Guide to the N W Ayer Advertising Agency Records

NMAH.AC.0059
Mimi Minnick
2002
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: N W Ayer Advertising Agency Records
Identifier: NMAH.AC.0059
Date: 1817-1851
1869-2006
Extent: 270 Cubic feet (1169 boxes )
7 film reels
Creator: Ayer (N W) Incorporated.
Language: English
Some print advertisements are in French.
Summary: Collection consists of records documenting one of the oldest advertising agencies created in Philadelphia. The company then moves to New York and expands to international markets. During its history NW Ayer & Sons acquires a number of other advertising agencies and is eventually purchased. The largest portion of the collection is print advertisements but also includes radio and television. NW Ayer is known for some of the slogans created for major American companies.

Administrative Information

Acquisition Information
The collection was donated by N W Ayer ABH International, April 15, 1975 and by Ayer & Partners, October 30, 1996.

Acquisition Information
This collection was donated by Jane Doe's widower, John Doe, 1919; additional materials donated by Jane Doe's children, 1936.

Provenance
The proofsheet collection was stored in the agency's Philadelphia headquarters for nearly fifty years. After relocating in New York, the agency decided to offer the proofsheets as a gift to the Smithsonian. They arrived at the National Museum of History and Technology (later the National Museum of American History) in March 1975, where they were in the care of the Museum's curator of mining, Dr. John Hoffman. Upon Hoffman's death in 1983, the collection was transferred to the Archives Center. In 1996 Ayer donated additional materials, including the 19th-century scrapbooks and business records.
Related Materials

Collections relating to some of the clients that NW Ayer created materials include Warshaw Collection of Business Americana, Hills Bros. Coffee Records

Processing Information

Processed by Mimi Minnick, archivist, 2002; Kate Richards (intern), April, 2004; Anne Jones (volunteer), August 2010; Ramona Williamson (volunteer), September 2010; Rebecca Wolfe (volunteer), September 2010, supervised by Vanessa Broussard Simmons, archivist.

Preferred Citation

NW Ayer & Sons, incorporated Advertising Agency Records, dates, Archives Center, National Museum of American History

Restrictions

The collection is open for research use.

Physical Access: Researchers must use microfilm copy. Researchers must handle unprotected photographs with gloves. Researchers must use reference copies of audiovisual materials. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow.

Technical Access: Viewing the film portion of the collection without reference copies requires special appointment; please inquire; listening to audio discs requires special arrangement. Do not use original materials when available on reference video or audio tapes.

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Accruals

The Archives Center received more materials in 2001 and 2010.

Biographical / Historical

Founded in Philadelphia in 1869, NW Ayer & Son is one of the oldest and largest advertising agencies in America. For most of its history, it was the undisputed leader and innovator in the field of advertising. In 1876, NW Ayer & Son pioneered the "open contract", a revolutionary change in the method of billing for advertising which became the industry standard for the next hundred years. NW Ayer pioneered the use of fine art in advertising and established the industry's first art department. It was the first agency to use a full-time copywriter and the first to institute a copy department. The agency relocated to New York City in 1974. During its long history, the agency's clients included many "blue-chip" clients, including American Telephone & Telegraph, DeBeers Consolidated Diamond Mines, Ford Motor Company, Nabisco, R. J.
Reynolds and United Airlines. However, in later years, the Ayer’s inherent conservatism left the agency vulnerable to the creative revolution of the 1960s and 1970s, the advertising industry restructuring of the 1980s and the economic recession of the early 1990s. The agency was bought out by a Korean investor in 1993. In 1996, NW Ayer merged with another struggling top twenty United States advertising agency, Darcy, Masius, Benton & Bowles, under the umbrella of the McManus Group. Ayer continues to operate as a separate, full-service agency.

Through a series of buyouts and mergers, Ayer traces its lineage to the first advertising agency founded in the United States, a Philadelphia agency begun by Volney Palmer in 1841. Palmer began his career in advertising as a newspaper agent, acting as middleman between newspaper publishers and advertisers across the country. By 1849, Palmer had founded his own newspaper, V. B. Palmer’s Register and Spirit of the Press, and had developed a complete system of advertising which included securing advertising space and placing ads in scores of commercial, political, religious, scientific and agricultural journals across the country. Palmer went one step further than the “space jobbers” of the day when he began offering “advertisements carefully drawn for those who have not the time to prepare an original copy.” Always an enthusiastic promoter of advertising as an incentive to trade and American economic growth, Palmer promised advertisers that “every dollar paid for advertising in country newspapers will pay back twenty-fold” and encouraged skeptical consumers that “he who wishes to buy cheap should buy of those who advertise.” When Palmer died in 1863, the agency was bought by his bookkeeper, John Joy, who joined with another Philadelphia advertising agency to form Joy, Coe & Sharpe. That agency was bought out again in 1868 and renamed Coe, Wetherill & Company. In 1877, Coe, Wetherill and Company was bought out by the newly formed NW Ayer & Son.

Francis Wayland Ayer was an ambitious young schoolteacher with an entrepreneurial streak. Having worked for a year soliciting advertisements on a commission basis for the publisher of the National Baptist weekly, Francis Ayer saw the potential to turn a profit as an advertising agent. In 1869, Ayer persuaded his father, Nathan Wheeler Ayer, to join him in business, and with an initial investment of only $250.00, NW Ayer & Son was born. Notwithstanding a smallpox epidemic in Philadelphia in 1871 and the general economic depression of the early 1870s, the agency flourished. The senior Ayer died in 1873, leaving his interest in the agency to his wife, but Francis W. Ayer bought her out, consolidating his interest in the company’s management. In 1877, with Coe, Wetherill & Company (the successor to Palmer’s 1841 agency) on the verge of bankruptcy and heavily indebted to Ayer for advertising it had placed in Ayer publications, Ayer assumed ownership of that agency. Thus did NW Ayer lay claim to being the oldest advertising agency in the country.

Both Nathan Wheeler and Francis Wayland Ayer began their careers as schoolteachers, and one of their legacies was a commitment to the cause of education: correspondence schools and institutions of higher learning were historically well-represented among Ayer clients. Just after World War I, the agency was heralded as “co-founder of more schools than any citizen of this country” for its conspicuous efforts to advertise private schools. Well into the 1960s, an “Education Department” at Ayer prepared advertisements for over three hundred private schools, camps and colleges, representing almost half the regional and national advertising done for such institutions. In fact, to its clients Ayer presented advertising itself as being akin to a system of education. In 1886, Ayer began promoting the virtues of the Ayer way advertising with the slogan, “Keeping Everlastingly at It Brings Success.”

The agency’s goals were simple: “to make advertising pay the advertiser, to spend the advertiser’s money as though it were our own, to develop, magnify and dignify advertising as a business.” Initially, Ayer’s fortunes were tied to newspapers, and the agency began to make a name for itself as compiler and publisher of a widely used American Newspaper Annual. During the first years, Ayer’s singular goal was “to get business, place it [in newspapers] and get money for it”; after several years as an independent space broker, however, Francis Ayer resolved “not to be an order taker any longer.” This decision led NW Ayer and Son to a change in its mode of conducting business which would revolutionize the advertising industry: in 1876, Ayer pioneered the “open contract” with Diggee & Conard, Philadelphia raised growers and agricultural suppliers. Prior to the open contract, NW Ayer & Sons and most agencies operated as
"space-jobbers," independent wholesalers of advertising space, in which the opportunities for graft and corrupt practices were virtually unlimited. In contrast, the open contract, wherein the advertiser paid a fixed commission based on the volume of advertising placed, aligned the advertising agent firmly on the side of the advertiser and gave advertisers access to the actual rates charged by newspapers and religious journals. The open contract with a fixed commission has been hailed by advertising pioneer Albert Lasker as one of the "three great landmarks in advertising history." (The other two were Lasker's own development of "reason-why" advertising copy and J. Walter Thompson's pioneering of sex appeal in an advertisement for Woodbury's soap.) Although the transition to the open contract did not happen overnight, by 1884, nearly three-quarters of Ayer's advertising billings were on an open contract basis. Since Ayer was, by the 1890s, the largest agency in America, the switch to direct payment by advertisers had a significant impact on the advertising industry, as other agencies were forced to respond to Ayer's higher standard. Just as important, the open contract helped to establish N W Ayer's long-standing reputation for "clean ethics and fair dealing" -- a reputation the agency has guarded jealously for over a century. The open contract also helped to establish Ayer as a full service advertising agency and to regularize the production of advertising in-house. From that point forward, Ayer routinely offered advice and service beyond the mere placement of advertisements. Ayer set another milestone for the industry in 1888, when Jarvis Wood was hired as the industry's first full-time copywriter. Wood was joined by a second full time copywriter four years later, and the Copy Department was formally established in 1900. The industry's first Art Department grew out of the Copy Department when Ayer hired its first commercial artist to assist with copy preparation in 1898; twelve years later Ayer became the first agency to offer the services of a full time art director, whose sole responsibility was the design and illustration of ads.

Ayer's leadership in the use of fine art in advertising has roots in this period, but achieved its highest expression under the guidance of legendary art director Charles Coiner. Coiner joined Ayer in 1924, after graduating from the Chicago Academy of Fine Arts. Despite early resistance from some clients, Coiner was adamant that "the use of outstanding palette and original art forms bring a greater return in readership, in impact and prestige for the advertiser." To this end, Coiner marshaled the talents of notable painters, illustrators and photographers, including N.C. Wyeth and Rockwell Kent (Steinway), Georgia O'Keefe (Dole), Leo Lionni (DuPont), Edward Steichen (Steinway, Cannon Mills), Charles Sheeler (Ford), and Irving Penn (DeBeers). Coiner believed that there was a practical side to the use of fine art in advertising, and his success (and Ayer's) lay in the marriage of research and copywriting with fine art, an arrangement Coiner termed "art for business sake." Coiner's efforts won both awards and attention for a series completed in the 1950s for the Container Corporation of America. Titled "Great Ideas of Western Man" the campaign featured abstract and modern paintings and sculpture by leading U.S. and foreign artists, linked with Western philosophical writings in an early example of advertising designed primarily to bolster corporate image. In 1994, Charles Coiner was posthumously named to the American Advertising Federation's Hall of Fame, the first full time art director ever chosen for that honor.

Coiner and fellow art director Paul Darrow also created legendary advertising with the "A Diamond Is Forever" campaign for DeBeers; ads featured the work of Pablo Picasso, Salvador Dali and other modernist painters. The "A Diamond is Forever" tagline was written in 1949 by Frances Gerety, a woman copywriter at Ayer from 1943 to 1970. In 1999, Ad Age magazine cited "A Diamond is Forever" as the most memorable advertising slogan of the twentieth century.

Coiner also earned respect for his volunteer government service during World War II; he designed the armbands for civil defense volunteers and logos for the National Recovery Administration and Community Chest. As a founding member of the Advertising Council in 1945, Ayer has had a long-standing commitment to public service advertising. In the mid-1980s, Ayer became a leading force in the Reagan-era "War on Drugs". Lou Hagopian, Ayer's sixth CEO, brokered the establishment of the Partnership for a Drug-Free America, a media coalition which generated as much as a million dollars a day in donated advertising space and time to prevent the use and abuse of illegal drugs. Famous names appear among NW Ayer's clientele from the very earliest days of the agency. Retailer John Wanamaker, Jay Cooke and Company, and Montgomery Ward's mail-order business were among the first Ayer clients. The agency has represented at least twenty automobile manufacturers, including Cadillac, Chrysler,
Ford, General Motors, Plymouth, and Rolls-Royce. Other major, long-term clients through the years have included American Telephone & Telegraph, Canada Dry, Cannon Mills, Hills Bros. Coffee Company, Kellogg's, R. J. Reynolds, Steinway and Sons, United Airlines, and the United States Army. By the time of Ayer's hundredth anniversary in 1969, some of these companies had been Ayer clients for decades if not generations, and the longevity of those relationships was for many years a source of Ayer's strength.

But the advertising industry began to change in the late 1960s and 1970s, due in part to a "creative revolution." Small advertising agencies won attention with provocative copywriting and art direction that more closely resembled art than advertising. Advances in market research allowed clients to more narrowly tailor their advertising messages to distinct groups of consumers, and this led to a rise in targeted marketing which could more readily be doled out to specialized small agencies than to larger, established firms like NW Ayer & Son. The civil rights and anti-war movements also contributed to increasing public skepticism with the values of corporate America, and by extension, with some national advertising campaigns. Older, more conservative firms like Ayer were hard pressed to meet these new challenges.

About 1970, in an effort to meet these challenges and to establish a foothold on the West Coast, Ayer bought out two smaller agencies—Hixson & Jorgenson (Los Angeles) and Frederick E. Baker (Seattle). The agency relocated from Philadelphia to New York City in 1974 in an attempt both to consolidate operations (Ayer had operated a New York office since the 1920s) and to be closer to the historic center of the advertising industry. Riding the wave of mergers that characterized the advertising industry in the late 1980s and 1990s, Ayer continued to grow through the acquisition of Cunningham & Walsh in 1986 and Rink Wells in 19xx.

During this transitional period, Ayer received widespread acclaim for its work for the United States Army, which included the widely recognized slogan "Be All You Can Be". Ayer first acquired the Army recruitment account in 1967 and with help from its direct marketing arm, the agency was widely credited with helping the Army reach its recruitment goals despite an unpopular war and plummeting enlistments after the elimination of the draft in 1973. Ayer held the account for two decades, from the Vietnam War through the Cold War, but lost the account in 1986 amid government charges that an Ayer employee assigned to the account accepted kickbacks from a New York film production house. Despite Ayer's position as the country's 18th largest agency (with billings of $880 million in 1985), the loss of the agency's second largest account hit hard.

NW Ayer made up for the loss of the $100 million dollar a year Army account and made headlines for being on the winning end of the largest account switch in advertising history to date, when fast food giant Burger King moved its $200 million dollar advertising account from arch-rival J. Walter Thompson in 1987. Burger King must have had drive-thru service in mind, however, and Ayer made headlines again when it lost the account just eighteen months later in another record-breaking account switch. Another devastating blow to the agency was the loss of its lead position on the American Telegraph and Telephone account. Ayer pioneered telecommunications advertising in 1908, when the agency was selected to craft advertising for the Bell System's universal telephone service. Despite valiant efforts to keep an account the agency had held for most of the twentieth century, and for which they had written such memorable corporate slogans as American Telephone & Telegraph "The Voice with a Smile" and "Reach Out and Touch Someone", the agency lost the account in 1996.

After a wave of mergers and acquisitions in the late 1980s, the economic recession of the early 1990s hit Madison Avenue hard, and Ayer was particularly vulnerable. Despite the agency's long history and roster of "blue-chip" clients, Ayer was not known for cutting-edge creative work. Moreover, though the agency had offices overseas, Ayer had never built a strong multinational presence, and many of the smaller international offices were sold during the financial turmoil of the 1980s. This left a real void in the new climate of global marketplace consolidation. By about 1990, earnings were declining (although Ayer was still among the top twenty United States agencies in billings), and the agency was suffering from client defections, high management turnover, expensive real estate commitments and deferred executive compensation deals, all fallout of the high-flying 1980s. This was the atmosphere in 1993, when W.Y. Choi, a Korean investor who had already assembled a media and marketing empire in his
homeland, began looking for an American partner to form an international advertising network. Jerry Siano, the former creative director who had recently been named Ayer's seventh CEO, was in no position to refuse Choi's offer of $35 million to buy the now floundering agency. The infusion of cash was no magic bullet, however. Choi took a wait-and-see approach, allowing his partner Richard Humphreys to make key decisions about Ayer's future, including the purging of senior executives and the installation of two new CEOs in as many years.

The agency's downward trend continued with the loss of another longtime client, the DeBeers diamond cartel in 1995. Adweek reported that Ayer's billings fell from $892 million in 1990 to less than $850 million in 1995. Several top executives defected abruptly, and the agency failed to attract major new accounts. Ayer was facing the loss not merely of revenue and personnel, but the loss of much of the respect it once commanded. Ayer remained among the twenty largest U.S. agencies, but an aura of uncertainty hung over the agency like a cloud. A new CEO was appointed, and Mary Lou Quinlan became the agency's first woman CEO in 1995. A year later, Ayer and another struggling top twenty agency, D'arcy, Masius, Benton & Bowles, combined as part of the McManus Group of companies. In 1998, the McManus Group had worldwide billings of more than $6.5 billion.

Under the McManus Group, Ayer was able to expand its international operations and begin to rebuild a stronger global presence. Several important new clients were won in 1997 and 1998, including Avon, General Motors, Kitchenaid, several Procter & Gamble brands and, most notably, Continental Airlines worldwide accounts. Born in the nineteenth century, Ayer may be one of a very few advertising agencies to successfully weather the economic and cultural transitions of both the twentieth and twentieth first centuries. Ayer was eventually acquired by the Publicis Groupe based in Paris, France which closed down the N.W. Ayer offices in 2002.

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Scope and Contents

The collection consists primarily of proof sheets of advertisements created by NW Ayer & Son, Incorporated for their clients. These materials are in series one through thirteen and consist primarily of print advertisements. There are also billboards, radio and television commercials. The advertisements range from consumer to corporate and industrial products. The majority of the advertisements were created for Ayer's New York, Chicago, Los Angeles and international offices. Printed advertisements created by Cunningham & Walsh, Hixson & Jorgensen and Newell-Emmett are also included among these materials. Researchers who are interested in records created by Ayer in the course of operating an advertising agency will find these materials in Series fourteen-nineteen.

Series fourteen consists of advertisements created by NW Ayer & Son to promote their services to potential clients.

Series fifteen are scrapbooks of some of the earliest advertisements created by the company. Series sixteen are publications. Some of the publications were created by Ayer while others were about Ayer or the advertising industry in general. Provides good background materials and puts the company in perspective. Series eighteen are the legal records. Materials relating to employees including photographs, oral histories etc. are found in series nineteen.

Series twenty is one of the smallest amounts of materials and includes information relating to the history of NW Ayer & Son.

The container lists for series one-thirteen are part of a database and are searchable. The list has been printed for the convenience of the researcher and is included in this finding aid. Series fourteen-twenty container lists are also a part of the finding aid but are not in a searchable format.
Series 1, Scrapbooks of Client Advertisements, circa 1870-1920, is arranged into three boxes by chronological date. There are two bound scrapbooks and one box of folders containing loose scrapbook pages. NW Ayer & Son compiled an assortment of their earliest ads and placed them into scrapbooks. Besides the earliest advertisements, the scrapbooks contain requests to run advertisements, reading notices and listings of papers Ayer advertised in. The early advertisements themselves range from medical remedies to jewelry to machines to clothing to education and more. Most of the advertisements in the bound scrapbooks are dated.

Series 2, Proofsheets, circa 1870-1930, NW Ayer was fond of creating scrapbooks containing proofsheets. The series contains proofsheets created between 1892 and 1930, organized into 526 boxes. For convenience of storage, access and arrangement, the scrapbooks were disassembled and the pages placed in original order in flat archival storage boxes. The proofsheets are arranged by book number rather than client name. Usually the boxes contain a listing of the clients and sometimes the dates of the advertisements to be found within the box.

Series 3, Proofsheets, circa 1920-1975, is organized into 532 oversize boxes, and contain proofsheets and tearsheets created between 1920 and 1972. Within this series, materials are arranged alphabetically by company name (occasionally subdivided by brand or product), and thereunder chronologically by date of production. Many major, national advertisers are represented, including American Telephone & Telegraph, Armour Company, Canada Dry, Cannon Mills, Carrier Corporation, Domino Sugar, Caterpillar tractor company, Ford Motor Company, General Electric, Goodyear, Hills Bros. Coffee, Ladies Home Journal, National Dairy, Plymouth (Chrysler Corporation), Steinway, TV Guide, United Airlines and the United States Army. Also contained in this series are three scrapbooks of client advertisements including Canada Dry, Ford Motor, and Victor Talking Machine.

Series 4, 2001 Addendum, circa 1976-2001, is organized into ninety three oversized boxes, one folder and contains proofsheets for select Ayer clients, created between 1975 and 2001. Within this series, materials are arranged alphabetically by client name and thereunder chronologically by date of production. Major national advertisers represented include American Telephone & Telegraph, Avon, the United States Army, DeBeers Consolidated Diamond Mines, Dupont, TV Guide, Sealtest, Kraft Foods, Gillette, General Motors, Cannon Mills.

Series 5, Billboards, circa 1952-1956, consists of mounted and un-mounted original art/mock-ups. Twenty-two pieces of original art created as mock-ups for Texaco billboards.


Series 7, Radio and Television Materials, 1933-1993, undated, is arranged into eight boxes and includes radio scripts, television scripts, and story boards for commercials.

Subseries 7.1, Scripts and storyboards for Radio and Television Commercials, dates Scripts for radio and television commercials includes title, date, length of commercial, advertising agency, client information

NW Ayer's radio and television materials mainly focus on the American Telegraph and Telephone account. Some of Ayer's materials relate to Bell Telephone Hours.

Storyboards are used in television and film to assist the director in working with crew to tell the story. To show the viewer through the use of figures, visual effects and camera angles. When directors first start thinking about their storyboard they create a story in their mind. They think of all the camera angles, visual effects and how the figures will interact in their mind. They try to create an extraordinary story in their head to attract the viewer (YOU) in order for the storyboard to be entirely effective it can't be a passive document. When done properly, a storyboard serves as a central design, meeting the needs of many team members including graphics artists, video personnel and programmers.
Another function of a storyboard is to help the team communicate during the training development process. This communication is very important in working with a large team as in the movie King, produced in 1996. Figures help the director explain to the crew how they are going to record the film and how to present it to the audience. Sometimes the director wants special effects to be added to the film, but his budget might not be that big so the director will have to change the story to fit their budget.

The Visual Effects are an important part in the storyboards it adds a special touch of creativity to your film. Camera angles are an important expects in your film because the camera angles determine where the viewing audience will look. If you want your audience to look at a certain object you must turn their attention to it by focusing on that object and maybe you might try blocking something out. Then you will have your audience's attention and you may do whatever else you have to, it could be scaring them are just surprising them or whatever you do.

Also included is talent information and log sheets relating to the storage of the commercials.

Bell Telephone Hour Program, 1942-[19??], The Bell Telephone Hour, also known as The Telephone Hour, was a five minute musical program which began April 29, 1940 on National Broadcasting Company Radio and was heard on NBC until June 30, 1958. Sponsored by Bell Telephone showcased the best in classical and Broadway music, reaching eight to nine million listeners each week. It continued on television from 1959 to 1968.

Earlier shows featured James Melton and Francia White as soloists. Producer Wallace Magill restructured the format on April 27, 1942 into the "Great Artists Series" of concert and opera performers, beginning with Jascha Heifetz. Records indicate that the list of talents on the program included Marian Anderson, Helen Traubel, Oscar Levant, Lily Pons, Nelson Eddy, Bing Crosby, Margaret Daum, Benny Goodman, José Iturbi, Gladys Swarthout and .The series returned to radio in 1968-1969 as Bell Telephone Hour Encores, also known as Encores from the Bell Telephone Hour, featuring highlights and interviews from the original series.

National Broadcasting television specials sponsored by the Bell System, 1957-1987 includes information relating to Science series, Bell system Theshold Series, Bell telephone hour and commercial and public sponsored programs


Series 9, Los Angeles Office Materials, 1950s-1987, include printed advertisements created by this office and information relating to the employees.


Subseries 9.2, Personnel Files, 1950s-1970s, includes cards of employees who worked in the Los Angeles office. Information on the cards includes name, address, telephone number, birthday, date hired, departure date and why (retired, terminated, resigned, etc) and position. Not all cards have all information. There is also a photograph of the employees on the cards.
Series 10, Foreign Print Advertisements, 1977-1991, undated, NW Ayer maintained partnerships with international companies such as Sloanas Ayer in Argentina, Connagham & May Paton Ayer in Australia, Moussault Ayer in Belgium, NW Ayer, LTD. in Canada, GMC Ayer in France, Co-Partner Ayer in Germany, Wong Lam Wang in Hong Kong, MacHarman Ayer in New Zealand, Grupo de Diseño Ayer in Spain, Nedeby Ayer in Sweden, and Ayer Barker in United Kingdom. This group of material is a small sampling of advertisements created from these international offices. It is arranged alphabetically by client. There are quite a few automobile advertisements (i.e. Audi, Fiat, General Motors, Mercedes-Benz, and Volkswagen). In addition there are numerous advertisements for various personal items from MacLean's toothpaste to Quick athletic shoes to Labello lip balm, etc. Most of the advertisements have the creator's name printed on the advertisements.

Series 11, Cunningham & Walsh, Incorporated Materials, 1915-1987, undated contains 98 boxes 11 folders materials from the New York advertising agency acquired by NW Ayer in the 1960s. The company began with Newel-Emmett, an agency of nine men which broke up in 1949. Two of the men Fred Walsh and Jack Cunningham formed this agency in bearing their names in 1950. The agency created "let your fingers for the walking campaign for American Telephone & Telegraph, Mother Nature for Chiffon, and Mrs. Olson for Folgers's coffee and let the good times roll for Kawasaki motorcycle. In 1986, NW Ayer Incorporated purchased Cunningham & Walsh Incorporated.

Subseries 11.1, Print Advertisements, 1915-1987, are contained in ninety eight boxes of primarily print advertisements arranged alphabetically by client name. Clients that are particularly well represented are Graybar (electrical implements, circa1926-1937), Johns-Manulle (circa1915-1971), Smith and Corona typewriters (circa 1934-1960), Sunshine Biscuit Company (circa 1925-1961), Texaco Company (circa 1936-1961), Western Electric (circa 1920-1971) and Yellow Pages (circa 1936-1971). Cunningham and Walsh also represented several travel and tourism industry clients, including Cook Travel Services (circa 1951-1962), Italian Line (circa 1953-1961), Narragansett and Croft (circa 1956-1960) and Northwest Airlines (circa 1946-1955). There are photographs of Texaco advertisements dating from 1913-1962. There is also a scrapbook of advertisements from the Western Electric Company dating from 1920-1922.


Series 12, Hixson & Jorgensen Materials, 1953-1971, a Los Angeles advertising company, merged with Ayer in 1969. This series is housed in one box. Within the box are four scrapbooks and folders with a hodgepodge of materials relating to advertising. Of most interest are the scrapbooks. Two scrapbooks deal with Hixson and Jorgensen's self promotion ad campaign "the right appeal gets action" (1953-1957). The other two scrapbooks contain news clippings about the company and its activities (1959-1971).

Series 13, Newell-Emmet, 1942-1957, founded in 1919 and governed in the 1940s by a partnership of nine men. The partnership broke up in 1949 when the men went their separate ways. The materials consist of print advertisements for one of client, Permutit Company, a water conditioning company. The materials are arranged in one box in chronological order.

Series 14, House Print Advertisements, 1870-1991, 16 boxes consists of advertisements or self-promotion advertisements to campaign for new clients. The series is arranged chronologically by date into fifteen boxes. Within the series are two scrapbooks containing self promotion ads from 1888-1919 and 1892-1895. Numerous house ads relate to Ayer's "Human Contact" campaign. In addition to the self promotion ads, Ayer ran advertisements expounding about particular concepts or themes for example, one month the concept would "understand" while another month would be "teamwork" and yet another would be on "imagination". Some of the self promotion ads target specific groups like Philadelphia businessmen. Other advertisements incorporate the fine arts.
Series 15, Scrapbooks, 1872-1959, relates to company events, records and news clippings about Ayer's history. The six boxes are arranged by chronological date. Two of the boxes focus solely on the death of founder F.W. Ayer (1923). Another box houses a scrapbook that showcases Ayer's annual Typography Exhibition (1931-1959). One box contains a scrapbook that specifically deals with correspondences relating to Ayer's advertising. Yet another box's contents are folders of loose pages from scrapbooks that have newspaper clippings, order forms, correspondences and other company records. In one box, a bound scrapbook houses a variety of materials relating to Ayer and advertising (i.e. newspaper clippings, competitor's advertisements, NW Ayer's advertisements, correspondences for advertisements, clippings regarding the "theory of advertising."

Series 16, Publications, 1849-2006, are housed in thirty four boxes and are arranged into three main categories.


Subseries 16.2, Publications about NW Ayer, 1949-2006, includes a book first published in 1939. Includes articles, documenting events and is arranged chronologically by date of publication.

Subseries 16.3, General Publications about Advertising, 1922-1974, are arranged chronologically by date of publication and relate primarily to the history of advertising.

Subseries 16.4, Publications about Other Subjects, 1948-1964, include four books about the tobacco industry primarily the history of the American Tobacco Company and Lorillard Company from the Cunningham and Walsh library.

Series 17, Business Records, circa 1885-1990s

Subseries 17.1, Contracts, 1885-1908, undated, are arranged alphabetically and span from 1885-1908. The majority of the contracts are with newspaper and magazine publishers from around the country.

Subseries 17.2, General client information, 1911-1999, undated, including active and cancelled lists with dates, client gains, historical client list, (should move this to series 20) Ayer Plan User Guide Strategic Planning for Human Contact, undated

Subseries 17.3, Individual Client Account Information, 1950s-1990s, undated, contain information used by Ayer to create advertisements for some of its clients. American Telephone &Telegraph Corporate Case History, American Telephone &Telegraph Corporate advertisement memo, commissioned artists for DeBeers advertisements, DeBeers information relating to the creative process and photography credits, a case history for DeBeers Consolidated Mines, Ltd., The Diamond Engagement Ring, Managing Communication at all levels, DuPont publications, JC Penny Marketing Communication Plan Recommendation, Leaf, Incorporated, Saturn presentation, and USAREC oral presentation.


Series 18, Legal Records, circa 1911-1982, Ayer's legal records are arranged by twelve subject groupings within four boxes. The twelve groupings are advertising service agreements (circa 1918-1982), bylaws, copyright claims, correspondences, international correspondences, dissolution of trusts, stock information, agreements between partners, incorporation materials, reduction of capital, property information and miscellaneous materials. The bulk of the materials are the advertising service agreements. These agreements are between Ayer and their clients and state the services Ayer will offer and at what cost. The bylaws are Ayer's company bylaws from 1969 and 1972. The copyright claims are certificates stating Ayer's ownership over certain published materials (i.e. "Policy", Media Equalizer Model, and Don Newman's Washington Square Experiment). The correspondences relate to either the voting trust and receipts for agreement or the New York Corporation. The international correspondences are from either Ayer's Canadian office or London office. The dissolutions of trusts contains materials about the dividend trust of Wilfred F. Fry, the investment trust of Winfred W. Fry, the voting trust, and the New York corporation. The stock information has stock certificates and capital stock information. The agreements between partners (1911-1916) specify the terms between F.W. Ayer and his partners. The incorporation materials (circa 1929-1977) deal with Ayer advertising agency becoming incorporated in the state of Delaware. The reduction of capital grouping is a notification that shares of stock have been retired. The property information grouping contains property deeds and insurance policy (circa 1921-1939), a property appraisal (1934), and a bill of sale (1948). The miscellaneous grouping contains a house memo regarding a set of board meeting minutes and a registry of foreign companies in Commonwealth of Pennsylvania (1929-1954).

Subseries 18.1, Advertising Service Agreements, 1918-1982
Subseries 18.3, Copyright Claims, 1962-1969
Subseries 18.4, Correspondence, 1928-1933
Subseries 18.5, International Office Correspondence, 1947-1948
Subseries 18.6, Dissolution of Trusts, 1934-1937
Subseries 18.7, Stock Information, 1934-1974
Subseries 18.8, Agreements between Partners, 1911-1916
Subseries 18.9, Incorporation Materials, 1929-1977
Subseries 18.10, Certificates of Reduction of Capital, 1937; 1975
Subseries 18.11, Property Information, 1921-1948
Subseries 18.12, Miscellaneous Materials, 1929-1977

Series 19, Personnel Records, circa 1889-2001, are arranged into eight groupings within eight boxes. The groupings are employee card files, photographs, Ayer alumni, biographies, speeches, recollections,
oral histories, and miscellaneous. Typed manuscript of book A Copy Writer Speaks by George Cecil, NW Ayer, Incorporated copy head 1920s-1950s

Subseries 19.1, Employee card files, circa 1892-1915; 1929-1963, consists of index cards with the name, age, job title, date and wage increases, date of hire/fire, as well as remarks about the employee's service and/or reasons for seeking or leaving the job. Materials are arranged alphabetically by the last name of the employee within three boxes.

Subseries 19.2, Photographs, circa 1924-1984, undated, are housed in two boxes. The photographs grouped together by subjects i.e. personnel, company events, Ayer buildings, and miscellaneous. This grouping primarily consists of personnel photographs. Includes a glass plate negative dated 1924 of NW Ayer.

Subseries 19.3, Ayer Alumni, circa 1989-98, include employees who have left Ayer. There is a listing of Ayer "graduates" and their current job. Emeritus, Ayer's alumni newsletter 1989-1996, makes up the majority of materials in this grouping. The newsletter keeps the alumni up to date with the happenings of Ayer and what has become of former Ayer employees. Emeritus is a quarterly newsletter devoted to the activities, thoughts and feelings of Ayer alumni a body of people who consists of retirees and former employees.

Subseries 19.4, Biographical Information, circa 1889-1994, undated, prominent members of Ayer's operations had biographical sketches completed of them. This was true for the bio sketches of Robert Ervin, Louis T. Hagopian, and George A. Rink. There is a substantial file on Dorothy Dignam ("Mis Dig"), a leading woman in the advertising world from the 1930s to the 1950s. Also of interest is a video ("The Siano Man") compiled by Ayer employees to commemorate Jerry Siano's retirement from Ayer in 1994. The series is arranged alphabetically by last name.

Subseries 19.5, Speeches, circa 1919-1931; 1975, contains speeches made by Wilfred W. Fry and Neal W. O'Connor. Wilfred W. Fry had various speaking engagements connected with Ayer. Contained in this group is a sampling of his speeches from 1919 to 1931. Neal O'Connor's speech "Advertising: Who Says It's a Young People's Business" was given at the Central Region Convention for the American Association of Advertising Agencies in Chicago on November 6, 1975. The speeches are arranged alphabetically by the speaker's last name.

Subseries 19.6, Recollections, 1954-1984, undated, are arranged alphabetically by last name. These are recollections from Ayer employees about the company and its advertisements. Some recollections are specifically about certain types of advertisements, like farm equipment while others reflect on F. W. Ayer and the company.

Subseries 19.7, Oral History Interview Transcripts, 1983-1985; 1989-1991, include interviews with key NW Ayer personnel, conducted by Ayer alumnae Howard Davis, Brad Lynch and Don Sholl (Vice President creative) for the Oral History Program. The materials are arranged alphabetically by the last name of the interviewee.

Subseries 19.8, Oral History Interview Audio Tapes, 1985-1990, include interviews on audiotape the materials are arranged alphabetically by the last name of the interviewee.

Subseries 19.9, Internal Communications, 1993-1999, includes information sent to employees relating to retirements, management changes, awards won by the company, promotions, potential new accounts, free items, grand opening of Ayer Café, donation events, sponsorship programs, holiday schedules, discounts for employees from clients, Ayer joins MacManus Group.

Subseries 19.10, General Materials, 1940; 1970, includes agency directory entry including a list of the employees, 1970s, annual banquet program for the Curfew Club May 22, 1940 a group formed by the Philadelphia employee in 1938. It sponsored numerous sports, social and educational activities. Groups

Series 20, Background and History Information, 1817-1999, undated includes a chronology, 1817-1990, quick reference timeline, 1848-1923, loose pages from a scrapbook containing examples of correspondence, envelopes, advertisements dating from 1875-1878; slogans coined by NW Ayer & Sons, Incorporated, 1899-1990, history of management, 1909-1923, articles and photographs about the building and art galleries, 1926-1976, publications about the Philadelphia building, 1929, pamphlet relating to memories of NW Ayer & Sons, Incorporated, 1930s-1950s, television history, 1940-1948, Article about the history of the company, 1950 January, pocket guide, 1982, AdWeek reports about standings for advertising agencies, information relating to Human Contact which is NW Ayer's Information relating to Human Contact, undated which is their philosophy on advertising.

Series 21, Materials Created by other Advertising Agencies, 1945-1978, undated, consists of print advertisements collected by Ayer from other major advertising companies. The companies include Doyle Dane Bernback, Incorporated, Leo Burnett Company, Grey Advertising Agency, D'Arcy Ad Agency, Scali, McCabe, Sloves, Incorporated and Erwin Wasey Company. The materials are arranged in alphabetical order by client and include products from Ralston Purina and Van Camp (Chicken of the Sea), Kellogg, American Export Lines and No Nonsense Fashions.


Subseries 22.1, Print Advertisements, 1930-1990, undated

Subseries 22.2, Print Advertisements on Glass Plate Negatives, 1879-1881, undated, include Cannon towels, Cheny Brothers silks, Cornish & Company organs and pianos, Enterprise Manufacturing Company, 1879 sad iron, an ad from Harper's Weekly 1881 for ladies clothing, Ostermoor & Company mattresses, Pear's soap, Porter's cough balsam, Steinway pianos.

Series 23, Microfilm of Print Advertisements, circa 1908-1985, consists of three boxes of printed advertisements for the American Telephone and Telegraph Company. Some of the same advertisements might also be found in series two, three and four.

Arrangement

The collection is arranged into twenty-three series.

Series 1: Scrapbooks of Client Print Advertisements, circa 1870-1920

Series 2: Proofsheets, circa 1870-1930

Series 3: Proofsheets, circa 1920-1975

Series 5: Billboards, circa 1952-1956

Series 6: Audiovisual Materials

Series 7: Radio and Television Materials, 1933-1993, undated

Series 8: Chicago Office Print Advertisements, 1954-1989

Subseries 9.2: Personnel Files, 1950s-1970s


Series 11, Cunningham & Walsh Incorporated Materials, 1915-1987, undated
Subseries 11.1, Printed Advertisements, 1915-1987


Series 13: Newell-Emmet, 1942-1957

Series 14, House Print Advertisements, 1870-1991

Series 15: Scrapbooks, 1872-1959

Series 16: Publications, 1849-2006
Subseries 16.1, House Publications, 1876-1994
Subseries 16.3, General Publications about Advertising, 1922-2006
Subseries 16.4, Publications about other Subjects, 1948-1964

Series 17, Business Records, circa 1885-1990s
Subseries 17.1, Contracts, 1885-1908, undated
Subseries 17.2, General Client Information, 1911-1999, undated
Subseries 17.3, Individual Client Account Information, 1950s-1990s, undated
Subseries 17.4, Potential Clients, 1993
Subseries 17.5, Financial Records, 1929-1938

Series 18: Legal Records, circa 1911-1984
Subseries 18.1, Advertising Service Agreements, 1918-1982
Subseries 18.3, Copyright Claims, 1962-1969
Subseries 18.4, Correspondence, 1928-1933
Subseries 18.5, International Office Correspondence, 1947-1948
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Subseries 18.7, Stock Information, 1934-1974
Subseries 18.8, Agreements between Partners, 1911-1916
Subseries 18.9, Incorporation Materials, 1929-1977
Subseries 18.10, Certificates of Reduction of Capital, 1937; 1975
Subseries 18.11, Property Information, 1921-1948
Subseries 18.12, Miscellaneous Materials, 1929-1977

**Series 19, Employee Materials, circa 1889-2001**

Subseries 19.1, Employee Card files, circa 1892-1915; 1929-1963
Subseries 19.2, Photographs, circa 1924-1984, undated
Subseries 19.4, Biographical Information, circa 1889-1994
Subseries 19.5, Speeches, circa 1919-1931; 1975
Subseries 19.6, Recollections, 1954-1984, undated
Subseries 19.8, Oral History Audiotapes, 1985-1990
Subseries 19.9, Internal Communications, 1993-1999
Subseries 19.10, General Materials, 1940-2001

**Series 20, History and Background Information about the Company, 1817-1999, undated**

Series 21: Materials Created by other Advertising Agencies, 1945-1978, undated
Series 22: 2010 Addendum of Print Advertisements, circa 1879s-1990s, undated
Subseries 22.1, Print Advertisements, 1930-1990, undated
Subseries 22.2, Print Advertisements on Glass Plate Negatives, 1879-1881, undated

**Series 23, Microfilm of Print Advertisements, circa 1908-1985**
Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
- Advertising agencies
- advertising

Types of Materials:
- Advertisements
- Business records -- 1840-2000
- Interviews -- 1980-2000
- Oral history -- 1980-1990
- Print advertising
- Proof sheets
- Proofs (printed matter)
- Scrapbooks -- 1840-1990
- Tear sheets
- Trade literature

Names:
- American Telephone and Telegraph Company -- Advertisements
- Ayer, Francis Wayland
- Cunningham & Walsh.
- De Kooning, Willem, 1904-
- Hixson & Jorgenson
- O'Keeffe, Georgia, 1887-1986
- United Air Lines, Inc. -- Advertisements
Container Listing

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Box 1, Folder 5
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Box 1, Folder 5
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Box 2, Folder 1
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   1 videocassettes (u-matic)

Box 1, Item AC0059-OV0016
   AT&T-Historical Reel 9, 1988-1989
   1 videocassettes (u-matic)
Box 3, Item AC0059-0V0033  Continental Airlines-Historical Reel 4  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0034  CB Fleet-Historical Reel 1  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0035  CB Fleet-Historical Reel 2  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0036  C&W-Historical Reel 1  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0037  C&W-Historical Reel 2  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0037  C&W-Historical Reel 3  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0037  C&W-Historical Reel 4, 1977-1983  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0038  DeBeers-Historical Reel 1, 1977-1985  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0039  DeBeers-Historical Reel 2, 1986-1990  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0040  Deere-Historical Reel 1  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0041  DuPont-Historical Reel 1  1 videocassettes (u-matic)

Box 4, Item AC0059-0V0042  DuPont-Historical Reel 2  1 videocassettes (u-matic)

Box 5, Item AC0059-0V0043  Energy Commission-Historical Reel 1  1 videocassettes (u-matic)

Box 5, Item AC0059-0V0044  Folgers-Historical Reel 1, 1973-1976  1 videocassettes (u-matic)

Box 5, Item AC0059-0V0045  Folgers-Historical Reel 2, 1977-1979  1 videocassettes (u-matic)

Box 5, Item AC0059-0V0046  Folgers-Historical Reel 3, 1980-1987  1 videocassettes (u-matic)

Box 11, Item AC0059-OV0106  Folgers-Mrs. Olsen Historical 1  1 videocassettes (u-matic)
Box 11, Item
AC0059-0V0107 Folgers-Mrs. Olsen Historical 2, 1972-1980
1 videocassettes (u-matic)

Box 11, Item
AC0059-0V0107 Folgers-Mrs.Olsen Historical 3, 1980-1984
1 videocassettes (u-matic)

Box 5, Item
AC0059-0V0048 General Motors-Historical Reel 1

Box 5, Item
AC0059-0V0049 General Motors-Historical Reel 2

Box 5, Item
AC0059-0V0050 General Motors-Historical Reel 3
1 videocassettes (u-matic)

Box 5, Item
AC0059-0V0051 General Motors-Historical Reel 4, 1989-1990
1 videocassettes (u-matic)

Box 5, Item
AC0059-0V0052 General Motors-Historical Reel 5, 1990
1 videocassettes (u-matic)

Box 5, Item
AC0059-0V0053 Gillette-Historical Reel 1
1 videocassettes (u-matic)

Box 5, Item
AC0059-0V0054 Gillette-Historical Reel 2
1 videocassettes (u-matic)

Box 11, Item
AC0059-0V0111 Hires Root Beer-Historical Reel 1
1 videocassettes (u-matic)

Box 6, Item
AC0059-0V0055 Illinois Bell-Historical Reel 1
1 videocassettes (u-matic)

Box 6, Item
AC0059-0V0056 JC Penny-Historical Reel 1, 1983-1985
1 videocassettes (u-matic)

Box 6, Item
AC0059-0V0057 JC Penny-Historical Reel 2, 1986
1 videocassettes (u-matic)

Box 6, Item
AC0059-0V0058 JC Penny-Historical Reel 3, 1984-1987
1 videocassettes (u-matic)

Box 6, Item
AC0059-0V0059 JC Penny-Historical Reel 4, 1988-1989
1 videocassettes (u-matic)

Box 6, Item
AC0059-0V0060 JC Penny-Historical Reel 5, 1990
1 videocassettes (u-matic)

Box 6, Item
AC0059-0V0061 JC Penny-Historical Reel 6, 1991
1 videocassettes (u-matic)
Box 6, Item AC0059-0V0062 Kitchenaid-Historical Reel 1 1 videocassettes (u-matic)
Box 6, Item AC0059-0V0063 Kraft-Historical Reel 1 1 videocassettes (u-matic)
Box 11, Item AC0059-0V0112 Kraft-Historical Reel 2 1 videocassettes (u-matic)
Box 6, Item AC0059-0V0064 MEM-Historical Reel 1 1 videocassettes (u-matic)
Box 6, Item AC0059-0V0065 Mitsubishi-Historical Reel 1 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0066 National Coffee Association-Historical Reel 1 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0067 NBC-Historical Reel 1 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0068 Old Milwaukee Beer, 1967-1979 1 videocassettes (u-matic)
Box 11, Item AC0059-0V0113 Ponderosa-Historical Reel 1, 1991-1992 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0070 Ponderosa-Historical Reel 1, 1991-1992 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0069 Pan Am-Historical Reel 1 1 videocassettes (u-matic)
Box 11, Item AC0059-0V0109 Pan Am-Historical Reel 2 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0071 Ponderosa-Historical Reel 2, 1991-1992 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0072 Procter & Gamble-Historical Reel 1 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0073 Procter & Gamble-Historical Reel 2, 1987 1 videocassettes (u-matic)
Box 7, Item AC0059-0V0074 Procter & Gamble-Historical Reel 3 1 videocassettes (u-matic)
Box 11, Item AC0059-0V0114 Procter & Gamble-Historical Reel 4 1 videocassettes (u-matic)
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Series 2: Motion Pictures

Reel AC0059-0F0001  AT&T-Client Reel 1, 1957-1960
  1 Reel

Reel AC0059-0F0002  AT&T-Client Reel 2, 1960-1964
  1 Reel
  "Disneyland #3" "Disneyland" "Spring Phone Fair" "Saving Time" "Bell System Ringer(?)"

Reel AC0059-0F0003  AT&T-Client Reel 2/ File 21, 1963-1965
  1 Reel
  "Keep In Touch, Call Home, Long Distance... The Next Best Thing To Being There"
    "Conversation"
    "Golf Course"
    "Roving Vacations"
    "Words"
    "Good Planning"
    "Big City"
    "Keeping In Touch"
    "Thoughtful Way"
    "First Words"
    "Father"
    "Weekend"
    "Uncle"
    "Super, Super"
    "College"
    "Sea Shells"
    "Smart Husband"
    "Right Way"
    "Right Husband"
    "Telepathy"
    "Family Time Calling"
    "Isn't There Someone"
"Adult Birthday"

"Leadership"

"Sunday Calling"

"Never Cower"

"All Day Sunday"

"Family Time"

Box AC0059-0F0004  AT&T-Client Reel 3, 1961-1963

1 Reel

"Cooks Best Friend"

"Telle-Future"

"A Call to Young Scientists"

"Wonderful Invention"

"To Each Her Own"

"Phone Land"

"Comm Consultant"

"Perfect Day"

Reel AC0059-0F0005  AT&T-Client Reel 3/ File 22, 1964-1968

1 Reel

"Leadership"

"College Man"

"Radio"

"Sunday Morning w/ Bell Seal"

"Appointment"

"Your Lane"

"Adult Birthday"

"Isn't There Someone"

"Telepathy"

"Family Time Calling"

"Piano"

"Kids"

"Room For The Night"
"Tips"

"Crying Man"

"Long Lines Interview"

"Magician"

"Daytime"

"Midnite"

Saturday"

"Anniversary"

"Big Sulley"

Reel AC0059-0F0006 AT&T-Client Reel 4, 1961-1963
1 Reel

"Western Electric" rocket launch footage "Call Your Bell Telephone Business Office" "Telstar"

Reel AC0059-0F0007 AT&T-Client Reel 5, 1962-1963
1 Reel

Reel AC0059-0F0008 AT&T-Client Reel 5/24, 1969-1973
1 Reel

"Pianist ($1.35 any weekday)" "Rings (.35 late any night)" "Boxer (.70 Any Weekend)" "Gloves (.85 Evenings)" "Traveling Salesman" "Merchant" "College Pal" "Trouble" "Uncle Howard" "Uncle Howard" "Old Flame" "Operator"

"Sharing" "Did You Know (James Coco-Broadway Star)" "Animated Dial"

"Mother's Worry" "Weekend Animation" "Secrets" "I'll Miss You" "Building Block" "Talking Phone" "Dont Get Involved" "Sandy Duncan" "Dandelions"

"Bill Russell" "Brothers" "Father/Son" "Mother/Daughter" "Sister" "Grandma"

"Casciari" "Bacon" "Helpful Operator" "Friends" "Merchant/Girl/Uncle"

"Sometimes Letters" "Lemon Pie" "Dont Get Around" "Russell III" "Operator"

"Longlines Xmas"

Reel AC0059-OF0043 AT&T Client Reel 6

Reel AC0059-0F0009 AT&T-Client Reel 7, 1964-1965
1 Reel

"Hidden Problems" "Make Someone Happy" "Dial That Comes To You"

Box AC0059-0F0010 AT&T-Client Reel 8, 1964-1966
1 Reel

Reel AC0059-0F0011 AT&T-Client Reel 9, 1961-1966
1 Reel

"College Man" "Telepathy" "Isnt There Someone" "Adult Birthday" "Familytime Calling" "Cheaply As One"(in color and b+w) "Double Your Convience" (as spelled) "Where to put it"
Reel AC0059-OF0044  AT&T Client Reel 10, circa 1965

Reel AC0059-OF0012  AT&T-Client Reel 11, 1964-1966
1 Reel
Includes Animations "Chicken Or Egg" "Doors"

Reel AC0059-OF0045  AT&T Client Reel 12, circa 1967

Reel AC0059-OF0013  AT&T-Client Reel 13, 1967-1969
1 Reel
"Locations" "Palms" "Animated Phone" "Cow" "Simply Beautiful" "Sterling Moss" "Impulse (as spelled)" "Mary Quant" "Dog" "Flamenco" "Box"
"Operators" "Little Stinker" "Georgia Installer" "Girls"

Reel AC0059-OF0035  AT&T-Client Reel 14, 1968-1974
1 Reel
"Opening Billboard" "Closing Billboard" "Ice Capades Opening" "Theatre I.D. Cir." "Red Pony" "DBB P. Flemming" "GLBB P. Flemming" "QBB Bing Crosby"
"CBB Bing Cosby" "CBB Circus" "CBB Married is Better" "OBB Circus"
"Married is Better" "Education Omnibus" "36 Services/Football" "Maintenance"
"Lambird" "5 Million, Billion" "Dots" "PBX" "Savings" "Puzzle" "7 Million, Billion" "Closing Billboard" "Dots-Informative" "Traffic Control" "Picture Phone Ser." "Dialtone First" "Five Billion" "Operator Rates" "Mobile ERMG. Phone"
"Wes. Elec. Installer" "113A" "Stale Data" "5 Billion"

Reel AC0059-OF0014  AT&T-Client Reel 15, 1969-1973
1 Reel
"Football" "Buried Cable" "40 Firemen" "EKG" "Tape Recorder" "Installer Training" "Competition"(as spelled) "Cross Arms" "Lambard" "ID Card"
"Savings" "Buzz Pause (We hear you)" "Traf. Con./ Oper. Rates" "Educational Omnibus" "Servis Represent" "Billing"

Reel AC0059-OF0024  AT&T-Client Reel, 1959
1 Reel
"How To Keep Families Close"

Reel AC0059-OF0029  AT&T-Peter Elgar, 1955-1957
1 Reel
"Cabin Cruiser"

Reel AC0059-OF0030  AT&T-A Bell System Science Series Film, 1956
1 Reel
Tel. Time Pilote (with 3 Vin. & Shirley) "Hal Roach Productions" "Jerry Stagg"
"Pulitzer Prize Playhouse" "National Television Academy Award" "Metropolitan Opera Sylvania Award" "John Nesbitt" "National Box Office Award 1942, 1945, 1947" "Paganini-Myth, Fact, or Legend?" "The Stepmother" -(contains footage of a battle between an American Aircraft Carrier, and a German U-boat) "Away Boarders"

Reel AC0059-OF0015  It's A Small World (Spoof Reel), 1956
1 Reel
It's A Small World Spoof Production

Reel AC0059-0F0016 United Airlines, 1945
1 Reel
Reel 1 "Of Men and Wings"

Reel AC0059-0F0017 Client Compliance Reel 1949-1964, 1949-1964
1 Reel
"Regal Shoes" "Breeze Fall Price Reduction" "Tasty Kake" "Engravings"
"Horace" Child Shampoo" "Soldier" "Bull in China Shop"

1 Reel
"Ranier Brewmaster" "Cracker Jack" "Tasty-Horace" "Polaroid Trumpeter"
"Coke-Box" "Posts-pes" "Sargeants" "Fab-Wale" "Great To Phone" "Xerox Chimp" "Atlantic-Perverse" "AHT Airport"

Reel AC0059-0F0019 AT&T-Compilation Reel 1, 1948
1 Reel
AT&T "Stepping w. TV" comes with note that reads: "IMPORTANT NOTICE-This film has NOT been cleared for television-Caravel Films, INC."

Reel AC0059-0F0021 AT&T-Compilation Reel 2, 1967-1968
1 Reel
"Western Electric" "Pacific Northwest Bell" "New York Telephone Cartoon"
"AT&T Ice Cream" "Illinois Bell Telephone"

Reel AC0059-0F0027 AT&T-Compilation Reel 3, 1968-1969
1 Reel
"Gumball" "Business Letter" "Rollup Clock" "Weekend Activities" "Hubley"
"Touch" "Granny" "Girl in City" "Monday's Child" "Big Sulley"

Reel AC0059-0F0028 AT&T-Compilation Reel 4, 1966-1967
1 Reel
"We are No.1 in phones" "Bell Telephone made by General Electric"

Box AC0059-0F0020 Events-Compilation Reel, 1948-1953
1 Reel
"X-Mas" "Big Ball-Lawn" "Parade-Ginger Playing Flute -Nancy in Brownie Pack" "EW-Speach at F.D." "Nan-New Dress" "Village Green School Do Chorus" "Mike Polee-Picnic-Kent Crew" "Birds +Feeding Station" "Flag Raising Do-Sagamore Hill" "Eisenhower" "Parade-G- Historian" "Nan Scouts" "Walt Whitman Singy-Do" "Booth Anniv-1953 Pade" "Bermuda-1953" "Olsens Camp" "Sam Sails-Cenola IL"

Reel AC0059-0F0022 AT&T-Preview Print, 1953-1954
1 Reel
"Call By Number/ Extension Lines"

Reel AC0059-0F0023 Client Reel, 1971
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<td>Western Electric-Client Reel, 1945(?)</td>
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<td>Reel AC0059-0F0031</td>
<td>AT&amp;T-Working Together to Bring People Together, 1957</td>
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<td>Reel AC0059-0F0032</td>
<td>NBC-It Couldn't Be Done Part 1, 1970</td>
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<td>NBC-It Couldn't Be Done Part 2, 1970</td>
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<td>AT&amp;T-Mr. Kappel, 1959-1960</td>
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<td>Reel AC0059-0F0034</td>
<td>The Far Sound 5, 11/3/1961</td>
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<td>Reel AC0059-0F0037</td>
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<td>Telephone Time Commercials: Equipment Sales, circa 1957</td>
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<td>The Installer and the Cowboy, 1959</td>
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<td>Reel AC0059-OF0048</td>
<td>Mr. Digit, circa 1952</td>
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*Address by Wilfred W. Fry - Delivered at the laying of corner stone of the N.W.Ayer & Son Building, Washington Square West, Philadelphia, 1928 February 4*
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  3 Microfilm (35 mm)

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