



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Barton Cummings Papers

NMAH.AC.0421

NMAH Staff

1991

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<http://americanhistory.si.edu/archives>

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Barton Cummings Papers
Identifier:	NMAH.AC.0421
Date:	1938-1990
Extent:	4.5 Cubic feet (11 boxes)
Creator:	Ayer (N W) Incorporated. Cummings, Barton S., 1914- (advertising executive) Brower, Charles H. Bolte, Brown Bond, Edward L., Jr. Bernbach, William Ogilvy, David O'Toole, John Seaman, Alfred J. Schultz, Arthur W. Matthews, Len Marsteller, William O'Conner, Neal W. Mithun, Raymond O. Meyer, Ed Harper, Marion, 1916-1989 (advertising executive) Healy, Robert Hagopian, Lewis T. Jacoby, Robert F. Fatt, Arthur Fitzgerald, Clifford Foote, Emerson Gilliatt, Neal Foley, Paul Thiele, Edward Tinker, Jack
Language:	English
Summary:	Collection documents Barton Cummings's career as an advertising industry spokesman, particularly in the areas of advertising education and advertising in the public interest.

Administrative Information

Immediate Source of Acquisition

Collection donated by Barton S. Cummings in November 1991.

Location of Originals

The original tapes for Series 4 are at Crain Communications, Chicago, Illinois.

Related Materials

Materials in the Archives Center

NW Ayer Advertising Agency Records (AC0059)

Processing Information

This collection was processed by NMAH Archives Center staff.

Preferred Citation

Barton Cummings Collection, 1938-1990, Archives Center, National Museum of American History.

Restrictions on Access

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Biographical Note

Bart Cummings (born 1914) is a former Chief Executive Officer of Compton Advertising, Incorporated, and Chairman Emeritus of Saatchi & Saatchi Worldwide.

Cummings began his advertising career working during school breaks at his father's advertising agency, the Earl Cummings Advertising Agency (later Cummings Brand McPherson Associates Inc.) in Rockford, Illinois. He graduated with a degree in Journalism from the University of Illinois in 1935, where he also played varsity football. Cummings maintained a lifelong interest in football, and in 1959 was awarded the Sports Illustrated Silver Anniversary Award for former college football stars who go on to distinguish themselves in other fields.

After graduation, Cummings took a trainee position with his father's agency, leaving several months later to take a trainee position with Swift & Company. From 1936 until 1942 he was with Benton & Bowles in New York, where he was a copywriter on accounts for Hellmann's Real Mayonnaise and Lord Calvert Whiskey, among others. During World War II, he served in the Offices of War Information and Price Administration in Washington, D.C. He resigned in 1943 to join the Navy, and was assigned to the Amphibious Forces, 7th fleet. He saw action in Guinea, Borneo and the Philippines.

After the War, Cummings joined Maxon, Inc. as an account executive, and was elected to Vice President a year later. In 1947, he began a long and successful career with Compton Advertising, moving from account executive to President in only eight years. In 1963, Cummings was named chairman and chief executive officer, a position he held for nearly twenty years. When Compton merged with Saatchi & Saatchi in the 1980s, Cummings was named chairman emeritus of that international agency.

Mr. Cummings has enjoyed a distinguished career as leader and spokesman for every major advertising industry association. He has served as chairman of the American Association of Advertising Agencies (1969 70); chairman of the American Advertising Federation (1972 73), Chairman of the Ad Council (1979 81), chairman of the board of trustees for the James Webb Young Fund at the University of Illinois, and chairman and director of the Advertising Educational Foundation. Other public service includes work as the chairman of the advertising division for the New York Heart Association (1963 73), chairman of the Public Service Advisory Committee for the City of New York, and director of the Better Business Bureau of Metropolitan New York (1954 77). Throughout his career, Mr. Cummings has championed the use of advertising in the public interest, and has been outspoken on the need for advertising education and industry self-regulation.

Scope and Contents

Series 1: Speeches and publicity relating to Cummings's career as an industry spokesman, particularly in the areas of advertising education, and advertising in the public interest; also numerous awards and citations, and some photographs.

Series 2: Advertising copy written while Cummings was with Benton & Bowles, correspondence, conference proceedings, and business proposals. Of special interest are primary materials documenting the development of a marketing strategy and advertising campaign for Gerald Ford's 1976 Presidential Campaign. Also includes internal correspondence and other documentation relating to the Ad Council's "Buy American" and "American Economic System" campaigns, launched during the recessionary economic climate of the early to mid-1970s.

Series 3: Magazine articles, transcripts of interviews with Cummings, and unpublished anecdotes and reminiscences about the advertising business.

Series 4: Transcripts for 23 of 26 interviews Cummings conducted with legendary advertising figures. Fifteen of these interviews were edited and published in "Advertising's Benevolent Dictators," Crain Books, 1984.

Arrangement

Collection is arranged into five series.

Series 1: Speeches & Publicity, 1956-1988

Series 2: Business Papers, 1938-1991

Series 3: Published & Unpublished Manuscripts, 1908-1983

Series 4: Advertising's Benevolent Dictators, undated

Series 5: Multi-Media Materials, undatedf

Names and Subject Terms

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

Subjects:

Advertising copy
advertising

Types of Materials:

Audiovisual materials
Business records -- 1950-2000
Clippings -- 1950-2000
Essays -- 1950-1990
Interviews -- 1950-2000
Speeches

Names:

Ad Council
Advertising Educational Foundation
American Advertising Federation.
American Association of Advertising Agencies.
Batten, Barton, Durstine, and Osborn
Best Foods.
Colgate-Palmolive.
Compton, Inc.
Dancer Fitzgerald Sample.
Doyle Dane Bernbach.
Foote, Cone and Belding.
Grey Advertising.
Interpublic.
Jack Tinker & Associates.
Leo Burnett Co.
Marstellar Agency.
McCann Erickson
Mithun Advertising.
Ogilvy & Mather.
SSC&B/Lintas.
Saatchi & Saatchi.
Sullivan Stauffer Colwell & Bayles (SSC&B).
Ted Bates Worldwide, Inc.
Young & Rubicam

Container Listing

Series 1: Speeches, 1956-1988

- Box 1, Folder 1 "Some Things to Help You Grow in Client Services," 4A's Eastern Annual Congress, 1956-11-28
Those who answer the growing needs of advertisers will be our industry leaders tomorrow. Offers four ways for young advertising professionals to prove their understanding of client needs.
- Box 1, Folder 2 "How the Advertisers and the Advertising Agency Should Work as a Modern Marketing Team," Chicago Tribune Forum, 1957-05-21
Provides step by step procedure of the work an advertiser and his agency must do in before introducing a new food product. Despite all this "bugs" will arise unexpectedly, but none are likely to be insurmountable if the advertiser/agency relationship is built on open channels of communication.
- Box 1, Folder 3 *ibid*, Buffalo New York, 1958
- Box 1, Folder 4A "Let's Take the Offensive," Agate Club of Chicago, 1950-04-18
(1) Advertising is caught in the wake of a national revolution of taste, cultural, and moral values. We must take the offensive and let the world know the contribution advertising makes to the American way of life. (2) Describes copy testing research at Compton, citing as an example the preparations that went into the introduction of Proctor & Gamble's Comet cleanser.
- Box 1, Folder 4B Anti-Defamation League, New York City, 1960
Opening remarks and introduction of speakers, as presiding officer at the annual dinner of the Anti-Defamation League.
- Box 1, Folder 4C National Business Publications New York regional conference, 1960-09-08
(1) Irresponsible talk about advertising has gone on too long and will go on even longer unless we do something about it. It is time to stand up and be counted; (2) Discusses Compton client campaigns in business newspapers and describes the information agencies would like to get from publishers.
- Box 1, Folder 4D "Dynamics of the Gentlemanly Sell", Financial Public Relations Assn., Boston, 1960-11-01
Expresses concern about public misinformation about the role of advertising, and the activities of advertising's critics. Describes Compton's experience with campaigns for financial advertisers.
- Box 1, Folder 4E "Profile of George Smith: A space salesman I am glad to see", Newsweek Sales Managers Meeting, New York, 1960-12-06
Describes the information agencies expect from magazine space salespeople.
- Box 1, Folder 5A "Forecasts for the Advertising Agency's Role in the Total Marketing Picture for the 1960s," Philadelphia Chamber of Commerce, 1961--01-05
Nine reasons for advertising growth in the 1960s. "We are building a greater and more prosperous America".

- Box 1, Folder 5B "Meeting the Challenges of the Future", Newspaper Color seminar, Rockford, Illinois, 1961--04-07
Describes emerging technology which will make increased use of color possible in newspaper advertising; offers a four point credo for responsible advertising people to live by.
- Box 1, Folder 5C "The Magazine's Job in Today's Communications Upheaval", Magazine Publishers Assn., White Sulphur Springs, West Virginia, 1961-05-08
Lists 10 accomplishments of magazines and offers suggestions for further improvement in each category.
- Box 1, Folder 6A "Creativity is Everybody's Business," Advertising Club of Toledo, 1962-01-10
Too many advertising people, as well as client people, believe that if an agency turn out award winning advertising sales will soar. Compton operates on the principle that the creation of successful advertising is not just the business of the copy writers.
- Box 1, Folder 6B "Win the Numbers Game with Print Effectiveness," Magazine Promotion Group, New York City, 1962-02-13
Magazines will be more successful in building their share of the advertising volume if they can provide agencies with better information on how to use magazine advertising effectively.
- Box 1, Folder 6C "Why I Would Choose Advertising Again," 4A's Western Regional Convention, Honolulu, Hawaii, 1962-10-25
Reviews opportunities, challenges and rewards in advertising careers, and stresses the importance of promoting this message at colleges.
- Box 1, Folder 6D "The Battle of the Systems -- Private Versus Nationally Advertised Brands," Association of National Advertisers, Hot Springs, Virginia, 1962-01-19
Offers three basic principles which can enable national brands to compete successfully against discount-priced private brands. Sound pricing is essential to success, and the lowest price is not the determining factor.
- Box 1, Folder 7A "Creativity is Everybody's Business," San Francisco Advertising Club, 1963-04-10
Advertising effectiveness should be measured by sales results, not industry awards. The client has every right to expect creative performance from every department in the agency. Offers four strategies for securing high levels of creativity from four principal segments of the agency team.
- Box 1, Folder 7B "Advertising Research Responsibilities to Management and Management Responsibilities to Advertising Research," New York City, 1963-10-01
Defines areas in copy testing and media penetration where management needs more help from research. Acknowledges the need for management to provide the funding and environment which will permit research to flourish.
- Box 1, Folder 8A American Dairy Association National Meeting, Chicago Illinois, 1964-03-24
Agencies must be as creative in communicating advertising messages as they are in developing the advertising ideas. Examines the need for creative approaches to research and media problems.

- Box 1, Folder 8B "Hawaii -- From Isolation to Leadership in a Unique New Market," Honolulu Rotary Club, Honolulu, Hawaii, 1964-04-07
Sees Hawaii destined to become the major pathway of East-West trade. Urges the local business community to support a Pacific Area Marketing Institute to develop the skilled personnel required for Hawaii's new role.
- Box 1, Folder 8C "On the establishment of Contact-Compton", Paris, 1964-09-22
Discusses the importance of the new alliance between US and French advertising, represented by the creation of Contact-Compton.
- Box 1, Folder 8D Introduction of Mrs. Esther Peterson, AAAA Eastern Annual Conference, 1964-11-10
Describes mutually beneficial relationship since her appointment by President Johnson nine months ago.
- Box 1, Folder 9A American Dairy Association National Meeting, Pheasant Inn, Illinois, 1965-04-07
Describes Compton's procedures for developing American Dairy Association advertising campaigns.
- Box 1, Folder 9B 4A's script, 1965-10-26
Script for a video which presents in dramatic form, the experience of creative agency people developing an advertising idea for Schick blades.
- Box 1, Folder 10A "There's More to Advertising Than Meets the Eye" Kappa Tau Alpha Society, University of Illinois, 1966-05-10
Describes for students the nature and function of advertising and proposes five factors to be considered in evaluating advertising as a prospective lifetime career.
- Box 1, Folder 10B ABC Worldvision Symposium, 1966-11-10
Describes questions that need to be answered before we use international television as an advertising medium.
- Box 1, Folder 10C no title, University of Illinois, Urbana, 1966-05-10
Discusses research techniques which Compton uses to produce effective ads. Emphasizes the need for ads to be simple, relevant and specific.
- Box 1, Folder 11 "We'd Better Convince College Kids the Advertising is For Real," Advertising Club of Los Angeles, 1967-10-11
Introduces a new Compton college newspaper campaign to explain advertising's role to students. Advertising has made progress disseminating its message in Washington. But it should not neglect opportunities to address young people who still have open minds.
- Box 1, Folder 12A Central American Tourism Seminar, San Jose, Costa Rico, 1968-09-10-1968-12
Promotes support for a tourism promotion plans sponsored by the Central American Tourism Council. The advent of jumbo jets in the next two to three years will make Central America more accessible as a tourist area, but the seats and hotel rooms cannot be filled unless the marketing plan is carried out.
- Box 1, Folder 12B "What Advertising Isn't," Advertising Women of New York, 1968-11-02
Cites four misconceptions that college students have about advertising, and discusses six ads in a campaign directed at students in college newspapers

- and in the student editions of Time, Newsweek and Readers Digest. Describes advertising not as a science but as an art still in its primitive stages. No matter how good the advertising and how much money is spent on it, the product won't sell unless it fills a need or desire.
- Box 1, Folder 13A "A Statement for Advertising," Phelps Dodge Business Conference, San Juan, Puerto Rico, 1969-03-14
Cites the achievements of the U.S. thorough the free enterprise system, and expresses concern that many people in high places are trying to destroy our way of doing business. Tells conference attendees they do themselves, their company, and their country a disservice if they talk openly against advertising.
- Box 1, Folder 13B Speech on acceptance as chairman of the 4A's, White Sulphur Springs, West Virginia, 1969-04-24
Lists the achievements of his predecessor, Ed Bond, and cites eight problems ahead: Diversification; Consumerism; Media; People; Prompt Payment; Client Relations; Taxes; and Changing Nature of Agencies.
- Box 1, Folder 13C no title, Chicago Council of 4A's, 1969-06-04
Urges graduates of Chicago Council training course to represent their profession as skillfully as they represent clients. Calls for them to take the offensive against those who make Madison Avenue a whipping boy. "Be proud of the business. Be a positive spokesman. Stand up and be counted".
- Box 1, Folder 13D "Advertising Organization Over the Next Decade," Institute of Canadian Advertising, Quebec, 1969-04-20
Lists seven questions which might determine future organizational changes at advertising agencies, and discusses answers obtained in a survey of executives of 50 large agencies. (1) What is the future role of media buying services?; (2) Is media buying by clients a threat to agency media departments?; (3) What changes are ahead for agency research departments?; (4) Will agencies be absorbing TV production houses?; (5) Will boutique agencies, which are concerned solely with creativity, become dominant?; (6) Will the marketing function move from agencies to outside consultants?; and (7) Will diversification alter the character and function of agency management?
- Box 1, Folder 13E "How Come Today's College Students Do Us Like They Do, Do, Do?", 4A's Western Regional Convention, Santa Barbara, California, 1969-10-14
Examines the "values gap" that separates disaffected youth from the Establishment mainstream. Cummings believes many of today's kids are unaware of the positive side of business and calls on advertising people to do everything they can to close the information gap.
- Box 1, Folder 13F no title, Audit Bureau of Circulations, New York, 1969-10-22
Tokenism and gradualism as answers to the plight of African-Americans is gradually giving ground and the traditionally white structure of business, including the communications business, is breaking down. The advertising business is trying, but not hard enough. Discusses the revolt against injustice. "There are many kinds of black agitators. I hope you will find ways to meet some of them, learn from them and together do what needs to be done".
- Box 1, Folder 13G "The Pros and Cons of Going Public," 1969 4A's Regional Conference, New York, 1969-10-28

- Summarizes a survey of opinions obtained from advertising agency people who considered expert on the "going public" issue, and presents a long list of "pros" and "cons".
- Box 1, Folder 13H "How to Squeeze More Profits Out of Your Agency," 1969 AAAA Regional Conference, Detroit, 1969-11-06
Discusses rent, travel and payroll, three items of agency cost which represent approximately 75% of agency income. To increase profits agencies must improve "efficiency per employee". Suggests that agencies retain cost control consultants who can recommend ways to achieve more effective management of people.
- Box 1, Folder 14A "The New Climate," EEI Marketing Conference, -- The Live Better Electrically Program, St. Louis, Missouri, 1970-04-21
Before presenting Compton's "Live Better Electrically" campaign, describes rising environmental issues, and attributes them to rapid changes in lifestyle and technology. Says advertising people may be more aware of this than others because they share the client's problems, plus their own. These changes represent an opportunity for industry growth, but can create problems unless the industry tells its story to the public.
- Box 1, Folder 14B "Let's Stand Up and Be Counted," 4A's Annual Meeting, White Sulphur Springs, West Virginia, 1970-04-25
As retiring 4A's chairman, Mr. Cummings looks at the rising of student violence, racial bigotry, crime, drugs, pornography, and the disregard for our environment and natural resources, and deplores what he sees. We should take a very hard look at ourselves, he says, and advertising men should use their talents to persuade people to help in build a better society.
- Box 1, Folder 14C "Open Up Your Hearts and Let the \$un \$hine In," ANA Advertising Financial Management Workshop, Miami, 1970-05
Citing 4A's financial data, notes a decline in agency profitability reflecting a significant rise in agency operating costs without a corresponding increase in income. Under-compensated new product work, late payments, and volunteer services contribute to the profit squeeze.
- Box 1, Folder 14D "Rock Music -- Good or Evil? Or Something's Happening Out There, But You Don't Know What it Is. Do You, Mr. Adman?", American Advertising Federation Western Regional Conference, Bakersfield, California, 1970-10-30
Reviews the rise of Rock Music and pays tribute to composers and musicians, but fears some of the music featured on radio encourages drug use. Asks: Is there something advertising people can and should do to persuade station owners, managers and disc jockeys to get this stuff off the air?
- Box 1, Folder 14E "How Advertising People Can Help Solve Today's Critical Social Problems," Department of Advertising, University of Illinois, 19780-11-18
Reports that public service advertising, exemplified by the work of the Advertising Council in the US, now functions in 18 countries. Describes the work of the Advertising Council with special emphasis on Compton's Anti-Drug Abuse campaign.

- Box 1, Folder 15 "How a Full Service Advertising Agency (and its client) Develops a Marketing Plan," National Conference of University Professors of Advertising, University of Illinois, 1971-06-10
A two page outline listing the steps Compton follows in developing a marketing plan for a packaged goods product. The outline was the basis for a detailed oral presentation.
- Box 1, Folder 16A "Advertising of the People? By the People? For the People?" Magazine Publishers Association Los Angeles Forum, 1972-03-30
A detailed description of the preparations by the 4A's for its appearance at the Federal Trade Commission's hearing on How Advertising Works. He expresses confidence that the presentation made an impression but warns that the industry's effort to defend itself in Washington has barely scratched the surface.
- Box 1, Folder 16B Notes recording his thoughts about Consumerism, 1972
- Box 1, Folder 16C "Let's Call Them What They Really Are," American Advertising Federation District II Meeting, Playboy Club, McFee, New Jersey, 1972-10-06
Advertising's critics are more accurately identified as s "Controllists" rather than "Conmsumerists", he says. He lists various restrictions on advertising which the industry associations are resisting and he contends that we will have a completely government controlled economy if the critics have their way.
- Box 1, Folder 17A no title, Advertising Club of Metropolitan Washington, DC, 1973-04-10
He warns that the ultimate issue in the confrontation with consumerism may be the survival of the free enterprise system.
- Box 1, Folder 17B no title, Milwaukee Advertising Club, 1973-04-26
The ultimate issue is the survival of the free enterprise system which has produced so much good for America. He cites criticism from the pulpit, education segment and others who depend on funding from business and he is bewildered by the paradox that the free enterprise system tolerates its own destruction.
- Box 1, Folder 17C no title, American Advertising Federation Convention, New Orleans, 1973-05-14
As a prelude to the presentation of plans for reactivation of the Advertising Education Foundation he describes a serious credibility gap between the business community and youth. He asks: Can we stimulate the business community to actively participate in discussions with young people?
- Box 1, Folder 17D "Full Service Agencies vs a la Carte," reprint from Journal of Advertising, pages 12-15, 1973
In the long run the efforts of advertisers to reduce costs by purchasing services from various independent sources may result in reduced profitability derived from less effective advertising. Full service agencies may make the most sense for most advertisers and can even provide effective services on an a la carte basis or modular basis if desired.
- Box 1, Folder 18A "Two Points of View on Advertising Education (His and Mine)," American Academy of Advertising 20th Annual Conference, Columbia South Carolina, 1978-04-09
MBAs are now the most sought after prospects for entry level jobs, but they are pricing themselves beyond what makes sense for the advertising business. This will open up opportunities for advertising majors. He proposes a number

of projects for joint efforts by educators and business to sharpen the skills of advertising educators and improve the quality of training for advertising majors.

- Box 1, Folder 18B "How You Can Help Build Confidence in Our Business System," Better Business Bureau of Minnesota Annual Meeting, Minneapolis, Minnesota , 1978-06-14
We must not compromise with critics of the corporate system. But we have too much to lose by not becoming activists and cleaning up our own act. He describes how business is fighting back through organizations like the Business Round Table and the advertising associations. He stresses the benefits of a corporate social audit and explains how to do it.
- Box 2, Folder 19 "How the Advertising Council Supports Public Service Programs," Sandage Symposium, University of Illinois, 1979-06-18
He describes the achievements of the Advertising Council, and asserts: "Never have so few done so much for so many".
- Box 2, Folder 20A "Advertising Must Integrate to Educate," American Academy of Advertising, Columbia, Missouri, 1980-03-24
Applauds the progress of advertising education during the past 20 years, and proposes a system of summer internships in agencies so educators can learn more about the advertising business.
- Box 2, Folder 20B "Can We Make the '80s the Decade of Regulatory Reform?" Business Advocacy Center, (Illinois?), 1980-03-27
The 70s was the decade of regulation, but disenchantment has set because regulation often exacts unanticipated economic costs. We need opportunities to meet mandated objectives by using the talents and creativity of business. He cites the new advertising industry program of self regulation. His intent is not to weaken regulatory resolve or abandon worthy social goals, but to achieve them more effectively.
- Box 2, Folder 20C "New Values in the 1980s!", Advertising Age Anniversary Luncheon, 1980-04
Describes seven changing aspects of the social climate which will affect media in the 1980s.
- Box 2, Folder 20D "A Crystal Ball for the '80s," NAD/CBBB Luncheon, New York City, , 1980-04
New opportunities in marketing will be created in the 1980s by what he describes as a "constantly changing audience in a fascinating, complex world". He lists three significant prospective trends: (1) an aging population where adult-dominated markets replace the youth-dominated markets of the 1970s; (2) completion of the emergence of women into the work force; (3) and a trend toward "localization", where activities of suburbanites are influenced by a desire to remain closer to their homes.
- Box 2, Folder 20E Memo to Milt Gossett for use by Compton International people: U.S Advertising in the '80s. New York, 1980-04-14
Speculates on prospective developments on women in advertising, the growth and impact of cable TV, and taxes on advertising.
- Box 2, Folder 20F Letter to Bart Cummings from Gary D. Landis, Compton's director for the Latin-American/Caribbean area, undated

- Expresses thanks for speech supplied by Bart Cummings, and encloses clippings supporting his view that it was very successful.
- Box 2, Folder 20G "The Over-Regulation of Business. How Consumerism Gave Birth to a \$100 billion expense to American Consumers", for Advertising Age, 1980-09
All should agree that some of the criticism voiced by critics of advertising was justified, and a great deal enacted to protect the consumer did just that. But what started as a trickle became a cascade, and the costs often exceeded the benefit. The political tides have turned, and Congress has now enacted a veto over FTC rules and restricted its use of the "fairness" test. This is a good time to consider whether there is a more cost efficient way of meeting social goals by business means. Cites the ad industry self regulation program.
- Box 2, Folder 20H Notes for Milt Gossett for a speech on teen age drinking and driving. , undated
The goal ought to be to develop peer pressure supporting a campaign which promotes the slogan "Don't Drive if you Drink". The memo describes the research method used in arriving at this recommendation.
- Box 2, Folder 21A "Continuity of Advertising," Vogue magazine National Sales Conference, Amelia Island, Florida, 1981-09-21-1981-09-25
10 questions likely to be asked by advertisers who seek assurance that continuous spending in Vogue will pay off for them.
- Box 2, Folder 21B "Continuity in Advertising, or How to Deal with "More of the Same", McNeil University, Fort Washington, New York, 1981-09-21
Client fatigue endangers every agency/client relationship. Offers three items to keep in mind in order to protect an advertising investment: (1) Understand the key elements in a successful campaign and ask what needs to be improved; (2) establish evolutionary objectives, and understand change so you can always be out front; and (3) try to have a back up campaign in the wings.
- Box 2, Folder 22 "Advertising Education", New York Ad Club New York City, 1982-12
Defends undergraduate programs offering an advertising major as the best entry level preparation for a career in advertising.
- Box 2, Folder 23 "Is Advertising Really Necessary?," 1983-03
Summarizes the reasons advertising is useful. "Is advertising really necessary? You bet your bottom dollar it is".
- Box 2, Folder 24 Interview with Thomas D. Murray, ghost writer for Thomas B. Adams, retired CEO of Campbell-Ewald, 1984
A confidential interview conducted for in-house use in June 1983 may be offered for publication in a book. He is asked to approve release of selected quotes on: research, creativity, finding and keeping the best people, the quality of writers coming out of schools, the role of business in teaching and training, and TV programming in general.
- Box 2, Folder 25A "Thoughts about Advertising; Mediocrity is Killing America," Annual Communicators Conference, University of Missouri, 1986-10-31
As honoree feted by the University of Missouri at the end of his career Cummings talks about the future of advertising and his concerns about contemporary America. Huge expenditures by agencies caught up in the merger trend have upset clients, and will result in tighter control over agency

compensation. Sees a narrowing role for agencies and an end to lavish compensation for agency executives. The second part of the talk mediocrity in labor, business leadership and government. Calls on the press to move the souls of the American people.

- Box 2, Folder 25B no title, Adcraft Club, Detroit, Michigan, 1986-10-03
Reiterates confidence in undergraduate advertising education as preparation for a career in advertising, and urges support for a proposed endowed professorship in Advertising at Wayne State University.
- Box 2, Folder 26 "What We Can Learn From Advertising's Benevolent Dictators," 4A's Western Region, Lake Tahoe, Nevada, 1988-10
Summarizes 21 interviews with advertising agency "giants" from among 52 conducted in preparation for his book, "Advertising's Benevolent Dictators".
- Box 2, Folder 28 Photographs, 1960-1962
- Box 2, Folder 29 Awards and Citations, 1959-1964
- Box 2, Folder 30 Awards and Citations, 1976-1988
- Box 2, Folder 31 Publicity (newspaper clippings), 1960-1961
- Box 2, Folder 32-33 Publicity (newspaper clippings), 1961-1962
- Box 2, Folder 34 Publicity (newspaper clippings), 1973-1981
- Box 2, Folder 35 Publicity (newspaper clippings), 1957-1990

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Series 2: Business Papers , 1938-1991

Advertising copy, correspondence, published proceedings, and conference proposals

Box 4, Folder 1	Best Foods Trade Paper Advertising Copy, 1938-1939
Box 4, Folder 2	Best Foods Trade Paper Advertising Copy, 1938-1939
Box 4, Folder 3	Colgate Palmolive Peet Trade Paper Advertising Copy, 1938-1939
Box 4, Folder 4	Colgate Palmolive Peet Trade Paper Advertising Copy, 1938-1939
Box 4, Folder 5	Continental Baking Corp. Trade Paper Advertising Copy, 1938-1939
Box 4, Folder 6	General Foods Trade Paper Advertising Copy, 1938-1939
Box 4, Folder 7	United States Office of Price Administration Information Section, 1942-1943
Box 4, Folder 8	James Webb Young Fund: publicity and correspondence, 1956-1991
Box 4, Folder 9	James Webb Young Fund: newsletters and publications, 1967-1990
Box 5, Folder 10	Harvard Business School Meeting, 1963
Box 5, Folder 11	College Campaign, 1968-1969
Box 5, Folder 12	American Association of Advertising Agencies annual meeting correspondence, 1970, 1978
Box 5, Folder 13	Buy American Campaign, 1971
Box 5, Folder 14	Advertising Educational Foundation, 1975-1981
Box 5, Folder 15	Advertising Council American Economic System Campaign, 1975-1979
Box 5, Folder 16	Campaign '76: Gerald Ford Presidential Nomination Campaign Advisory Board Meeting , 1976-07
Box 6, Folder 17	Campaign '76: correspondence , 1976
Box 6, Folder 18	Campaign '76: memoranda, 1976
Box 6, Folder 19	Campaign '76: articles, clippings, 1976
Box 6, Folder 20	Ad Club of Los Angeles 1st Annual Teachers Advertising and Communications Workshop, 1976
Box 7, Folder 21	Advertising Council papers, 1980-1988
Box 7, Folder 1	AAF/AEF Visiting Professor Program correspondence and publications, 1980-1991

Box 7, Folder 2	American Advertising Federation's Advertising Hall of Fame correspondence, 1984-1990
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