



Smithsonian
National Museum of American History
Kenneth E. Behring Center

John Caples Papers

NMAH.AC.0393

Mimi Minnick

undated

Archives Center, National Museum of American History
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Table of Contents

Collection Overview	1
Administrative Information	1
Scope and Contents.....	2
Arrangement.....	4
Biographical / Historical.....	2
Scope and Contents.....	3
Names and Subjects	4
Container Listing	5
Series 1: Personal Papers.....	5
Series 2: Publications.....	8
Series 3: Speeches and Lectures.....	12
Series 4: Client Files.....	14
Series 5: Business Files.....	18

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	John Caples Papers
Identifier:	NMAH.AC.0393
Date:	circa 1900-1987
Extent:	24 Cubic feet (64 boxes)
Creator:	Caples, John, 1900-1990 (advertising executive) Caples, Dorothy
Language:	English Collection is in English.

Administrative Information

Acquisition Information

The collection was donated in December 1990 by Caples' widow, Mrs. Dorothy Dickes Caples, of New York City.

Related Materials

As part of the collection, the Archives Center accepted 22 books on advertising, including copies of Caples' books, some in foreign languages. These books are housed in the Archives Center.

Processing Information

processed by Mimi Minnick, archivist, undated.

Processing Information

Processed by Archives Center staff.

Preferred Citation

John Caples Papers, 1900-1987, Archives Center, National Museum of American History.

Restrictions

The collection is open for research.

Conditions Governing Use

Reproduction fees for commercial use. Copyright restrictions. Contact staff for information.

Biographical / Historical

John Caples (1900-1990) was one of advertising's most influential copywriters. He grew up in New York City, the eldest of two sons of Byron Caples, a doctor, and Edith Richards Caples, a grandniece of W.W. Cole, P.T. Barnum's partner.

After graduation from the Naval Academy at Annapolis, Caples began his advertising career at Ruthrauff & Ryan in 1925, during the decade in which advertising began to assume its modern form, both in style and organizational structure. His first year there, he wrote a legendary mail-order advertisement for the U.S. School of Music. This advertisement, more than a thousand words long, embodied many of the techniques which Caples was later to develop, and is still regarded within the industry as one of the most effective pieces of advertising copy ever written. It began with the straightforward but emotionally insightful headline: "They laughed when I sat down at the piano." The headline became a part of American popular culture, appearing in ads, comics, cartoons, and greeting cards into the 1990s.

In 1927, Caples moved to Batten, Barton, Durstine & Osborne (BBDO), where he had the opportunity to work alongside Bruce Barton, an advertising legend and pioneer of direct mail. Caples remained at BBDO for 55 years, during which time he reshaped the field of direct response advertising. At BBDO he supervised direct response advertising for DuPont, U.S. Steel, General Electric, United Fruit, Hormel, the Wall Street Journal, Reader's Digest, Phoenix Mutual, Liberty Mutual, Western Airlines, U.S. Navy Recruiting, and many other clients. In his honor, the Direct Marketing Creative Guild established the John Caples Award to recognize creative excellence in direct marketing.

Caples was also respected for the development of innovative copy-testing techniques. He was the author of countless articles and several well-respected books, including *Tested Advertising Methods* (1932), *Advertising for Immediate Sales* (1936), *Making Ads Pay* (1957) and *How To Make Your Advertising Make Money* (1983). He also served as a recruitment and enlistment officer in the U.S. Navy during World War II. John Caples retired from BBDO in 1981. He died after a long convalescence in 1990.

Scope and Contents

Series Three, *Speeches and Lectures*, contains Caples' speeches to advertising industry associations and other business organizations, as well as a series of lectures prepared for a college course on advertising techniques that Caples taught at Columbia University Graduate School of Business during the 1953-54 academic year..

Series Four, *Client Files*, contains correspondence, advertising copy, press clippings, memos, tearsheets, and other business records for scores of clients for whom Caples did work; *Reader's Digest* and the *Wall Street Journal* are especially well represented. Files are arranged alphabetically by client name.

Subseries A contains client files from Caples' years at Ruthrauff & Ryan (1925-1927).

Subseries B contains client files from Caples' years at BBDO (circa 1946-1972).

Subseries C contains files documenting copy testing and direct mail methods and results. Some of the copy-testing materials are in poster-sized format presumably designed for presentation. Several sets of lantern slides illustrating copy-testing results are also included. Series 5, *Business Files*, includes BBDO files and correspondence from the 1930s through the 1980s. This series includes many of BBDO's internal manuals and instructions on copy-testing and direct mail, many authored by Caples. This series also contains notes, clipping files, and "tickler" or idea files, mostly from the period of Caples' retirement. Also found here are Caples' many awards and honors from advertising and direct marketing organizations.

Scope and Contents

Series 1: Personal Papers, is divided into three subseries.

Subseries 1.1 contains Caples' diaries in original, unedited manuscript form. The diaries are arranged chronologically. They constitute a notable resource for the study of the advertising industry from an insider's perspective during a period of tremendous expansion of advertising as a force in American business and culture. They document Caple's participation in and reflections on the business of advertising, and detail his acquaintance with noted business and advertising professionals. The diaries record his responses to the major events of his lifetime, such as presidential elections, the stock market crash of 1929, American entry into World War II, the Kennedy assassinations, and the moon landing. Caples recorded conversations and contacts with some of the key advertising and communications people of his time, including Rosser Reeves, David Ogilvy, George Gallup and Harry Reasoner. Also found in the diaries are reflections of a more mundane or personal nature: weather conditions, the best restaurants, whether to quit drinking or go on a diet, and Caples' ambivalence about retiring from BBDO. Caples wrote precisely one page each day from 1928 through 1981. Missing from the series are the years 1935-1940, 1946-1950; 1952-1955; 1957-1962.

Subseries 1.2 contains edited, rewritten portions of the diaries, presumably intended for publication as short-stories or reminiscences. Of particular interest are humorous short stories relating to Caples' years at the Naval Academy in Annapolis, MD during the early 1920s.

Subseries 1.3 contains photographs of Caples and his family, ca. 1900-1960.

Subseries 1.4 contains personal and family papers, including material documenting Caple's service as a recruitment and enlistment officer for the U.S. Navy during World War II, and a copy of a dissertation about Caples by Gordon White, entitled John Caples, Adman.

Series 2: Publications, contains Caple's published and unpublished manuscripts about advertising techniques, direct marketing, and the advertising industry. Arrangement is according to publication and thereunder by date of publication. This series is arranged into two subseries.

Subseries 2.1 contains articles published in advertising industry publications such as Advertising Agency, Advertising and Selling, Direct Marketing, and Printer's Ink, and for business publications like Saturday Review. The articles typically are of a how-to nature, but also include Caples observations about the business of advertising, including a series for Advertising Agency in the 1950s, titled "Diary of an Ad Man," which drew heavily from his diaries.

Subseries 2.2 contains book manuscripts. Caples was a prolific and respected author in his field, publishing four widely acclaimed books on advertising and direct marketing techniques. Material in this series includes rough and final drafts, illustrative material, and correspondence with editors and publishers. There are also letters of congratulation from friends and letters of praise from readers.

Series 3: Speeches and Lectures, contains Caples' speeches to advertising industry associations and other business organizations, as well as a series of lectures prepared for a college course on advertising techniques that Caples taught at Columbia University Graduate School of Business during the 1953-54 academic year. Series 4: Client Files, contains correspondence, advertising copy, press clippings, memos, tearsheets, and other business records for scores of clients for whom Caples did work; Readers Digest and the Wall Street Journal are especially well represented. Files are arranged alphabetically by client name.

Subseries 4.1 contains client files from Caples' years at Ruthrauff & Ryan (1925-1927).

Subseries 4.2 contains client files from Caples' years at BBDO (ca. 1946-1972).

Subseries 4.3 contains files documenting copy testing and direct mail methods and results. Some of the copy-testing materials are in poster-sized format presumably designed for presentation. Several sets of lantern slides illustrating copy-testing results are also included.

Series 5: Business Files, includes BBDO files and correspondence from the 1930s through the 1980s. This series includes many of BBDO's internal manuals and instructions on copy-testing and direct mail, many authored by Caples. This series also contains notes, clipping files, and "tickler" or idea files, mostly from the period of Caple's retirement. Also found here are Caples' many awards and honors from advertising and direct marketing organizations.

Arrangement

The collection is arranged into five series.

Series 1: Personal Papers

Series 2: Publications

Series 3: Speeches and Lectures

Series 4: Client Files

Series 5: Business Files

Names and Subject Terms

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

Subjects:

- Advertising copy
- Advertising executives
- Advertising, Direct-mail
- Copy writers
- Direct marketing
- advertising

Types of Materials:

- Awards
- Business letters
- Diaries -- 20th century
- Essays
- Tear sheets
- Typescripts

Names:

- Batten, Barton, Durstine, and Osborn

Geographic Names:

- New York (N.Y.)

Container Listing

Series 1: Personal Papers

This series is divided into four subseries.

Subseries 1.1 contains Caples' diaries in original, unedited manuscript form. The diaries are arranged chronologically. They constitute a notable resource for the study of the advertising industry from an insider's perspective during a period of tremendous expansion of advertising as a force in American business and culture. They document Caple's participation in and reflections on the business of advertising, and detail his acquaintance with noted business and advertising professionals. The diaries record his responses to the major events of his lifetime, such as presidential elections, the stock market crash of 1929, and American entry into World War II, the Kennedy assassinations, and the moon landing. Caples recorded conversations and contacts with some of the key advertising and communications people of his time, including Rosser Reeves, David Ogilvy, George Gallup and Harry Reasoner. Also found in the diaries are reflections of a more mundane or personal nature: weather conditions, the best restaurants, whether to quit drinking or go on a diet, and Caples ambivalence about retiring from BBDO. Caples wrote precisely one page each day from 1928 through 1981. Missing from the series are the years 1935-1940, 1946-1950; 1952-1955; 1957-1962. Subseries 1.2 contains edited, rewritten portions of the diaries, presumably intended for publication as short-stories or reminiscences. Of particular interest are humorous short stories relating to Caples' years at the Naval Academy in Annapolis, MD during the early 1920s.

Subseries 1.3 contains photographs of Caples and his family, circa 1900-1960.

Subseries 1.4 contains personal and family papers, including material documenting Caple's service as a recruitment and enlistment officer for the U.S. Navy during World War II, and a copy of a dissertation about Caples by Gordon White, entitled John Caples, Adman.

Subseries 1.1: Diaries (original manuscripts), 1928 - 1981

Box 1, Folder 1-3	1928-1930
Box 2, Folder 1-4	1931-1934
Box 3, Folder 1-3	1941-1943
Box 4, Folder 1-4	1944-1945; 1951; 1955
Box 5, Folder 1-3	1956; 196 -1964
Box 6, Folder 1-3	1965-1967
Box 7, Folder 1-3	1968-1970
Box 8, Folder 1-3	1971-1973
Box 9, Folder 1-3	1974-1976
Box 10, Folder 1-3	1977-1979
Box 11, Folder 1-3	1980-1981

Rewritten/edited diaries, memoirs and short stories, circa 1920-1963

- | | |
|---------------------|--|
| Box 13, Folder 1-7 | Memoirs, undated |
| Box 13, Folder 8-10 | Short stories, 1920 - 1925 |
| Box 14, Folder 1 | Rewritten/edited diary entries, 1942-1945 |
| Box 14, Folder 2 | Rewritten/edited diary entries, 1943 |
| Box 14, Folder 3-5 | Rewritten/edited diary entries, 1943-1944 |
| Box 15, Folder 1-2 | January - August 1944 |
| Box 15, Folder 3-4 | January - July 1963 |
| Box 15, Folder 6-8 | Unpublished memoir: My Life on Madison Avenue, circa 1960s |

Subseries 1.3: Photographs

- | | |
|--------------------|---|
| Box 16, Folder 1-3 | Photographs: boyhood, youth and family, circa 1900-1920
Image(s) |
| Box 16, Folder 4 | Travel/vacation, undated |
| Box 16, Folder 5 | Naval academy, circa 1920-1922; U.S. Navy, circa 1942-1944 |
| Box 16, Folder 6-8 | Business, 1940s-1960s |
| Box 16, Folder 9 | Photonegatives, undated |

Subseries 1.4: Personal, family and financial papers

- | | |
|------------------|--|
| Box 17, Folder 1 | Birth/marriage certificates |
| Box 17, Folder 2 | News clippings re family (lawsuits, obituaries, etc.), circa 1929-1981 |
| Box 17, Folder 3 | Caple's family history, circa 1980s |
| Box 17, Folder 4 | Robert Caples' grade school applications, schoolwork, artwork, etc., circa 1920-24
Image(s) |
| Box 17, Folder 5 | College diary, circa 1918-1919 (fragmentary) |
| Box 17, Folder 6 | Navy Cruise diary, circa 1920 |
| Box 17, Folder 7 | Diary entry, September 10, 1928 |
| Box 17, Folder 8 | Diary entry, 1940s |

Box 17, Folder 9	Personal correspondence, 1920s
Box 17, Folder 10	10 1930s
Box 17, Folder 11	1940s-50s
Box 17, Folder 12	Income tax return, 1930
Box 17, Folder 13	News clippings re real estate, 1940-1952
Box 17, Folder 14	Where to Dine, 1949, 1955
Box 17, Folder 15	Financial documents: purchase of stocks, 1972-1974
Box 17, Folder 16	Financial documents, map: purchase of New York property, 1954
Box 17, Folder 17	Financial documents: purchase of Park Avenue co-op, 1968-69
Box 17, Folder 18	Financial papers: Famous Authors School, 1971-1975
Box 17, Folder 19	News clippings re social security, retirement, 1970s-1980s
Box 18, Folder 1-2	Naval Service: All Hands Survey and Report, November 28 - December 13, 1944
Box 18, Folder 3	Tested Methods for Getting Ahead, 1945
Box 18, Folder 4	Naval Service: correspondence and publicity, 1942-1945
Box 18, Folder 5-6	Naval Service: enlistment/recruitment office, 1942
Box 18, Folder 7-8	Naval Service: personnel documents, 1942-1945
Box 18, Folder 9	Naval Service: discharge papers, 1945
Box 18, Folder 9	<i>Cruise of the Class 1924</i> , 1933, 1939 editions
Box 19, Folder 1-6	Gordon White dissertation, <i>John Caples, Adman 1977-1978</i>
Box 19, Folder 7	Gordon White correspondence, 1971

[Return to Table of Contents](#)

Series 2: Publications

Series 2: Publications, contains Caple's published and unpublished manuscripts about advertising techniques, direct marketing, and the advertising industry. Arrangement is according to publication and thereunder by date of publication. This series is arranged into two subseries.

Subseries 2.1 contains articles published in advertising industry publications such as Advertising Agency, Advertising and Selling, Direct Marketing, and Printer's Ink, and for business publications like Saturday Review. The articles typically are of a how-to nature, but also include Caples observations about the business of advertising, including a series for Advertising Agency in the 1950s, titled "Diary of an Ad Man," which drew heavily from his diaries.

Subseries 2.2 contains book manuscripts. Caples was a prolific and respected author in his field, publishing four widely acclaimed books on advertising and direct marketing techniques. Material in this series includes rough and final drafts, illustrative material, and correspondence with editors and publishers. There are also letters of congratulation from friends and letters of praise from readers.

Subseries 2.1: Articles

Box 20, Folder 1	<i>Advertising and Selling</i> , 1932
Box 20, Folder 2	<i>Advertising and Selling</i> , 1946-1947
Box 20, Folder 3	<i>New York World Telegram and Sun</i> , 1952
Box 20, Folder 4	<i>Printers Ink</i> , 1931-32
Box 20, Folder 5	<i>Printer's Ink</i> , 1951, 1959
Box 20, Folder 6-8	<i>Ad Agency: "Agency Man's Story"</i> , 1951-1957
Box 20, Folder 9	Articles, undated
Box 21, Folder 1	BBDO correspondence, re Ad Agency series, 1952-1957
Box 21, Folder 2	Correspondence re Ad Agency series, 1953, 1957
Box 21, Folder 5	"How a Classified Ad Got Me Into Advertising", December 1951
Box 21, Folder 6	"Which Is Better -- Ad Writing or Newspaper Writing?", January 1952
Box 21, Folder 7	"How I Applied For My First Ad Job", February, 1952
Box 21, Folder 8	"My Own Personal Comedy of Errors", March 1952
Box 21, Folder 9	"You Can't Fire Me, I Quit!" April 1952
Box 21, Folder 10	"Adventures in Hunting for An Agency Job", May 1952
Box 21, Folder 11	Bill Orchard's Ad Writing Class at Columbia", June 1952
Box 21, Folder 12	"Two Ads That Started Side by Side", July 1952

Box 21, Folder 13	"How I Got My First Job as A Copywriter", August 1952
Box 21, Folder 14	"Give Me Five Days and I'll Give You a Magnetic Personality", Sept. 1952
Box 21, Folder 16	"Adventures in Writing Mail Order Copy", October 1952
Box 21, Folder 17	"How a Faux Pas Made Me Popular", November 1952
Box 21, Folder 18	"A Happy time In the Life of a Copywriter", December 1952
Box 21, Folder 19	"Twenty-five Years Ago", January 7, 1953
Box 21, Folder 20	"Adventures of An Amateur Public Speaker", January 1953
Box 21, Folder 21	"Imagine Me Teaching at Columbia!", February 1953
Box 21, Folder 22	"Experiences Teaching a Class in Ad Writing", March 1953
Box 21, Folder 23	"Philosophy of an Ad Man", April 1953
Box 21, Folder 24	"Diary of a Young Ad Agency Man", May 1953 - April 1955
Box 21, Folder 25	"A Copywriter Writes About Copywriting", September 1953
Box 21, Folder 26	"How to Work Wonders With Your Subconscious", December 1953
Box 21, Folder 27	"Agency Man's Diary", June - August 1955
Box 21, Folder 28	"Advertising for Immediate Sales", September 16, 1955
Box 21, Folder 29	"How To Attract Prospects", October 14, 1955
Box 21, Folder 30	"How to Make Your Clients Famous", November 11, 1955
Box 21, Folder 31	"Seven Ways to Start an Ad", December 9, 1955
Box 21, Folder 32	"Humor in Copy", March 21, 1956
Box 21, Folder 33	"Emotion in Copy", March 30, 1956
Box 21, Folder 34	"How to Find Ideas for Ads", April 27, 1956
Box 21, Folder 35	"Poetic Copy", May 25, 1956
Box 21, Folder 36	"Agency Man's Remarks to Controllers", June 22, 1956
Box 21, Folder 37	"Three Ways to Make Ads Believable", August 17, 1956
Box 21, Folder 38	"How to Get More Creative Advertising", August 17, 1956
Box 21, Folder 39	"Three Inexpensive Copy Tests", July 19, 1957

Box 21, Folder 40	"Testing Ads With Coupons", August 16, 1957
Box 21, Folder 41	"Six Ways to make People Act Now", undated
Box 21, Folder 42	"Testing Ad Appeals by Mail", undated
Box 21, Folder 43	"Telling the History of the Product", undated
Box 21, Folder 44	"How to Write Rapid Fire Copy", undated
Box 21, Folder 45	"Five Ways to Make Ads Sell", undated
Box 21, Folder 46	"How to Test Your Copy with a Hidden Offer", undated
Box 21, Folder 47	"How to Get More Replies From Hidden Offers", undated
Box 21, Folder 48	"How to Prove Your Product is a Bargain", undated
Box 21, Folder 49	"Four Ways to make Ads Timely", undated
Box 21, Folder 50	"Testing Ads by Telephone Response", undated
Box 21, Folder 51	"Nine Ways to Make It Easier to Act", undated
Box 21, Folder 52	"Twenty-Five Ways to Increase Ad Inquiries", undated
Box 21, Folder 53	"Twenty-Five Formulas for Writing Headlines", undated
Box 21, Folder 54	"Applying Mail Order Principles to Media Buying", undated
Box 21, Folder 55	"Direct Response Advertising", undated
Box 21, Folder 56	"Increasing Effectiveness of Stock Exchange Ads", undated
Box 21, Folder 57	"Use Split Run for Accurate Copy Test", undated
Box 22, Folder 1-9	Saturday Review, "Madison Avenue," 1969
Box 23-25	Direct Marketing, 1972-1984

Books

Box 26, Folder 1-10	Tested Advertising Methods, 1931
Box 27, Folder 1-6	How to Make Your Advertising Make Money, 1983
Box 28, Folder 1	Introduction
Box 28, Folder 2	Illustrations

Box 28, Folder 3	Stats/negatives
Box 28, Folder 4	Correspondence
Box 28, Folder 5	"How to Write Advertising That Makes Money"
Box 29, Folder 1-6	Small Ads, illustrations, circa 1966-1968
Box 30, Folder 1	Correspondence, Harper & Row, 1936-1972
Box 30, Folder 2	Harper & Brothers, 1936-1961
Box 30, Folder 3	McGraw-Hill, 1937
Box 30, Folder 4	Prentice Hall, 1970-1978
Box 30, Folder 5	Royalty statements, Prentice Hall, 1983-1984
Box 30, Folder 6-10	Illustrations, various books
Box 30, Folder 11	List of books sent to colleagues, undated
Box 30, Folder 12	Other correspondence about books, 1980s

[Return to Table of Contents](#)

Series 3: Speeches and Lectures

This series contains Caples' speeches to advertising industry associations and other business organizations, as well as a series of lectures prepared for a college course on advertising techniques that Caples taught at Columbia University Graduate School of Business during the 1953-54 academic year.

Box 31, Folder 1	BBDO convention, 1930
Box 31, Folder 2	Eastern Industrial Advertisers Association, November 7, 1946
Box 31, Folder 3	Ad Club of DC, May 13, 1947
Box 31, Folder 4	American National Retail Jewelers Association, August 12, 1947
Box 31, Folder 5	Industrial Advertisers Association of New York, January 12, 1948
Box 31, Folder 6-7	Life Insurance Advertisers Annual meeting, October 30, 1948
Box 31, Folder 8	Retail Jewelers Association, June 8, 1949
Box 31, Folder 9	Association of Canadian Advertisers, October 21, 1949
Box 31, Folder 10	4A's Eastern Annual Meeting, October 31, 1950
Box 31, Folder 11	Atlanta Ad Club, April 29, 1950
Box 31, Folder 12	Roanoke Advertising Club, January 29, 1952
Box 31, Folder 13	National Association of Travel Organizations, November 11, 1954
Box 31, Folder 14	New York Financial Advertisers Lawyers Club, May 26, 1954
Box 31, Folder 15	Financial Public Relations Association, September 28, 1954
Box 31, Folder 16	National Circulation Roundtable, April 27, 1955
Box 31, Folder 17	Association of Business Publishers, April 27, 1955
Box 31, Folder 18	Hundred Million Club, April 7, 1955
Box 31, Folder 19	American Savings and Loan Institute, March 21, 1955
Box 31, Folder 20	American Marketing Association, April 2, 1959
Box 31, Folder 21	Advertising Club of D.C., June 16, 1959
Box 31, Folder 22	NY Art Directors Club, March 22, 1961
Box 31, Folder 23	Ad Club of NY, October 3, 1972
Box 31, Folder 24	Advertising Hall of Fame, April 5, 1978

Box 31, Folder 25	Life Insurance Advertisers Association, September 19, 1978
Box 31, Folder 26	Association of National Advertisers Convention, undated
Box 31, Folder 27	No title, undated
Box 32, Folder 1-4	Columbia University Graduate School of Business, 1953-54, Teaching materials, "A Course in Advertising Writing," lessons 1-19
Box 32, Folder 5	Columbia University Graduate School of Business, course bulletin
Box 32, Folder 6	Columbia University Graduate School of Business, employment documents and correspondence

[Return to Table of Contents](#)

Series 4: Client Files

This series contains correspondence, advertising copy, press clippings, memos, tearsheets, and other business records for scores of clients for whom Caples did work; Readers Digest and the Wall Street Journal are especially well represented. Files are arranged alphabetically by client name.

Subseries 4.1 contains client files from Caples' years at Ruthrauff & Ryan (1925-1927).

Subseries 4.2 contains client files from Caples' years at BBDO (circa 1946-1972).

Subseries 4.3 contains files documenting copy testing and direct mail methods and results. Some of the copy-testing materials are in poster-sized format presumably designed for presentation. Several sets of lantern slides illustrating copy-testing results are also included.

Subseries 4.1: Ruthrauff & Ryan, 1925 - 1927

Box 49, Folder 1	Business correspondence, 1926-27
Box 49, Folder 2	Arthur Murray School of Dance, 1923-1925
Box 49, Folder 3	Astor Cigarettes, 1925
Box 49, Folder 4	Richard Blackstone, "New Nerves for Old", 1926
Box 49, Folder 5	Blondex, 1925
Box 49, Folder 6	David V. Bush, "Character Analysis", 1926
Box 49, Folder 7	Hugo French Language School, 1927
Box 49, Folder 8	Elbert Hubbard Scrapbook, 1926
Box 49, Folder 9	Lifebuoy, 1926
Box 49, Folder 10	G.E. Marchand, "The Secret of High Salaries", 1928
Box 49, Folder 11	Personal Magnetism, 1925-1927
Box 49, Folder 12	Science of Culture, 1926
Box 49, Folder 13	U.S. School of Music, 1925
Box 49, Folder 14	Weil Bilt, 1925
Box 49, Folder 15	Proofs, various clients, 1926

Subseries 4.2: BBDO, circa 1940-1970

Box 33	Accent, 1950-1955
Box 33	Air France, 1960

Box 33	Air-O-Med, 1964
Box 33	Aeroflex Laboratories, 1948
Box 33	Alexander Hamilton Institute, 1969
Box 33	American Arbitration Association, 1955
Box 33	American Home, 1954
Box 33	American Optical Company, 1956
Box 33	American Safety Razor, 1951
Box 33	American Standard, 1959
Box 33	American Tobacco, 1958
Box 33	American Tobacco Company Lucky Strike, 1960
Box 33	Anahist, 1951
Box 33	Andersen Corporation (Minnesota), 1963
Box 33	Armstrong Corporation, 1954
Box 33	Audivox, 1957
Box 33	Baptiste School of Dancing, 1946
Box 33	Bank of America, 1957
Box 33	Bank of Virginia, 1946
Box 33	Barca Lounger, 1959
Box 33	Bausch & Lomb Optical Company, 1956
Box 33	Bon Ami, 1950
Box 33	Boston Five Cents Savings Bank, 1959
Box 33	Brest-O-Chicken, 1951
Box 33	Bristol-Meyers, 1961
Box 33	Business International, 1958
Box 34, Folder 1	Campbell Soup, 1957
Box 34, Folder 2	Carlton Cigarettes, 1972

Box 34, Folder 3	William Carter Company, 1960
Box 34, Folder 4	Chicago Daily News, 1959
Box 34, Folder 5	Chun King Associated Enterprises, Inc., 1959
Box 34, Folder 6	Conn Organ Corporation, 1958
Box 34, Folder 7	Consolidated Edison, 1962
Box 34, Folder 8	Corning Glass - Pyrex, 1957
Box 34, Folder 9	Corn Products, 1960-1964
Box 34, Folder 10	The Cream of Wheat Corporation, 1954
Box 34, Folder 11	Cyclone, 1951
Box 34, Folder 12	Curtis Publishing Company, 1949-1955
Box 34, Folder 13	Dennison, 1948
Box 34, Folder 14	De Sota, 1959
Box 34, Folder 15	Detroit-Michigan Stoves, 1953
Box 34, Folder 16	Dodge, 1965
Box 34, Folder 17	Doughboy, 1953
Box 34, Folder 18	Dubonnet, 1946
Box 34, Folder 19	Du Pont de Nemours, 1946-1965
Box 34, Folder 20	Eagle Pencil Company, 1956
Box 34, Folder 21	Easy Washing Machine, 1954
Box 34, Folder 22	Electrolux, 1952-1954
Box 34, Folder 23	Elliot Bowles, 1955
Box 34, Folder 24	Ethyl Cleaner, 1946

Subseries 4.3: Copy testing results

Box 50, Folder 1	Copy testing, General Electric, 1938
Box 50, Folder 2-4	Copy testing, Readers Digest, 1949-56
Box 50, Folder 5-6	Copy testing, Woman's Day, 1947

Box 50, Folder 7	Copy testing, Vitamin Corp. of America, 1954-1955
Box 50, Folder 8-10	Copy testing, various clients, 1948-1970
Box 50, Folder 11	Grolier Split Run test, 1970
Box 55	55 copy testing lantern slides
Box 56	Copy testing lantern slides
Box 57	Copy testing lantern slides
Box 58	Note cards for slide talks
Box 59	Copy testing results, various clients
Box 60	Copy testing results, various clients
Box 61	Copy testing, various clients
Box 62	Proof sheets, various clients
Box 63	Copy testing results, various clients

[Return to Table of Contents](#)

Series 5: Business Files

This series includes BBDO files and correspondence from the 1930s through the 1980s. This series includes many of BBDO's internal manuals and instructions on copy-testing and direct mail, many authored by Caples. This series also contains notes, clipping files, and "tickler" or idea files, mostly from the period of Caple's retirement. Also found here are Caples' many awards and honors from advertising and direct marketing organizations.

Box 51, Folder 1-6	BBDO Copy Testing Manual", undated
Box 51, Folder 7	BBDO, Copy Testing Background", circa 1946
Box 51, Folder 8	BBDO, "How To Test Copy", undated
Box 51, Folder 9	BBDO Research Services and Facilities, 1968
Box 51, Folder 10	BBDO Statistical Significance Calculator, 1969
Box 51, Folder 11	BBDO Copy Research bulletins, 1946-1947
Box 51, Folder 12	BBDO, "Copy Cornucopia", 1977
Box 51, Folder 13	BBDO ad writing tips, circa 1944-1971
Box 51, Folder 14	BBDO, "Successful Mail Order Selling, 1952
Box 51, Folder 15	BBDO, "Plan for Testing A/V Direct Mail, 1967
Box 51, Folder 16	BBDO, "FOM Direct Mail Test", 1968
Box 51, Folder 17	BBDO, "Making Small Ads Pay", undated
Box 51, Folder 18	BBDO promotional publications, circa 1927-1962
Box 52, Folder 1	BBDO memos, circa 1930-1971
Box 52, Folder 2	BBDO correspondence, 1930-1932
Box 52, Folder 3	BBDO news clippings, 1937-1938
Box 52, Folder 4	BBDO newsletter, 1950s-1980s
Box 52, Folder 5	BBDO profit sharing plan, 1952
Box 52, Folder 6	BBDO stock, 1957-1972
Box 52, Folder 7	BBDO severance compensation plan, 1983-1984
Box 52, Folder 8	BBDO speeches and articles, 1960s
Box 52, Folder 9	BBDO annual reports, 1966, 1982

Box 52, Folder 10	BBDO employees list, 1982
Box 52, Folder 11	Direct mail file
Box 52, Folder 12	Direct marketing file
Box 52, Folder 13	Direct Marketing Creative Guild
Box 52, Folder 14	Association of Direct Marketing Agencies
Box 53, Folder 1	Awards, 1980-1984
Box 53, Folder 2	Publicity, circa 1937-1987
Box 53, Folder 3	"They Laughed When I Sat Down..." publicity, circa 1939-1983
Box 53, Folder 4	Advertising Research Foundation, 1952
Box 53, Folder 5	ARF/AAF activities, 1968-1969
Box 53, Folder 6	AAAA, 1968
Box 53, Folder 7	Annual Media Awards, 1968
Box 53, Folder 8	Idea file: television and radio
Box 53, Folder 9	Idea file: ad ideas
Box 53, Folder 10	Articles: legal issues in advertising
Box 53, Folder 11	Articles: advertising history, advertising legends
Box 53, Folder 12	Articles, interview: Rosser Reeves
Box 54, Folder 1	1977-1979 data
Box 54, Folder 2	1981 data
Box 54, Folder 3	1982 data
Box 54, Folder 4	Correspondence, 1981
Box 64	Awards

[Return to Table of Contents](#)