



Smithsonian

National Museum of American History Kenneth E. Behring Center

Gordon E. Cole Advertising Papers

NMAH.AC.0371

Mimi L. Minnick

1991

Archives Center, National Museum of American History

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Gordon E. Cole Advertising History Papers
Date:	1879-1899; 1926-1964
Identifier:	NMAH.AC.0371
Creator:	Cole, Gordon E. (advertising executive)
Extent:	2 Cubic feet (3 boxes)
Language:	English .

Administrative Information

Acquisition Information

Collection donated by Madelene Cole, 1990.

Processing Information

This collection was processed by Mimi L. Minnick, archivist, 1991.

Preferred Citation

Gordon E. Cole Advertising History Papers, 1879-1964, Archives Center, National Museum of American History.

Restrictions on Access

Collection is open for research.

Terms Governing Use and Reproduction

Copyright or trademark restrictions may be in effect for some material.

Biographical Note

Gordon E. Cole's advertising career spanned thirty years, and this collection documents his work and interests.

Scope and Contents

Correspondence, speeches, clippings, unpublished manuscripts, scrapbooks related to advertising.

Scope and Contents

In addition to Cole's professional work, the collection documents his involvement in professional associations, including the Association of National Advertisers, the Advertising Research Foundation,

and the Advertising Council. Also includes the published findings of three ANA-commissioned surveys of wartime advertising and the proceedings of wartime ANA conferences; and a scrapbook of advertising ephemera, including late nineteenth-century trade cards and pamphlets. There is a letter in Box 1, folder 1, correspondence from Cole to Barry Goldwater noting he would not be voting for Goldwater in the 1964 Presidential Election due to Goldwater's stand on Civil Rights.

Arrangement

The collection is divided into four series.

Series 1: Correspondence, 1926-1964 Series 2: Unpublished Papers, 1942-1957

Series 3: Wartime Proceedings of the Association of National Advertisers, 1941-1944

Series 4: Advertising Ephemera, 1879-1964

Names and Subject Terms

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

Subjects:

- advertising
- advertising -- World War, 1939-1945

Types of Materials:

- Advertising cards
- Business letters
- Clippings
- Ephemera
- Pamphlets
- Scrapbooks
- Speeches
- Tear sheets
- Trade cards

Names:

- Advertising Council
- Association of National Advertisers
- Can Manufacturers Institute.
- Cannon Mills, Inc.
- Pedlar & Ryan Ad Agency.
- Wartime Ad Council.

Occupations:

- Executives -- advertising

Container Listing

Series 1: Correspondence, 1926-1964

Box 1, Folder 1	from Conde Nast, 1926-01-03
Box 1, Folder 1	from Stuart Peabody, Director of Advertising, The Borden Company, 1936-11-21
Box 1, Folder 1	from L.M. Weiss, Advertising Manager, Linens and Domestics, 1938-03-07
Box 1, Folder 1	from R.J. Friedman, Variety Store Managers Edition, Chain Store Age, 1938-03-07
Box 1, Folder 1	from D. Nichols, Business Manager, Ahrens Publishing Company, Inc., 1938-03-08
Box 1, Folder 1	from C. A. Cannon, Cannon Mills Company, 1938-12-02
Box 1, Folder 1	from Carleton Healy, Hiram Walker Incorporated, 1939-05-13
Box 1, Folder 1	from D.B. McGown, Data Service Department, Association of National Advertisers, Inc., 1939-04-29
Box 1, Folder 1	from S.R. Bernstein, Editor, Advertising Age, 1940-05-13
Box 1, Folder 1	from Paul B. West, Association of National Advertisers, Inc., 1940-05-20
Box 1, Folder 1	from Chester Bowles, Benton & Bowles, Inc., 1940-10-30
Box 1, Folder 1	unsigned, The Curtis Publishing Company, 1941-09-16
Box 1, Folder 1	from Paul McElroy, Advertising Manager, Ethy Gasoline Corporation, 1942-02-09
Box 1, Folder 1	from Carroll Rheinstorm, Executive Vice President, MacFadden Publications, 1942-10-22
Box 1, Folder 1	from D.B. Lucas, Faculty Secretary, Alpha Delta Sigma, 1942-11-19
Box 1, Folder 1	from D.B. Lucas, Faculty Chairman, New York University Department of Marketing, 1942-11-25
Box 1, Folder 1	from D.B. Lucas, Faculty Secretary, Alpha Delta Sigma, New York University, 1942-12-16

Box 1, Folder 1	to Charles G. Mortimer, Jr., Chairman of the Board, Association of National Advertisers, 1943-01-18
Box 1, Folder 1	from Charles G. Mortimer, Vice President, General Food Sales Company, Inc., 1943-01-20
Box 1, Folder 1	from H.W. Roden, President, Harold H. Clapp, Inc., 1943-01-25
Box 1, Folder 1	to Stuart Peabody, Advertising Director, The Borden Company, 1943-03-01
Box 1, Folder 1	from Ralph Stuart Butler, Vice President in charge of Merchandising, General Foods Corporation, 1943-03-17
Box 1, Folder 1	to Bernard d'Escayrac, Guerlain, Inc., 1943-04-02
Box 1, Folder 1	from Edward McSweeney, Edward McSweeney Associates, 1943-04-13
Box 1, Folder 1	to C.A. Cannon, Cannon Mills, Inc., 1943-07-21
Box 1, Folder 1	from C.H. Black, Vice President, American Can Company, 1943-12-27
Box 1, Folder 1	from Carle C. Conway, Chairman of the Board and President, Continental Can Company, Inc., 1944-03-13
Box 1, Folder 1	from Clarence B. Goshorn, President, Benton & Bowles, Inc., 1944-05-26
Box 1, Folder 1	to Carl H. Black, Executive Vice President, American Can Company, 1944-06-12
Box 1, Folder 1	from F.C. Kendall, Vice President, Advertising & Selling, 1945-01-11
Box 1, Folder 1	from Douglas Meldrum, Manager, New York Office, War Advertising Council, Inc., to Hon. William H. Munson, Supreme Court, County Court House, NYC, 1945-02-27
Box 1, Folder 1	from F.C. Kendall, Executive Secretary, Wartime Advertising Awards, 1945-02-28
Box 1, Folder 1	to Carl H. Black, Executive Vice President, American Can Company, 1945-07-05
Box 1, Folder 1	to Carl H. Black, Executive Vice President, American Can Company, 1945-07-05
Box 1, Folder 1	from Harold F. Douglas, Benton & Bowles, Inc., 1945-07-13
Box 1, Folder 1	from Frank L. Avery, Managing Director, Controlled Circulation Audit, Inc., 1945-11-08

Box 1, Folder 1	from F.C. Kendall, Vice President, Advertising & Selling, 1945-11-13
Box 1, Folder 1	from Frederic F. Stephenson, Parade, 1945-12-20
Box 1, Folder 1	from Stanley Mullin, Secretary, Wartime Advertising Awards, 1946-01-30
Box 1, Folder 1	from Carle C. Conway, Chariman of the Board, Continental Can Company, Inc., 1946-06-17
Box 1, Folder 1	from Carle C. Conway, Chairman of the Board and President, Continental Can Company, Inc., 1946-07-24
Box 1, Folder 1	from Association of National Advertisers, 1951-08-14
Box 1, Folder 1	from Theodore C. Streibert, Director, United States Information Agency, 1954-04-16
Box 1, Folder 1	from Charles B. Smith, West Marquis, Inc., 1956-04-25
Box 1, Folder 1	from Bruce Lindeke, Charles Bowes Advertising, Inc., 1956-04-26
Box 1, Folder 1	from Norman Barnes, Barnes Chase Company, 1956-04-30
Box 1, Folder 1	to Barry Goldwater, United States Senate, 1964-07-17

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Series 2: Unpublished Papers, 1942-1957

Box 1, Folder 2	"Is Advertising Prepared to Meet Its Responsibilities in 1942?", 1942
Box 1, Folder 2	"Gold Medal Award Presentation to Paul West Advertising Awards Dinner", 1942-02-06
Box 1, Folder 2	Contributions of the can manufacturers to the war effort, talk by Gordon E. Cole on behalf of the Can Manufacturers Institute, undated
Box 1, Folder 2	Speech, Twenty ninth Annual Meeting, Audit Bureau of Circulations, Chicago, 1942-10-15
Box 1, Folder 2	Speech, the George Burton Hotchkiss Chapter of Alpha Delta Sigma, 1942-12-11
Box 1, Folder 2	"Clothing Campaign for Europe Piloted by Business Leaders", undated
Box 1, Folder 2	Speech, 4th ANA/Psychological Corporation Survey of Public Sentiment Toward War Time Advertising, 1943
Box 1, Folder 2	Third Draft of Dialogue for the Fourth A.N.A. Study given by Gordon Cole and Albert D. Freiberg, 1943
Box 1, Folder 2	"Copy Policy Regarding Competition with Glass Can Manufacturers Institute", 1946-10-31
Box 1, Folder 2	"Prospectus of An Idea: The West Coast," prepared for Daniel Starch and Staff by Gordon Cole, 1956-12-15
Box 1, Folder 2	"Prospectus of An Idea: The Eleven Pacific Coast States," prepared by Gordon Cole, undated
Box 1, Folder 2	"Pre Advertising Planning: An Opportunity for Profit Minded Management to Meet and Overcome 1957's Marketing Challenge," prepared by Gordon Cole, Advertising and Marketing Consultant, 1957-01-15

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Series 3: Wartime Proceedings of the Association of National Advertisers, 1941-1944

Box 1, Folder 3	Proceedings: Thirty Second Annual Meeting of the A.N.A., 1941-11-12
Box 1, Folder 3	Program of the Meeting of the A.N.A., 1942-05-03-1942-05-05
Box 1, Folder 3	Program of the Wartime Meeting of the A.N.A., 1942-11-11-1942-11-12
Box 1, Folder 3	"Highlights of the Year," A.N.A., undated
Box 1, Folder 3	"Public Sentiment Toward War Time Advertising: the results of two surveys made for the A.N.A. by Psychological Corporation as presented at a meeting of the Association, November 12, 1942", 1942-11-12
Box 1, Folder 3	Proceedings of the Wartime Conference of Members: Highlights of Third A.N.A. Survey of Public Sentiment Toward Wartime Advertising, 1943-06-02-1943-06-03
Box 1, Folder 3	"Public Sentiment Toward Wartime Advertising, Study No. 3: the result of three separate surveys made in May 1943 for the A.N.A. by the Psychological Corporation", 1943
	Public Sentiment Toward Wartime Advertising, Study No. 4: the results of two separate surveys made in November 1943 for the A.N.A. by the Psychological Corporation", 1943
Box 1, Folder 3	"Words that Work for Victory: The Third Year of the War Advertising Council", 1945-03-01
Box 1, Folder 3	Wartime Advertising Awards, 1944
	Two publicity photographs for the United National Clothing Collection for Overseas War Relief, undated

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Series 4: Advertising Ephemera, 1879-1964

Box 2, Folder 1	Scrapbook containing newspaper clippings and trade publications documenting Cole's career, 1936-1942
Box 2, Folder 2	Newspaper clippings, trade publications, and resumes documenting Cole's career, 1938-1964
Box 2, Folder 3	Publications and ephemera of advertising professional associations of which Cole was a member, including the Advertising Club of New York, the Audit Bureau of Circulations, and the Association of American Advertising Agencies, 1933-1964
Box 2, Folder 4	Marketing/promotional materials and proofsheets from Cole's association with the Pedlar & Ryan Advertising Agency, Cannon Mills, Inc., and the Can Manufacturers Institute, 1933-1946
Box 2, Folder 5	James Webb Young, <i>Hometown Boy Makes Good: An Ego-Biography</i> . NM: Pinon Press, 1958, 1958 Notes: Introduces the author's role as an advertising agent with J. Walter Thompson, 1912-1916, and the development of advertising as a mechanism of a growing industrial society.
Box 3, Folder 1	Scrapbook containing 19th century trade cards and product labels, undated
Box 3, Folder 2	19th century trade cards, undated
Box 3, Folder 2	Product Labels, undated
Box 3, Folder 2	Corporate Greeting Cards, undated
Box 3, Folder 3	Advertising Pamphlets, undated
Box 3, Folder 3	Print Advertisements, undated
Box 3, Folder 3	Letter to Horlick's Malted Milk Company, 1921
Box 3, Folder 3	photograph of woman with patent furniture: E. A. Leete Mfg. Co., Guilford, CT, undated

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