



Guide to the Lester Wunderman Papers, 1946-2010 and undated

This collection guide was produced in **2024 February** .

This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Lester Wunderman papers, 1940-2010 and undated

Creator:

Wunderman, Lester

Source:

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

Abstract:

Lester Wunderman is an advertising executive primarily in the direct marketing industry, founder of an agency in his name now a subsidiary of Young & Rubicam, and a noted collector of Dogon (Mali) art works. The Lester Wunderman Papers span the years 1946-2010 and include writings, speeches, correspondence, reports, photographs, audiocassettes, videocassettes, 16mm films, and other materials relating to Wunderman's career in direct marketing and direct-mail advertising, his work on Boards of Directors and Trustees, and as a consultant. Included are drafts, proofs and correspondence relating to Wunderman's 1996 book *Being Direct: Making Advertising Pay*. Advertising agencies represented in the collection include Caspar Pinsker, Maxwell Sackheim, Wunderman Cato Johnson, Wunderman Ricotta & Kline and Young & Rubicam. Also included are correspondence, photographs, negatives and other materials relating to Wunderman's collection of Dogon (Mali) art works, carvings and sculptures, and their use in museum exhibits, catalogs and books on African art. Firms and institutions represented in the collection include American Express, Children's Television Workshop (Sesame Street, Electric Company), Columbia House record club, Ford (including Lincoln-Mercury and Merkur), IBM, Jackson & Perkins mail order nursery, Mitchell Madison Group, Metropolitan Museum of Art (New York, N.Y.), National Observer Correspondence Schools (Famous Artists School, Famous Writers School) and Time, Inc. magazines. Languages present include Spanish, French, Danish, German and Japanese, and have not been translated into English. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

62 Linear Feet

Language:

Material in English French, Spanish, Danish, German, Japanese

Collection ID:

RL.01417

Permalink:

<https://idn.duke.edu/ark:/87924/m1h14s>

Preferred Citation

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

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Background

Scope and Content

The Lester Wunderman Papers span the years 1946-2010 and include writings, speeches, correspondence, reports, photographs, audiocassettes, videocassettes, 16mm films, and other materials relating to Wunderman's career in direct marketing and direct-mail advertising, his work on Boards of Directors and Trustees, and as a consultant. Included are drafts, proofs and correspondence relating to Wunderman's 1996 book *Being Direct: Making Advertising Pay*. Advertising agencies represented in the collection include Caspar Pinsker, Maxwell Sackheim, Wunderman Cato Johnson, Wunderman Ricotta & Kline and Young & Rubicam. Also included are correspondence, photographs, negatives and other materials relating to Wunderman's collection of Dogon (Mali) art works, carvings and sculptures, and their use in museum exhibits, catalogs and books on African art. Firms and institutions represented in the collection include American Express, Children's Television Workshop (Sesame Street, Electric Company), Columbia House record club, Ford (including Lincoln-Mercury and Merkur), IBM, Jackson & Perkins mail order nursery, Mitchell Madison Group, Metropolitan Museum of Art (New York, N.Y.), National Observer Correspondence Schools (Famous Artists School, Famous Writers School) and Time, Inc. magazines. Languages present include Spanish, French, Danish, German and Japanese, and have not been translated into English.

Biographical/Historical

Chronology List

Date	Description
1920 June 22	Born, New York, N.Y.

Date	Description
1939	Co-founder, with brother Irving, Coronet Advertising Service
1942-1947	Vice President, Caspar Pinsker Advertising Agency
1947	Joined Maxwell Sackheim & Co. advertising agency; eventually promoted to Executive Vice President
1958	President and Founder, Wunderman Ricotta & Kline (WRK)
1961 Oct. 1	Speech to Hundred Million Club (precursor to Direct Marketing Club of New York); first documented use of the term "direct marketing" in a speech by Wunderman
1967	Mail Order Man of the Year, Advertising Club of New York MIT speech, elaboration of the "direct marketing" concept before the American Marketing Association; speech later read into the Congressional Record
1973	WRK merged with Young & Rubicam
1973-1976	Travels to Africa; photography of Dogon life and sculpture
1977	Chairman, WRK
1981	Frontiers of Direct Marketing published

Date	Description
1982	Direct Marketer of the Year, Direct Marketing Day in New York
Circa 1982-1989	Chairman, Visiting Committee of the Arts of Africa, Oceania and the Americas, Metropolitan Museum of Art
1983	Direct Marketing Association Hall of Fame
1984	Honorary Doctor of Humane Letters, Brooklyn College, City University of New York
1985	Focus Award, Montreux Symposium of Direct Marketing
Circa 1986-1992	Trustee, Children's Television Workshop
1987	WRK name change to Wunderman Worldwide
1988	Special Exhibition of Wunderman's Dogon art collection, Metropolitan Museum of Art, N.Y., and the Louvre, Paris
1992	Wunderman Worldwide merger with Cato Johnson to form Wunderman Cato Johnson
1994	Edward N. Mayer, Jr. Award for Educational Leadership, Direct Marketing Educational Foundation
1996	Being Direct: Making Advertising Pay published Wunderman LLC consulting firm

Date	Description
1997	Lifetime Achievement Award, Direct Marketing Day in New York
1998	Advertising Hall of Fame
1998	Retired from Wunderman Cato Johnson
2001	Wunderman Cato Johnson renamed Wunderman, NY; Wunderman named Chairman Emeritus
2004	Being Direct: Making Advertising Pay, second edition, published
2010	Chairman Emeritus, Visiting Committee, Rockefeller Wing at The Metropolitan Museum of Art, N.Y.

In addition, Wunderman has been involved in a range of professional and personal activities:

Education: Adjunct Professor of Marketing, Columbia University School for Continuing Education; Visiting Clinical Professor of Direct Marketing, School for Continuing Education, New York University; Chairman, Executive Committee, Center for Direct Marketing, New York University; Editorial Review Board, Journal of Direct Marketing, Medill School of Journalism, Northwestern University; Lectured on direct marketing, primitive art, communications and advertising. Attended New York University, City University of New York, Brooklyn College, Columbia University.

Professional organizations: Director, The Advertising Council; Board of Directors, Direct Marketing Association; Secretary/Treasurer, American Association of Advertising Agencies; Founding Chairman, DMA International Strategic Forum on Direct Marketing; Director, The Marketing Consortium; Founder, Lester Wunderman Instituut, Amsterdam. Co-Founder (with Cornell Capa and Jacqueline Kennedy), International Center of Photography

Specialist in Dogon (Mali) art: Assembled the largest privately held collection of Dogon art, which toured several museums before a large portion of the

collection was donated to the Metropolitan Museum of Art and the Louvre; the collection formed the illustrations on several books on African art.

Humanitarian work: Administrative Council, UNESCO International Fund for the Promotion of Culture; Co-Chairman, Friends of Leopold Senghor Foundation; President, Wunderman Foundation, which funds research in developing regions. Member, UNICEF, Paris.

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Arrangement

The collection has been arranged into the following series: Administrative Files; Accounts; Children's Television Workshop; Dogon Art; Meetings and Travel; Metropolitan Museum of Art; Printed Materials; Publicity; Samples of Direct Marketing Items; Speeches; Writings; Memorabilia; Oversize Materials; Audiovisual Materials.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is restricted.

Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

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 Lester Wunderman Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2010 and 2021.

Processing Information

Processed by Richard Collier, 2010 and 2024;

Accessions 2010-0189, 2021-0053 are described in this finding aid.

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Related Materials

Separated Material

The following digital media have been removed from the collection. Paper versions exist in the collection.

- 1 Disk 1: Writings--Drafts and Proofs--Appendix materials. Undated. Format: SyQuest 88mb Removable Cartridge.
- 2 Disk 2-3. Business-to-Business Direct Marketing. 1982. Format: 5.25 floppy
- 3 Disk 4. DMA speech. 1983 Mar. Format: 5.25 floppy
- 4 Disk 5-6. Direct Marketing Day in New York. 1983. Format: 5.25 floppy
- 5 Disk 7-8. DMA Miami speech. 1983. Format: 5.25 floppy
- 6 Disk 9-10. Semaine Française du Marketing Direct. 1984. Format: 5.25 floppy
- 7 Disk 11-13. Frontiers of Direct Marketing II. 1984 May. Format: 5.25 floppy
- 8 Disk 14. Direct Marketing, entry in International Encyclopedia of Communications. Format: 5.25 floppy
- 9 Disk 15. Media International article. Undated. Format: 5.25 floppy
- 10 Disk 16. Australia speech. 1985. Format: 5.25 floppy

The following books have been removed from the collection to be cataloged separately:

- 1 Atkinson, J. Edward, Ed. 1971. Black Dimensions in Contemporary American Art. New York: Plume.
- 2 Barty-King, Hugh. 1980. The AA: A History of the First 75 Years of the Automobile Association. Basingstoke: Automobile Association.
- 3 Bloch, Philippe et al. 1986. Service Compris. L'Expansion/Hachette.
- 4 Cornell, James Jr. 1964. The People Get the Credit: The First One Hundred Years of The Spiegel Story. Spiegel, Inc.
- 5 David, Michel. 1986. La vente par correspondance. Paris: Chotard et Associés Editeurs.
- 6 Nichols, Lee, Ed. 1981. Conversations with African Writers. Washington, D.C.: Voice of America.
- 7 Nichols, Lee, Ed. 1982. Science in Africa: Interviews with African Scientists. Washington, D.C.: Voice of America.
- 8 Shipley, Joseph T. 1945. Dictionary of Word Origins 2nd Edition. New York: Philosophical Library.
- 9 Toffler, Alvin. 1985. The Adaptive Corporation. New York: McGraw-Hill.
- 10 Yankelovich, Skelly and White. 1987. "Direct Marketing in the Year 2000."

Related Material

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

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

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

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

Colored Mail Order Corporation of America records

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

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

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

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

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

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

Sears, Roebuck and Company Catalog Collection.

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

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

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Names and Subjects

- Dogon
- Audiocassettes
- Photographic prints
- 16mm (photographic film size)
- Videocassettes
- Advertising
- Advertising -- History
- Dogon (African people)
- Art, Dogon
- African sculpture styles
- Museum exhibits
- Sculpture (visual work)
- Carvings (visual work)
- Negatives (photographs)
- Advertising executives -- United States
- Advertising executives
- Direct marketing -- History
- Direct marketing
- Advertising, Direct-mail
- Advertising -- United States
- Advertising, Direct-mail -- United States
- Advertising, Direct-mail -- History
- Art, African
- Direct marketing -- United States
- 35mm (photographic film size)
- Wunderman, Lester
- Young & Rubicam
- Metropolitan Museum of Art (New York, N.Y.)
- John W. Hartman Center for Sales, Advertising & Marketing History
- Time, Inc.
- Sackheim, Maxwell, 1890-
- Ford Motor Company. Lincoln-Mercury Division
- Famous Writers School
- Jackson & Perkins Co
- International Business Machines Corporation
- Columbia House (Firm)
- Famous Artists School (Westport, Conn.)
- American Express Company

- Children's Television Workshop

Collection Inventory

Administrative Files, 1940-2006

Awards, 1984-1994

Direct Marketing Education Foundation, 1994	Box 1
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Echo Awards, 1987	Box 1
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Honorary degree, Brooklyn College, 1984	Box 1
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Physical Description: 2 folders

Scope and Contents note

[Includes copy of Green, Janice S. et al. 1985. Opportunity in Adversity: How Colleges Can Succeed in Hard Times. San Francisco: Jossey-Bass. Inscribed to Wunderman from Brooklyn College President Robert Hess.]

Miscellaneous, 1987	Box 1
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Silver Apple Awards, 1985	Box 1
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Biographical, 1958-2006

Biographical sketches, 1958-1998	Box 1
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Physical Description: 2 folders

Chaim Horowitz--The Horowitz Families in Romania, 2006	Box 65
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Irving Wunderman obituary, 1997-1998	Box 65
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Photographs, 1961-1999	Box 1
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Physical Description: 7 folders; 4 folders removed to Oversize Materials Box OV10

Photographs, 1960s-1990s	Box 67
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Photographs, approximately 1990-2004	Box 65
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Retirement announcement, 1998	Box 17
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Direct Marketing Association, 1996-1998

Leaders Forum, 1998	Box 2
Miscellaneous, 1996-1998	Box 2
General Files, 1940-2004	
Adweek Agency Report, 1985	Box 1
Barrington Hills Relationship Technologies, 1995-1998	Box 2
Physical Description: 2 folders	
Electronic Schoolhouse, 1998	Box 2
European Managers Meeting, 1976	Box 1
Henry Grunewald, Soul magazine, 1998	Box 2
Lenny Barshack correspondence, 1998	Box 2
Lewis M. Smith, Jr.--A day in the (pre-Y&R) life photo essay, 1982	Box 65
New York University correspondence, 1993	Box 1
New York University Synectics Think Tank, "The Future of Marketing," 1992	Box 1
Presentation to Estée Lauder, 1999	Box 3
Review comments, Journal of Consumer Marketing article (undisclosed author), 1982	Box 1
Sam Zell/Equity Group, 1997-1999	Box 3
Physical Description: 2 folders	
TED (Technology, Entertainment, Design) Conferences, 1997-1999	Box 3
Physical Description: 2 folders	
Thank you note from Edward Ney, 2004	Box 65
Wunderman Ricotta & Kline historical file, 1940-1986	Box 65
Young & Rubicam correspondence, 1991	Box 65

Young & Rubicam, Peter Georgescu, 1995-1997	Box 3
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Young & Rubicam Marketing Managers Survey, Business-to-Business marketing, 1983	Box 1
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Mitchell Madison Group, 1997-1999

Correspondence, 1997	Box 2
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Marketing conference, 1999	Box 2
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Murray Bowes (MBI)/Honda, 1998	Box 2
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Procter & Gamble, 1998	Box 2
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Selected marketing lab decks, 1998-1999	Box 2
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Accounts, 1955-1980s

Columbia House "mime" storyboard, 1980s	Box 65
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Columbia Record Club record dealer sales package, 1955	Box 67
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McGovern-Shriver campaign, 1972	Box 4
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Ralph Stevens contest (Famous Writers School), 1968	Box 4
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WBAI, 1963-1966	Box 4
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Children's Television Workshop, 1986-1992

Board of Trustees, 1986-1989	Box 5
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Physical Description: 8 folders

Board of Trustees, 1989-1992	Box 6
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Physical Description: 9 folders

Board of Trustees, 1992 Physical Description: 2 folders	Box 7
Literacy project, circa 1989 Physical Description: 3 folders	Box 7
Orientation materials, 1986 Physical Description: 2 folders	Box 7
Proposal for Sesame Street in the Soviet Union, 1986	Box 7
Sesame Street Preschool Education Program (PEP) Initiative, 1992	Box 7
Sesame Street research bibliography, 1989	Box 7

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Dogon Art, 1972-1990 and undated

African Arts, 1972-1973	Box 8
Art of the Dogon: Selections from the Lester Wunderman Collection, 1988	Box 8
[Article in Life, 1966 June 3: Removed to Oversize Materials Box OV1]	Box 8
Dogon Sculpture article, Art News, 1973 Sept.	Box 8
[Dogon World children's catalog, undated: Removed to Oversize Materials Box OV10]	Box 8
Manhattan, Inc., 1988 Apr.	Box 8
National Geographic, 1990 Oct.	Box 8
New Acquisitions in the Wunderman Collection, 1974	Box 8
Pieces no longer part of the Wunderman collection (photograph album), 1977 Physical Description: 4 folders	Box 8

Primitivism in 20th Century Art (Museum of Modern Art), 1985	Box 8
[Scrapbook, 1973-1975: Removed to Oversize Materials Box OV1]	Box 8
Photographs	Box 9
[African art, undated: Removed to Oversize Materials Box OV10]	Box 9
Dogon dancers (color prints), undated	Box 9
Dogon people and villages, undated	Box 9
Dogon sculpture, circa 1973	Box 9
[Dogon sculpture, undated: Removed to Oversize Materials Box OV10]	Box 9
Dogon sculpture, Brooklyn Museum exhibit, undated	Box 9
Environmental shots of Dogon in Mali, undated	Box 9
Wunderman Dogon collection	
Items not in Laude catalog, undated	Box 9
Jean Laude catalog items,	Box 9
Physical Description: 6 folders	
Prints returned from Viking, used in Laude, Art of the Dogon, undated	Box 9
Physical Description: 2 folders; one folder removed to Oversize Materials Box OV10	
Wunderman in Africa, undated	Box 9
Physical Description: 3 folders; one folder removed to Oversize Materials Box OV10	
Negatives, undated	Box 10
Physical Description: 6 folders	

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Meetings and Travel, 1996-1999

Access Restrictions:

Restrictions on Access: Unpublished materials are closed to non-Wunderman researchers for 15 years from the date of creation.

Asian Direct Marketing Symposium, 1997 Physical Description: 2 folders	Box 11
Canadian Direct Marketing Association conference, Toronto, 1997	Box 11
Direct Marketing Association conference, Chicago, 1997	Box 11
International Managers Meeting, Baden-Baden, 1997	Box 11
London Direct Marketing Association conference, 1997 Physical Description: 3 folders	Box 11
Newell Conference, 1996-1997 Physical Description: 2 folders	Box 12
Oracle Conference, 1999 Physical Description: 3 folders	Box 12
Universal Postal Conference, Beijing, 1999 Physical Description: 4 folders	Box 12

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Metropolitan Museum of Art, 1982-2001

General, 1982-1985 Physical Description: 4 folders	Box 13
Dogon show, 1986-1988 Physical Description: 3 folders	Box 13
Lester's photographs of Mali exhibit, 2001	Box 65
Museum Guide Publications, Inc., 1988	Box 13

Primitive Wing, 1982	Box 13
Physical Description: 3 folders; one folder removed to Oversize Materials Box OV1	
Task Force	Box 14
General, 1987-1989	Box 14
Physical Description: 3 folders	
Survey of King Tut show, 1987	Box 14
Survey of Vatican show, 1987	Box 14

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Printed Materials, 1952-1989

5th International Direct Marketing and Mail Order Symposium, 1973	Box 15
6th International Direct Marketing and Mail Order Symposium, 1974	Box 15
[Flair, 1950 Apr., Aug.: Removed to Oversize Materials Box OV1]	Box 15
Montreux Symposium, 1988	Box 15
[Scrapbooks of newspaper reprints, Ev'ry Month, 1897 Apr. 1, and 1961 reprint of 1861 Harper's Weekly: Removed to Oversize Materials Box OV2]	Box 15
Physical Description: 2 scrapbooks	
Service et Client, circa 1988	Box 15
"Seven Deadly Advertising Mistakes," Maxwell Sackheim & Co., 1952	Box 15
"The Truth About Direct Marketing," 1988	Box 15
"Un Entreprise Aujourd'hui--Avon," Dominique Xardel, circa 1983	Box 15
"Usage Trends in the European Direct Mail Market," 1989	Box 15

"Venture Funding and High Technology in France," Howard Associates, 1987 Box 15

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Publicity, 1964-2010

Articles, 1964-2004

Advertising Age, 1966-1967 Box 16

[Advertising Age, 1993 Oct.: Removed to Oversize Materials Box OV3] Box 16

Adweek, "Wunderman Predicts First \$1 Billion Direct Shop," by Maria Fisher, 1983 Feb. 21 Box 16

[Anuncios (Spain), 1995 June: Removed to Oversize Materials Box OV3] Box 16

Articles about Lester Wunderman, 1964, 1986 Box 65

Articles about Lester Wunderman, 1967-2004 Box 67

[Børsen (Denmark), 1996 Jan.: Removed to Oversize Materials Box OV3] Box 16

Business Week, "Survival in Direct Marketing," 1978 Oct. Box 16

[Campaña (Spain), 1995 June: Removed to Oversize Materials Box OV3] Box 16

Chicago Tribune/ New York Times, 1978 Box 16

Physical Description: 2 folders; one folder removed to Oversize Materials Box OV3

[Dentsu Journal/Telemarketing Journal (Japan), 1994 Apr.: Removed to Oversize Materials Box OV3] Box 16

[Direct (book excerpt), 1996 Nov.: Removed to Oversize Materials Box OV3] Box 16

[Direct, 1998 Mar.: Removed to Oversize Materials Box OV3] Box 16

[Direct, 1999 Feb.: Removed to Oversize Materials Box OV3]	Box 16
[Direktmarketing (Germany), 1990: Removed to Oversize Materials Box OV4]	Box 16
Direktwerbung und Verkaufsförderung, Mail Order--die kommende Revolution im Marketing (article in German), 1967 July	Box 16
[DM News, 1994 May 9: Removed to Oversize Materials Box OV4]	Box 16
[Economie (Belgium), 1996 May: Removed to Oversize Materials Box OV4]	Box 16
Economist, "Direct Hit," 1999 Jan. 9	Box 16
Estrategias, "Las profecias de Lester Wunderman" (article in Spanish), 1995 July 14	Box 16
[Financial Times, 1990 Apr.: Removed to Oversize Materials Box OV4]	Box 16
Fortune, "There's a Lot of Satisfaction (Guaranteed) in Direct Marketing," by Walter McQuade, 1980 apr. 21	Box 16
IMPress (Japan; article in Japanese), 1997	Box 16
[IP Mark (Spain), 1995 June: Removed to Oversize Materials Box OV4]	Box 16
Japan Marketing Journal (article in Japanese), 1994	Box 16
[La Vanguardia (Spain), 1995 Aug.: Removed to Oversize Materials Box OV4]	Box 16
[Life cover article "Mail Order Man of the Year," 1967 Mar. 3: Removed to Oversize Materials Box OV4]	Box 16
[Marketing Magazine (Canada), 1994 Nov.: Removed to Oversize Materials Box OV4]	Box 16

[Marketing Magazine (Canada), 1997 Nov.: Removed to Oversize Materials Box OV4]	Box 16
Miscellaneous, 1990-1998 Physical Description: 8 folders	Box 17
MIT speech read into Congressional Record, 1967	Box 16
New Yorker, "A Critic at Large: The Spin Myth" , 1998 July 6	Box 16
Werben und Verkaufen, "Kein Spiel für Anfänger" (article in German), 1994 Apr. 8	Box 16
Miscellaneous articles and notices, 1985	Box 16
Interviews, 1980-2000	
Action Commerciale (France), 1995 Nov.	Box 16
Adweek special direct marketing section, 2010	Box 16
Alternativas de Marketing (Spain), 1992 Jan.	Box 16
Boardroom, 2000 Apr.	Box 16
Direct Marketing, 1986 Mar.	Box 16
Direct Marketing News (France), 1995 Oct. 19	Box 16
[Direct Marketing News, 1995 Dec.: Removed to Oversize Materials Box OV4]	Box 16
[Direct Marketing News, 1996 Jan.: Removed to Oversize Materials Box OV4]	Box 16
Direct Response, 1997 Nov.	Box 16
[DM News, 1996 Feb.: Removed to Oversize Materials Box OV4]	Box 16
Home Team Magazine (AT&T house publication), 1980	Box 16
Investors Business Daily, 1999 Jan.	Box 16
Marilyn Berger (television), 1980 Jan.	Box 16

Mark Strook, for an oral history of Young & Rubicam, 1994	Box 16
Marketing Direct (France), 1995 Nov.-Dec.	Box 17
[Marketing Magazine (Canada), 1995 Nov.: Removed to Oversize Materials Box OV4]	Box 17
Médias (France, text in French), 1983 Jan. 14- Feb. 3	Box 17
Stratégies, 1980 May	Box 17
Physical Description: 2 folders; one folder removed to Oversize Materials Box OV4	
Stratégies, 1992 Oct. 23	Box 17
Physical Description: 2 folders; one folder removed to Oversize Materials Box OV4	
Telemarketing Journal, 1994 apr.	Box 17
[Wunderama, 1997 May: Removed to Oversize Materials Box OV4]	Box 17
Profiles	
Adweek 20th anniversary issue, 1998 Nov.	Box 17
Ganz Direkt! 95/96 (Germany), 1995	Box 17
Madison Avenue, by Henry Lee (with folder of comments), 1964-1965	Box 17
Press conference, 1996	Box 17
Press conference, "Direct marketing in the post-present" (writeup in French), 1996	Box 67
Sales and Marketing Management 80th anniversary issue, 1998 Oct.	Box 17

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Samples of Direct Marketing Items, 1955-1998

Scope and Contents note

[Not every item produced by Wunderman]

[American Express, 1989: Removed to Oversize Materials Box OV6]	Box 17
[American Recording Society, circa 1951: Removed to Oversize Materials Box OV6]	Box 17
AT&T, 1988-1989	Box 18
Bethany Press, circa 1980s	Box 18
Bristol-Myers Softique, 1964	Box 18
[Baron Philippe de Rothschild SA, 1976: Removed to Oversize Materials Box OV6]	Box 18
[Champion Papers, 1980: Removed to Oversize Materials Box OV6]	Box 18
Columbia House record club, 1963-1964, 1998	Box 18
Physical Description: 2 folders; one folder removed to Oversize Materials Box OV6	
Diners Club (Britain), 1969-1971	Box 18
Physical Description: 2 folders	
Direct Mail Advertising Association (produced by J. Walter Thompson Company), circa 1960s	Box 18
[Encyclopedia Americana, 1962: Removed to Oversize Materials Box OV5]	Box 18
[Famous Artists School, 1957: Removed to Oversize Materials Box OV6]	Box 18
[Famous Writers School, 1960-1961: Removed to Oversize Materials Box OV6]	Box 18
Physical Description: 3 folders	
Ford, 1964	Box 18
Gevalia Kaffe, 1988-1989	Box 18
Holt, Rinehart & Winston, 1967	Box 18

[Hydromix (Doggett-Pfeil Co.), Maxwell Sackheim agency, circa 1940s: Removed to Oversize Materials Box OV10]	Box 18
IBM, 1970s	Box 18
Jackson-Perkins, circa 1960s	Box 18
Lincoln-Mercury (including Merkur Scorpio), 1988-1989	Box 18
Physical Description: 4 folders; 3 folders removed to Oversize Materials	
[Literary Guild, 1967-1969: Removed to Oversize Materials Box OV7]	Box 18
Physical Description: 3 folders	
Mailbag, 1963	Box 18
McGovern-Shriver campaign, 1972	Box 18
National Observer Correspondence Schools (see also Famous Artists School and Famous Writers School in Oversize Materials), circa 1960	Box 18
New York Times	
How to Make Your Advertising Produce (Book of the Month Club), 1956	Box 18
Successful Mail Order Selling, circa 1955	Box 18
P.J. Carroll & Company (Carroll Journals), 1988	Box 18
Schick Safety Razor Company, circa 1950s	Box 18
Thomas Garraway Ltd., 1988	Box 18
[Time-Life Books, 1964-1965, 1989: Removed to Oversize Materials Box OV7]	Box 18
Vitasafe, 1958	Box 18
Various products coupon package, 1963	Box 18

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Speeches, 1957-2007

Physical Description: 24 boxes

Scope and Contents note

Includes text of speeches, handwritten or typed drafts, alternate versions, and idea files, along with some correspondence and itineraries relating to speaking engagements. Arranged chronologically.

Access Restrictions:

Restrictions on Access: Unpublished materials are closed to non-Wunderman researchers for 15 years from the date of creation.

Speech File, 1961-1997

Scope and Contents note

[Consists of an organized set of typed speech texts in chronological order]

List of speeches, 1961-1997	Box 19
1961 Oct. 1, "Speech to Hundred Million Club," New York	Box 19
1967 Mar. 3, "Mail Order: The Coming Revolution in Marketing," Advertising Club of New York	Box 19
1967 June 8, "Newspapers: A Dynamic Direct Response Medium," American Association of Newspaper Representatives	Box 19
1967 Nov. 29, "Direct Marketing: The New Revolution in Selling," American Management Association at MIT, Cambridge Mass.	Box 19
1968 May 7, "International Opportunities in Direct Marketing," Institut de Recherches et d'Etudes Publicitaires Group, Paris	Box 19
1968 Sept. 19, "Address to Business Mail Day," Kansas City	Box 19
1969 Jan. 21, "Advertising and the National Observer," National Observer Sales Meeting	Box 19
1969 Oct. 7, "Address to National Association of Direct Mail Writers," New York	Box 19

1970 Feb. 7, "From Ideas to Results," All-Florida Advertising Day, Clearwater	Box 19
1970 Apr. 1, "Corporate Strategy for the 70s," American Book Publishers Council seminar, Tarrytown	Box 19
1971 Jan. 26, "Direct Mail: A New Medium in a Changing Society," British DMA, London	Box 19
1971 Mar. 31, "Direct Marketing: New Ways to Market in a Changing Society," Direct Marketing Day, New York	Box 19
1972 Mar. 14, "Direct Marketing in the Seventies," New York University, New York	Box 19
1974 Apr. 24, "Direct Marketing in a Changing Environment," Zurich	Box 19
1976 Jan. 21, "Current Innovations and New Problems in Direct Marketing," Montreal	Box 19
1977 Jan. 10, "Address to American Association of Nurserymen," Chicago	Box 19
1977 Mar. 2, "Creativity in Advertising," Munich	Box 19
1980 Apr. 23, "Frontiers of Direct Marketing," 12th International Direct Marketing Symposium, Montreux (speech and printed booklet)	Box 19
1982 Sept. 17, "The Future Is Here and It Will Get Worse," Business Industrial Council, New York	Box 19
1983 Jan. 21, "Data-Based Targeting Advertising--a New Age of Marketing Relevance," Adcraft Club, Detroit	Box 19
1984 May 2, "Business-to-Business Direct Marketing," Worldwide Postmasters, Montreux	Box 19
1984 Oct. 24, "Direct Marketing in the Year 2000," Presentation to FTC, Washington DC	Box 19

1984 Nov. 2, "Frontiers of Direct Marketing II," Direct Marketing Seminar, Dublin	Box 19
1985 Oct. 25, "Direct Marketing: A Many Splendored Thing," Direct Marketing Week, Milan	Box 19
1986 May 21, "The Future of Direct Marketing," Touche Ross Electronic Shopping '86, Orlando	Box 19
1986 May 29, "New Trends in Direct Marketing," British DMA, London	Box 19
1986 June 3, "The Emerging Business of Direct Marketing," Direct Marketing Association Strategic Forum on Direct Marketing, Deauville	Box 19
1987 Jan. 26, "The Worldwide Explosion of Direct Marketing," Japan Airlines Executive Group, Tokyo	Box 19
1987 Apr. 2, "Direct Marketing and Its Future," Lester Wunderman Instituut, Amsterdam	Box 19
1988 May 18, "Mail and the Media Revolution," National Postal Forum, Los Angeles	Box 19
1988 May 26, "New Frontiers of Direct Marketing," AVPC Annual Symposium, San Sebastian	Box 19
1988 Sept. 27, "The Expanding World of Direct Marketing," National Postal Forum, Washington DC	Box 19
1988 Nov. 28, "New Frontiers of Direct Marketing," 20th Direct Marketing Congress, Wiesbaden	Box 19
1989, "The New Age of Television Has Just Begun"	Box 19

1989 Jan. 31, "Image and Direct Marketing," La Semaine Europeenne du Direct Marketing, Paris	Box 19
1989 Jan. 31, "The Changing World of Direct Marketing," La Semaine Europeenne du Direct Marketing, Paris	Box 19
1989 Jan. 31, "The Frontiers of Direct Marketing III," La Semaine Europeenne du Direct Marketing, Paris	Box 19
1989 Mar. 3, "The Price of Silence," Direct Marketing Day, New York	Box 19
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1992 Nov. 16, "Action Marketing: The Next Frontier," 15th Direct Marketing Week, London	Box 20
1993 Oct. 25, "New Frontiers of Direct Marketing IV," Direct Marketing Association, Toronto (includes booklet form)	Box 20
1995 Apr. 19, "Direct Marketing and Television: Past, Present and Future," Direct Response TV Expo Conference, Los Angeles	Box 20
1995 Sept. 13, "Which Way to the Future?," DMIX, New York	Box 20
1995 Nov. 1, "The World of Direct Mail: Past, Present and Future," Postal Conference, Toronto	Box 20
1996 May 13, "Which Way to the Future II," Arrowwood	Box 20
1996 Oct. 29, "Which Way to the Future?," Direct Marketing Association, New Orleans	Box 20
1997 May 13, "Back to the Future," Baden- Baden	Box 20

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1964 Mar., Press Club--Ogilvy Book Day	Box 20
1964 Apr., American Heritage Executive Group	Box 20
1964 May, Boston DMAA	Box 65
1964 May, Direct Mail Advertising Association	Box 20
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1965 Apr., New School	Box 21
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1967 Jan., Bureau of Advertising Group	Box 21
1967 Mar., Advertising Club of New York	Box 21
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1967 May, Coming revolution in marketing	Box 65
1967 May, Direct Mail Day	Box 21
1967 June, American Association of Newspaper Representatives	Box 21
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1967 Oct., American Association of Advertising Agencies Eastern Conference	Box 21
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1967-1968, Speech idea file	Box 21
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1968 Mar., Direct Mail Advertising Association	Box 22
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1968 May, Paris speech	Box 22
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1968 Sept., Kansas City Business Mail Day	Box 22
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1970 Feb., All-Florida Advertising Day, Clearwater	Box 22
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1971 Nov., Magazines: The passionate connection	Box 65
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1972 Mar., Direct marketing in the seventies	Box 65
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1974 May, Young & Rubicam stockholder meeting	Box 24
1975 Sept., Direct Marketing Idea Exchange (DMIX)	Box 24
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1977 Jan., Mail Order Association of Nurserymen	Box 25
1977 Feb., Young & Rubicam Affiliates	Box 25
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1977 Mar., 4th Direct Mail/Marketing Association Conference	Box 25
Physical Description: 2 folders	

1977 Apr., Managers Meeting	Box 25
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1978 Apr., American Association of Advertising Agencies	Box 25
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1979 Oct., Direct Mail/Marketing Association, New Orleans (Ted Gordon speech) (continued)	Box 27
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1979 Oct., Frontiers of direct marketing from Jamestown to the year 2000	Box 65

1980 Jan., Idea file--Alvin Toffler "The Third Wave" in Playboy	Box 27
1980 Apr., Idea file--Walter McQuade article in Fortune	Box 27
1980 Apr., Montreux Symposium Physical Description: 2 folders	Box 27
1980 May, Direct Marketing Idea Exchange	Box 28
1981, Frontiers of Direct Marketing (speech and booklet) Physical Description: 7 folders; one folder removed to Oversize Materials Box OV8	Box 28
1981 Jan., Financial Communications Society	Box 28
1981 Feb., Advertising Research Foundation Physical Description: 2 folders	Box 28
1981 Mar., Professors' Day	Box 28
1981 May, International Advertising Association	Box 28
1981 Sept., New York Times presentation	Box 28
1981 Sept., Young & Rubicam Resource Center Cassette of the Month Physical Description: 2 folders	Box 28
1981 Oct., Direct Marketing/Mail Order Association (speech written by Lester Wunderman for Edward Ney, Young & Rubicam) Physical Description: 1 of 2 folders	Box 28
1981 Oct., Direct Marketing/Mail Order Association (speech written by Lester Wunderman for Edward Ney, Young & Rubicam) (continued) Physical Description: 2 of 2 folders	Box 29

1982, "Business-to-Business Direct Marketing" (speech and booklet)	Box 29
1982 Apr., Direct Marketing Day Physical Description: 2 folders	Box 29
1982 Sept., Business Industrial Council Physical Description: 4 folders	Box 29
1982 Nov., Amsterdam speech	Box 29
1982 Nov., Hundred Million Club Physical Description: 2 folders	Box 29
1983 Jan., Adcraft Club	Box 30
1983 Jan., Funny speech (not given) Physical Description: 2 folders	Box 30
1983 Mar., Direct Marketing Association	Box 30
1983 Apr., American Marketing Association Chicago meeting Physical Description: 2 folders	Box 30
1983 Apr., Direct Marketing Day in New York Physical Description: 7 folders)	Box 30
1983 Apr., Young & Rubicam Resource Center Cassette Physical Description: 2 folders	Box 31
1983 May, Canadian Direct Marketing Association Toronto meeting	Box 31
[1983 July, Direct Marketing Day in New York: Removed to Oversize Materials Box OV8]	Box 31
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1983 Nov., Direct Marketing Association Miami meeting, "Frontiers of Direct Marketing II"	Box 31
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1986 May, "Electronic Shopping" Physical Description: 2 folders	Box 34
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1987 Jan., Miscellaneous Japan speeches	Box 34
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1987 Apr., Lester Wunderman Instituut (Amsterdam)	Box 34
1987 June, Direct Marketing Association, Cannes	Box 34
1987 Oct., Direct Marketing Association, New Orleans Physical Description: 2 folders	Box 34

1987 Oct., Lille Conference/Regional Development	Box 35
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1988 Jan., L.A. Direct (Los Angeles)	Box 35
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1988 Jan., Presentation to American Express	Box 65
1988 Feb., Danish Marketing Association	Box 35
1988 Feb., Swedish Direct Marketing Association	Box 35
1988 Apr., PTT--Montreux	Box 35
1988 May, Postal Forum, Montreux	Box 35
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1988 May, Postal Forum, Montreux (continued)	Box 36
Physical Description: 3-5 of 5 folders	
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1989 Oct., How direct advertising agencies integrate database technology and statistical analysis into their advertising plans	Box 65
1992 July, British Airways talk	Box 36
1992 Nov., Action Marketing, Milan	Box 36
Physical Description: 3 folders	
1993 Feb., Rewrite of Milan speech	Box 36
1993 Apr., Apple talk, San Francisco	Box 36
Physical Description: 2 folders; one folder removed to Oversize Materials Box OV8	
1993 Oct., Direct Marketing Association, Toronto	Box 36
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1993 Oct., Direct Marketing Association, Toronto (continued)	Box 37
Physical Description: 3-9 of 10 folders; one folder removed to Oversize Materials Box OV8	
1993 Oct., National Infomercial Marketing Association (NIMA)	Box 37
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1993 Dec., Anderson Consulting	Box 37
1994 Jan., CADM Day, Chicago (Chicago Association of Direct Marketing)	Box 37
1994 Mar., Promotion Marketing Association of America, Chicago	Box 37
1994 Apr., Direct Response Television Expo, Los Angeles	Box 38
1994 June, DRTV-94, London	Box 38
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1994 Aug., WCJ (Wunderman Cato Johnson) vision script	Box 38
1994 Oct., Paris presentation	Box 38
1995, Apple talk	Box 38
[1995, Canada Postal conference: Removed to Oversize Materials Box OV8]	Box 38
1995 Mar., Insurance teleconference	Box 38
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1995 May, Arrowwood, "Which Way to the Future?"	Box 38
1995 May, Barcelona speech	Box 38
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1995 Sept., DMIX (Direct Marketing Idea Exchange), Yale Club	Box 38
1995 Sept., Germany speech, "Which Way to the Future?"	Box 38
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1996 Jan., Brazil, "The Power and Future of Direct Marketing"	Box 39
1996 Jan., Lisbon/Copenhagen, "Which Way to the Future?"	Box 39
1996 Feb., Mexico, "Which Way to the Future?" (revised)	Box 39
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1996 Apr., USPS Seminar, "Which Way to the Future II?"	Box 39
1996 Sept., Women in Direct Marketing International (WDMI)	Box 39
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1997 May, Baden-Baden, "Back to the Future"	Box 39
1997 May, DMDNY (Direct Marketing Day New York) Lifetime Achievement Award acceptance	Box 39
1997 May, Newell conference, "Which Way to the Future?"	Box 39

1997 Sept., Boston/New York, "Being Virtual in the Post-Present"	Box 39
1997 Oct., Toronto, "Being Virtual in the Post-Present"	Box 39
1997 Nov., Brussels, "Are We There Yet?"	Box 39
1997 Nov., London, "Which Way to the Future?"	Box 39
1998 Jan., Retirement announcement, "Exploring the Future"	Box 39
1998 Apr., Seattle, "Becoming Virtual in the Post-Present"	Box 39
1998 May, Queen Elizabeth II, "Data Alchemy"	Box 39
1998 May, Vancouver, "Welcome to the Postpresent"	Box 39
1998 June, NYU Breakfast, "Welcome to the Postpresent"	Box 39
1998 Sept., Houston, "Welcome to the Postpresent"	Box 39
1998 Oct., Washington, "Welcome to the Postpresent"	Box 39
1999 Feb., Chicago, "Advertising and Marketing in the Postpresent"	Box 39
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1999 Nov., "Publishing in the Postpresent"	Box 40

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2000 Feb., New York Direct Marketing Club	Box 40
2000 Feb. 17, "We Shall Never Cease from Exploration"	Box 40
2000 June, "The Most Elusive Word in Marketing"	Box 40
2007, "Consumer's Communication Bill of Rights"	Box 40
James Wickersham--Direct mail volume and agency profit, 1963	Box 65
Peter F. Drucker--Consumer of the seventies, 1971	Box 65
Slides for presentatons, 1983-1993	Box 65
Speech in objection to the citation of contempt of Mr. Corliss Lamont, Mr. Richard Morford, and Mr. George Marshall by the House Committee on Un-American Activities, 1954	Box 67

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Access Restrictions:

Restrictions on Access: Unpublished materials are closed to non-Wunderman researchers for 15 years from the date of creation.

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1997 Apr., U.S. Chamber of Commerce seminar	Box 41
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1997 Sept., "Being Virtual in the Postpresent"	Box 41
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1998 Apr., Prudential Real Estate Business Conference	Box 41
1998 Apr., Web Marketing, Seattle	Box 41

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1998 May, Queen Elizabeth II, Marketing Forum	Box 41
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1998 May, Vision Conference, Vancouver	Box 41
1998 Sept., Direct Marketing Association, Houston	Box 41
1998 Oct., Direct Marketing Association of Washington	Box 41
1998 Oct., University Settlement Society, award acceptance	Box 42
1999 Feb., Chicago Direct Marketing Day	Box 42
1999 Apr., Alex Kroll/Bill Bradley	Box 42
1999 Apr., American Association of Advertising Agencies	Box 42
1999 Apr., IBM Seminar	Box 42
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1999 Nov, "Publishing in the Postpresent"	Box 42

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Writings, 1946-2000 and undated

Physical Description: 17 boxes

Scope and Contents note

Includes published articles and books, correspondence, drafts and proofs. Organized into two series: Articles and Book File. Articles includes materials relating to periodicals publications; Book File includes materials relating to Wunderman's book Being Direct: Making Advertising Pay. Where possible, original folder titles were retained. Arranged alphabetically by folder title.

Access Restrictions:

Restrictions on Access: Unpublished materials are closed to non-Wunderman researchers for 15 years from the date of creation.

Articles, 1969-1999

Advertising Age article, 1976 May	Box 43
Adweek articles, 1983	Box 43
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African Art of the Dogon (foreword), 1973	Box 43
["Book Promotion Can Sell More Books" Caspar Pinsker Advertising, circa 1940s: Removed to Oversize Materials Box OV9]	Box 43
"Business-to-Business Direct Marketing" booklet, 1983	Box 43
"Business-to-Business Direct Marketing," Direct Marketing, 1983 July	Box 43
"Business-to-Business Direct Marketing: A Fundamental Strategy," Young & Rubicam Issues 17, 1983	Box 43
Changing society means opportunity, 1971	Box 67
Comments on contest entries, Reporter of Direct Mail Advertising, 1969 Feb.	Box 43
"Complexity of Market Calls for Detailed Marketing Program," Reporter of Direct Mail Advertising, 1969 Mar.	Box 43
"De la idea a lost resultados," Alta Dirección, 1970 July-Aug. (in Spanish)	Box 43
Delay Newsletter article, 1993	Box 43
"Direct Marketing," Boardroom Reports, 1975 Mar. 15	Box 43
"Direct Marketing: Past, Present and Future," 1995	Box 43

"Direct Marketing: Una nueva revolution in las ventas," Alta Dirección, 1969 Nov.-Dec. (in Spanish)	Box 43
"Direct Marketing," International Encyclopedia of Communications, 1984	Box 43
Direct Marketing: Remembrances and Predictions, 1997	Box 65
DMA Insider article, 1997	Box 43
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Editor and Publisher article, 1978 Apr.	Box 43
"I Predict," Printer's Ink, 1964	Box 43
"Innovations and New Problems in Today's Direct Marketing," Direct Marketing, 1975 Nov.	Box 43
"Interactive Communications: The Dream and the Reality," Journal of Direct Marketing, 1994 Summer	Box 44
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"Le vente directe--un avenir prometteur," Communication et Langages, 1971 June, Sept. (in French)	Box 44
Physical Description: 2 folders	
"Direct Marketing: Where It's Been And Where It's Going," Madison Avenue, 1977 May	Box 44
"Magazines--The Passionate Connection," Signature, 1971 Nov.	Box 44
["Mail Order--The Coming Revolution in Marketing," Advertising Age, 1967 July 24: Removed to Oversize Materials Box OV9]	Box 44
"Mail Order: The Coming Revolution in Marketing," The Reporter of Direct Mail Advertising, 1967 June	Box 44

"Marketing in the Postpresent," Fortune, 1999	Box 44
Media International article, 1985 Apr.	Box 44
"New Frontiers in Direct Marketing," Direct Marketing, 1993 Dec.	Box 44
"New Frontiers of Direct Marketing," Jahrbuch Direktmarketing, 1994	Box 44
New York Times article, 1971 June Physical Description: 2 folders	Box 44
Preface to Murray Roman, Telephone Marketing, 1976 Physical Description: 2 folders	Box 44
"Preparing for a Consumer-Driven Marketing World," Circulation Management, 1997 Feb.	Box 44
["The In-home Shopping Kid: Tomorrow's Champ?," Frozen Food Age, 1994 June: Removed to Oversize Materials Box OV9]	Box 44

Book File,

Scope and Contents note

Includes correspondence, drafts and proofs, edited versions, and reviews relating to Wunderman's book Being Direct: Making Advertising Pay

Administrative Files, 1983-1997

Book contract, 1983-1994 Physical Description: 2 folders; one folder removed to Oversize Materials Box OV9	Box 45
Book expenses, 1995-1996	Box 45
Hans Gedda correspondence, 1995-1996	Box 45
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Press kit materials, 1993-1996	Box 45

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Quotes about book, 1997	Box 45
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Reader comments, 1996-1997	Box 46
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Reviews, 1996-1997	Box 46
Physical Description: 2 folders	
USPS Ad Mail campaign, autographed copy of Being Direct: Making Advertising Pay, 1997	Box 46
Drafts and Proofs, 1984-1996 and undated	
American Express section, 1987 and undated	Box 47
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Appendix and footnotes, 1996	Box 47
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Book draft, 1986	Box 47
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Book roughs--corrections, 1986	Box 47
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Columbia House record club section, 1987	Box 48
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E. Marona's last draft of first part of book, undated	Box 48
"How to Start an Advertising Agency" section, 1987	Box 48
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International chapter, undated	Box 48
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<u>Jackson & Perkins section</u>	
Beth Rogers PhD thesis, Succession in American Rose-Growing Firms: A Study of Process in Commercial Polities, 1990	Box 49
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Roughs, 1986	Box 49
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John Stevenson drafts, 1987 Feb.	Box 49
Latest version for correction, 1986 July	Box 49
LW and SCW revision of first part of book, 1987 May	Box 49
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LW book first version, 1984-1993	Box 50
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Manuscript version, 1987	Box 50
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Manuscript with notations, undated	Box 51
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Revisions and copy of manuscript, 1986 Physical Description: 2 folders	Box 52
Revisions made, Summer 1987	Box 52
Sackheim section, originals and revisions, 1987	Box 52
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Research Files 1946-1995 and undated	
General--articles, clippings, etc., 1985-1995 Physical Description: 4 folders	Box 53
American Express General, 1986-1994 Physical Description: 6 folders	Box 53
"American Express: The Companion Card" pitch, 1986 Dec.1	Box 54
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Corporate Card, 1987-1994 Physical Description: 4 folders	Box 54
Direct marketing examples, 1987 and undated	Box 54

Investment Managers account direction, 1989 Mar. 27	Box 54
Optima Canada, 1990-1994	Box 54
Optima Card, 1986-1987	Box 55
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Optima Card acquisition campaign mail plan, 1987-1988	Box 55
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Report to Young & Rubicam Board of Directors, 1988 Sept. 27	Box 55
Targeted Relationship Marketing, 1986-1989	Box 55
TRS Management Meeting, 1994	Box 55
Casper Pinsker and Max Sackheim, 1946-1958	Box 55
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Dante's Inferno quote, undated	Box 55
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Germany, 1970-1972	Box 57
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Sports Illustrated, 1975-1994	Box 58
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Time, 1974-1994	Box 58
Physical Description: 6 folders	
[Time: Newspaper/Television/Magazine Campaign Analysis of Results, 1976 Spring: Removed to Oversize Materials Box OV9]	Box 58
[Time: Television Cost Factors Per Thousand Newspaper Circulation in the Top 120 ADI's, 1975 July 3: Removed to Oversize Materials Box OV9]	Box 58
Time, Inc. magazines (Time, Fortune, Money, Sports Illustrated), 1974-1978	Box 58

Writings--Restricted Files, 1997-2000

Access Restrictions:

Restrictions on Access: Unpublished materials are closed to non-Wunderman researchers for 15 years from the date of creation.

Adweek review and response, 1997	Box 59
Barnes & Noble, 2000	Box 59
Book distribution by Lester Wunderman, 1997-1998	Box 59

Book in Lester Wunderman LLC, 1997	Box 59
Book purchases, 1997	Box 59
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Fred Newell, quotes from book, 1999-2000	Box 59
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USPS Ad Mail campaign, 1997	Box 59

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Memorabilia, 1957-1988 and undated

Physical Description: 5 boxes

Scope and Contents note

Includes plaques, trophies, certificates and other commemorative items and awards.

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Burson-Marsteller, Certificate of Enlightenment, 1981	Box 61
Direct Mail Advertising Association, Certificate of Honor, 1960	Box 61
Direct Marketing Association, 20-year membership, 1985	Box 61
Direct Marketing Association, 24th Spring Conference, undated	Box 61
Direct Marketing Association of New York, Appreciation, 1983	Box 61

Direct Marketing Association of New York, Appreciation, 1986	Box 61
Direct Marketing Club of Southern California, Appreciation, 1988	Box 62
Direct Marketing Creative Group, John Caples Creative Contest, 1980	Box 62
Financial Communications Society, Appreciation, 1987	Box 62
Kansainväliseen Young & Rubicam, Profit Day, 1986	Box 62
Mail Advertising Club of New York, Appreciation, 1957	Box 63
Mouse pad, 1996	Box 66
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VIII Simposio de Marketing Directo, Appreciation, 1988	Box 63
"You can't talk--It's Un-American" newspaper advertisement from Citizens United to Abolish the Wood-Rankin Committee, 1946	Oversize-folder 1
Young Presidents Organization, Membership, 1961	Box 64

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Oversize Materials

Physical Description: 10 boxes

Scope and Contents note

Includes large-format items removed from previous series.

Dogon Art Article in Life, 1966 June 3	Box OV1
Scrapbook, 1973-1975	Box OV1

Meetings and Travel

Lonsdale Wunderman (London), 1969 Mar. 6	Box OV1
Metropolitan Museum Primitive Wing, 1982	Box OV1
Printed Material Flair, 1950 Apr., Aug.	Box OV1
Scrapbooks of newspaper reprints, Ev'ry Month, 1897 Apr. 1, and 1961 reprint of 1861 Harper's Weekly	Box OV2
Physical Description: 2 scrapbooks	
Publicity Articles	
Advertising Age, 1993 Oct.	Box OV3
Anuncios (Spain), 1995 June	Box OV3
Børsen (Denmark), 1996 Jan.	Box OV3
Campaña (Spain), 1995 June	Box OV3
Chicago Tribune/New York times, 1978	Box OV3
Dentsu Journal/Telemarketing Journal (Japan), 1994 Apr.	Box OV3
Direct (book excerpt), 1996 Nov.	Box OV3
Direct, 1998 Mar.	Box OV3
Direct, 1999 Feb.	Box OV3
Direktmarketing (Germany), 1990	Box OV4
DM News, 1994 May 9	Box OV4
Economie (Belgium), 1996 May	Box OV4
Financial Times, 1990 Apr.	Box OV4
IP Mark (Spain), 1995 June	Box OV4
La Vanguardia (Spain), 1995 Aug.	Box OV4

Life cover article "Mail Order Man of the Year," 1967 Mar. 3	Box OV4
Marketing Magazine (Canada), 1994 Nov.	Box OV4
Marketing Magazine (Canada), 1997 Nov.	Box OV4
Interviews	
Direct Marketing News, 1995 Dec.	Box OV4
Direct Marketing News, 1996 Jan.	Box OV4
DM News, 1996 Feb.	Box OV4
Marketing Magazine (Canada), 1995 Nov.	Box OV4
Stratégies (France), 1980 May	Box OV4
Stratégies (France), 1992 Oct.	Box OV4
Wunderama, 1997 May	Box OV4
Samples of Direct Marketing	
Encyclopedia Americana, 1962	Box OV5
American Express, 1989	Box OV6
American Recording Society, circa 1951	Box OV6
Baron Philippe de Rothschild SA, 1976	Box OV6
Champion Papers, 1980	Box OV6
Columbia House record club, 1965-1966	Box OV6
Famous Artists School, 1957	Box OV6
Famous Writers School, 1960-1961	Box OV6
Physical Description: 3 folders	
Lincoln-Mercury, 1988-1989	Box OV7
Physical Description: 3 folders	
Literary Guild, 1967-1969	Box OV7
Physical Description: 3 folders	
Time-Life Books, 1964-1965, 1989	Box OV7

Speeches

1967 June, American Association of Newspaper Representatives	Box OV8
1971 Feb., Direct Marketing Day	Box OV8
1977 Apr., Managers Meeting	Box OV8
1978 Apr., American Association of Advertising Agencies	Box OV8
1978 Nov., Young & Rubicam Arizona meeting	Box OV8
1978 Dec., Ad Expo	Box OV8
1979 Aug., Young & Rubicam Executive Committee	Box OV8
1979 Sept., Direct Marketing/Mail Order Association	Box OV8
Physical Description: 2 folders	
1981, "Frontiers of Direct Marketing"	Box OV8
1983 July, Direct Marketing Day in New York	Box OV8
1983 Sept., Direct Marketing Association--Miami	Box OV8
1985 June, Australia speech	Box OV8
1988 Jan., L.A. Direct	Box OV8
1993 Apr., Apple--"Frontiers of Direct Marketing"	Box OV8
1993 Oct., Direct Marketing Association--Toronto	Box OV8
1994 June, DRTV-94, London	Box OV8
1995, Canada Postal conference	Box OV8
1996 Oct., Direct Marketing Association--New Orleans	Box OV8

Writings
Articles

"Book Promotion Can Sell More Books" Caspar Pinsker Advertising, circa 1940s	Box OV9
"Interactive Communications: The Dream and the Reality," Journal of Direct Marketing, 1994	Box OV9
"Mail Order--The Coming Revolution in Marketing," Advertising Age, 1967 July 24	Box OV9
"The In-home Shopping Kid: Tomorrow's Champ?," Frozen Food Age, 1994 June	Box OV9
Book File	
Administrative--Book contract, 1983-1994	Box OV9
Research--Magazines--Time: Newspaper/ Television/Magazine Campaign Analysis of Results, 1976 Spring	Box OV9
Research--Magazines--Time: Television Cost Factors Per Thousand Newspaper Circulation in the Top 120 ADI's, 1975 July 3	Box OV9
Large Oversize	
General	
Christmas card design layout, undated	Box OV10
Photograph, European site, undated	Box OV10
Photograph, "Sugapmach," 1978 June	Box OV10
Photograph, wedding, undated circa 1970s	Box OV10
Print, "Nymphenburg," undated	Box OV10
Dogon Art	
Dogon World children's catalog, undated	Box OV10
Photograph, Dogon sculpture, undated	Box OV10
Photograph, Lester Wunderman in Africa, circa 1970s	Box OV10
Print, African art, undated	Box OV10

Print returned from Viking, used in Laude, Art of the Dogon, undated	Box OV10
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Samples of Direct Marketing Hydromix (Doggett-Pfeil Co.), Maxwell Sackheim agency, circa 1940s	Box OV10
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Audiovisual Materials 1965-1988 and undated

Physical Description: 6 boxes

Scope and Contents note

Includes audiocassettes, videocassettes, 16mm and 35mm films.

Access Restrictions:

Restrictions on Access: Original audiovisual materials are closed to researchers until use copies can be made. Contact Research Services for more information.

Originals

Audiocassettes

Africa Trip	Box AV1
1. Arrival in Dakar 12/27/75. 2. Press Conference 12/29/75	Box AV1
3. Suzanne Senghor 12/30/75. 2. Nianing 1/1/76 Suzanne and Singe	Box AV1
7. Arrival at Sanga. 8. Arrival at Sanga?	Box AV1
9. Wedding Sanga. 10. Visit Hogan	Box AV1
11. Singing at Ogobara's. 12. Singing at Ogobara's	Box AV1
15. Dance-Sanga. 16. Blank tape	Box AV1
Presentations	
ATT-DMMA presentation White Plains 3/27/80, Tape 1	Box AV1

ATT-DMMA presentation White Plains 3/27/80, Tape 2	Box AV1
HBO 7/18	Box AV1
HBO 7/27	Box AV1
Merrill Lynch	Box AV1
Merrill Lynch Original	Box AV1
Minstrel/NARA System presentation	Box AV1
Rehearsal of General Cigar presentation by L. Wunderman	Box AV1
Spiegel #1 meeting, Chicago 2/9/78	Box AV1
Spiegel #2 meeting, Chicago 2/9/78	Box AV1
Tape of meeting at Merrill Lynch 11/28 transcribed	Box AV1
Time-Life research used in Tarrytown speech?	Box AV1
U.S. Commission	Box AV1
<u>Speeches by Wunderman</u>	
Confronting Today's Challenges in the Direct Marketing Ring	Box AV1
Direct Marketing Concepts	Box AV1
Direct Marketing for National Advertiser	Box AV1
Direct Marketing Idea Exchange	Box AV1
Direct Marketing/Mail Order Association, 1979 Oct.	Box AV1
Frontiers of Direct Marketing	Box AV1
Future of Direct Marketing	Box AV1
Keynote Address Chicago, March 83	Box AV1
Look at Direct Marketing in 1990s	Box AV1

Mail Order Becoming Predictive vs. Reactive Science	Box AV1
Planning Future Strategies, Business to Business, 1982	Box AV1
Save the Children talk	Box AV1
Service Postaux Europeens Part 1	Box AV1
Service Postaux Europeens Part 2	Box AV1
The Art of the Dogon	Box AV1
Tips to Avoid Advertising Pitfalls 9/17/83	Box AV1
Using the New Marketing Weapons	Box AV1
What Makes Consumers Buy by Mail?	Box AV1
Speeches by others	
Announcement of Direct Marketing Man of the Year Award Luncheon Address: Dr. Isaac Asimov	Box AV1
Acquisition of Schwab/Beatty by Marsteller Boon to Marketing Efficiency	Box AV1
Direct Marketing at Ogilvy & Mather is Part of Every Major Marketing Plan	Box AV1
Direct Marketing Club of Southern California-- Joseph Sugarman	Box AV1
Direct Marketing to Play Greater Role in Y&R Client Plan--Edward N. Ney	Box AV1
Keynote--Donald V. Seibert	Box AV1
Olympic Coin Story 1976--Austin Page	Box AV1
Targeting For Advantage--Robert Crandall	Box AV1
Tape/Recorder set	
The Sixties in Sound and Fury (5 tapes)	Box AV1
Miscellaneous	

Brad Bentz: Telephone Sale (Time-Life Gardening Books 1978)	Box AV1
Communications Audit (Reginald Watts and Derek Bloom of Marsteller)	Box AV1
Discussion of Bond Coupon, 1979	Box AV1
Ford telephone tape, 12/79	Box AV1
Franklin Mint (60 Minutes television program)	Box AV1
George Wiedeman interviews: John Canova, Lester Wunderman (2 copies)	Box AV1
Grey Direct--Career Development, 1981 Feb.2	Box AV1
La Redoute, 1980	Box AV1
Mike Williams making telephone calls for Lincoln-Mercury in Chicago about the New Savings, 1980 Jan. 31	Box AV1
New York Direct Marketing Day Luncheon Awards	Box AV1
Norins tape, 1977 Nov. 7	Box AV1
Presentation--Soviet Olympics	Box AV1
Third International DMMA Conference, Paris, France, 1976	Box AV1
Western Union birthday greeting	Box AV1
Untitled tapes (2 copies)	Box AV1
Duplicate tapes	Box AV1

Audiotapes

Lester Wunderman speeches	Box AV2
French speech	Box AV2
From Ideas to Results, 1968	Box AV2

Salk Institute campaign Applause	Box AV2
Carpool/Holmes/Antique	Box AV2
David Niven	Box AV2
Gregory Peck	Box AV2
Louise Fletcher	Box AV2
Mary Tyler Moore	Box AV2
Miscellaneous	
Marshall McLuhan speech	Box AV2
Herb and Elena, Le Dome, 1965	Box AV2
Principle of Year	Box AV2
Review of Black Comedy, with Malcolm Cowley and Lester Wunderman	Box AV2

Films

Africa Speaks to Me, 16mm film reel and booklet, 1971	Box AV3
Digital video preservation and access files	Digital-materials RL01417-SET-0001 > Video-file RL01417- F16-0001_pres_16fps.avi Digital-materials RL01417-SET-0001 > Video-file RL01417- F16-0001_access_24fps.mp4
History of the 20th Century, 5 unmounted reels, 35mm B/W	Box AV4

Videocassettes

Across the Frontiers. Undated. Format: Umatic. TRT: 60:00	Box AV5
Across the Frontiers (copy). Undated. Format: Umatic. TRT: 60:00	Box AV5

Art of the Dogon. 1988. Format: VHS. TRT:
30:00 Box AV5

AT&T Opportunity Calling. 1986. Format:
Umatic. TRT: 9:00 Box AV5

CBS, Opening of Metropolitan Museum
Primitive Wing, tape 1, 1982 Box AV5 > Video-cassette
RL01417-UM-0001
Digital-materials
RL01417-SET-UM0001
> Video-file RL01417-
UM-0001.mkv
Digital-materials
RL01417-SET-UM0001
> Video-file RL01417-
UM-0001.mp4

Physical Description: 0:20:28

CBS, Opening of Metropolitan Museum
Primitive Wing, tape 2, 1982 Box AV5 > Video-cassette
RL01417-UM-0002
Digital-materials
RL01417-SET-UM0002
> Video-file RL01417-
UM-0002.mkv
Digital-materials
RL01417-SET-UM0002
> Video-file RL01417-
UM-0002.mp4

Physical Description: 0:17:53

Channel 2 interview with Lester Wunderman.
1975. Format: Umatic. TRT: 60:00 Box AV5

Channel 13 interview with Lester
Wunderman. Undated. Format: Umatic. TRT:
30:00 Box AV5

In Search of Dark Star, show #4. 1980.
Format: Umatic. TRT: 30:00 Box AV5

Phoenix House Interview, Judy Kuriansky,
Channel 2 News at 5. 1984. Format: Umatic.
TRT: 6:20 Box AV5

Profiles: Lester Wunderman, Part I unedited. 1983. Format: Umatic. TRT: 60:00	Box AV5
Profiles: Lester Wunderman, Part II unedited. 1983. Format: Umatic. TRT: 60:00	Box AV5
Salvadore Dali film to tape transfer. 1977. Format: Umatic. TRT: 45:00	Box AV6
Time Magazine Selected Direct Response TV Commercials. 1978-1979. Format: VHS. TRT: 26:00	Box AV6
Tressider/Wunderman Monte Carlo videotape. 1981. Format: Umatic. TRT: 20:00	Box AV6
Views and Reviews, Lester Wunderman WNET/13 interview. 1980. Format: Umatic. TRT: 10:00	Box AV6

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