John Caples Papers

NMAH.AC.0393

Mimi Minnick

undated
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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

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.

Preferred Citation

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; Readers 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 Caple's 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.)
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 Caples' 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 Caples' 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
<table>
<thead>
<tr>
<th>Box 17, Folder 4</th>
<th>Robert Caples' grade school applications, schoolwork, artwork, etc., circa 1920-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 17, Folder 5</td>
<td>College diary, circa 1918-1919 (fragmentary)</td>
</tr>
<tr>
<td>Box 17, Folder 6</td>
<td>Navy Cruise diary, circa 1920</td>
</tr>
<tr>
<td>Box 17, Folder 7</td>
<td>Diary entry, September 10, 1928</td>
</tr>
<tr>
<td>Box 17, Folder 8</td>
<td>Diary entry, 1940s</td>
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<td>Box 17, Folder 9</td>
<td>Personal correspondence, 1920s</td>
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<td>Box 17, Folder 10</td>
<td>10 1930s</td>
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<td>Box 17, Folder 11</td>
<td>1940s-50s</td>
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<tr>
<td>Box 17, Folder 12</td>
<td>Income tax return, 1930</td>
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<td>Box 17, Folder 13</td>
<td>News clippings re real estate, 1940-1952</td>
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<tr>
<td>Box 17, Folder 14</td>
<td>Where to Dine, 1949, 1955</td>
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<tr>
<td>Box 17, Folder 15</td>
<td>Financial documents: purchase of stocks, 1972-1974</td>
</tr>
<tr>
<td>Box 17, Folder 16</td>
<td>Financial documents, map: purchase of New York property, 1954</td>
</tr>
<tr>
<td>Box 17, Folder 17</td>
<td>Financial documents: purchase of Park Avenue co-op, 1968-69</td>
</tr>
<tr>
<td>Box 17, Folder 18</td>
<td>Financial papers: Famous Authors School, 1971-1975</td>
</tr>
<tr>
<td>Box 17, Folder 19</td>
<td>News clippings re social security, retirement, 1970s-1980s</td>
</tr>
<tr>
<td>Box 18, Folder 1-2</td>
<td>Naval Service: All Hands Survey and Report, November 28 - December 13, 1944</td>
</tr>
<tr>
<td>Box 18, Folder 3</td>
<td>Tested Methods for Getting Ahead, 1945</td>
</tr>
<tr>
<td>Box 18, Folder 4</td>
<td>Naval Service: correspondence and publicity, 1942-1945</td>
</tr>
<tr>
<td>Box 18, Folder 5-6</td>
<td>Naval Service: enlistment/recruitment office, 1942</td>
</tr>
</tbody>
</table>
Box 18, Folder 7-8  Naval Service: personnel documents, 1942-1945

Box 18, Folder 9  Naval Service: discharge papers, 1945

Box 18, Folder 9  *Cruise of the Class 1924*, 1933, 1939 editions


Box 19, Folder 7  Gordon White correspondence, 1971

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Series 2: Publications

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Subseries 2.1: Articles

Box 20, Folder 1  
*Advertising and Selling*, 1932

Box 20, Folder 2  
*Advertising and Selling*, 1946-1947

Box 20, Folder 3  
*New York World Telegram and Sun*, 1952

Box 20, Folder 4  
*Printers Ink*, 1931-32

Box 20, Folder 5  
*Printer's Ink*, 1951, 1959

Box 20, Folder 6-8  
*Ad Agency: "Agency Man's Story", 1951-1957

Box 20, Folder 9  
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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
<table>
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<tr>
<th>Box 21, Folder 10</th>
<th>&quot;Adventures in Hunting for An Agency Job&quot;, May 1952</th>
</tr>
</thead>
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<tr>
<td>Box 21, Folder 11</td>
<td>Bill Orchard's Ad Writing Class at Columbia&quot;, June 1952</td>
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<td>Box 21, Folder 12</td>
<td>&quot;Two Ads That Started Side by Side&quot;, July 1952</td>
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<tr>
<td>Box 21, Folder 13</td>
<td>&quot;How I Got My First Job as A Copywriter&quot;, August 1952</td>
</tr>
<tr>
<td>Box 21, Folder 14</td>
<td>&quot;Give Me Five Days and I'll Give You a Magnetic Personality&quot;, Sept. 1952</td>
</tr>
<tr>
<td>Box 21, Folder 16</td>
<td>&quot;Adventures in Writing Mail Order Copy&quot;, October 1952</td>
</tr>
<tr>
<td>Box 21, Folder 17</td>
<td>&quot;How a Faux Pas Made Me Popular&quot;, November 1952</td>
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<td>Box 21, Folder 18</td>
<td>&quot;A Happy time In the Life of a Copywriter&quot;, December 1952</td>
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<td>Box 21, Folder 19</td>
<td>&quot;Twenty-five Years Ago&quot;, January 7, 1953</td>
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<td>Box 21, Folder 20</td>
<td>&quot;Adventures of An Amateur Public Speaker&quot;, January 1953</td>
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<tr>
<td>Box 21, Folder 21</td>
<td>&quot;Imagine Me Teaching at Columbia!&quot;, February 1953</td>
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<td>Box 21, Folder 22</td>
<td>&quot;Experiences Teaching a Class in Ad Writing&quot;, March 1953</td>
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<td>Box 21, Folder 23</td>
<td>&quot;Philosophy of an Ad Man&quot;, April 1953</td>
</tr>
<tr>
<td>Box 21, Folder 24</td>
<td>&quot;Diary of a Young Ad Agency Man&quot;, May 1953 - April 1955</td>
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<tr>
<td>Box 21, Folder 25</td>
<td>&quot;A Copywriter Writes About Copywriting&quot;, September 1953</td>
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<td>Box 21, Folder 26</td>
<td>&quot;How to Work Wonders With Your Subconscious&quot;, December 1953</td>
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<td>Box 21, Folder 27</td>
<td>&quot;Agency Man's Diary&quot;, June - August 1955</td>
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<td>Box 21, Folder 28</td>
<td>&quot;Advertising for Immediate Sales&quot;, September 16, 1955</td>
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<td>Box 21, Folder 29</td>
<td>&quot;How To Attract Prospects&quot;, October 14, 1955</td>
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<td>Box 21, Folder 30</td>
<td>&quot;How to Make Your Clients Famous&quot;, November 11, 1955</td>
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<td>Box 21, Folder 31</td>
<td>&quot;Seven Ways to Start an Ad&quot;, December 9, 1955</td>
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<tr>
<td>Box 21, Folder 32</td>
<td>&quot;Humor in Copy&quot;, March 21, 1956</td>
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</tbody>
</table>
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
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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
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Box 21, Folder 57  "Use Split Run for Accurate Copy Test", undated
Box 22, Folder 1-9  Saturday Review, "Madison Avenue," 1969
Box 23  Direct Marketing, 1972-1984
Box 24  Direct Marketing, 1972-1984
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Box 27, Folder 1-6  How to Make Your Advertising Make Money, 1983
Box 28, Folder 1  Introduction
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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
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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

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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.

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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 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
Series 4: Client Files

This series contains correspondence, advertising copy, press clippings, memos, teardrags, 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

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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
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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
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