



Guide to the Jean Yeager Papers, 1959-2012

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Jean Yeager papers, 1959-2012

Creator:

Yeager, Jean W.

Source:

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

Abstract:

Advertising copy writer and artist who managed his own agency, Jean W. Yeager, Inc. based in Dallas, Tex. Later taught at several Waldorf Method institutions; director of the Anthroposophical Society in America. Collection spans the years 1959-2012 and includes correspondence, direct marketing printed materials, print advertisements and recordings of radio and television broadcast commercials and public service messages that document Yeager's career producing advertising primarily for companies based in Texas. Examples of Yeager's original art are also included. Formats include audio- and videocassettes, audio reels and 16mm films. Companies represented include 7-Eleven, Coca-Cola, Frito-Lay, Radio Shack, Republic Health Corporation, Schenley, Southland Corporation, and Sterling Optical. The collection also touches on Yeager's involvement with the Anthroposophical Society and related enterprises, including Waldorf Method schools such as the Kimberton Waldorf School in Detroit. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

15 Linear Feet
7,000 Items

Language:

Material in English

Collection ID:

RL.01422

Permalink:

<https://idn.duke.edu/ark:/87924/m1qh9c>

Preferred Citation

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

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Background

Scope and Content

Collection spans the years 1959-2012 and includes correspondence, direct marketing printed materials, print advertisements and recordings of radio and television broadcast commercials and public service messages that document Yeager's career producing advertising primarily for companies based in Texas. Examples of Yeager's original art are also included. Formats include audio- and videocassettes, audio reels and 16mm films. Companies represented include 7-Eleven, Coca-Cola, Frito-Lay, Radio Shack, Republic Health Corporation, Schenley, Southland Corporation, and Sterling Optical. The collection also touches on Yeager's involvement with the Anthroposophical Society and related enterprises, including Waldorf Method schools such as the Kimberton Waldorf School in Detroit.

Biographical/Historical

Jean Yeager managed his own agency, Jean W. Yeager, Inc., based in Dallas, Tex. where he created and produced print and broadcast advertising for a number of clients. After winning several industry awards for his work, Yeager left advertising to pursue interests in anthroposophy, relocating to England where he attended and later taught at Emerson College's Center for Social Development. Yeager eventually returned to the United States where he became involved in several activities related to anthroposophy and the Waldorf Method of education, serving as Interim Development Director of the Kimberton Waldorf School in Detroit, Mich. and as Managing Editor of *Biodynamics* magazine. From 1997 until his retirement in 2007 Yeager served as Administrative Director of the Anthroposophical Society in America. [Source: <http://www.steinercollege.edu/files/pdf/wa/YeagerBio.pdf>]

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Arrangement

Arranged in the following Series: General Files; Awards; Creative Binder; Scripts; Large-Format Materials; and Audiovisual Materials. Where possible or practical, original folder titles were maintained.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

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askRL@duke.edu

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

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. Research Services staff need to produce use copies before contents can be accessed.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of

the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Jean Yeager Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2012.

Processing Information

Processed by Richard Collier, Chris Brown, January 2012

Encoded by Richard Collier, January 2012

Accession 2012-0165 is described in this finding aid.

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Related Materials

Related Material

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

[Adrienne Cohen Papers](#)

[Bud Titsworth Papers](#)

[Foote, Cone & Belding Communications, Inc. Records](#)

[John O'Toole Papers](#)

[Joy Golden Papers](#)

[Robert S. Smith Papers](#)

and collections within the J. Walter Thompson Company Archives:

[Account Files](#)

[Albert Stridsberg Papers](#)

[Carroll Carroll Papers](#)

[Corporation Vertical Files](#)

[Jack Hilton Papers](#)

[John F. Devine Papers](#)

[Lois Gaeta Papers](#)

[Maury Holland Papers](#)

[New Business Records](#)

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Names and Subjects

- Videocassettes
- Brochures
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising -- United States -- History
- Advertising agencies
- Advertising
- Advertising -- History
- Audiocassettes
- 16mm (photographic film size)
- Texas
- Waldorf method of education
- Radio advertising
- Advertising executives -- United States
- Advertising executives
- Radio scripts
- Radio Shack
- Southland Corporation
- Yeager, Jean W.
- Anthroposophical Society in America
- Coca-Cola Company
- Frito-Lay, Inc.
- John W. Hartman Center for Sales, Advertising & Marketing History
- 7-Eleven, Inc.

Collection Inventory

General Files, 1970-2012 and undated

Advertising samples, undated	Box 1
Clio Awards, 1983	Box 1
International Broadcasting Awards, 1982	Box 1
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Miscellaneous,	Box 1
Photographs, undated	Box 1
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Physical Description: 2 folders	
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Awards (Physical objects), 1981-1984

7 -Eleven: Operation Thunderbolt,	Box 3
Central Louisiana Ad Club (CENLAD): Addy, radio 60 second, 1984	Box 3
Golden Radio Award, Best regional/national campaign--Cabell's Dairy, The Standford Agency, 1981	Box 3
K.W. Tunnell Company, Inc., Productivity Triad,	Box 3
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Jean W. Yeager Creative Services, World's Best
Radio Series, 1981 Box 3

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Creative Binder, 1981-2001 and undated

7-Eleven (Southland Corp.), 1983 and undated	Box 4
Anthroposophical Society, 1993-2001	Box 4
Avitron Electronics, undated	Box 4
Award--IBA, 1981	Box 4
Biodynamic Association (Stella-Natura), 1993-1997	Box 4
Boxing Association of America, 1993	Box 4
Citijet/Dallas Love Field, 1985	Box 4
Clini-Therm Corporation, 1985	Box 4
Clippings, 1985-1991	Box 4
Community Supported Agriculture, 1992	Box 4
Drawing Board Greeting Cards, 1985	Box 4
Final Test, Inc., undated	Box 4
General Hospital of Lakewood, 1984	Box 4
Gristede's, undated	Box 4
Group Seven Productions, undated	Box 4
Human Dynamics, Inc., undated	Box 4
Kimberton Waldorf School, 1992-1993	Box 4
Mercury Provident PLC, 1988	Box 4
Mtech Electronic Banking Division, 1985	Box 4
Pennsylvania Horticultural Society, 1992	Box 4

Republic Health Corporation, 1984	Box 4
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Sundial Resorts, undated	Box 4
Super Shades/Southland Corp., undated	Box 4
TekCorps, undated	Box 4
Therapist Helper billing service, 1991	Box 4
Tidel Systems, circa 1980	Box 4
Weleda, Inc., 1992	Box 4
Wordsmiths Writing Consultants, undated	Box 4

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Scripts, 1971-1988 and undated

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Annual meeting, undated	Box 5
Sales meeting film modules, undated	Box 5
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Physical Description: 2 folders	
Anderson Clayton Foods	
Focus on Excellence, 1984	Box 5
National sales meeting, 1984	Box 5
Barricini	
Presentations, 1986 and undated	Box 5
Physical Description: 2 folders	
Sales meetings, 1986	Box 5
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Channel Eleven	

Miscellaneous, undated	Box 5
Produced scripts, 1984-1985	Box 5
Produced spotlist, undated	Box 5
Syndication, undated	Box 5
Talent/Writers letter of agreement, 1985	Box 5
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Syndicated research and potential strategy, 1981	Box 6
Citgo Petroleum Corporation, 1985 achievements and 1986 plans, 1985	Box 6
Cliches, undated	Box 6
Coca Cola--100th Anniversary Show draft #1, 1985	Box 6
Corporate communication vita--Events, undated	Box 6
Creative advertising--Agreements, 1971	Box 6
Dick Dole--Speech suggestions, undated	Box 6
Drawing Board, 1986 Physical Description: 4 folders	
Smart Retailing Newsletter, 1985 Physical Description: 5 folders	Box 6
Trade show draft flyer #1, 1986	Box 6
Fox Photo, undated	Box 6
Gerald McMillan/Radio Broadcasting Trade accounting, 1985	Box 6
Introduction to CPR Techniques, 1986	Box 6
Jean W. Yeager Inc. speech book 1, 1985 Physical Description: 2 folders	Box 6

Jingles, undated	Box 6
Jobs, 1983-1991 (Unnumbered)	Box 7
Physical Description: 3 folders	
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101-167	Box 7
Physical Description: 6 folders	
Jobs book, 1978-1980	Box 8
Physical Description: 8 folders	
Jobs book, 1980-1981	Box 9
Physical Description: 8 folders	
J.W. Yeager registered mail (scripts mailed to himself), 1971	Box 9
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Industry reports, 1978-1980	Box 10
Physical Description: 2 folders	
Scripts and other, 1985	Box 10
Mr. Gatti's sales meeting, 1984	Box 10
N.A.B. Stage Show, TM Communications Inc. third draft, 1984	Box 10
Physical Description: 2 folders	
Northern Telecom launch--Meridian, 1985	Box 10
Note paper, undated	Box 10
Objects, 1980	Box 10
Occupations, 1979-1980	Box 10
Originals, 1984	Box 10

People and props,	Box 10
Phone numbers notebook,	Box 10
Props, 1983-1988 Physical Description: 1 of 3 folders	Box 10
Props, 1983-1988 Physical Description: 2-3 of 3 folders	Box 11
Radio concepts, 1979	Box 11
Republic Health Corporation, Gift of Sight, 1984	Box 11
Samples, 1982-1985 Index	Box 11
101-125 Physical Description: 3 folders	Box 11
126-158 Physical Description: 6 folders	Box 12
159-172 Physical Description: 2 folders	Box 13
Schenley Industries General, 1987	Box 13
Audiovisual, 1986	Box 13
Cruzan Rum: A New Look, undated	Box 13
Scripts, undated	Box 13
World Class, undated	Box 13
Situations, 1978	Box 13
Snappers (one-liners), 1978	Box 13
Southland Corporation, 1984-1987 101-102A	Box 13
103-122 Physical Description: 6 folders	Box 14

123	Box 15
Annual meeting, 1985	Box 15
Physical Description: 2 folders	
Competitive market environment, 1983	Box 15
Corporate films/Presentation book 101-107, 1984-1986	Box 15
Physical Description: 2 folders	
Development 061683-1, 1983	Box 15
Physical Description: 2 folders	
Flipbook #1 draft 1, 1984	Box 16
Jobs and payments, 1985	Box 16
John Thompson letter, 1985	Box 16
John P. Thompson speeches, 1978-1980	Box 16
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MDA news release, 1983-1984	Box 16
MDA Sourcebook, undated	Box 16
Motorsport Department, 1986	Box 16
Notebooks, 1984-1986	Box 16
Oh Thank Heaven! The Story of Southland Corporation, 1977	Box 16
Potential names and rationales for Southland Complex, 1983	Box 16
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Southland Show, undated	Box 17
Physical Description: 2 folders	
Store Site Development task force, 1985	Box 17
Physical Description: 2 folders	
Superstore training films, 1983	Box 17

Texas Dairy Queen, undated	Box 17
Texas 150th birthday Celebration, 1985-1986	Box 17
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Large Format Materials

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International Broadcasting Awards, 1979-1981	Box 18
Creative Binder	
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Name cards, undated	Box 18
Photograph, undated	Box 18
Print advertisements	
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Adoption public service message, undated	Box 18
Garland Community Hospital/Republic Health Corp., 1984	Box 18
Gristede's, undated	Box 18
Republic Health Corporation, 1984	Box 18
Miscellaneous prints (not by Yeager)	
Last Supper, undated	Box 18
Winnie the Pooh, undated	Box 18

Photograph, Broadcast convention stage	Box 19
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Boxing Association of America, 1993	Box 19
Chief Auto Parts, 1980	Box 19
Gristede's, 1981	Box 19
Jeep CJ, undated	Box 19
Liquid Paper, undated	Box 19
Milk (generic), undated	Box 19
Monotony game, Colorado State University Silver Spruce, 1970	Box 19
National Rare Blood Club, undated	Box 19
Public service messages, 1973-1975	Box 19
Tidel Systems, 1980	Box 19

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Audiovisual Materials, 1959-1992 and undated

20th Century Restaurant--Atlanta. 1983. March 3-5 Mardi Gras [Revised]. Audio tape reel.	Box 20
4 Markets--Tags. Undated. Dallas, Austin, San Antonio, Denver. Audio tape reel.	Box 20
Award Dubs. 1986. AMFAC Hotel & Resort, That AMFAC Jack. Audio tape reel.	Box 20
Bay Street. Undated. Plano Fishermen, revised. Audio tape reel.	Box 20
Casa Manana. 1982. Ed Busch Studios Post: Ira Lipson (Reel #1). Audio tape reel.	Box 20
Casa Manana. 1982. Ed Busch Studios Post: Ira Lipson (Reel #2). Audio tape reel.	Box 20

Channel 11. 1985. 8 O'clock Movie (Let's Do It Again, Poobah). Audio tape reel.	Box 20
Channel 11. 1985. 8 O'clock Movies (6 Spots). Audio tape reel.	Box 20
Channel 11. 1985. Bump Week Best o' West (8 spots). Audio tape reel.	Box 20
Channel 11. 1985. No-Name Week (4 spots). Audio tape reel.	Box 20
Circle Washer Leasing. Undated. Jake Wild Lines. Audio tape reel.	Box 20
Circle Washer Leasing. 1984. Washing Circles. Audio tape reel.	Box 20
Daily Noon Buffet--Miami. 1983. Sunday Brunch (w/ Music, w/out Music). Audio tape reel.	Box 20
Dallas Morning News. 1982. Dick Bruiser--Turn Tables. Audio tape reel.	Box 20
Dallas Morning News. 1982. DMN- 5 Spots. Audio tape reel.	Box 20
Dallas Morning News. Undated. DMN-Serves. Audio tape reel.	Box 20
Dallas Morning News. Undated. The Judge, Crazy Ray (:30). Audio tape reel.	Box 20
Diamond Head Hair Salon. 1983. Diamond Head Leadered At Tail (:60). Audio tape reel.	Box 20
Doubletree Hotel. 1987. Classic Encounters (:60). Audio tape reel.	Box 20
Doubletree Hotel. 1987. Teen Club Introduction. Audio tape reel.	Box 20
Frank: Obsece phone call. 1980. Audio tape reel.	Box 20
Gemini Music Group, Inc. 1983. Great Performances (:60 Radio). Audio tape reel.	Box 20

General Hospital of Lakewood. Undated. Podiatry Spots. Audio tape reel.	Box 20
Innco. Hospitality. 1985. Melon Cauli- Celebration Club and Spirits Club. Audio tape reel.	Box 20
Ira Lipson. Undated. Heroes . Audio tape reel.	Box 20
The Gas Appliance Co. Undated. 1. Out of Hat, 2. Disappearing Act, 3. Finger Snap, 4. Cannon. Audio tape reel.	Box 20
Chateau-Radio. 1959. Grand Cru Classe Margaux- Premium Radio Advertising from the vineyard of: Jean W. Yeager. Audio tape reel.	Box 20
Demo A. Undated. Audio tape reel.	Box 20
Family Fun Syndication. Undated. Demo. Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1979. '79 Demo/Mr. Balloon. Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1982-1986. 021 (Jean Yeager, Cox Cable, Gen. Hospital of Lakewood, Radio, Applebees). Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1986-1987. 022 (Bay Street, Plantation Products, Applebees). Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1982-1985. 023 (Same Day Surgery, Interstate Battery, Jean Yeager, AMPAC Hotel and Resort, Swensen's). Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1984. 024 (SWC Basketball, Republic Health Corporation). Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1984. 1984 Demo. Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1983. Classic Comedy Fall '83 Demo Master. Audio tape reel.	Box 20

Jean W. Yeager, Inc. 1982. New Master Demo. Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1969-1970. The Cold War. Audio tape reel.	Box 20
Jean W. Yeager, Inc. 1983. Unassuming Comedy Demo. Audio tape reel.	Box 20
Light Touch. 1983. Mild-Mannered Demo '83. Audio tape reel.	Box 20
Ms. Café. Undated. Office, Glenn, Donasan's. Audio tape reel.	Box 20
Nutrisystems. 1982. 8269. Audio tape reel.	Box 20
Plantation Products. 1986. Health Spa, Taste Test, Stuffing Council, House of Birds. Audio tape reel.	Box 20
Randolph City Medical Center. 1984. Larry Turner and Karen Smith. Audio tape reel.	Box 20
Republic Health Corporation. Undated. Podiatry Voire Tracks. Audio tape reel.	Box 20
RHL. 1984. Dramatic, Dramatic w/Tag, Our Gift, Our Gift w/Tag, Grandchild w/Tag, Cack-A- Racks, Straight. Audio tape reel.	Box 20
Swensen's Supreme. Undated. Demos :64 sec. Swensen Supreme/Collateral, :60 sec. Version. Audio tape reel.	Box 20
Swensen's Supreme. 1983. Swensens Ice Cream 1. Loan Officer, 2. Fortune Teller, 3. Fortune Teller w/Svensens, 4. Fortune Teller Take #1. Audio tape reel.	Box 20
[Master]. Undated. Audiocassette.	Box 21
Applebees. 1985. Spyguys (:60 Radio). Audiocassette.	Box 21
Best of the Stanford Agency. 1979. 16mm film.	Box 21

Best of the Stanford Agency. Undated. 7-Eleven. Audio tape reel.	Box 21
Best of the Stanford Agency. Undated. 1. Coffee Club, 2. Owl & Rooster, 3. Watermelon Sing Along, 4. Beautiful Milk, 5. 2 Old Strange Things, 6. 2 New Strange Things, 7. It's About Time, 8. Soft Drink Interview, 9. Paperback Books, 10. :30 Submarine, 11. Burrito, 12. Big Gulp/Generic. 16mm film.	Box 21
Billy Bob's Song. 1983. Jean W. Yeager and David Eaton. Audiocassette.	Box 21
Brodie Buick. 1983. Car Wars (:60). Audiocassette.	Box 21
Bump Week. Undated. Audiocassette.	Box 21
Channel 11. 1986. Generic Shell For All Ranger Tags (:60 Radio). Audiocassette.	Box 21
Channel 11. Undated. SWC Basketball (Jan.2-Jan. 5 Games). Audiocassette.	Box 21
Channel 11. Undated. The Super Ones: 15 Spots -- 3 Hilarious Campaigns. Audiocassette.	Box 21
Channel 11. Undated. Audiocassette.	Box 21
Channel 11. Undated. Audiocassette.	Box 21
Dallas Morning News. 1982. 5 Spots-Turn Tables/Dick Bruiser/Swish/Silk/Bull. Audiocassette.	Box 21
Dallas Morning News. Undated. DMN-2173/DMN-2183 Good Sports #2. Audiocassette.	Box 21
Great Performances. 1983. Spring Cleaning Concerto. Audiocassette.	Box 21
Hall & Northway. 1982. Shear Precision. Audiocassette.	Box 21
Hanover Olds. Undated. Audiocassette.	Box 21

Health Care Radio Network. Undated. Wordsmiths- Jean Yeager. Audiocassette.	Box 21
Jean W. Yeager, Inc. 1983. '83 (Swensens, Ms. Café, Heroes(5), Great Perform, Swensens(2)). Audiocassette.	Box 21
Jean W. Yeager, Inc. Undated. 025 Miscellaneous--Reel 1 (5940-6599). Audio tape reel.	Box 21
Jean W. Yeager, Inc. Undated. 026 Miscellaneous--Reel 2 (6668-6830). Audio tape reel.	Box 21
Jean W. Yeager, Inc. Undated. 027 Miscellaneous--Reel 3 (6882--7066). Audio tape reel.	Box 21
Jean W. Yeager, Inc. 1980-1981. 703 Valencia. Audiocassette.	Box 21
Jean W. Yeager, Inc. 1982. Demo- Prod. MASTER(7:30). Audiocassette.	Box 21
Jean W. Yeager, Inc. 1985. Family Fun. Audiocassette.	Box 21
Jean W. Yeager, Inc. 1983. Heroes. Audiocassette.	Box 21
Jean W. Yeager, Inc. 1983. Hungry Pelican. Audiocassette.	Box 21
Jean W. Yeager, Inc. Undated. Lucky Phone Call, Jumper Cabells. Audiocassette.	Box 21
Jean W. Yeager, Inc. Undated. Mild Mannered Demo. Audiocassette.	Box 21
Jean W. Yeager, Inc. Undated. Radio Comedy. Audiocassette.	Box 21
Jean W. Yeager, Inc. 1987. Restaurant Radio '87. Audiocassette.	Box 21

Jean W. Yeager, Inc. 1982. Spring '82. Audiocassette.	Box 21
Kimberton W.S. 1991. 50th Anniversary. Audiocassette.	Box 21
Military Stereo & TV. Undated. Buddies #1, Girlfriend #1. Audiocassette.	Box 21
Mother Dubbers, Inc. Undated. Krestmark Radio. Audiocassette.	Box 21
Ms. Café. 1983. Office, Glenn, Donasan's. Audiocassette.	Box 21
Prucare. 1984. 1. Foghorn, 2. Mr. Picker, 3. Mr. Puller Austin. Audiocassette.	Box 21
Radio Shack. Undated. Radio Shack Computer :60's. Audiocassette.	Box 21
Radio TV Reports. Undated. Molson. Audiocassette.	Box 21
Red Robin/Denny's (028). 1987-1988. Audio tape reel.	Box 21
Republic Health Corporation. Undated. Cataracts. Audiocassette.	Box 21
Republic Health Corporation. Undated. Gift of Health. Audiocassette.	Box 21
Restaurant. 1987. 1. Baystreet--Whole Story, 2. McDonald's Salad, 3. Taco Bell--Spiller, 4. Applebee's--154 Oysters, 5. Baystreet-- Fisherman. Audio tape reel.	Box 21
Sheraton Century Hotel. Undated. The Coconut Grove. Audiocassette.	Box 21
Southern Union Gas. Undated. Great Gassini-4. Audiocassette.	Box 21
The Stanford Agency. 1980. 1980 TV Spots. 16mm film.	Box 21

Stars To Go. 1986. No Exaggeration. Audiocassette.	Box 21
Sterling Optical. Undated. :60 Radio Comedy 1. Cocktail Lounge, 2. Cop. Audiocassette.	Box 21
Sterling Optical. Undated. Belly Flop Splash #1. Audiocassette.	Box 21
Sterling Optical. Undated. Eyes Have It- Stereo. Audiocassette.	Box 21
Sterling Optical. Undated. In Their Eyes. Audiocassette.	Box 21
Sterling Optical. Undated. Officer Rich/Mime. Audiocassette.	Box 21
Sterling Optical. 1982. Pinnocio Demo. Audiocassette.	Box 21
Sterling Optical. 1982. Radio Coupon Generic & Florida. Audiocassette.	Box 21
Sterling Optical. Undated. See it in Their Eyes Music cuts. Audiocassette.	Box 21
Sterling Optical. 1982. Show Off #2 Splashes #3. Audiocassette.	Box 21
Sterling Optical. Undated. Show Off Splash #2. Audiocassette.	Box 21
Sterling Optical. 1982. Switchboard Contact Demos. Audiocassette.	Box 21
Sterling Optical. 1983. TV Demo. Audiocassette.	Box 21
Sterling Optical. 1983. TV Demos- Cut A with music, Cut B w/out. Audiocassette.	Box 21
Sterling Optical. 1983. TV/Scratch :32. Audiocassette.	Box 21
Stop N' Go. Undated. Escape Artist, Woody, & Sylvester. Audiocassette.	Box 21

Stop N' Go. Undated. Sumner-Berry-Brown A/ Escape Artist, B/Woody, C/Sylvester. Audio tape reel.	Box 21
Summer '82. 1982. Humor Cassette. Audiocassette.	Box 21
Summer '83. 1983. Sample. Audiocassette.	Box 21
Swensen's Supreme. 1983. Demo. Audiocassette.	Box 21
Swensen's Supreme. Undated. Loan Officer/ Fortune Teller. Audiocassette.	Box 21
Taco Bell. 1983. Regional Radio '87- Mr. Spiller :60, 49 cents Line-up :30, & Banker's Alike :30. Audiocassette.	Box 21
The Gas Appliance Co. Undated. 1. Out of Hat, 2. Disappearing Act, 3. Finger Snap, 4. Cannon. Audiocassette.	Box 21
Unknown. Undated. Audiocassette.	Box 21
Unknown. Undated. Audiocassette.	Box 21
Unknown. Undated. Audiocassette.	Box 21
Vabce-Matthews Advertsing. 1987. Casa Manana- 6. Audiocassette.	Box 21
Wango Taco. 1982. 11/17/80 KVIL. Audiocassette.	Box 21
Woodview Regional Hospital. 1980. T-H-E Card. Audiocassette.	Box 21
Various. 1986. All 1986 Spots. VHS.	Box 22
Various. Undated. Prisoners: As A Resource For Social Change. VHS.	Box 22
7-Eleven. Undated. 1. Toilet Flush, 2. Frank Fudge Gets Hard, 3. Bob & Frank-Ice/Asphalt, 4. 7 Eleven Beer, 5. Halloween Candy, 6. Bob & Frank Witches.... 7. Watermelons-Two Seeds Talking, 8. Open Memorial Day/Bologna, 9.	

Walnuts Mountain/Dirty, 10. Glows In The Dark, 11. Dirty Books, 12. Mr. Balloon-6095, 13. Ham & Cheese. Audio tape reel.	Box 22
7-Eleven. 1984. 1984 7-Eleven Meeting: Production Numbers Only. VHS.	Box 22
Brinkley & Brinkley. 1984. Single Point Responsibility. Umatic. 6:00	Box 22
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Chief Auto Parts. Undated. Hard Part Generic, Basic Generic, Grand Opening Las Vegas, Grand Opening DFW, 25th Anniv. Calif. VHS.	Box 22
Coca-Cola. Undated. Coca-Cola Centennial Heritage Show. VHS. 1:50:08	Box 22
Frito Lay Inc. 1986. Grab Bags Nashville. VHS. 7:32	Box 22
Jean W. Yeager. Undated. Change Game. Umatic. 6:40	Box 22
Jean W. Yeager. 1989. Change Game AMC Video 11-05-89. VHS. 6:40	Box 22
Jean W. Yeager. 1987. Children of Peace Rehearsal 12/12/87, Performance 13th 2:30 PM. VHS.	Box 22
Jean W. Yeager. Undated. Lexicon Creative Writing Service--Change Game. VHS.	Box 22
Jean W. Yeager. Undated. Lexicon Creative Writing Service--Patton. VHS.	Box 22
K.W. Tunnell Co., Inc. Undated. Executive Seminar Series- How to Become and Stay a World Class Competitor. VHS. 15:00	Box 22
K.W. Tunnell Co., Inc. 1992. Executive Seminar Series- Managing Culture Change, Conversation. VHS.	Box 22

K.W. Tunnell Co., Inc. Undated. Executive Seminar Series- Managing Culture Shock. VHS. 1:16	Box 22
K.W. Tunnell Co., Inc. 1992. John Plant/Raw Footage. VHS.	Box 22
Merrill Lynch. Undated. Patton. VHS. 7:50	Box 22
Network Television. Undated. 1. Chunky Burrito, 2. Breakfast Product Cluster (anamatic), 3. Big Gulp Price comparison, 4. Image/Slurpee (anamatic). Umatic.	Box 22
Pacific Realty Corporation. Undated. People. Umatic. 12:36	Box 22
Radio Shack. 1981-1986. Radio Shack Xmas Spots. VHS.	Box 22
Radio Shack. Undated. The Model 100 Seminar- A Day In The Life Of The Model 100. VHS. 15:00	Box 22
Randy Thurman/KWT. 1992. Finished. VHS.	Box 22
Sales Meeting Film. 1988. People's Choice. VHS. 34:40	Box 22
The Southland Corporation. 1986. 1. Franchise Group Insurance 16:24, 2. More Than A Job 14:03, First Day Benefits 13:38. VHS. 44:05	Box 22
The Southland Corporation. Undated. Buena Vista. VHS. 5:40	Box 22
The Southland Corporation. Undated. Dream '84 -MDA. VHS. 12:50	Box 22
The Southland Corporation. Undated. First Day Benefits. VHS. 17:00	Box 23
The Southland Corporation. 1984. First Day Benefits. VHS. 22:40	Box 23
The Southland Corporation. Undated. More Than A Job. VHS. 12:50	Box 23

The Southland Corporation. Undated. Our Gift To You. VHS. 11:25	Box 23
The Southland Corporation. 1987. Specialty Retailing. VHS. 7:15	Box 23
TM Communications. 1984. NAB Show 1984. VHS. 32:00	Box 23
Window Dub. 1992. Wordsmiths. VHS. 1:40	Box 23

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