically.

Access Restrictions:

Restriction on Access: Permission is not granted for publication of the contents of folder entitled "N.W. Ayer Oral History Program interview with Walter Weir." The user is responsible for obtaining permission to publish from the interviewers.

Awards and nominations, 1990-1995	Box 10
Campbell's Travel, 1973-1978	Box 10
Clippings and printed material, 1983-1993 and undated	Box 10
Physical Description: 2 folders	
Correspondence, 1970-1979	Box 10
Physical Description: 5 folders	
Correspondence, 1980-1989	Box 10
Physical Description: 1-3 of 7 folders	
Correspondence (continued), 1980-1989	Box 11
Physical Description: 4-7 of 7 folders	
Correspondence, 1990-1996	Box 11
Physical Description: 3 folders	

Freelance ideas, 1976-1993	Box 11
N.W. Ayer, Advertising and the Salesman, 1920s	Box 23
N.W. Ayer & Sons, images of Mariner and Merchant Building, 1946	Box 11
"N.W. Ayer Oral History Program interview with Walter Weir," 1989	Box 11

Access Restrictions:

Restriction on Access: Permission is not granted for publication of the contents of folder entitled "N.W. Ayer Oral History Program interview with Walter Weir." The user is responsible for obtaining permission to publish from the interviewers.

N.W. Ayer, The Written Word, approximately 1932	Box 23
Obituary of Marcus Aurelius Goodrich, 1991	Box 11
Photocopy of excerpt from Advertising Development, by Edgar W. Coleman, copyright 1909	Box 11
Real estate salesman registration card, 1980	Box 11
"Secrecy Agreement" for information in the field of air conditioning, 1995	Box 11
"Starch Readership Report," 1986	Box 11

Separated Material:

[Some items removed to **Oversize Materials**, Box 21.]

"Starch Tested Copy," circa 1960	Box 11
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Teaching Series, 1958-1995, bulk 1975-1995

Physical Description: 1 box

Scope and Contents note

Includes all materials relating to Weir's teaching career, the bulk of which represents his time at the University of Tennessee and Temple University. Arranged alphabetically.

Temple University, 1980-1986

Campaigns class, 1986	Box 12
Physical Description: 3 folders	
Correspondence, 1980-1986	Box 12
Physical Description: 3 folders	
Retirement, 1986	Box 12
"So-Called Industrial Advertising," circa 1980	Box 12

University of Tennessee, 1976-1980

Advertising 3000, 1978-1979	Box 12
"Contract for Personal Services between The University of Tennessee and Walter J. Weir," 1979	Box 12
Correspondence, 1976-1980	Box 12
Physical Description: 2 folders	
Course Preparation, 1978-1979	Box 12
Review of Hafer and White manuscript, 1980	Box 12
Students' teacher evaluations, 1979	Box 12

Other Materials, 1958-1995, bulk 1975-1995

Scope and Contents note

Includes other materials related to Weir's teaching career that is not directly related to his work for the University of Tennessee or Temple University. Arranged alphabetically.

Bell Telephone v. Yellow Pages case, 1985	Box 12
Correspondence regarding teaching opportunity at Northwestern University, 1980	Box 12

Correspondence regarding teaching opportunity at University of North Carolina, 1985	Box 12
Correspondence with University of Texas, 1988	Box 12
Job-seeking correspondence, 1975-1976	Box 12
Letter of recommendation for former student, 1987	Box 12
Publication of text written at Temple, 1991	Box 12
Reaction to "Why Ad Pros Can't Teach," by David Herzbrun, 1992-1993	Box 12
Student correspondence, 1986, 1988	Box 12
"Subliminal Advertising," correspondence regarding Wilson Bryan Key and Jack Haberstroh books, 1958, 1982, and 1992-1995	Box 12

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Writings and Speeches Series, circa 1928-1994 and undated

Physical Description: 7 boxes

Scope and Contents note

Includes published and unpublished writings by Weir both for advertising industry audiences and the general public. There is also correspondence with Weir's writing agent, Florence Crowthers, Rance Crain of Crain Communications, and transcripts of talks Weir gave at various advertising industry meetings throughout his career. Arranged into three subseries--**Advertising Writings**; **Other Writings**; and **Speeches**--and chronologically therein.

Advertising Writings, 1935-1994 and undated

Scope and Contents note

Consists of published and unpublished writings about advertising, including autobiographical manuscripts about Weir's career as well as other

advertising-industry related projects. For transcripts of speeches, see **Speeches** subseries. Arranged chronologically.

1935-1937, Printer's Ink columns	Box 13
Circa 1941, Text for How to get a job and win success in advertising, by Walter A. Lowen	Box 13
1942, Fighting Mad	Box 23
1942, "Get Fighting Mad"	Box 13
1958, Creative insight piece in Advertising Age	Box 13
Separated Material:	
[Some items removed to Oversize Materials , Box 21.]	
1960, Excerpt from On The Writing of Advertising	Box 13
1963, Truth in Advertising and other Heresies, Chapter 6	Box 13
1970-1973, U.H.T. Milk	Box 13
Circa 1970, "Chapter 1: Wayburn, Rio Rita, Kessler, Dowling"	Box 13
Circa 1970, "On Mad, Mad, Madison Avenue," Typescript of "Book 1, Ayer (1928-1935)"	Box 13
Physical Description: 2 folders	
Circa 1970, "On Mad, Mad, Madison Avenue," Typescript of "Book 2, Fletcher & Ellis (1937-1938)"	Box 13
1973-1993, Correspondence	Box 13
1977, "Is Business Correspondence a Bothersome Chore? Beware"	Box 13
1977, Datsun piece in Advertising Age	Box 13
1977-1994, Correspondence with Crain Communications, Inc.	Box 13

1980, Madison Avenue Magazine project	Box 13
1980, Reversion of rights documents for Truth in Advertising and Other Heresies and On the Writing of Advertising	Box 13
1984 Oct. 15, "Another Look at Subliminal 'Facts'," Advertising Age	Box 13
1984, Copyright certificate for Guide to Interest-evoking, sales-inducing, non-irritating, Advertising	Box 13
Circa 1984, "Making Advertising More Acceptable Through Better Written Ads"	Box 13
1986, Trial article for TV Guide	Box 13
Circa 1992, "Integrated Marketing, Databasing Rehashes of Already Established Activities"	Box 13
1993, How to Create Interest-Evoking, Sales-Inducing, Non-Irritating Advertising	Box 14
1993, Royalty reports from University Microfilms, Inc.	Box 14
1994, Royalty reports from The Haworth Press for How to Create...	Box 14
Undated, "Ad Man" manuscript	Box 14
Undated, "Brown & Tarcher (1935-1937)"	Box 14
Undated, "Brown & Weir (1945-1946)"	Box 14
Undated, Different manuscript entitled "On Mad, Mad, Madison Avenue"	Box 14
Physical Description: 2 folders	
Undated, "Follow the Simple Directions"	Box 14
Undated, "J.M.Mathes (1938-1941)"	Box 14
Physical Description: 2 folders	

Undated, Loose pages from autobiographical manuscripts Box 14

Physical Description: 2 folders

Undated, "Lord & Thomas, Kenyon & Eckhardt" Box 15

Physical Description: 2 folders

Undated, "The Ad Game" Box 15

Undated, "Through the Looking Glass" Box 15

Undated, "Walter Weir, Inc." Box 15

Undated, "You and Advertising" radio transcripts Box 15

Other Writings, circa 1928-1994 and undated

Scope and Contents note

Includes correspondence with editors and literary agents, as well as clippings, drafts, and published copies of poetry, prose, and newspaper columns written by Weir, which do not directly relate to his career in advertising. Arranged chronologically.

Circa 1928, "Cross Bearings: being excerpts, with cross references, from three years of reading" Box 15

Physical Description: 6 folders

1932 and undated, "Maypole," and other autobiographical writing Box 16

Physical Description: 4 folders

General note

Pages from different manuscripts appear mixed. No way to discern original order with accuracy.

1937, "For Fathers Only" Box 16

1938-1995 and undated, Correspondence with various editors Box 16

1941, "The Bed by the Window" Box 16

1943, "Will Basic English Make the Grade in Advertising?"	Box 16
1945-1956, Correspondence with Russell & Volkening, Inc. Literary Agents	Box 16
1945, "Plenty On The Ball"	Box 16
1945, "She Brought it on Herself"	Box 16
Circa 1945, "Grateful Heart"	Box 16
Circa 1945, "If You Can't Be True"	Box 16
Circa 1945, "Music Hath Charms"	Box 16
Circa 1945, "The Bathroom Scales"	Box 16
Circa 1945, "Turn Backward"	Box 16
1946, "Easy Come"	Box 16
1946, "Henry and the Hop-A-Copter"	Box 16
1946, "Muscles by Mail"	Box 16
1946, "Only One to Win"	Box 16
1946, "Out-Of-Town Visitor"	Box 16
1946, "Premonition"	Box 16
1946, "R.A. Loves P.B."	Box 16
1946, "Stand-In"	Box 16
1946, "The Old Man"	Box 16
1947, "Follow The Leader"	Box 16
1947, "Little Things That Make History"	Box 16
1947 and 1967, Permissions and royalties	Box 16
1947, "Special Delivery"	Box 16
1947, "The Other Woman"	Box 16

1947, "Why I've Taught My Children To Be Selfish"	Box 17
1948, "A Matter of Understanding"	Box 17
1948, "A Sucker For Advertising"	Box 17
1948, "Mrs. Lefevre"	Box 17
1948, "Pale Hands I Loved"	Box 17
1948, "The Decision"	Box 17
1948 and undated, Typed poems of famous poets	Box 17
1949, "Happily Ever After"	Box 17
1949, "Honor Thy Father"	Box 17
1949, "How To Live with Seven Children --And Like It"	Box 17
1949-1950, "Knife In The Heart"	Box 17
Physical Description: 2 folders	
General note	
Contains a substantial amount of readership response to the publication of this article about Weir's daughter Karyn, who was diagnosed with patent ductus arteriosus.	
1950, "Ella Jean And The Psychiatrist"	Box 17
1950 Jan 11, "How to deal with the Russians," a talk given to the Langhorne Lions	Box 17
1950, "How Wise Is A Woman?"	Box 17
1950, "New York Adventure"	Box 17
1950, "On Schedule"	Box 17
1950, "The Real Meaning Of Korea"	Box 17
1950, "You, Too, Can Be A Yachtsman"	Box 17
Circa 1950, "A Little Fatherly Advice"	Box 17

Circa 1950, "Even If It Kills You...Be A Pal With Your Children"	Box 17
Circa 1950, "How I Predict My Children's Behavior"	Box 17
Circa 1950, "Johnny-Come-Lately"	Box 17
Circa 1950, "Mrs. Gamelin"	Box 17
Circa 1950, "Murderer Aboard"	Box 17
Circa 1950, "Number 29, Infants Wear"	Box 17
Circa 1950, "The Man from the U.N."	Box 17
Circa 1950, "The Neglected Front In The Anti-Discrimination Battle"	Box 17
Circa 1950, "The Visitor"	Box 17
Circa 1950, "Can American Women Stop a Third World War? Write A Letter to Stalin Today"	Box 17
1951, "End of the Road"	Box 17
1951, "Repeat Performance"	Box 17
1951, "The Plaque"	Box 17
1951, "Tourist Attraction"	Box 17
1954, "My Willie Can Do Anything"	Box 17
1954, "The Line's Busy"	Box 17
1954, "Waves," a poem published in This Week Magazine	Box 17
Separated Material:	
[Removed to Oversize Materials , Box 21.]	
1955, "Next Christmas Is Going To Be Different!"	Box 17
Circa 1955, "All I Want Is Service!"	Box 17

Circa 1955, "Don' Stop De Carnival!"	Box 17
1956, "The Puzzle"	Box 17
1957, "The Executive Function"	Box 17
1960, Meager Music	Box 17
1960 and undated, "So Long as Other Lovers," typescript	Box 18
1961, "The Midnight Clear," a short story published in McCall's	Box 18
Separated Material:	
[Removed to Oversize Materials , Box 21.]	
1963, "Black Oranges," a poem published in McCall's	Box 18
Separated Material:	
[Removed to Oversize Materials , Box 21.]	
1966, "In Praise of the Small Breasted Woman"	Box 18
1966, 1970-1973, and undated, Rum book	Box 18
Separated Material:	
[Some items removed to Oversize Materials , Box 21.]	
Circa 1966, "How to Enjoy Champagne for What it is" and "Life in the Haute Savoie"	Box 18
Circa 1970-1990, Loose poems and prose	Box 18
1974-1976, Correspondence with Florence Crowther, author's agent	Box 18
1975-1981, Correspondence with editors of Ladies Home Journal	Box 18
1978, "Why--And How--To Use a Real Estate Broker When You Sell Your Home"	Box 18

1980, "Presidential Race 1980," New York Magazine submissions	Box 18
1980, "The Russian People and U.S. Wheat"	Box 18
1985, "Are We Promoting Hostage-Taking?"	Box 18
1989-1991, "If I were George Bush," and other columns for the Courier Times	Box 18
Physical Description: 2 folders	
1994, "Clinton's Blunder Can Extend Human Rights in China"	Box 18
Undated, "A Tribute to Marshall Wolper"	Box 18
Undated, "Henry and the Unicopter: A proposed series of television programs for children based on an idea developed in a short story which appeared originally in the Saturday Evening Post" . Originally published in 1946.	Box 18
Undated, "So Once Was I: An Autobiography"	Box 18
Undated, "The Paths I Chose"	Box 18

Speeches, 1940-1993 and undated

Scope and Contents note

Contains complete and incomplete transcripts of talks and addresses that Weir composed and delivered throughout his career in advertising. Some are accompanied by correspondence and clippings. Arranged chronologically.

1940-1949, Incomplete transcripts	Box 18
1943 May 27, "Publishers' Weekly Dinner"	Box 18
1944 July 8, "Will Basic English Make the Grade in Advertising"	Box 18
Circa 1945, "Friends' Meeting House, Newtown PA"	Box 18
1946 June 7, "Brown Preparatory School"	Box 18

1948 Sept. 13, "Tea Advertising Today," Tea Association	Box 18
1948 Dec. 2, "EIA"	Box 18
1949 Apr. 27, "Friends' Meeting House, Langhorne"	Box 18
1950-1959, Incomplete transcripts	Box 18
Circa 1950, "The Loose Nut at the Wheel," Advertising Federation of America	Box 18
1954 May 7, "Content: Heart of the Message"	Box 18
1955 Nov. 15, "National Ass'n of Bedding Mnfrs."	Box 18
1956 June 13, "The Importance of Copy in Closing the Sale," Harvard Business School	Box 19
1956 Aug. 20, "The Shoe on the Other Foot," Nat. Shoe Mfgs. Assoc.	Box 19
1957 Oct. 17, On Vance Packard's "The Hidden Persuaders," American Marketing Association	Box 19
1959 Mar. 6, "Total Advertising," Detroit Adcrafter's Club	Box 19
1959 Aug. 11, "Talk to Mill Street Business Men's Association"	Box 19
1960-1969, Incomplete transcripts	Box 19
1960 Sept. 8, "The Problem of Restraint in a Free Society," ABC Cleveland Ad Club Talk	Box 19
1960 Nov. 2, "The Image of the Presidency," Saybrooke College	Box 19
1960 Nov. 28, "On the Writing of Advertising," Advertising & Selling Course	Box 19
1961 Feb 8, "4 A's Michigan Chapter"	Box 19

1962 Oct. 15, "The Client-Agency Relationship"	Box 19
Circa 1975, "Advertising and Press Freedom"	Box 19
Separated Material:	
[Removed to Oversize Materials , Box 20]	
1979 Nov. 8, "Talk--UT"	Box 19
1979, "The Big One That Got Away," UT-AFF Ad Club	Box 19
1984 May 16, "Marketing Excellence Awards Dinner"	Box 19
1984 Sept. 10, "Beecham Talk, Vail Colorado"	Box 19
1987, "James Webb Young Fund Address"	Box 19
1993 Oct. 28, "The Big Opporrtunity for the Small Agency," Mariah group, Second Wind Ltd., Scottsdale, AR	Box 19
Undated, untitled	Box 19

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Oversize Materials

Physical Description: 2 Boxes

Musical Series

The Hucksters

Musical score, undated Box 20

Physical Description: 3 folders

Other Music

"Australia Trip," 1962 Box 20

"Little Cowboy Boots," 1955 Box 20

"Puerto Rico, USA," undated Box 20

"Somewhere out in the morning," 1995 and undated	Box 20
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"The Bulletin Song," undated	Box 20
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"White Man," undated	Box 20
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Professional Series

La Borie/Weir

Interhydro AG correspondence, 1978-1980	Box 21
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Interhydro AG vs. Ralston Purina, et. al., 1977	Box 21
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Legal agreement between Interhydro AG and Ralston Purina Company, 1977	Box 21
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Luwasa System, 1973-1985	Box 21
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Physical Description: 2 folders

Stratford of Texas and Green Thumb Corp. restraining order and injunction, 1974	Box 21
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Other Materials

"Starch Readership Report," 1986	Box 21
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Writings and Speeches

Advertising Writings

1958, Creative insight piece in Advertising Age	Box 21
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Other Writings

1954, "Waves," a poem published in This Week Magazine	Box 21
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1961, "The Midnight Clear," a short story published in McCall's	Box 21
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1963, "Black Oranges," a poem published in McCall's	Box 21
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1966, 1970-1973, and undated, Rum book	Box 21
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Speeches

Circa 1975, "Advertising and Press Freedom"

Box 21

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Audiovisual Materials

Physical Description: 1 box

Scope and Contents note

Includes audiocassettes and audiotapes of radio spots and other advertising-related recordings. Originals are closed to researchers. Use Copies must be made before researchers can access this material.

Originals (CLOSED TO RESEARCHERS)

Scope and Contents note

Arranged alphabetically.

Audiocassettes

Scope and Contents note

Note: Use copies can usually be made on demand by Research Services staff.

OR1-OR10. "Account Management," 1982
and undated, TRT=C60 each.

Box 22

OR11. "ASAE George Ferris," The Million
Dollar Round Table Tape Cassette Program,
1981, TRT=C60

Box 22

OR12. "Chunky Soup," John Dodd, 1981, Feb.
5, TRT=120:00

Box 22

OR13. Demo, World Class Productions, 1986,
TRT=C60

Box 22

OR14. "Dramatics and Semantic of the Sale
Raymond F. Triplett, CLU," The Million
Dollar Round Table Tape Cassette Program,
undated, TRT=C60

Box 22

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- OR15. "FCB Radio, Levi's--Brothers, U.S. Forest--Pshtigo, Winchell's--Word Association, Eddie Bauer--21," 1980-1981, TRT=C60 Box 22
-
- OR16. "Impersonations and Straight Voice Overs," Joe Conklin, Temple University, circa 1980, TRT=C60 Box 22
-
- OR17 "MRC Presentation, MDRT Advertising Program, William T. O'Donnell," The Million Dollar Round Table Tape Cassette Program, circa 1981, TRT=10:06 Box 22
-
- OR18. Radio spots sampler, World Class Productions, circa 1980, TRT=15:00 Box 22
-
- OR19. "Sammy Cahn," undated, TRT=C60 Box 22

Audiotapes

Scope and Contents note

NOTE: Use copies must be requested in advance.

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- OR20. "E.F. Hutton," Sy Shaffer Enterprises, 1968, Sept. 12, Format: .25 inch 600 ft./1.5 mil acetate, TRT=15:00 Box 22
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- OR21. "Jersey Tech addresses," circa 1960, Format: .25 inch 600 ft./1.5 mil acetate, TRT=15:00 Box 22
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- OR22. "Jersey Tech tribute to W.B. Okie: Address by Dr. Weir," 1940, 1960, Format: .25 inch 600 ft./1.5 mil acetate, TRT=15:00 Box 22
-
- OR21. "Merril, Lynch, Pierce, Fenner & Beane," West Weir & Bartel Advertising, circa 1964-1968, Format: .25 inch 900-1200 ft./1.5 mil acetate, TRT=30 min. Box 22
-
- OR22. "Mountain Dew," Moore & Yellin Associates, 1967, May 11, Format: .25 inch 600 ft./1.5 mil acetate, TRT=15:00 Box 22
-
- OR23. "Mountain Dew #2 songs," Scott-Textor Productions, circa 1956-1970,

Guide to the Walter Weir Papers, 1909-1996 and undated, bulk 1950-1990

Format: .25 inch 600 ft./1.5 mil acetate,
TRT=15:00

Box 22

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