



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

## Guide to the Caroline R. Jones Papers

NMAH.AC.0552

Mimi Minnick, et al

1999, 2006, 2017

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Caroline R. Jones Papers
<b>Identifier:</b>	NMAH.AC.0552
<b>Date:</b>	1942 - 1996
<b>Extent:</b>	15 sound tape reels 4 motion picture films 54 Cubic feet (127 boxes; one oversize folder) 129 video recordings 70 cassette tapes
<b>Creator:</b>	Jones, Caroline Robinson, 1942-2001 (advertising executive)
<b>Language:</b>	English  Collection is in English.
<b>Summary:</b>	Caroline R. Jones (1942-2001), an African-American advertising executive, worked for a number of prominent New York ad agencies and founded her own firm in 1986. She is best known for her work in assisting clients in marketing to minority consumers. The collection includes client files, print advertisements, and radio and television commercials created for a wide range of commercial and public service campaigns.

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## Administrative Information

### Acquisition Information

The collection was donated to the Archives Center, National Museum of American History in September 1996 by Caroline Marie Robinson Jones.

### Materials in the Archives Center, National Museum of American History

An oral history interview with Caroline Jones is found in Archives Center Collection (AC0367), The Campbell Soup Advertising Oral History and Documentation Project.

### Processing Information

Processed by Mimi Minnick (archivist) with assistance from Maxine Brennan, Matt Sokoloski, Jennifer Snyder and Julie Hoskin (October 1997 - May 1999) and by Jessica Wagner (July-August, 2006) supervised by John Fleckner (archivist), Wendy Shaw (audio-visual archivist), and John Fleckner (2017).

### Restrictions

Collection is open for research.

## Conditions Governing Use

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## Biographical / Historical

Caroline Robinson Jones (1942-2001) was a highly regarded American advertising and public relations executive. Her work recognized the rising economic power and cultural influence of the black middle class after World War II and contributed to a fundamental shift in American advertising, as mainstream national advertisers sought to reach a consumer market that was increasingly recognized as both economically significant and racially and ethnically diverse. The corporate and public service advertising she created to reach minority audiences stands as a record of our nation's continuing dialogue with race and ethnicity, viewed through the dual lenses of consumption and mass culture.

Caroline Marie Robinson was born in Benton Harbor, Michigan, the third of nine children. In 1963, she graduated from the University of Michigan, where she was active in Alpha Kappa Alpha sorority, with a bachelor's degree in English and a minor in Science. She married Edward Jones, a loan officer with the Small Business Administration in 1965, and had a son, Anthony. After college, she was hired by the New York offices of J. Walter Thompson, one of the country's oldest, largest and most respected advertising agencies. Like most women hired by the agency at that time, she began working in the secretarial pool, but she was invited to attend the agency's copywriting school, becoming the first African-American person ever to do so. She remained at Thompson for five years as a junior copywriter on accounts including Ponds, Chun King, Scott Paper, and the American Gas Association.

In 1969, she joined Zebra Associates as Vice President and Creative Director. Zebra, a black owned agency with a racially integrated staff, was among a pioneer group of advertising agencies that specialized in tailoring national ad campaigns to the needs and desires of an urban, black consumer market. She was named one of the Foremost Women in Communications in 1970, and won her first advertising awards in 1971, including one for work on the Southern Voter Registration Drive.

In 1972, Jones went to work as Senior Copywriter at Kenyon & Eckhardt. She later became a partner and Creative Director. While at K&E, she met Kelvin Wall, who recruited her as a senior consultant at Kabon Consulting, another black-owned agency with which she was associated from about 1970 until about 1974. From there she went on to co-found the Black Creative Group. In 1975, she achieved another first by becoming the first woman Vice President of a major agency, Batten, Barton, Durstine and Osborn (BBDO).

Jones remained at BBDO until 1977, when she joined Frank Mingo and Richard Guilmenot as principals in a new agency affiliated with Interpublic. That arrangement offered the firm the financial backing of an international advertising and marketing communications giant. Mingo-Jones specialized in tailoring general market campaigns to a black audience, in creating new campaigns for the black market, and, in some cases, repositioning the product or introducing new products to increase market share. Jones played minor roles advising the Carter-Mondale presidential campaign in 1984 (box 31/folder 13), the Mondale-Ferraro campaign (box 34/folder4), and the David Dinkins New York City mayoral campaigns. She also advised the Jesse Jackson presidential campaign and the PLP party of the Bahamas as part of her public relations work for the country (see, for example, notebooks for September, 1984, box 79).

In 1986 Caroline Jones left Mingo-Jones to form her own agency, Caroline Jones Advertising, which she restructured in 1994 as Caroline Jones, Inc. and operated until her death in 2001. Her major clients included the Bahamas Ministry of Tourism, McDonalds, and Anheuser-Busch. Jones also created public service advertising for the United Negro College Fund, Healthy Start (pre-natal care), and the Partnership

for a Drug Free America. Caroline Jones received many awards including "Woman of the Year" by the Advertising Women of New York in 1990. She served on the boards of the Advertising Council, Long Island University, the Women's Bank of New York, and on the New York State Banking Board. Beginning in the late 1980s, she produced and moderated "Focus on the Black Woman" for WNYC Radio and hosted "In the Black: Keys to Success" for WOR-TV.

## Sources

Stuart Elliott, "Caroline Jones, 59, Founder of Black-Run Ad Companies," *The New York Times*, July 8, 2001.

Judy Foster Davis, "Caroline Robinson Jones: Advertising Trailblazer, Entrepreneur and Tragic Heroine," in Eric H. Shaw, ed., *The romance of marketing history : proceedings of the 11th Conference on Historical Analysis and Research in Marketing (CHARM)*, Michigan State University, East Lansing, Michigan, May 15-18, 2003 Boca Raton, FL : Association for Historical Research in Marketing, 2003. 210-219.

Judy Foster Davis, "'Aunt Jemima is Alive and Cookin'?' An Advertiser's Dilemma of Competing Collection Memories," *Journal of Macroeconomics*, Vol. 27, No. 1. March 2007 p. 25-37

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## Scope and Contents

The collection contains creative presentations, business correspondence, internal memoranda, market research, focus group interviews, production documents, print advertisements, and other documentation for numerous clients at J. Walter Thompson, Kabon Consultants, Zebra Associates, Kenyon & Eckhardt, the Black Creative Group, BBDO, Mingo-Jones Advertising, and Caroline Jones Advertising. The collection has very little documentation of Caroline Jones, Incorporated (1996-2001), but some material exists regarding the shift from Caroline Jones Advertising to Caroline Jones, Incorporated during 1995 and 1996.

Also included are articles and speeches by Jones, including many on the subject of targeted marketing to minority consumers; photographs, awards and publicity; and a small body of personal papers from her childhood in Benton Harbor, Michigan and her experiences at the University of Michigan. The years at Caroline Jones Advertising (1986-1995) are most thoroughly documented and include extensive client files on minority consumer market development for major clients.

The audiovisual materials portion of the collection is substantial and includes radio and television ads created by the agencies at which Jones worked and television programs in which she appeared as a guest and a host.

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## Arrangement

The collection is arranged in seven series.

### **Series 1: Personal Papers, 1953-1986**

### **Series 2: Business papers, 1965-1995**

Subseries 2.1: Speeches, 1972, circa 1983-1994

Subseries 2.2: Articles, 1970-1993

Subseries 2.3: Subject Files, 1967-1995

Subseries 2.4: Publicity, 1965-1995

Subseries 2.5: Business Journals and Datebooks, 1969-1995

Subseries 2.6: Business, Civic, and Political Organizations and Activities, 1968-1993

Subseries 2.7: Awards, Committees, Judgeships, Invitations, 1971-1993

Subseries 2.8: Conferences, 1968-1992

**Series 3: Agency Records, 1963-1987**

Subseries 3.1: J. Walter Thompson, 1963-1969

Subseries 3.2: Zebra Associates, 1970-1975

Subseries 3.3: Kenyon & Eckhardt, 1971-1974

Subseries 3.4: Kabon Consultants, 1969-1975

Subseries 3.5: Black Creative Group, 1969-1975

Subseries 3.6: BBDO, 1975-1977

Subseries 3.7: Mingo, Jones, Guilmenot and Mingo-Jones, 1977-1987

Subseries 3.8: Freelance Work and Miscellaneous, 1964-1985

**Series 4: Caroline Jones Advertising Agency Records, 1987-1996**

Subseries 4.1: Client Files and Related Research, 1987-1995

Subseries 4.2: Agency Credentials, 1985-1991

Subseries 4.3: New Business, 1987-1994

Subseries 4.4: Correspondence, 1990-1995

Subseries 4.5: Office Materials, 1990-1995

**Series 5: Print Ads, 1964-1996**

**Series 6: Photographs and Slides, 1950s-1995, undated**

Subseries 6.1: Slides, undated

Subseries 6.2: Photographs, 1950s-1995

**Series 7: Audio Visual Materials, 1970-1997**

Subseries 7.1: Audio cassettes, 1984-1994

Subseries 7.2: Open Reel Audio Tapes, 1970-1984

Subseries 7.3 Videotapes, 1987-1997

Subseries 7.3.1: Agency Reels and Compilations, 1989-1994

Subseries 7.3.2: Television Commercials (Brand/Client specific), 1987-1997

Subseries 7.3.3: Director's Show Reels, 1989-1996

Subseries 7.3.4: Television Programs, 1985-1994

Subseries 7.4: Motion Picture Films, 1970s

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## Names and Subject Terms

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

### Subjects:

Advertising agencies -- 1950-2000  
African American women executives -- 1950-2000  
African Americans in mass media -- 1950-2000  
Beer -- 1950-2000  
Liquors -- advertising -- 1950-2000  
Minority consumers  
advertising -- 1950-2000  
advertising -- Beer -- 1950-2000

### Names:

Bahamas Ministry of Tourism  
Campaign for a Drug Free America  
Denny's (restaurants)  
Healthy Start  
Kentucky Fried Chicken (restaurants)  
McDonald's Corporation.  
Mingo-Jones Advertising.  
Thompson, J. Walter (advertising agency).  
United Negro College Fund  
Zebra Associates (advertising agency).

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## Container Listing

### Series 1: Personal Papers, 1953-1986

Includes high school memorabilia and photos, news clippings and information about Caroline Jones' hometown, Benton Harbor, Michigan, and family-related material. Three folders document her role as co-chairman of a 1968 benefit event sponsored by her sorority, Alpha Kappa Alpha, in New York City honoring Ella Fitzgerald and supported by many prominent local and national figures.

Box 1, Folder 1	Junior High School, 1954-1956
Box 1, Folder 1A	Robert Fleming, <i>The Success of Caroline Jones Advertising, Inc.: An Advertising Success Story</i> (Walker Publishing Company), 1996
Box 1, Folder 2	Benton Harbor High School, 1957-1959 (1)
Box 1, Folder 3	Benton Harbor High School, 1957-1959 (2)
Box 126, Folder 1A	Benton Harbor High School Marching Band, 1958-1959, Bernie Kuschel, Director, "Stadium Echoes" , 1958-1959 <i>1 sound discs (lacquer)</i> Pressed by RCA Custom Records, 33 1/3 RPM
Box 1, Folder 4	University of Michigan, 1959-1963
Box 1, Folder 5	Benton Harbor News Palladium, 1962-1963
Box 1, Folder 6	Scrapbook: Benton Harbor, University of Michigan, 1953-1985
Box 1, Folder 7	AKA sorority, 1965-1966 <a href="#">Image(s)</a>
Box 1, Folder 8	AKA sorority, 1960-1964
Box 1, Folder 9	AKA sorority, 1968
Box 1, Folder 10	AKA Martin Luther King Foundation benefit, "Ella's Night" (with Ella Fitzgerald) program and photos, 1968
Box 1, Folder 11	AKA Martin Luther King Foundation, "Ella's Night" (with Ella Fitzgerald), correspondence, 1968
Box 1, Folder 12	AKA Martin Luther King foundation benefit, "Ella's Night" (with Ella Fitzgerald), publicity, 1968
Box 1, Folder 13	Greeting cards and Invitations
Box 1, Folder 14	Correspondence and Greeting Cards
Box 2, Folder 15	Correspondence, 1968



Box 2, Folder 16	Business cards, undated <a href="#">Image(s)</a>
Box 2, Folder 17	Get Well Card for Caroline Jones, undated
Box 2, Folder 18	Family Deaths, 1985, undated
Box 2, Folder 19	Anthony (Tony) R. Jones, 1978-1982
Box 2, Folder 20	Anthony R. Jones, Columbia Prep School, 1974-1975
Box 2, Folder 21	Anthony R. Jones, University of Michigan, 1980-1982
Box 2, Folder 21A	Nathaniel (Nate) Robinson, 1976-1977
Box 2, Folder 22	Tax Materials, 1962
Box 2, Folder 23	Life Insurance, 1973
Box 2, Folder 24-27	The Group, 1978-1980
Box 2, Folder 28	Personal Miscellaneous, 1965-1986
Box 2, Folder 29	Miscellaneous Personal Papers, 1964-1982
Box 2, Folder 30	Biographical statements, resumes, 1963-1977

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## Series 2: Business Papers, 1965-1995

Business papers is divided into eight subseries:

Subseries 2.1: Speeches, 1972, circa 1983-1994.

Subseries 2.2: Articles, circa 1970-1993.

Subseries 2.3: Subject Files, 1967-1995.

Subseries 2.4: Publicity, 1965-1995.

Subseries 2.5: Business Journals and Datebooks, 1969-1995

Subseries 2.6: Business, Civic, and Political Organizations and Activities, 1968-1993  
Subseries 2.7: Awards, Committees, Judgeships, Invitations, 1971-1993

Subseries 2.8: Conferences, 1968-1992

### Subseries 2.1: Speeches, 1972, 1983-1994

Speeches and other presentations mainly on advertising topics to business audiences. The speeches frequently drew on Jones's experiences in the industry and often dealt with issues of race. Includes speeches given as an honoree and as a panel member. Also includes reference and statistical material compiled or produced for speeches.

Box 2, Folder 31	Speeches and reference materials, undated
Box 2, Folder 32	Speeches, undated
Box 3, Folder 1	Sample listing of published speeches and Articles, undated
Box 3, Folder 2	"How To Get the Best From Your Ad Agency,", 1983
Box 3, Folder 3	"What Is Black Advertising? It's Not What You Think,", 1986
Box 3, Folder 4	"Springfield Gardens Junior High,", 1989
Box 3, Folder 5	"How to Communicate to 2/3 of the Population,", 1989
Box 3, Folder 6	"What Is An Entrepreneur?," 1989
Box 3, Folder 7	"The Cable Industry and Targeted Marketing," 1989
Box 3, Folder 8	"The Magic That Fuels Good Advertising," 1989
Box 3, Folder 9	"Money, a Four Letter Word to Minority Business," 1990
Box 3, Folder 10	"Advertising and the Black Consumer," 1990
Box 3, Folder 11	"Rebuilding African-American Community Through Entrepreneurship," 1990
Box 3, Folder 12	"1990 Ad Woman of the Year," 1990

Box 3, Folder 13	"1991 African-American Issues of Concern", 1991
Box 3, Folder 14	"African-American Issues: Agenda for the '90s", 1991
Box 3, Folder 15	"Coalition of 100 Black Women,", 1991
Box 3, Folder 16	African-American Market "Economic Data,", 1992
Box 3, Folder 17	"Advertising At Its Best,", 1992
Box 3, Folder 18	"Financial Women's Association,", 1992
Box 3, Folder 19	"Black Business Association,", 1992
Box 3, Folder 20	"Minorities in Advertising,", 1992
Box 3, Folder 21	"Targeted Marketing: Racist or Right?", 1990
Box 3, Folder 22	"Small Business Enterprise Award,", 1993
Box 3, Folder 23	"African-Americans: Who They Are, How To Reach Them,", 1994
Box 3, Folder 24	"Ad Women of New York Annual Conference,", 1994
Box 3, Folder 25	"Being Black in Business,", undated
Box 3, Folder 26	"How To Interface with Fortune 500 Companies,", undated
Box 3, Folder 27	"Images and Stereotypes of Women,", undated
Box 3, Folder 28	"My Personal Best,", undated
Box 3, Folder 29	"Opportunities for Blacks and Females in the Advertising Industry,", undated
Box 3, Folder 30	"Targeted Marketing, or Why Did Uptown Go Down in Flames,", undated
Box 3, Folder 31	"Targeted Marketing: Racist or Right?" , undated
Box 3, Folder 32	"Why and How to Reach the Black Consumer Market,", undated
Box 2, Folder 33	Miscellaneous Speeches, undated
Box 2, Folder 34	Caroline Jones Scholarship, University of Michigan, 1972 - 1972
Box 2, Folder 35	Illustrations for presentations

### Subseries 2.2: Articles, 1970-1993

Articles submitted for publication or submitted to conferences where no other materials on that conference are available. Further conference material is filed in subseries 2.8: Conferences.

Box 4, Folder 1	"Relocating: Treat or Trauma?"', 1971
Box 4, Folder 2	"Diary of Long Distance Runner Byron Dyce," , 1972
Box 4, Folder 3	Letter Regarding Article, 1978
Box 4, Folder 4	"Advertising in Black and White," , 1979
Box 4, Folder 5	"Opportunities for Blacks and Women, Not Enough But More Than Ever," , 1987
Box 4, Folder 6	"Cigarette Advertising editorial," , 1990
Box 4, Folder 7	"Targeted Advertising, Racist Outright?," , 1990
Box 4, Folder 8	"How To Select an Ad Agency," , 1991
Box 4, Folder 9	"Minority Consumers Can Think for Themselves," , 1991
Box 4, Folder 10	"Ross Perot editorial," , 1992
Box 4, Folder 11	"I Wish I'd Done That Ad," , 1993
Box 4, Folder 12	"New York Is a Funny Place," , undated
Box 4, Folder 13	Barriers Facing Women in Business, undated
Box 4, Folder 14	Small Business Situation Analysis, undated
Box 4, Folder 15	Trends 1990 and Beyond, undated
Box 4, Folder 16	What Advertising Can Do For You, undated
Box 4, Folder 17	New Frontier, undated
Box 4, Folder 18	Miscellaneous Articles written by Caroline Jones, 1991-1992 <a href="#">Image(s)</a>

### Subseries 2.3: Subject Files, 1967-1995

Articles and reports in areas of interest to Jones, including African-American spending habits, earning power, and self-image. Other topics include business, economics, the advertising industry, and consumer issues. Sources include New York City newspapers, business publications, and nationally circulated general interest magazines. Articles directly related to a particular client or project may be filed with that client or project.

Box 4, Folder 19	Hispanic Markets: CJA fact sheets, circa 1990-1995
Box 4, Folder 20	Hispanic Markets: Bureau of the Census, 1990
Box 4, Folder 21	Hispanic Markets: Donnelley Marketing Information Services: Hispanic Portraits, undated

Box 4, Folder 22 Hispanic Markets: Hispanic Association of Colleges and Universities: Directory, 1988

Box 4, Folder 23 Hispanic Markets: Kiwanis Club of Little Havana, Carnaval Miami Marketing material, undated

Box 4, Folder 24 Hispanic Markets: New York Times Spanish-language edition marketing materials, 1993

Box 4, Folder 25 Ice Cream Fragrance Idea, 1985

Box 5, Folder 1 Hispanic Markets: Strategy Research Corp., "US Hispanic Omnibus", 1986

Box 5, Folder 2 Hispanic Markets: Telemundo, "Hispanic USA Market Study", 1988

Box 5, Folder 3 Hispanic Markets: USA Network, "Marketing Cable TV to Hispanic Americans", undated

Box 5, Folder 4 Hispanic Markets: Clippings, 1987

Box 5, Folder 5 Hispanic Markets: Clippings, 1989

Box 5, Folder 6 Hispanic Markets: Clippings, 1990

Box 5, Folder 7 Hispanic Markets: Clippings, 1991

Box 5, Folder 8 Hispanic Markets: Clippings, 1992

Box 5, Folder 9 Hispanic Markets: Clippings, 1993

Box 5, Folder 10-12 Asian-American Interest Articles, 1988-1993

Box 6, Folder 1 Blacks in Business Press Release, circa 1970

Box 6, Folder 2 National Black Omnibus Black Consumer market research, 1972

Box 6, Folder 3 News Article: Black Media Efficiency Dispute, 1972

Box 6, Folder 4 University of Michigan News: black consumer market, 1974-1975

Box 6, Folder 5 Black Consumer Market/Liquor Market Surveys, 1974-1975

Box 6, Folder 6 Black Media Expenditures, 1975

Box 6, Folder 7 Advertising News of New York, "Black Agencies: Their Quiet Demise", 1976

Box 6, Folder 8 "Mingo-Jones responds: Ethnic Study Too Broad, Self-Serving", 1983

Box 6, Folder 9 Conference: "Ethnic Images in Mass Marketing,", 1984

- Box 6, Folder 10 "New World Africans: Nineteenth Century Images of Blacks in South America and the Caribbean", 1985
- Box 6, Folder 11 "That Curious Phenomenon, Star Quality," 1986
- Box 6, Folder 12 "The Origins of the Underclass," Atlantic Monthly, June-July 1986
- Box 6, Folder 13 New York Times, "Black Child's Self-View is Still Low, Study Finds" , 1987
- Box 6, Folder 14 Fast Track Transcripts: The Best Business Books Summarized on Tape, 1988-1989 (1)
- Box 6, Folder 15 Fast Track Transcripts: The Best Business Books Summarized on Tape, 1988-1989 (2)
- Box 6, Folder 16 Time: The Weekly News Magazine, "America's Changing Colors", 1990
- Box 6, Folder 17 Article: Race, Advertising and Accountability, 1991
- Box 6, Folder 18 Ad Week, "Challenging Myths About Black Consumers", 1991
- Box 6, Folder 19 U.S. Department of Commerce Press Release, "Census Report on Minority Owned Businesses", 1991
- Box 6, Folder 20 Symposium: Marketing to African-Americans, 1991
- Box 6, Folder 21 Diversity Studies by the Executive Leadership Council, 1991-1993
- Box 6, Folder 22 American Advertising Foundation, "Bringing Cultural Diversity to the Advertising Industry", 1994
- Box 6, Folder 23 Thorne Creative Research Services, "A Summary of Focus Groups Among African-Americans....", 1994
- Box 7, Folder 1 Caroline Jones Advertising, Inc., "Ethnic Market Overview and Recommendations" , undated
- Box 7, Folder 2 J. A. Ball, "Ethnic Marketing: A Recommendation Focused Against Segmented Opportunities", 1990
- Box 7, Folder 3 "Facts About the Black Consumer", circa 1986
- Box 7, Folder 4 Caroline R. Jones, "African-American Issues: An Agenda for the 1990s", 1991
- Box 7, Folder 5 Caroline Jones Advertising, Inc., "The African-American Consumer Market", 1991
- Box 7, Folder 6 Caroline Jones Advertising, Inc., "The Hispanic Consumer Market", 1991
- Box 7, Folder 7 Caroline Jones Advertising, Inc., "Asian American Consumer Market", 1991
- Box 7, Folder 8 Caroline Jones Advertising, Inc., "The African-American Family in 1992"

Box 7, Folder 9 Caroline Jones Advertising, Inc., "Hispanic Issues", 1992, 1995

Box 7, Folder 10 Caroline Jones Advertising, Inc., "Reaching the Hip-Hop Generation", 1993

Box 7, Folder 11 Caroline R. Jones, "African-Americans-Who They Are, How to Reach Them, Where to Reach Them", 1994

Box 7, Folder 12 "Hispanic Marketing Plan", 1994

Box 7, Folder 13 "Facts About Blacks", 1987-1989

Box 7, Folder 14 African-Americans and Economics, 1989-1991

Box 7, Folder 15 France, undated

Box 7, Folder 16 Bahamas Mentions, 1990-1992

Box 7, Folder 17 "Frohlingers Marketing Report", 1994 - 1994

Box 8, Folder 1 Women's Interest Articles, 1991

Box 8, Folder 2 African-American Interest Articles-- Business, Politics, Progress, 1990-1992

Box 8, Folder 3 Helen Davis Thompson, "Let's Celebrate Kwanza", 1992

Box 3, Folder 4-8 Clippings, 1990-1995

Box 9, Folder 1-9 Clippings, 1989-1993

Box 10, Folder 1-9 Clippings, 1973-1993

Box 11, Folder 1-4 Clippings: Primarily African-American Topics, Many With Instructions From Caroline Jones to Circulate to Staff, 1990-1993

Box 12, Folder 1-5 Clippings, 1988-1993

Box 12, Folder 6 Notes on Black Ad Agencies, 1971-1989

Box 12, Folder 7 Minority Economic Development, 1971-1989

Box 13, Folder 1 Virginia Slims womens opinion poll, 1974

Box 13, Folder 2 Advertising Industry , 1968-1973

Box 13, Folder 3 "Ebony Market for Home Telephones in Major Urban Centers: A Study of Ebony Readers", undated

Box 13, Folder 4 Alpha Kappa Alpha, "Women in medicine", 1971

Box 13, Folder 5 American Association of Advertising Agencies, "Career opportunities in advertising", 1967

Box 13, Folder 6	"Women's voices", 1992
Box 13, Folder 7	Youth markets, 1975, 1992
Box 13, Folder 8	Women in business, 1991-1993
Box 13, Folder 9	"A profile of dawn newspaper carriers", 1975
Box 13, Folder 10	"Report on the survey of the campus and career board's home sewing crafts", 1974
Box 13, Folder 11	African Americans in the ad industry, 1986-1992
Box 13, Folder 12-13	Miscellaneous Publications, 1977-1990
Box 13, Folder 14	Clippings, 1985-1994
Box 15, Folder 1	<i>Ebony</i> , 40th anniversary, 1985 - 1985
Box 15, Folder 2	The Black Collegian, 1991 - 1991
Box 15, Folder 3	Asia-related pamphlets, undated

#### Subseries 2.4: Publicity, 1965-1995

Clippings mainly from the advertising trade press about Caroline Jones and the Caroline Jones Agency. Publicity focusing on Caroline Jones in the context of other agencies at which she worked are also found with files for that agency.

Box 14, Folder 1	Black Enterprise, 1978
Box 14, Folder 2	Newsweek, 1977
Box 14, Folder 3	Communications Excellence to Black Audiences (CEBA) Exhibit, 1978
Box 14, Folder 4	<i>Ebony</i> , 1985
Box 14, Folder 5	Communications Excellence to Black Audiences (CEBA) Exhibit, 1980
Box 14, Folder 6	<i>Metropolitan Washington</i> , 1982
Box 14, Folder 7	University of Michigan, <i>LSA Honor Roll</i> , 1982 - 1983
Box 14, Folder 8	<i>Dollars and Sense</i> , 1983
Box 14, Folder 9	<i>Ad Week</i> , 1984
Box 14, Folder 10	<i>National Urban League Seventy Fifth Anniversary</i> , 1985
Box 14, Folder 11	Communications Excellence to Black Audiences (CEBA) Exhibit, 1985



Box 15, Folder 4	Publicity, 1965
Box 104, Folder 5; Box 15, Folder 5	Publicity, 1967-1975 <a href="#">Image(s)</a>
Box 15, Folder 6	Publicity, 1977
Box 15, Folder 7	Publicity, 1981
Box 15, Folder 8	Publicity, 1982
Box 15, Folder 9	Publicity, 1983
Box 15, Folder 10	Publicity, 1984
Box 15, Folder 11	Publicity, 1985
Box 15, Folder 12	Publicity, 1986
Box 16, Folder 25	Publicity, 1987 - 1987
Box 16, Folder 26	Publicity, 1988 - 1988
Box 15, Folder 13	"In the Black" (Television Program), 1986
Box 15, Folder 14	"In the Black" (Television Program), 1985 - 1986
Box 16, Folder 1	Publicity, 1989
Box 16, Folder 2	Publicity, 1990
Box 16, Folder 3	Publicity, 1991
Box 16, Folder 4	Publicity, 1992
Box 16, Folder 5	Publicity, 1993
Box 16, Folder 6	Publicity, 1994
Box 16, Folder 7	Publicity, 1995
Box 16, Folder 8	<i>Who's Who in America</i> , 1994, undated
Box 16, Folder 9	Publicity, 1991
Box 16, Folder 10	Publicity, 1993
Box 16, Folder 11	Clippings, 1993
Box 16, Folder 12	<i>Newsweek</i> , "A Long Way from Aunt Jemima" , 1989
Box 16, Folder 13	Publicity for Caroline Jones, 1977-1992

Box 16, Folder 14	Publicity, 1988-1991
Box 16, Folder 15	Publicity, 1991
Box 16, Folder 16	Clippings, 1975-1976
Box 16, Folder 17	Clippings, 1985, 1990, 1993
Box 16, Folder 18	Publicity, 1976 - 1982
Box 16, Folder 19	Publicity, 1976-1982
Box 16, Folder 25	Publicity, 1987
Box 16, Folder 26	Publicity, 1988

### Subseries 2.5: Business Journals and Datebooks , 1969-1995

Primarily notes on advertising work, including ideas for slogans and jingles and notes on campaign strategies and execution. Notes on clients may include analyses of client products and their competitors. Occasionally the notes include names and addresses, drafts of letters and memoranda, information on potential clients. There also are notes on meetings of agency staff and meetings with clients, outlines for client presentations, and reminders of tasks to be done. Notes vary from short phrases to near-drafts for more formal reports, letters, and memoranda. Some notes appear to be out of date order, many notes are undated, and notes seem to be missing for 1973-1976 and 1985. The notes are very legible, handwritten in pen, pencil, and marker on three hole punched, lined paper, approximately four by eight inches.

An undated draft memo from Caroline Jones – probably written in 1970 – objected to "the policy of not 'allowing' white staff members to work openly on the Clairol account..."(box 72). Extensive notes on a trip to Taipei end of May, 1989 (box 83). February and March, 1990 (box 84) – and at many other times -- extensive notes on publicity and publications for Trump City, a Westside Manhattan real estate development and, briefly, a Jones client.

Box 71-73	1969-1972
Box 74-75	1977-1981
Box 76-81	1981-1987
Box 82-91	1988-1995
Box 126, Folder 8	Appointment Calendars, 1980, 1984

### Subseries 2.6: Business, Civic, and Political Organizations and Activities, 1968-1993

Business, Civic, and Political Organizations and Activities, 1968-1993. Political and community activities not related to advertising clients, including paid and pro bono work.

Box 16, Folder 20	4As Panel Discussion on Minorities in Advertising, 1968
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Box 16, Folder 21      4As Group for Advertising Progress, 1969

Box 16, Folder 22      National Urban League: A Strategy for the 1970s: Unity, Coalition and Negotiation, 1970

Box 16, Folder 23      Congressional Black Caucus, remarks by Osie Davis, 1971

Box 16, Folder 24      Black Executive Exchange Program, 1972-1973

Box 17, Folder 1      Carl McCall for NY State Senate, 1974

Box 17, Folder 2      Riverside Church, Martin Luther King memorial service, 1974

Box 17, Folder 3      Harlem Philharmonic Orchestra, 1974

Box 17, Folder 4      Interracial Council for Business Opportunity, 1974-1975

Box 17, Folder 5      Council of Concerned Black Executives, undated

Box 17, Folder 6      Black Retail Action Group, "Bizarre Bazaar," 1974

Box 17, Folder 7      Black Retail Action Group, "Buyers Ball," 1975

Box 17, Folder 8      Edwin Gould Services for Children, 1977

Box 17, Folder 9      Marschalk Company- The One Club, 1978

Box 17, Folder 10      Alaba Peters [Nigerian investor], 1982-1984

Box 17, Folder 11      Yashuro Nakosone [Japanese Prime Minister] --response from African-American community, 1985

Box 17, Folder 12      Martin Luther King, Jr. Commission Appointment, 1985

#### New York Urban League, Douglass Award Dinner, 1986

*Box 17, Folder 13*

Box 17, Folder 14      Jan Douglas for Congress [Atlanta, Georgia], 1986

Box 17, Folder 15      Long Island University, 1988

Box 17, Folder 16      Black Expo USA '93

Box 17, Folder 17      YWCA Women First For 135 Years, 1858-1993, 1993

Box 17, Folder 18      AEF ambassador Program speeches, 1987 - 1987

Box 17, Folder 19      YWCA, 1976 - 1978

Box 104, Folder 6      Democratic National Committee Meeting, 1989-02 - 1989-02

## Americans for Democratic Action, 1985

*Box 104, Folder 6*

### Subseries 2.7: Awards, Committees, Judgeships, and Invitations , 1971-1993

Awards Caroline Jones received, committees and judgeships in which she participated, and invitations to professional and social engagements.

Box 18, Folder 1	Hollywood Radio and TV Society 11th Annual Broadcasting Awards Judge, 1971
Box 18, Folder 2	Kizzy Award, 1979
Box 18, Folder 3	CEBA, 1979-1983
Box 18, Folder 4	Big Apple Radio, 1979-1982
Box 18, Folder 5	Women in Communications Matrix Award, 1982
Box 18, Folder 6	Lillian Award to Outstanding Media Women, 1985
Box 18, Folder 7	Awards and Certificates, 1978-1991
Box 18, Folder 8	Awards, 1984
Box 18, Folder 9	Ad Council Awards Dinner and Pamphlets, 1984-1985 <a href="#">Image(s)</a>
Box 18, Folder 10	MLK Holiday Commission, 1985
Box 18, Folder 11	Entrepreneurial Women Awards, 1985
Box 18, Folder 12	Programs from Speaking Engagements, 1987-1989
Box 18, Folder 13	Committees, Boards (Advertising Industry), 1987-1989
Box 18, Folder 14	Programs from Various Events, 1989
Box 19, Folder 1	Advertising Award Judgeships, 1984-1993
Box 19, Folder 2	Awards Judgeships, 1976-1993
Box 19, Folder 3	Awards and Boards, 1987
Box 19, Folder 4	Awards and Boards, 1976-1987
Box 19, Folder 5-7	Completed Events, 1991
Box 19, Folder 8-9	Invitations, 1976-1993
Box 19, Folder 10	Letters of Congratulation, 1983-1993

- Box 19, Folder 11      Awards, 1984-1987
- Box 124, Folder 27      The One Show Merit Award, 1975  
[Image\(s\)](#)
- Box 124, Folder 27      International Broadcasting Award honoring the World's Best Broadcast Advertisements: "Wanted," Call for Volunteers, Kenyon and Eckhardt, 1973
- Box 124, Folder 27      National Urban League Certificate of Appreciation for the Black Executive Exchange Program, 1975-1976
- Box 124, Folder 27      Clio Award for Advertising Excellence Worldwide, "What you Want," Burger King, BBDO, 1976
- Box 124, Folder 27      Clio Award for Advertising Excellence Worldwide, "Mother" Camp-bell's Soup, BBDO, 1976
- Box 124, Folder 27      David Dinkins Letter, Advertising Woman of the Year Awards Luncheon, 1990
- Box 124, Folder 27      Coalition of 100 Black Women, Inc., 1975

### Subseries 2.8: Conferences, 1968-1992

Files from conferences Jones attended, including those in which she participated as a panel member. This subseries also includes papers she submitted to conferences when these papers were kept with the conference files. Also included are files on "The Bridge to Black America: Japanese/African-American Business Symposium," which she organized and promoted.

- Box 20, Folder 1      "Closing the Gap: Minority Groups in Advertising Agencies," 1968
- Box 20, Folder 2      Ad Council Conference on Narcotics, 1985
- Box 20, Folder 3      National Coalition of 100Black Women, "Inheriting the Legacy of Leadership", 1986 (1)
- Box 20, Folder 4      National Coalition of 100Black Women, "Inheriting the Legacy of Leadership", 1986 (2)
- Box 20, Folder 5      Secrets to Success for Entrepreneurial Women, 1988
- Box 20, Folder 6      Kwanzaa Expo '91
- Box 20, Folder 7      The Bridge to Black America planning session, 1991
- Box 20, Folder 8      The Bridge to Black America: A Brief History, 1991
- Box 20, Folder 9-11      The Bridge: Japanese/African-American Business Symposium, 1991
- Box 21, Folder 1      The Bridge: Economic Development Committee, NYC Partnership, 1991
- Box 21, Folder 2      The Bridge: African-American Marketing and Media Association, 1989-1991

Box 21, Folder 3	The Bridge: Japan Society, 1991
Box 21, Folder 4	The Bridge: Publications Regarding Japanese Business, 1990-1991
Box 21, Folder 5	The Bridge: Minolta, 1991
Box 21, Folder 6	The Bridge: Reference Materials, 1990-1991
Box 21, Folder 7-9	The Bridge: Work Papers , 1990-1992
Box 21, Folder 10	Partners in Economic Progress Seminar, 1992, 1985-1988
Box 21, Folder 11	Conferences- Miscellaneous, 1985-1988
Box 21, Folder 12	Remarks by Donald Keough, Ad Council, 1987 - 1987
Box 21, Folder 13	Address by Governor Richard Celeste, 1990 - 1990
Box 21, Folder 14	Better Jobs for Women, 1978 - 1978
Box 22, Folder 1	Inaugural address of Kay Koplovitz, 1991 - 1991
Box 22, Folder 2	Address by Jill Considine, 1991 - 1991
Box 22, Folder 3	Remarks by David Dinkin's, 1992 - 1992
Box 22, Folder 4	Today's Black Woman, 1980s

### Subseries 3.8: Freelance Work and Miscellaneous , 1964-1985

Box 36, Folder 1	United Negro College Fund television commercial script, 1970
Box 36, Folder 2	Al Sampson bios, resumes, 1971
Box 36, Folder 3	Freelance Invoice, 1971
Box 36, Folder 4	Magazine Marketing Company proposal to Essence Magazine, 1974
Box 36, Folder 5	Vlasic Pickles, 1974
Box 36, Folder 6	DeCuir's Restaurant, circa 1974-5
Box 36, Folder 7	Mstique magazine, 1975
Box 36, Folder 8	40 Carrots Restaurant, 1980
Box 36, Folder 9	NAACP, 1975-7
Box 36, Folder 10	Merck, 1982
Box 36, Folder 11	Life Magazine editorial presentation, undated

Box 36, Folder 12	Resumes submitted by others, undated
Box 36, Folder 13	Sy Mondschein Custom Shirts, undated
Box 36, Folder 14	Executive calculator and personal powered vehicle, 1972-1973
Box 36, Folder 15	Miscellaneous materials, 1964-1985
Box 36, Folder 16	Miscellaneous resumes, undated
Box 36, Folder 17-18	Miscellaneous, including handwritten notes on projects and ideas, 1970s

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## Series 3: Agency Records, 1963-1987

Materials created by Caroline Jones as an employee at various advertising agencies and consisting primarily of files on individual clients but also correspondence files and agency credentials describing company capabilities and listing clients. Clients include some non-profit organizations and Democratic Party campaigns. In addition to advertising assignments, Jones did "community relations" work for clients including Miller Brewing Company. The most extensive and information-rich client files are found in subseries 7: Mingo-Jones, Guilmenot. For example, the Kentucky Fried Chicken materials include strategy documents, campaign proposals, advertisement mock-ups, consumer surveys and analyses, budget materials, and correspondence.

### Subseries 3.1: J. Walter Thompson, 1963 - 1969

Box 22, Folder 5	CRJ resume and four page autobiographical statement , 1968
Box 22, Folder 6	Correspondence, 1964-1968
Box 22, Folder 7	JWT publications, 1963-1967
Box 22, Folder 8	Research about the Negro market, 1965
Box 22, Folder 9	Cosmetics and the Negro market, 1965
Box 22, Folder 10	Research reports, 1965
Box 22, Folder 11	JWT library/information center newsletter, 1967-1969
Box 22, Folder 12	Copywriters workshop, assignments personal, 1963
Box 22, Folder 13	Copywriters workshop, 1963-1964
Box 22, Folder 14	Copywriters workshop, assignments. products, 1964
Box 22, Folder 15	Copywriters workshop ad clippings, undated
Box 20, Folder 16	Copywriting, class notes, 1964
Box 22, Folder 17	copy study group, 1964 - 1964
Box 22, Folder 18	Copywriters workshop, 1964 - 1964
Box 22, Folder 19-20	Copywriters workshop notebooks (1-2), 1965 - 1966
Box 22, Folder 21	American Gas Association, 1968
Box 22, Folder 22	American West Indies Committee, 1964
Box 22, Folder 23	American West Indies Committee, 1965
Box 22, Folder 24	Cheeseborough-Ponds, undated
Box 22, Folder 25	Christmas Chorus, 1964



Box 22, Folder 26	French's, 1964
Box 22, Folder 27	Schaefer, 1965
Box 22, Folder 28	Chesebrough Ponds, 1968
Box 22, Folder 29	Research: Cosmetics, Life Insurance Advertising, 1966-1967
Box 22, Folder 30	RCA television, 1969
Box 22, Folder 31	Kodak, undated
Box 22, Folder 32	Old Nick candy, undated
Box 22, Folder 33	Miscellaneous J. Walter Thompson Material, 1963-1967

### Subseries 3.2: Zebra Associates, 1971-1974

Box 25, Folder 1	News articles, publicity, 1970-1973
Box 25, Folder 2	Zebra publicity, 1970-1971 <a href="#">Image(s)</a>
Box 25, Folder 3	Caroline Jones personnel documents, 1971-1972
Box 25, Folder 4	Speech: Raymond Teague, "How to Advertise to the Black Consumer Market", undated
Box 25, Folder 5	Notes on black consumer market, 1972
Box 25, Folder 6-7	Bowery Savings Bank, 1971
Box 25, Folder 8	Clairol, 1969
Box 25, Folder 9	Zebra Associates credentials and background, 1970
Box 25, Folder 10	Coca-Cola, 1970
Box 25, Folder 11	Dewars, 1974-1975
Box 25, Folder 12	Gulf Oil Company, 1969-1972, 1973-1975
Box 25, Folder 13	Hair, undated
Box 25, Folder 14	Polaroid television proposal, undated
Box 25, Folder 15	Pontiac, 1970
Box 25, Folder 16	Zebra miscellaneous materials, 1969-1972

Box 25, Folder 17	Zebra employees, undated
Box 23, Folder 1	Shell Oil, 1972
Box 23, Folder 2	Soft-drink naming project, 1971
Box 23, Folder 3	Summit Afrylic Wigs, 1972 <a href="#">Image(s)</a>
Box 23, Folder 4	Tone soap, undated
Box 23, Folder 5	United Community Services of Detroit, 1972
Box 23, Folder 6	Viceroy cigarettes (Brown and Williamson), 1973
Box 23, Folder 7	Fedders air conditioning, 1973
Box 23, Folder 8	Streetworkers, 1972-1973
Box 23, Folder 9	Armour-Dial, 1973
Box 23, Folder 10	Andecker beer, 1973
Box 23, Folder 11	Savings Bank Association, 1972
Box 23, Folder 12	Savings Banks of New York, 1973 (1)
Box 23, Folder 13	Savings Banks of New York, 1973 (2)
Box 23, Folder 14	Self-Defense for Women

### Subseries 3.3: Kenyon and Eckert (KE), 1971-1974

Box 24, Folder 1	KE Latest Ads , 1971-1973
Box 24, Folder 2	Accent , 1973
Box 24, Folder 3	Black Sportlight television proposal, 1973
Box 24, Folder 4	Beecham Nighttime, 1972
Box 24, Folder 5	Brylcreem, 1972
Box 24, Folder 6	Bufferin medication, 1972
Box 24, Folder 7	Capri automobile, 1972-1973
Box 24, Folder 8	Capri consumer reports, 1972-1973
Box 24, Folder 9	Colonial Penn insurance, 1972

Box 24, Folder 10      Community service, n.d.

Box 24, Folder 11      The Feet Dance magazine, 1973

Box 24, Folder 12      Ford black consumer market research, 1973

Box 24, Folder 13      Harlem Committee for Educational Excellence, 1973

Box 24, Folder 14      Johnson and Johnson baby products, 1971-1972

Box 24, Folder 15      Little Ones books, 1973

Box 24, Folder 16      Interpublic, 1973

Box 24, Folder 17      Koolaid, 1973

Box 24, Folder 18      March on Measles , 1972

Box 24, Folder 19      Morrell, 1973

Box 24, Folder 20      Mercury, 1972

Box 24, Folder 21      National Black Network, 1973

Box 24, Folder 22      National Little league Football, 1972

Box 24, Folder 23      Pocket calculator, 1973

Box 25, Folder 18      K and E information, 1972-1973

Box 25, Folder 19      Staff memoranda, 1971 - 1973

Box 25, Folder 20      Creative communication seminar, 1972

Box 25, Folder 21      IRTS minority group time, 1971

Box 25, Folder 22      Creative communication seminar, 1974

Box 25, Folder 23      K and E Clips, 1971 - 1973

#### Subseries 3.4: Kabon Consultants, Inc., 1969-1975

Box 26, Folder 1      Name suggestions, 1973

Box 26, Folder 2      Staff resumes, undated

Box 26, Folder 3      CRJ invoices for creative services, 1973

Box 26, Folder 4      Kelvin Wall: "Marketing to Low Income Neighborhoods: A Systems Approach",  
1969

Box 26, Folder 5	Kelvin Wall, "Positioning Within the Black Consumer Market, the Major Problem", 1973
Box 26, Folder 6	Kelvin Wall, "Black Consumer Market: Major Problem Non-Strategy Approach", 1973
Box 26, Folder 7	Kelvin Wall, "Positioning your Brand in the Black Market", 1973
Box 26, Folder 8	Beefeater, 1973
Box 26, Folder 9	Burger King research, 1973
Box 26, Folder 10	Burger King Black consumer market research, 1973-1974
Box 26, Folder 11	Burger King advertising strategy, undated
Box 26, Folder 12	Converse, 1973-1974
Box 26, Folder 13	Cutty Sark, 1975
Box 26, Folder 14	General Mills, 1974
Box 26, Folder 15-17	Quaker Grits Black consumer market research, 1970-1973
Box 26, Folder 18	R.J. Reynolds Salem Black market program, 1974
Box 26, Folder 19	Business receipts, 1973
Box 26, Folder 20	Kool Aid, undated
Box 26, Folder 21	Kabon miscellaneous notes, 1973-4
Box 27, Folder 1	Kabon consultants notes, circa 1973
Box 27, Folder 2	Military reports, 1973-5
Box 27, Folder 3	Aesthetics and makeup, 1975

**Subseries 3.5: Black Creative Group, 1969-1975**

Box 27, Folder 4	Credentials, undated
Box 27, Folder 5	Press release, 1973
Box 27, Folder 6	Correspondence, 1973-1974
Box 27, Folder 7-8	The Black Creative Group presentation, 1973
Box 27, Folder 9	Marketing and creative presentations, 1973-1974

- Box 27, Folder 10 Ad Age workshop: critical factors for the development of marketing and creative strategy, 1974
- Box 27, Folder 11 Leandra Abbott, "Razor Bumps: A Problem Black Men Face Everyday", undated
- Box 27, Folder 12 A and P local merchandising, 1975
- Box 27, Folder 13 Coca-Cola "Look Up America" black strategy recommendations, 1974
- Box 27, Folder 14 NYC Police Department, 1974
- Box 27, Folder 15 NY Telephone, consumer attitudes, 1974
- Box 27, Folder 16 Rums of Puerto Rico, 1974-75  
[Image\(s\)](#)
- Box 27, Folder 17 Schlitz, 1975
- Box 27, Folder 18 Mutual Black Radio Network, 1973
- Box 27, Folder 19 Carson Chemical Co., 1974  
[Image\(s\)](#)
- Box 25, Folder 20 House of Gemini, 1974-1975
- Box 28, Folder 1 Naomi Sims wigs, 1973
- Box 28, Folder 2 Schlitz news magazine, 1975
- Box 28, Folder 3 Snibbe Publications , 1974
- Box 28, Folder 4 Women and Life Insurance, 1974
- Box 28, Folder 5 Television script: Kojak, 1975
- Box 28, Folder 6 Dimensions Unlimited interview, 1973
- Box 28, Folder 7 Retreat, 1974
- Box 28, Folder 8 Minority Sales Management, and Presentation, 1973 and 1975

### Subseries 3.6: BBDO, 1975 - 1977

- Box 28, Folder 9-11 Correspondence, 1975-1977
- Box 28, Folder 12 BBDO starting date letter, 1975
- Box 28, Folder 13 BBDO job advice, undated
- Box 28, Folder 14 Breck shampoo, 1976

Box 28, Folder 15      Ten year projection: the Black consumer and the cigarette market, 1976

Box 28, Folder 16      Rosenthal Company, 1976

Box 28, Folder 17      Problem Detection Study, Armstrong Cork, 1976

Box 28, Folder 18      NAACP, 1976-1977

### Subseries 3.7: Mingo, Jones, Guilmenot and Mingo-Jones , 1977 - 1987

Box 28, Folder 19      Agency credentials, undated

Box 28, Folder 20      Publicity, 1983-1984

Box 28, Folder 21      Focus group guidelines, 1986

Box 29, Folder 1      Staff address list, undated

Box 29, Folder 2      Diversification plan, 1986

Box 29, Folder 3      Client lists, undated

Box 29, Folder 4      Financial statements and documents, 1977-1985

Box 29, Folder 5      Mingo-Jones-Garrido, 1983

Box 29, Folder 6      "In Memory of Tillman Graphenreed", undated

Box 29, Folder 7      Inter-office correspondence, 1980

Box 29, Folder 8      Correspondence, 1980

Box 29, Folder 9      Incoming correspondence, 1981-1984

Box 29, Folder 10      Incoming correspondence, 1985

Box 29, Folder 11      Outgoing correspondence, January-July 1985

Box 30, Folder 1      Outgoing correspondence, August-December 1985

Box 30, Folder 2      Outgoing correspondence (miscellaneous), 1985

Box 30, Folder 3      Internal memorandum, 1985

Box 30, Folder 4-5      Miscellaneous office materials, 1980-1985

Box 28, Folder 6      Requests for check, 1985

Box 30, Folder 7      Correspondence, M-J/CJA transition, 1985-1986

Box 31, Folder 1	Mingo-Jones office material, 1983-1986
Box 31, Folder 2	Mingo-Jones publicity and correspondence, circa 1985
Box 31, Folder 3	America 500, undated
Box 31, Folder 4	Anacin, 1985
Box 31, Folder 5	Anheuser-Busch article
Box 31, Folder 6	Anheuser-Busch: research report on managing corporate image among urban Blacks, 1983
Box 31, Folder 7	Army, undated
Box 31, Folder 8	Bahamas, 1982-1983
Box 31, Folder 9	Bahamas Tourism Project, undated
Box 31, Folder 10	Born Beautiful (Clairol), 1985
Box 31, Folder 11	Brown and Williamson, undated
Box 31, Folder 12	California Lottery, 1985
Box 31, Folder 13	Carter/Mondale campaign, 1980
Box 31, Folder 14	Cellani Jewelry, 1983
Box 31, Folder 15	Charleston TV 24, 1985
Box 32, Folder 1-2	Cheseborough Ponds, 1986
Box 32, Folder 3	Chivas Regal, 1986
Box 32, Folder 4	Chrysler, undated
Box 32, Folder 5	City of New York, 1985
Box 32, Folder 6	Cutty Sark, 1979-1980
Box 32, Folder 7	Equitoriana, 1978-1979
Box 32, Folder 8	Executive Suite magazine, 1984
Box 32, Folder 9	Freedom National Bank, 1980
Box 32, Folder 10	Republic of Guinea, 1986
Box 32, Folder 11	Heublein, 1981
Box 32, Folder 12	Inner City Roundtable of Youth, 1983

Box 32, Folder 13	Johnson and Johnson, 1986
Box 32, Folder 14	Kentucky Fried Chicken, 1983
Box 32, Folder 15-18	Kentucky Fried Chicken, 1985 <a href="#">Image(s)</a>
Box 33, Folder 1-2	Kentucky Fried Chicken, 1986
Box 33, Folder 3	KFC Africa, 1984-1985
Box 33, Folder 4	L'Oreal, 1978
Box 33, Folder 5	Maxwell House, undated
Box 33, Folder 6	Marc London Luggage, 1983
Box 33, Folder 7	Miller, 1978-1979
Box 33, Folder 8	Miller, 1981
Box 33, Folder 9	Miller, 1984
Box 33, Folder 10-12	Miller, 1984-1985
Box 33, Folder 13	Miller Lite, 1985
Box 33, Folder 14-17	Miller, 1986
Box 33, Folder 18	Miller Lite, 1986
Box 34, Folder 1	Miller, 1987
Box 34, Folder 2	Miller (original art), undated (1)
Box 34, Folder 3	Miller (original art), undated (2)
Box 34, Folder 4	Mondale/Ferraro campaign, 1984
Box 34, Folder 5	Mumm, undated
Box 34, Folder 6	Myer's Dark Rum, 1986
Box 34, Folder 7	National Urban League Male Responsibility campaign, 1984
Box 34, Folder 8	National Urban League, 985
Box 34, Folder 9	Pacific Bell, 1985
Box 34, Folder 10	Pepsi-Cola, undated



Box 34, Folder 11	Progressive Liberal Party (Bahamas), 1984
Box 34, Folder 12	Quaker, 1973, undated
Box 34, Folder 13	Queen City Broadcasting, 1985
Box 34, Folder 14	Royal Essence, 1985
Box 34, Folder 15	Royal Resources, 1987
Box 34, Folder 16	Ryder, 1989
Box 34, Folder 17-19	Seagram's, 1983
Box 34, Folder 20	Seagram's, 1984
Box 35, Folder 1-7	Seagram's, 1985
Box 35, Folder 8-10	Seagram's, undated
Box 35, Folder 11	State of New York, 1983
Box 35, Folder 12-13	Sweet Daddies (cookies), 1985
Box 35, Folder 14	"Tomorrow's Dreams," film script by Caroline R. Jones, 1983
Box 35, Folder 15	Taylor California Cellars, 1984
Box 33, Folder 16	United Mutual Life Insurance, 1980
Box 35, Folder 17	Walt Disney, 1984 <a href="#">Image(s)</a>
Box 35, Folder 18	Walt Disney Productions, 1985
Box 35, Folder 19	90th Street Cafe, 1985
Box 35, Folder 20	Various ads, Mingo-Jones <a href="#">Image(s)</a>

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## Series 4: Caroline Jones Advertising Agency Records, 1987-1996

### Subseries 4.1: Client Files and Related Research, 1987-1995

Files may include correspondence, internal agency memoranda, print advertisements and radio ad scripts, planning materials, and publicity. The extensive files for Anheuser-Busch include an analysis of African American consumers for a corporate affairs advertising campaign. Jones's work as a public relations advisor to the government of the Bahamas included advertising campaign development and advice on handling publicity surrounding drug activities in the country. Non-commercial clients included Healthy Start, an organization promoting newborn health. There are extensive files on Jones's work for the Washington Lawyer's Committee's in its suit against the Denny's restaurant chain.

Box 36, Folder 19	Ackerly Airport Advertising, 1993
Box 36, Folder 20	Ad Council, 1994
Box 36, Folder 21	AIDS, 1989
Box 36, Folder 22	America 500, undated
Box 36, Folder 23-24	Anheuser-Busch correspondence, 1989-1995
Box 37, Folder 1	Anheuser-Busch Christmas Party, 1987
Box 37, Folder 2-3	Anheuser-Busch Meeting, 1994
Box 37, Folder 4	Anheuser-Busch corporate affairs advertising campaign presentation, 1987
Box 37, Folder 5	Anheuser-Busch music news clippings, 1991 <a href="#">Image(s)</a>
Box 37, Folder 6	Anheuser-Busch radio scripts, 1992
Box 37, Folder 7	Anheuser-Busch King Cobra, 1987
Box 37, Folder 8	Anheuser-Busch corporate responsibility publications, 1990-1991
Box 37, Folder 9	Anheuser Busch corporate responsibility news clippings, undated <a href="#">Image(s)</a>
Box 37, Folder 10-11	Anheuser Busch Black Achievers campaign, 1988 <a href="#">Image(s)</a>
Box 38, Folder 1	Anheuser-Busch contracts, 1987, 1991
Box 38, Folder 2	Anheuser-Busch, Screen Actors Guild contracts, 1988
Box 38, Folder 3	Anheuser-Busch corporate strategy presentation, 1990-1991
Box 38, Folder 4	Anheuser-Busch contact reports, 1991
Box 38, Folder 5	Anheuser-Busch/National Urban League, "The Guide Line", 1991

Box 38, Folder 6-8	Anheuser Busch, 1993
Box 38, Folder 9	Anheuser Busch "Be the One" campaign, 1996
Box 38, Folder 10	APCO Association, 1995
Box 39, Folder 11	Armstrong World Industries, 1993
Box 39, Folder 1	Aunt Jemima, 1991
Box 39, Folder 2	Aunt Jemima proposal, 1992
Box 39, Folder 3	Aunt Jemima case study, 1992
Box 39, Folder 4-5	Aunt Jemima, 1992
Box 39, Folder 6-7	Aunt Jemima, 1993
Box 39, Folder 8	Aunt Jemima, 1994
Box 39, Folder 9	Aunt Jemima, undated
Box 39, Folder 10	Aunt Jemima print ads, 1994 <a href="#">Image(s)</a>
Box 39, Folder 11	Bahamas governmental relations, 1989-1990
Box 39, Folder 12	Bahamas correspondence, 1989, 1993
Box 40, Folder 1	Bahamas governmental relations, 1988-1990
Box 40, Folder 2	Bahamas Pride and Joy campaign, 1991-1992
Box 40, Folder 3	Bahamas Pride and Joy campaign scripts, 1992
Box 40, Folder 4	Bahamas U.S. black market, 1992
Box 40, Folder 5	Bahamas U.S. advertising program, 1993
Box 40, Folder 6	Bahamas foam board ads, 1988
Box 41, Folder 1-2	Bahamas foam board ads, 1990
Box 41, Folder 3	Bahamas travel and tourism research, 1988-1991
Box 41, Folder 4	Bahamas Black information for Prime Minister
Box 41, Folder 5	Bahamas speeches, 1991
Box 41, Folder 6	Bahamas PLP convention, 1990

Box 41, Folder 7	Bahamas correspondence, 1987-1992
Box 41, Folder 8	Bahamas United States Senate statement, undated
Box 41, Folder 9	Bahamas Ministry of Tourism, "1990 Black Consumer Advertising"
Box 41, Folder 10	Bahamas: the ad, news clips and summary, 1988
Box 41, Folder 11	Bahamas PLP Party campaign, 1990
Box 41, Folder 12	Bahamas narcotics report response, 1988
Box 41, Folder 13	Bahamas: "A Call For Action, A Plea for Justice," Prime Minister of the Bahamas, undated
Box 41, Folder 14	Bahamas PLP political platform, 1991
Map-case 2, Drawer 24	Bahamas tourism posters <i>2 Posters</i>
Box 42, Folder 1	Bankers Trust, 1990
Box 42, Folder 2	Barmack, 1990
Box 42, Folder 3	The Black Collegian, 1994
Box 42, Folder 4	The Black Collegian, 1994
Box 42, Folder 5	Black consumer market -- Troy, undated
Box 42, Folder 6	Bloomingdales, undated
Box 42, Folder 7	Brooklyn Union Gas Company, 1993
Box 42, Folder 8	Brooklyn Union, 1994
Box 42, Folder 9	Bruce's Slender Slice, 1993
Box 42, Folder 10	Chemical Bank, 1994
Box 42, Folder 11	Cigna capabilities presentation, 1993
Box 42, Folder 12	Chrysler, 1994
Box 42, Folder 13	Colgate-Palmolive new business presentation, undated
Box 42, Folder 14	Commonwealth Holding Company- Harlem, 1989
Box 42, Folder 15	Consumer Commodities Corporation, 1990
Box 42, Folder 16	Coors print production estimates, 1991

Box 42, Folder 17	Corporation for Public Broadcasting minority focus group study technical proposal , 1992
Box 42, Folder 18	Davis and Gilbert, 1994
Box 42, Folder 19	Denny's, 1994
Box 42, Folder 20	"Denny's and the Black Consumer", undated
Box 42, Folder 21	NDI Foods/Denny's, 1994
Box 42, Folder 22	David Dinkins
Box 43, Folder 1	David Dinkins mayoral campaign, 1989
Box 43, Folder 2	Mayor David Dinkins, 1992-1993
Box 43, Folder 3-5	Dionne Warwick and Friends, 1988
Box 41, Folder 6	Dionne Warwick pantyhose, 1989
Box 43, Folder 6	Disney, 1988
Box 43, Folder 7	DMB and B, 1988
Box 43, Folder 8	Electronic Voting System, undated
Box 43, Folder 9	Entre Marketing
Box 43, Folder 10	Federal Express, 1988
Box 43, Folder 11	First Day Back to School campaign, NYC, 1990
Box 43, Folder 12; Box 44, Folder 1-2	First Day Back to School campaign, NYC, 1990
Box 44, Folder 3	First Interstate Bank, 1994-1995
Box 44, Folder 4-5	First Interstate Bank, 1994
Box 44, Folder 6	Fleischman-Hillard, Inc., 1994
Box 44, Folder 7	Flori Roberts research study proposal, 1993
Box 44, Folder 8	Ford creative presentation, 1994
Box 44, Folder 9-10	Gallo wines, 1989-1990
Box 45, Folder 1	Gatorade, 1991
Box 45, Folder 2	GE Capital Mortgage Corporation, 1995

Box 45, Folder 3	General Mills, Inc., 1994
Box 45, Folder 4	Generale Bank and Trust (Bahamas), 1989
Box 45, Folder 5	Gillette, 1996
Box 45, Folder 6	Girls, Inc. memoranda, 1993-1994
Box 45, Folder 7	Girls, Inc. research, 1993, undated
Box 45, Folder 8	GMC/Jimmy presentations, 1994
Box 45, Folder 9	GMC/Jimmy memoranda, 1994
Box 45, Folder 10	GMC Truck, 1994 <a href="#">Image(s)</a>
Box 46, Folder 1	GMC Jimmy, 1994 <a href="#">Image(s)</a>
Box 46, Folder 2	Goya, 1991
Box 46, Folder 3	Greenwich Workshop proposal for a research study of the African-American market, 1992
Box 46, Folder 4	Greyhound, 1989
Box 46, Folder 5	Gus Heningburg/New Jersey Tennis and Sports Foundation, 1989
Box 46, Folder 6	Hallmark/Mahogany greeting cards, 1994
Box 46, Folder 7	Hallmark Cards, 1994
Box 46, Folder 9	Healthy Start, 1994 <a href="#">Image(s)</a>
Box 46, Folder 10	Healthy Start, 194
Box 46, Folder 11	Healthy Start presentation, 1994
Box 47, Folder 1	Healthy Start technical proposal, 1992
Box 47, Folder 2	Healthy Start business proposal, 1992
Box 47, Folder 3	Healthy Start presentation, 1993
Box 47, Folder 4	Healthy Start agenda, 1993-1994
Box 47, Folder 5	Healthy Start memorandum, 1993
Box 47, Folder 6	Healthy Start memorandum, 1994

Box 47, Folder 7	Healthy Start campaign strategy, 1994
Box 47, Folder 8	Healthy Start media buys, 1994
Box 47, Folder 9	Healthy Start media advisory committee meeting, 1994
Box 47, Folder 10	Healthy Start research, 1993-1994
Box 47, Folder 11	Healthy Start other proposals, 1992-1993
Box 47, Folder 12	Healthy Start prenatal care focus groups, 1995
Box 47, Folder 13	Healthy Start releases/ V.O., 1995
Box 48, Folder 1	Healthy Start pamphlet, 1994
Box 48, Folder 2	Healthy Start radio, 1995
Box 48, Folder 3	Helen of Troy, 1991
Box 48, Folder 4	Hill and Knowlton Church of Scientology, 1987-1994
Box 48, Folder 5	Immunization program, NYC, 1992
Box 48, Folder 6	John Mackey, 1989
Box 48, Folder 7	J.P. Morgan, 1990
Box 48, Folder 8	Kentucky Fried Chicken research, 1988
Box 48, Folder 9	Kentucky Fried Chicken, memoranda, 1991
Box 48, Folder 10	KFC creative presentations, 1992
Box 48, Folder 11	KFC creative proposal, 1992
Box 46, Folder 12	KFC black consumer market presentation, 1992
Box 48, Folder 13	KFC presentation, 1993
Box 48, Folder 14	KFC proposal, undated
Box 48, Folder 15	KFC name tags, undated
Box 48, Folder 16	Kraft/General foods, 1993
Box 49, Folder 1	Kwanzaa Gala, New York Urban Coalition, 1992-1993
Box 49, Folder 2	Kwanzaa CCS Events, 1991-1992
Box 49, Folder 3-4	Kwanzaa Gala, 1992

Box 49, Folder 5	Legacy Tour '94, 1994
Box 49, Folder 6	Lincoln-Mercury, Inc., Dreyersburg Ford, 1995
Box 49, Folder 7	McCann Erickson, 1994
Box 49, Folder 8	McDonalds memoranda, 1992-1995
Box 49, Folder 9	McDonald's Black consumer market communications guide, 1992
Box 49, Folder 10	McDonald's Metro board meeting, 1992
Box 50, Folder 1	McDonald's presentations, 1992-1993
Box 50, Folder 2	McDonald's Black consumer market, 1993
Box 50, Folder 3	McDonald's family reading, 1994
Box 50, Folder 4	McDonald's Haley Family promotion, 1994
Box 50, Folder 5	McDonald's Black consumer market, 1994
Box 50, Folder 6	McDonald's local Black consumer market, 1995
Box 50, Folder 7	McDonald's Black consumer market planning session, 1995
Box 50, Folder 8	McDonald's internal memoranda, 1993
Box 50, Folder 9	McDonald's trademarks, 1993-1994
Box 50, Folder 10	McDonald's estimates, 1993-1994
Box 50, Folder 11-12	McDonald's miscellaneous, 1993-1994
Box 51, Folder 1	Media Professionals, Inc., 1993-1994
Box 51, Folder 2-4	Miller Lite/Miller High Life, 1984-1986
Box 51, Folder 5	Movado, Marketing to the Black Consumer, 1991
Box 51, Folder 6	Muhammad Ali Rotisserie Chicken, 1994
Box 51, Folder 7	NAACP Legal Defense Fund, 1988-1989
Box 51, Folder 8	The National Conference, 1994
Box 51, Folder 9	National Conference of Christians and Jews, 1994
Box 51, Folder 10	New York State Democratic Coalition, 1989
Box 51, Folder 11	NEA, 1988



Box 51, Folder 12	Nation's Week, 1993
Box 51, Folder 13	New Jersey Transit, 1993
Box 51, Folder 14	New York Highway Authority, 1990
Box 51, Folder 15	New York Landmarks Conservancy, 1993
Box 51, Folder 16	New York City Off-Track Betting Corporation, 1992
Box 51, Folder 17	New York City Ports and Trade Commission, 1990
Box 51, Folder 18	New York Subways Advertising Company, undated
Box 52, Folder 1	Nigeria LNG Limited, 1994
Box 52, Folder 2	Nigeria LNG Limited, 1994
Box 52, Folder 12	Nigeria Lists for Isyaku Ibrahim, undated
Box 52, Folder 3	NYNEX, 1994
Box 52, Folder 4	Paragon Cable Manhattan, 1989
Box 52, Folder 5	Partnership for a Drug Free America, undated
Box 52, Folder 6	Partnership for a Drug Free America focus group summary, 1991
Box 52, Folder 7	Port Liberté, 1989
Box 52, Folder 8	Port of Los Angeles, 1988
Box 52, Folder 9	Preferred Business Services, Inc., 1993
Box 52, Folder 10	Progressive Liberal Party (Bahamas), 1987, 1991
Box 52, Folder 11	Prudential, minority recruitment plans, 1992-1993
Box 53, Folder 1	Prudential minority recruitment plan analysis, 1993
Box 53, Folder 2	Prudential review, 1992-1993
Box 53, Folder 3-6	The Prudential, 1988-1993 <a href="#">Image(s)</a>
Box 53, Folder 7	Remy Martin, 1991-1992
Box 53, Folder 8	Resolution Trust Corporation public information strategy, 1994
Box 53, Folder 9	Resolution Trust Corporation, 1994
Box 53, Folder 10	Roberts Brothers, 1994

Box 53, Folder 11	Rockefeller Institute of Government immunization project, 1992
Box 54, Folder 1	Ryder, 1994
Box 54, Folder 2	S Hawke Technologies, 1988
Box 54, Folder 3	Sample agency forms, 1988-1994
Box 54, Folder 4	Schiefflin and Somerset presentation, 1993
Box 54, Folder 5	Schiefflin, 1989
Box 54, Folder 6	Showtime Networks, Inc., 1994
Box 54, Folder 7	Sony, 1993
Box 54, Folder 8	Sony innovators program, 1991-1992
Box 54, Folder 9	South African materials, undated
Box 54, Folder 10	Toys R Us, 1992, 1991
Box 54, Folder 11-12	Toys R Us, 1992-1995
Box 55, Folder 1	Toys R Us copy and ads, 1995 <a href="#">Image(s)</a>
Box 55, Folder 2-4	Toys R Us, Pleasant Company, and Olmec Toys, 1992-1994 <a href="#">Image(s)</a>
Box 55, Folder 5-6	Trinidad and Tobago, 1994
Box 56, Folder 1	Trump Organization (Bahamas), 1988
Box 56, Folder 2	United Negro College Fund, 1994
Box 56, Folder 3	United Negro College Fund, <i>Black Collegian</i> , 1994
Box 56, Folder 4-5	USA Network, 1993
Box 56, Folder 6	USA Network memoranda, 1993
Box 56, Folder 7	USA Network creative presentation, 1993
Box 56, Folder 8	USA Network research
Box 56, Folder 9	US Postal Service, NE Region, targeting ethnic markets, 1991
Box 56, Folder 10	Victoria Tea Company, 1994
Box 56, Folder 11	Wall Street Journal new business presentation, , undated, undated

Box 56, Folder 12	Washington Convention Center request for proposals, 1992
Box 56, Folder 13	Washington Lawyer's Committee for Civil Rights and Urban Affairs, phase II media buy, 1994
Box 56, Folder 14	Washington Lawyer's Committee, Denny's suit, phase II appendix, 1994
Box 56, Folder 15	Washington Lawyer's Committee, Denny's suit, communication plans, 1994
Box 57, Folder 1	Washington Lawyer's Committee, Denny's suit, correspondence, 1994
Box 57, Folder 2	Washington Lawyer's Committee, Denny's suit, radio/television advertisements, 1994
Box 57, Folder 3	Washington Lawyer's Committee, Denny's suit, media lists, 1994
Box 57, Folder 4	Washington Lawyer's Committee, Denny's suit, print ads, 1994
Box 57, Folder 5	Washington Lawyer's Committee, Denny's suit, customer survey, 1992
Box 57, Folder 6	Washington Lawyer's Committee, Denny's suit, demographics, 1988-1993
Box 57, Folder 7	Washington Lawyer's Committee, Denny's suit, legal documents, 1994
Box 57, Folder 8	Washington Lawyer's Committee, Denny's suit, research, 1994
Box 57, Folder 9	Washington Lawyer's Committee, notes, undated
Box 57, Folder 10	Western Union radio scripts, 1989-1990
Box 57, Folder 11	Western Union radio scripts, 1991
Box 58, Folder 1	Western Union, radio scripts, 1992-1993
Box 58, Folder 2	Western Union, Black Expo memoranda, 1989-1992
Box 58, Folder 3	Western Union, Black Expo memoranda, 1993-1994
Box 58, Folder 4	Western Union, Black Expo research, 1992-1993
Box 58, Folder 5	Western Union, black consumer market, 1992
Box 58, Folder 6	Western Union, cause-related marketing, 1993
Box 58, Folder 7	Western Union, international money transfer, 1993
Box 58, Folder 8	Western Union, correspondence, 1989-1994
Box 59, Folder 1	Westinghouse new business presentation, undated
Box 59, Folder 2	Washington Area Metropolitan Transit Authority (WMATA), 1989

Box 59, Folder 3	Women's Forum, 1989
Box 59, Folder 4	Y and R subcontractor self-certification, 1994
Box 59, Folder 5	YWCA, 1993
Box 59, Folder 6	YWCA estimates, 1993
Box 59, Folder 7	Various notes, undated
Box 59, Folder 8	Caroline Jones Agency special events, 1990
Box 59, Folder 9	Completed Jobs (miscellaneous), 1990

### Subseries 4.2: Agency Credentials, 1985-1995

Often developed to submit with new business proposals, these documents include a brief agency history, staff biographies, client lists, copies of magazine and newspaper articles about the agency, descriptions of the agency's approach to advertising, case histories of advertising campaigns, and client recommendations.

Box 61, Folder 1-3; Box 60, Folder 1-6	Credentials, circa 1990- circa 1995
Box 61, Folder 4	Credential kit, circa 1988
Box 61, Folder 5	Credential packet, 1991
Box 61, Folder 6	Mentions, 1990-1991
Box 61, Folder 7	Public relations information, including professional biographical information about Caroline R. Jones, 1990-1991
Box 61, Folder 8	Public relations client list and credentials, 1988-1990
Box 62, Folder 1-2	Agency scrapbook, 1985-1991

### Subseries 4.3: New business, 1987-1994

Correspondence with and notes about potential clients; internal memoranda about planning and results of meetings and presentations to clients; reports on the status of client solicitations.

Box 62, Folder 3	New business correspondence, 1987 July-1987 December
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### Subseries 4.3: New Business, 1987-1994

#### *Box 62, Folder 4*

Notes about and correspondence with potential clients; internal memoranda about the planning and results of meetings with and presentations to clients; and reports on the status of client solicitations.

Box 62, Folder 4	New business, 1987
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Box 62, Folder 5	New business, 1988
Box 62, Folder 6	New business, 1989
Box 62, Folder 7	New business, 1990
Box 62, Folder 8	New business, 1991 - 1992
Box 63, Folder 1-2	New business-outgoing, 1991
Box 63, Folder 3	New business-outgoing, 1992
Box 63, Folder 4	New business-outgoing, 1993 April-1993 July
Box 63, Folder 5	New business, 1993 - 1994

#### Subseries 4.4: Correspondence, 1990-1995

Incoming and outgoing letters and memoranda with a wide range of correspondents, including many overseas clients. Much of the correspondence is with or about clients. Also, copies of newspaper and magazine articles. Similar materials also are found in subseries 4.5.

Box 63, Folder 6	Correspondence, 1990 - 1994
Box 63, Folder 7	New York Connections Magazine, 1993
Box 63, Folder 8	Letters to Caroline Jones, 1994
Box 63, Folder 9	Letters from Caroline Jones, 1994
Box 63, Folder 10	Incoming correspondence, 1987
Box 63, Folder 11	Fax messages, 1991 April-1991 August
Box 64, Folder 1-3	Fax messages, 1991 April-1991 August
Box 64, Folder 4-5	Fax messages, 1991 August-1991 December
Box 64, Folder 6-7	Fax messages, 1991 August-1991 December
Box 65, Folder 1-2	Memos, 1993 - 1994
Box 65, Folder 3	Faxes (incoming), 1993 - 1994
Box 65, Folder 4	Faxes (outgoing), 1993 - 1994
Box 65, Folder 5	Caroline R. Jones handwritten notes, undated Includes notes for a speech with reflections on being female and Black; "to do" lists; draft of a statement of her agency's strengths.
Box 65, Folder 6	Internal memoranda, 1993 - 1995

Box 65, Folder 7	Outgoing correspondence, 1992
Box 65, Folder 8	Incoming correspondence, 1993
Box 65, Folder 9	Outgoing correspondence, 1993
Box 65, Folder 10	Outgoing correspondence, 1993
Box 65, Folder 11	Incoming correspondence, 1993
Box 65, Folder 12	Outgoing faxes, 1993
Box 66, Folder 1	Outgoing faxes, 1993
Box 66, Folder 2-6	Incoming Correspondence, 1994
Box 66, Folder 7	Outgoing correspondence, 1994
Box 67, Folder 1	Outgoing correspondence, 1994
Box 67, Folder 2	Outgoing faxes, 1994
Box 67, Folder 3	Letters received, 1994 August-1994 October
Box 67, Folder 4	Letters sent, 1994 July-1994 August
Box 67, Folder 5	Letters sent, 1994 September-1995 March
Box 67, Folder 6	Fax memo, 1995 March
Box 67, Folder 7	Incoming correspondence, 1995
Box 67, Folder 8	Outgoing correspondence, 1995
Box 67, Folder 9	Correspondence, 1995 January-1995 February

#### Subseries 4.5: Office Materials, circa 1990-1995

Label lists and logs include names, addresses, and phone numbers for National African groups and individuals and for individuals and organizations in communications and New York City politics. Office paperwork consists of incoming and outgoing letters and memoranda similar to those found in subseries 4.4.

Box 68, Folder 1	Label list log, contents
Box 68, Folder 2	Label list log, national black organizations
Box 68, Folder 3	Label list log, IRTS 1, 1990
Box 68, Folder 4	Label list log, Dinkins 2, undated

Box 68, Folder 5	Label list log, Dinkins 3, undated
Box 68, Folder 6	Label list log, Dinkins
Box 68, Folder 7	Label list log, New York City political community contacts, undated
Box 68, Folder 8	Label list log, IRTS 2, 1990
Box 68, Folder 9	Label list log, Hispanic organizations, New York County Democrats
Box 68, Folder 10	Label list log, bronx, Brooklyn, Manhattan, Staten Island, and Queens District managers
Box 68, Folder 11	Label list log, community business group, Community Board Number 7, Manhattan
Box 68, Folder 12	General office papers, 1990
Box 68, Folder 13	Office paperwork, 1992 May
Box 68, Folder 14	Office paperwork, 1993 June
Box 68, Folder 15	Office paperwork, 1992 July
Box 68, Folder 16	Office paperwork, 1992 August
Box 68, Folder 17	Office paperwork, 1992 September-1992 November
Box 68, Folder 18	Office paperwork, 1993 January
Box 68, Folder 19	Office paperwork, 1993 February
Box 69, Folder 1-2	Office paperwork, 1993 March
Box 69, Folder 3	Office paperwork, 1993 April
Box 69, Folder 4-6	Office paperwork, 1993 February-1993 April
Box 69, Folder 7-8	Office paperwork, 1993 March-1993 April
Box 69, Folder 9	Office paperwork, 1994 March
Box 69, Folder 10	Office paperwork, 1994 July-1994 September
Box 70, Folder 1	Office work, miscellaneous, 1987-1992 Includes a typescript of a talk, perhaps given to students, "Opportunities for Woman [sic] and Blacks in Advertising: Not Enough But More Than Ever," (8 pages)
Box 70, Folder 2	Miscellaneous information, undated
Box 70, Folder 3	Proposal to Anheuser-Busch, undated

Box 70, Folder 4	Production estimates, various, 1992-1995
Box 70, Folder 5	Cost to date forms, undated
Box 70, Folder 6-9	Talent and production, 1989-1994
Box 70, Folder 10	Financial correspondence and policy, 1994-1995 Includes legal correspondence and advice regarding the bankruptcy of the Caroline Jones Agency and the creation of Caroline Jones, Inc.
Box 70, Folder 11	Caroline Jones incorporated, correspondence, 1995

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## Series 5: Print Ads, 1964-1996

### [Image\(s\)](#)

Proofs for print advertisements, clipped ads from magazines, and brochures and other marketing materials. Includes original art work, some mounted on boards, and a few storyboards for television commercials. Box 104, folder 5, contains publicity about Caroline Jones in her early career, including published interviews.

Box 92, Folder 1	A and P (Black Creative Group), 1975
Box 92, Folder 2	Armo Company (fabrics), undated
Box 92, Folder 3	Astarte (cosmetics), undated
Box 92, Folder 4; Box 104, Folder 2-3	Bahamas, 1980-1984, 1989 <a href="#">Image(s)</a>
Box 104, Folder 4	Billy Dee Williams, 1986
Box 92, Folder 5	Caroline Jones Agency, undated
Box 92, Folder 6	Ebony Magazine brochure, "How Do You Sell to Urban Negro Consumers?", undated <a href="#">Image(s)</a>
Box 92, Folder 7	Clairol, undated
Box 92, Folder 8	DeKuyers, 1987
Box 92, Folder 9	Greyhound, 1988
Box 92, Folder 10	L'oreal, 1979
Box 92, Folder 11	Mandela Freedom Fund, undated
Box 92, Folder 12	McDonald's, 1992
Box 92, Folder 13	Minority vendor programs, 1992
Box 92, Folder 14	New Jersey Transit, 1992
Box 92, Folder 15	Pond's, , undated, undated
Box 92, Folder 16	Prudential, 1989
Box 92, Folder 17	Rums of Puerto Rico (Black Creative Group for Ogilvy & Mather), 1974 <a href="#">Image(s)</a>
Box 92, Folder 18	Ryder, 1989
Box 93, Folder 1	Anheuser-Busch, 1982

[Image\(s\)](#)

Box 93, Folder 2	Bahamas, 1982
Box 93, Folder 3-5	Campbell Soup (BBDO Agency), 1976 <a href="#">Image(s)</a>
Box 93, Folder 6	Kentucky Fried Chicken (Mingo-Jones), 1983
Box 93, Folder 7	DuPont Qiana (BBDO Agency), 1976
Box 93, Folder 8	Gold Magic Shaving Powder (Black Creative Group), undated
Box 93, Folder 9	Miller, undated
Box 93, Folder 10	National Center for Volunteer Action (Advertising Council), 1978
Box 93, Folder 11	Pantera de Tomaso, undated
Box 93, Folder 12	USA Network (cable television), undated
Box 93, Folder 13	Miscellaneous print advertisements, 1964, 1966, undated
Box 124, Folder 1	Air Afrique, 1972
Box 124, Folder 2	Alpha System (smoking cessation, original art), , undated, undated
Box 124, Folder 3	American Gas Association, 1967 - 1968
Box 124, Folder 4	Anheuser Busch, 1988-1994
Box 124, Folder 5	Back to School New York City, 1990
Box 124, Folder 6	Banker's Trust, undated
Box 124, Folder 7	Bowery Saving's Bank, undated
Box 124, Folder 8	Burger King, 1975 - 1976
Box 124, Folder 9	Campbell's, 1975-1977
Box 124, Folder 10	Clairol, 1970
Box 124, Folder 11	Coca-Cola, 1969-1971
Box 124, Folder 12	Dark 'n Lovely (Black Creative Group, hair coloring), undated
Box 124, Folder 13	Dawn Magazine, 1975
Box 124, Folder 14	Friends of Nigeria, 1978
Box 124, Folder 15	Greyhound, 1987 - 1988

Box 124, Folder 16	Mahalia Jackson's Turnip Greens, undated <a href="#">Image(s)</a>
Box 124, Folder 17	McDonald's , 1993-1994
Box 124, Folder 18	National Center for Voluntary Action (Ad Council), undated
Box 124, Folder 19	New York State Savings Bank, undated
Box 124, Folder 20	Prudential, 1990-1993
Box 124, Folder 21	Scott Confidets, undated
Box 124, Folder 22	Postal Money Orders, 1996
Box 124, Folder 23	Virgin Islands/Virgin Rum, undated
Box 124, Folder 24	Kenyon and Eckhardt presentation , undated <a href="#">Image(s)</a>
Box 124, Folder 26	Disney/Ryder/Denny's (settlement)/Kentucky Fried Chicken, undated
Box 125, Folder 1	Lincoln Continental, 1971 - 1972
Box 125, Folder 2	Rums of Puerto Rico, 1974 - 1976
Box 125, Folder 3-5	The Bahamas, 1988-1991
Box 125, Folder 6	Washington Lawyers Committee (Denny's settlement), 1994
Box 125, Folder 7	A Corporate Line: A Musical Event (Advertising Women of New York), with photograph of cast, including Caroline Jones, in chorus line, 1984
Box 125, Folder 8	The National Conference, "Together for America", 1994
Box 125, Folder 9	Partnership for a Drug Free America (storyboard), undated
Box 125, Folder 10	New Jersey Transit, undated
Box 104, Folder 1	Nabisco Brands,"Black American Generals and admirals" and "Famous Black American Leaders"  Publicity, 1967-1975  Democratic National Committee meeting, 1989

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## Series 6: Photographs and Slides, 1950s-1995

Primarily images of Caroline Jones and professional associates, including portraits and travel and events documentation. There are a few childhood and early adult images of Jones. Predominately professionally taken eight by ten black and white prints but also color photographs, including snapshots.

### Subseries 6.1: Slides, undated

Primarily images of print advertisements, occasionally with other client products including invitations and publicity materials. Also, images used in ads and talking points for presentations to clients. Most slides are unlabeled and undated and many of the images are found elsewhere in the collection.

Box 94	Addidas-American Express
Box 94	Amex-Bahamas
Box 94	Bahamas
Box 94	Bankers Trust-Bowery
Box 94	Bridge-Campbell's
Box 94	Coca-Cola to Converse
Box 95	Donnies to Greyhound
Box 95	Gulf Oil to L'Oreal
Box 95	L'Oreal to the National Urban League
Box 95	New Jersey Transit to Pacific Bell
Box 95	Pepsi to Polaroid
Box 95	Prudential
Box 95	Puma to Westinghouse
Box 96	African historical: reproductions of paintings of pre-colonial African figures with captions
Box 96	Images of blacks: primarily stereotypical images from old advertisements
Box 96	Formal portrait of Caroline Jones with man in a suit
Box 96	Zebra/BCG
Box 96	Miscellaneous: primarily print advertisements and art work
Box 97-98	Unsorted: various clients
Box 99	American delegation visiting Africa with "Friends of Isayaki" title slide

Box 100                      New American Hero campaign (for Miller beer?)

### Subseries 6.2: Photographs, 1950s-1995

Primarily images of Caroline Jones and professional associates, including portraits and travel and events documentation. There are a few childhood and early adult images of Jones. Predominately professionally taken eight by ten black and white prints but also color photographs, including snapshots.

Box 101, Folder 1	Publicity, 1979 - 1982 <a href="#">Image(s)</a>
Box 101, Folder 2	Portrait photographs, circa 1975 <a href="#">Image(s)</a>
Box 101, Folder 3	Publicity and personal, undated
Box 101, Folder 4	Publicity, undated
Box 101, Folder 5	Personal, family, and college, 1950s-1980s
Box 101, Folder 6	Caroline Jones with political figures, 1979-1995
Box 101, Folder 7	Caroline Jones with clients, undated <a href="#">Image(s)</a>
Box 101, Folder 8	Mingo, Jones, Guilemenot, others, 1977, 1979, undated
Box 101, Folder 9	Commercial shoots, undated <a href="#">Image(s)</a>
Box 101, Folder 10	Family and friends, undated
Box 101, Folder 11	Recording sessions, undated
Box 101, Folder 12	Professional models, undated
Box 101, Folder 13	Memorial of the Overseas Construction Association of Korea goodwill trip to the United States, 1989
Box 101, Folder 14	China trip album "With Compliments of the Ministry of Foreign Affairs, Republic of China", undated
Box 124, Folder 25	Mingo, Jones, Guilemenot (oversized portrait), 1977
Box 102, Folder 1	L'oreal Party, 1978
Box 102, Folder 2	UNCA party, 1981
Box 102, Folder 3	Matrix Award Party, 1982
Box 102, Folder 4	Ad Council Party, 1984

Box 102, Folder 5-6      Anheuser Busch Kwanza Party, 1987

Box 102, Folder 7      Ad Woman of the Year, 1990

Box 102, Folder 8      Back to School New York City, undated

                                 Awards ceremonies, 1982, 1991, undated

                                 Events, 1979-1991

                                 Events, 1981, undated

                                 Caroline Jones Advertising Fourth Annual Summer Cruise, Thursday, August  
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                                 Unknown party scene, undated

                                 Zapata Yorktown oil rig with President Jimmy Carter, undated

                                 Drawings of Caroline Jones, 1978, undated

                                 Caroline Jones in office setting (photographic negatives), undated

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## Series 7: Audiovisual Materials , 1970-1997

## Subseries 7.1: Audio Cassettes , 1984-1994

Radio commercials for a wide range of commercial clients. Also includes public service commercials and compilation reels of commercials done by the Zebra Associates and Mingo-Jones advertising agencies.

- Box 105, Item AC0552-OC0001      Zebra Associates radio reel , undated  
*1 cassette tape*  
Radio commercials produced for Andrew Young, Polaroid, Voter Registration, Clairol, Wonder Bread, Bowery Savings Banks, the Virgin Islands, and Schaeffer
- Box 105, Item AC0552-OC0002      Mingo-Jones Agency Reel , undated  
*1 cassette tape*  
Radio commercials produced for the State Department, L'Oreal, Miller Lite, Miller High Life, Goodyear, Gino's and Kentucky Fried Chicken
- Box 105, Item AC0552-OC0003 and OC0004      Mingo-Jones Agency Reel , undated  
*1 cassette tape*  
Radio commercials for Kentucky Fried Chicken, the State Department, Miller, Gino's, Hanes, Cherry Kijafa, Mountain Dew and Disney
- Box 105, Item AC0552-OC0005      Anheuser-Busch: The Opportunity Line, 1991  
*1 cassette tape*
- Box 105, Item AC0552-OC0006      Anheuser-Busch: The Opportunity Line, 1991  
*1 cassette tape*
- Box 105, Item AC0552-OC0007      Anheuser Busch , 1992  
*1 cassette tape*  
Need Money boy/girl rap audition tracks
- Box 105, Item AC0552-OC0008      Anheuser-Busch: The Opportunity Line, 1992  
*1 cassette tape*
- Box 105, Item AC0552-OC0009      Anheuser-Busch: Opportunity Line, 1992  
*1 cassette tape*  
Need Money
- Box 105, Item AC0552-OC0010      Aunt Jemima , undated  
*1 cassette tape*  
Alive and Cookin with Gladys Knight
- Box 105, Item AC0552-OC0011      Bahamas Ministry of Tourism , 1989 April 24  
*1 cassette tape*  
Six radio spots for the Pride and Joy Campaign, Bernie Drayton arrangement.
- Box 105, Item AC0552-OC0012      Bahamas Ministry of Tourism: Pride & Joy Campaign, 1991  
*1 cassette tape*

- Box 105, Item AC0552-OC0013 Bahamas Ministry of Tourism: Pride & Joy Radio Campaign, 1992  
*1 cassette tape*
- Box 105, Item AC0552-OC0014 Bahamas Ministry of Tourism: Black Consumer Radio, 1992  
*1 cassette tape*
- Box 105, Item AC0552-OC0015 Bahamas Promotional  
*1 cassette tape*
- Box 105, Item AC0552-OC0016 Bahamas: P&J Radio  
*1 cassette tape*
- Box 105, Item AC0552-OC0017 Bahamas: Never Seen  
*1 cassette tape*
- Box 105, Item AC0552-OC0018 Bahamas: Pride and Joy , 1989 March 8  
*1 cassette tape*
- Box 106, Item AC0879-OC0019 Bahamas Ministry of Tourism Client Presentation August 27, 1992: Pride and Joy Campaign, 1988-1991, undated  
*1 cassette tape*
- Box 106, Item AC0552-OC0020 Chicken George Restaurants  
*1 cassette tape*  
Nine radio commercials
- Box 106, Item AC0552-OC0021 Girls, Inc. , 1994 May 13  
*1 cassette tape*
- Box 106, Item AC0552-OC0022 GMC Agency Presentation, , 1994  
*1 cassette tape*  
Two radio spots for the GMC Jimmy Truck
- Box 106, Item AC0552-OC0023 L'oreal: Look of Radiance, undated  
*1 cassette tape*
- Box 106, Item AC0552-OC0024 McDonald's African-American Heritage Series, "Black Pioneers, Black Rights, Black Justice" , 1991  
*1 cassette tape*
- Box 106, Item AC0552-OC0025 McDonald's: Black Consumer Market, 1993 March 30  
*1 cassette tape*
- Box 106, Item AC0552-OC0026 McDonald's: April FSI Promotional, 1993 April 8  
*1 cassette tape*
- Box 106, Item AC0552-OC0027 McDonald's Black Consumer Market , 1993  
*1 cassette tape*
- Box 106, Item AC0552-OC0028 McDonald's: January Promotion, 1993 December 22  
*1 cassette tape*



- Box 106, Item AC0552-OC0029 McDonald's: Quarterbacks for Quarterpounders , 1993 September 2  
*1 cassette tape*
- Box 106, Item AC0552-OC0031 McDonald's, 1994 February 17
- Box 106, Item AC0552-OC0030 McDonald's: Double Cheeburger Extra Value Meal, 1994 January 27
- Box 106, Item AC0552-OC0032 Miller Beer , 1986 March 7  
Four spots for Lite Beer
- Box 106, Item AC0552-OC0033 National Carnival Commission of Trinidad and Tobago, four radio spots for Carnival '94, 1994 February 17
- Box 106, Item AC0552-OC0034-AC0552-OC0035 National Urban League: Think Before You Do  
*2 sound cassettes*
- Box 106, Item AC0552-OC0036 New York City: Back to School Campaign (music only) , 1990 July 17  
*1 cassette tape*
- Box 107, Item AC0552-OC0037 Partnership for a Drug-Free America, 1992 October 2
- Box 107, Item AC0552-OC0038 Partnership for a Drug Free America, Real Kids on the Block , undated  
*1 cassette tape*
- Box 107, Item AC0552-OC0039 Pepsi-Cola: Black Consumer Market , 1984 November 15  
*1 cassette tape*  
eight spots
- Box 107, Item AC0552-OC0040 QVC Network Jingle, undated  
*1 cassette tape*
- Box 107 Washington Lawyer's Committee, 1994 June 9
- Box 107 and 108, Item AC0552-OC0041-AC0552-OC0062 Western Union Money Transfers , 1991 November 20-1993 March 26  
*22 sound cassettes*
- Box 108, Item AC0552-OC0063 Roy Eaton Music, Inc. , 1985  
*1 cassette tape*  
11 spots for Newsweek, drunk driving, sports channel, Pantene, Hardees, malt liquor, Bell Atlantic, Texaco and Black & Decker
- Box 108, Item AC0552-OC0064 Joey Levine Presentation Reel, undated  
*1 cassette tape*
- Box 108, Item AC0552-OC0065 Tisherman Agency: Master Hispanic , undated  
*1 cassette tape*  
Tape featuring 11 actors and 14 actresses

- Box 108, Item AC0552-OC0066 Radio Philadelphia: A Sample of Some of the Best Radio Commercials in the Modern Free World, undated  
*1 cassette tape*
- Box 108, Item AC0552-OC0067 KBLA: Money Talks, undated  
*1 cassette tape*
- Box 108, Item AC0552-OC0068 Radioscope: The Entertainment Magazine of the Air, undated  
*1 cassette tape*
- Box 108, Item AC0552-OC0069 Caroline Jones/Lorimar Press Conference , 1987 February 4  
*1 cassette tape*

### Subseries 7.2: Open Reel Audio Tapes, 1970-1984

Radio commercial for individual clients and compilation reels of commercials done by the Zebra Associates, Mingo-Jones, and McCann-Erickson advertising agencies.

- Box 109, Item AC0552-OR0001 Zebra Associates Radio Compilation Reel , about 1970  
*1 sound recording*  
Featuring radio commercials for Andrew Young, Reservations World, Polaroid, Voter Registraton, Clairol, Wonder Bread, Bowery Saings Bank, the Virgin Islands and Schaeffer
- Box 109, Item AC0552-RT0002 Mingo-Jones Agency Presentation Reel , 1984 June 5  
*1 sound recording*  
Featuring radio comercials for KFC, State Department, Miller High Life, Gino's, Hanes, Cherry Kijafa, Mountain Dew and Disney
- Box 109, Item AC0552-RT0003 McCann-Erickson Radio Compilation Reel, 1974 November 7  
*1 sound recording*  
Featuring 8 radio commercials for Coca-Cola, GW Bridge, Clairol and others
- Box 109, Item AC0552-OR0004 Bowery Savings Bank, 1970 July 14  
*1 sound recording*  
"Cut 1" Education Loan Plan
- Box 109, Item AC0552-RT0005 BBDO: Burger King Black Consumer Radio , undated  
*1 sound recording*  
What You Want, Take 5, That's Love
- Box 109, Item AC0552-RT0006 Burger King Black Radio , 1975 September 15  
*1 sound recording*  
What You Want/Hustle
- Box 109, Item AC0552-OR0007 Campbell's Soup , undated  
Woman/Supper, Weekends/Family, Kids/Lunchtime, Week-end/man

- Box 109, Item AC0552-OR0008 Campbell's Soup , undated  
*1 sound recording*  
Mixes with announcer and vocals: Swimming and Sunning, Summer-time Lunches, Summer Visit, Swimming and Sunning, Summertime Lunches
- Box 109, Item AC0552-OR0009 Campbell's Soup , undated  
*1 sound recording*  
Saturday Shopper, Mother-in Law, Touch Football, Teenager
- Box 109, Item AC0552-OR0010 Campbell's Soup Black Radio, undated  
*1 sound recording*  
Husband, Mother, Grandma, Children
- Box 109, Item AC0552-OR0011 Joseph Schlitz Bewing Co. , 1974 July 19  
*1 sound recording*  
Mom's Party, Mom's Party alternate, Mom's Barbeque, Mom's Poker
- Box 109, Item AC0552-OR0012 Schlitz Community Service Radio  
*1 sound recording*
- Box 109, Item AC0552-OR0013 Ad Age Workshop: Radio  
*1 sound recording*  
Good Life, Got to Get Better, Polaroid
- Box 109, Item AC0552-OR0014 Black Creative Group: Clifford Alexander, 1974 August 22  
*1 sound recording*  
60 second radio spot and campaign song
- Box 109, Item AC0552-OR0015 Mingo-Jones:Voter Registration/Vernon Jordan , 1980 October 3  
*1 sound recording*  
PSA for voter registration

### Subseries 7.3: Videotapes, 1987-1997

#### Subseries 7.3.1: Agency Reels and Compilations , 1989-1994

- Box 110, Item AC0552-OV0001 Mingo-Jones Advertising Agency Reel, undated  
*1 videocassettes (vhs)*
- Box 110, Item AC0552-OV0002 Caroline Jones Advertising Agency Sample Reel, 1989 July 26  
*1 videocassettes (u-matic)*  
Eight commercials for: Anheuser-Busch Kentucky Fried Chicken Bahama's Ministry of Tourism Mountain Dew Goodyear Miller High Life Partnership for a Deug-Free America
- Box 110, Item AC0552-OV0003 Carl Junior's New Business Presentation Reel, 1991 February 22  
*1 videocassettes (u-matic)*  
Ten commercials for the following clients: KFC Ore-Ida Brown Egg Council of New England Stroh's Beer Seafood Council Binaca

- Box 110, Item AC0552-  
OV0004 Carl Junior's New Business Presentation Reel, 1991  
*1 videocassettes (u-matic)*  
Includes commercials produced for Kentucky Fried Chicken, Ore-Ida, the Brown Egg Council, Stroh's Beer, the Seafood Council and Binaca
- Box 110, Item AC0552-  
OV0004.5 Caroline Jones Advertising Inc. Agency Reel: New Version, 1992  
November 23
- Box 110, Item AC0552-  
OV0005 Caroline Jones Advertising, Inc. summary presentation covering print, PR, radio, TV, 1993 July 8  
*1 videocassettes (u-matic)*
- Box 110, Item AC0552-  
OV0006 Caroline Jones Advertising, Inc. Agency Reel, 1994 August 12  
*1 videocassettes (u-matic)*  
Demonstrates the agency's primary mission: to sell products through advertising and promotions that accurately reflect the ethnic and cultural diversity of consumers. Includes print, television, radio, and public relations for special events. Clients include: Trump, Disney, Hanes, Western Union, Pepsi, Greyhound, Goodyear, Prudential, Binaca, Ryder, Seagram's, Miller, Stroh's, Canon, L'Oreal, Ore-Ida, Westinghouse, DeKuyper, Bankers Trust, Bahama Ministry of Tourism, Minolta Yuki Kobayashi, Entre Marketing and Sales, Associated Black Charities, National Urban League, Kentucky Fried Chicken, Mountain Dew, Isuzu, United Negro College Fund, Anheuser-Busch, Minority Affairs, New York City Public Schools, Partners for a Drug-Free America, and the Brown Egg Council of New England, Perrier, Dakkar Noir, and a community service announcement from Andrew Young concerning Denny's Restaurant chain.
- Box 111, Item AC0552-  
OV0007 Caroline Jones Advertising, Inc. Agency Reel - Revised, 1994 September 29  
*1 videocassettes (vhs)*
- Box 111, Item AC0552-  
OV0009 New Business - Car Reel, undated  
*1 videocassettes (u-matic)*  
Five commercials for: Isuzu: "Names" Volkswagen: "His and Hers"  
Goodyear: "Couple" Isuzu: "Tank" Hyundai: "Space"
- Box 111, Item AC0552-  
OV0010 Agency Reel with radio/without Ray Johnson's Spots  
*1 videocassettes (u-matic)*
- Box 111, Item AC0552-  
OV0008 New Business - Car Reel, undated  
*1 videocassettes (vhs)*  
Commercials for Isuzu, Volkswagen, Goodyear, and Hyundai.

### Subseries 7.3.2: Television Commercials (Brand/Client specific) , 1987-1997

- Box 112, Item AC0552-  
OV0011 Amalgamated Publishers, Inc. Scarborough Black Newspaper Presentation, 1987  
*1 videocassettes (u-matic)*

- Box 112, Item AC0552-  
OV0012      Vote '84: American Citizenship Campaign, 1988 March 29  
*1 videocassettes (vhs)*
- Box 112, Item AC0552-  
OV0012.5      Anheuser-Busch: People Who Make Things Happen, 1990 October 16  
*1 videocassettes (vhs)*  
This tape contains a one minute commercial for Anheuser-Busch entitled "People Who Make Things Happen". It features the company's black employees and Anheuser-Busch's commitment to serving the community through the arts and education. A thirty second version of the commercial follows.
- Box 112, Item AC0552-  
OV0013      Anheuser-Busch: Current Commercials, 1995  
*1 videocassettes (vhs)*  
Features commercials produced for Budweiser, Bud Light, Bud Ice, O'Douls, Michelob, Red Wolf and Busch.
- Box 112, Item AC0552-  
OV0014      New York City Back to School Campaign with Mrs. Joyce Dinkins, English and Spanish, 1990 August 24  
*1 videocassettes (u-matic)*
- Box 112, Item AC0552-  
OV0014.25      Bahamas video and music, undated
- Box 112, Item AC0552-  
OV0014.5      Bahamas "Attitude Program" , 1987 December 30
- Box 112, Item AC0552-  
OV0015      Bahamas Ministry of Tourism: Pride and Joy, 1992  
*1 videocassettes (u-matic)*  
This film consists of seven programs, six commercials, and four teasers that highlight the culture and diversity of the Bahamas as narrated and hosted by Lera Archer.
- Box 113, Item AC0552-  
OV0016      Bahamas Beat Sample Footage, 1992 June 29  
*1 videocassettes (vhs)*
- Box 113, Item AC0552-  
OV0016.5      The Boys Choir of Harlem  
*1 videocassettes (vhs)*  
Pepsi Cola, Levi's 501, Burger King, Broadway Show News coverage
- Box 113, Item AC0552-  
OV0017      Chicken George, 1989 January 27  
*1 videocassettes (u-matic)*
- Box 113, Item AC0552-  
OV0018      Clinton/Gore '96 Compilation, undated  
*1 videocassettes (vhs)*
- Box 113, Item AC0552-  
OV0019      Democratic National Committee Compilation, 1996  
*1 videocassettes (vhs)*
- Box 113, Item AC0552-  
OV0020      Girls Incorporated, undated  
*1 videocassettes (vhs)*

- Box 113, Item AC0552-  
OV0020.5      Girls Incorporated: Strong, Smart, and Bold, undated  
*1 videocassettes (vhs)*
- Box 113, Item AC0552-  
OV0021      Ad Council: Don't Let Another Baby's Start Be On the Line, 1997  
*1 videocassettes (u-matic)*
- Box 113, Item AC0552-  
OV0021.5      Wells Rich Greene African American , 1995 December 6  
*1 videocassettes (vhs)*
- Box 113, Item AC0552-  
OV0022      Home Shopping Club, 1990 April 7  
*1 videocassettes (u-matic)*
- Box 114, Item AC0552-  
OV0023      KFC focus group selects (master)  
*1 videocassettes (u-matic)*
- Box 114, Item AC0552-  
OV0024      Mingo-Jones Advertising Inc., Lift Every Voice and Sing: Lite Beer from  
Miller, 1985 February 8  
*1 videocassettes (u-matic)*
- Box 114, Item AC0552-  
OV0025      Partnership for a Drug-Free America, 1988 March 17  
*1 videocassettes (u-matic)*  
Anti-drug commercials: Pool Party, Preteen Grave Words, Parents Like  
Father, Parents Final Lesson, Parents Nose, Adults Circles, Adults  
Housewife, Adults Untitled, adults Lab Rat, Adult Glamorous World, Adult  
Catching Up to Her, Teen Girl and Dealer, Teen Tricks of the Trade, Teen  
Nothing Happens, Teen Experiment, Teen Girl and Dealer, Teen Tricks of  
the Trade, Teen Nothing Happens, Teen Experiment, Teen
- Box 114, Item AC0552-  
OV0026      Partnership for a Drug-Free America: African American Campaign, 1989  
October  
*1 videocassettes (u-matic)*  
Anti-drug commercials: Straight Up, New Slavery, In Crowd, Funeral  
Home, Pusher's Plea, Nobody, Warnings
- Box 114, Item  
AC05520OV0027      Partnership for a Drug-Free America: 20 Spots, 1991 January 23  
*1 videocassettes (u-matic)*  
Commercials targeting specific ethnic and age groups: Like Father,  
Grave Words, Final Lesson, Cronkite, Faces, Pusher's Plea, Funeral  
Home, Warnings, My Boy (Spanish), My Boy, Friends (Spanish), Rolling  
(Spanish), Knew So Little (Spanish), Temper (Spanish), Lost It, The Burbs,  
The Message, Price of Crack, Final Lessons with Offer, Warnings with  
Offer
- Box 114, Item AC0552-  
OV0028      Drug Free America: master, 1991 February 20  
*1 videocassettes (u-matic)*
- Box 115, Item AC0552-  
OV0029      Partnership for a Drug Free America: African American Effort, 1991 April 3,  
1991 March 3  
*1 videocassettes (u-matic)*

- Box 115, Item AC0552-  
OV0030 Drug Free in '92, 1992 September 14  
*1 videocassettes (u-matic)*  
Boyfriend # 1, Brothers #1, Brothers #2, Drug Dealer #1, When You Grow Up #1, When You Grow Up #2, When You Grow Up #3, Fire Escape/Advice #4, Fire Escape/Advice #5, What Would I Lose (Girls)
- Box 115, Item AC0552-  
OV0031 Partnership for a Drug Free America: Inner City Program, 1993 March 11  
*1 videocassettes (u-matic)*
- Box 115, Item AC0552-  
OV0032 Partnership for a Drug Free America: Target Preteen & Teen  
*1 videocassettes (u-matic)*  
Anti-drug commercials for both radio and television. They are grouped by age demographics. Straight up (TV), Crack Lewan (radio), Sucka (radio), Nobody (TV), Hype (radio), Dope (radio), New Slavery (TV), Point Blank (radio), Warning (TV), In Crowd (TV), Pushers (TV), Funeral Home (TV)
- Box 115, Item AC0552-  
OV0033 Partnership for a Drug Free America: Warnings, undated  
*1 videocassettes (u-matic)*
- Box 115, Item AC0552-  
OV0034 Pizza Hut: The Video (Caroline Jones Advertising Inc.), undated  
*1 videocassettes (u-matic)*
- Box 115, Item AC0552-  
OV0035 QVC Presentation, 1991 June 20  
*1 videocassettes (u-matic)*
- Box 116, Item AC0552-  
OV0036 QVC Master, undated  
*1 videocassettes (u-matic)*
- Box 116, Item AC0552-  
OV0036.5 QVC Sample Tape #14  
*1 videocassettes (vhs)*
- Box 116, Item AC0552-  
OV0037 QVC Promotional Spots/Cross Channel Promotions  
*1 videocassettes (vhs)*
- Box 116, Item AC0552-  
OV0038 QVC Works for Me Jingle (three versions)  
*1 videocassettes (vhs)*
- Box 116, Item AC0552-  
OV0039 Revlon Presentation, 1994 September 29  
*1 videocassettes (u-matic)*
- Box 116, Item AC0552-  
OV0040 Diahann Carroll for Seagram, 1986 June 19  
*1 videocassettes (u-matic)*
- Box 116, Item AC0552-  
OV0041 Toys "R" Us Presentation, 1991 September 4  
*1 videocassettes (u-matic)*
- Box 116, Item AC0552-  
OV0041.5 BET Productions: Notice, 1994  
*1 videocassettes (vhs)*
- Box 117, Item AC0522-  
OV0042 United Negro College Fund: Lou Rawls Parade of Stars, 1994 February 15  
*1 videocassettes (u-matic)*

- Box 117, Item AC0552-OV0043 United Negro College Fund: Ladders of Hope Campaign 2000, 1993  
*1 videocassettes (vhs)*
- Box 117, Item AC0552-OV0044 USA Network African-American station promo: Really Good T.V. (Caroline Jones Advertising), 1993 September 7  
*1 videocassettes (u-matic)*
- Box 117, Item AC0552-OV0045 USA Today/Gannett Outdoor Network: Black Outdoor, 1988 August 25  
*1 videocassettes (u-matic)*
- Box 117, Item AC0552-OV0046 Washington Lawyers Committee: A Notice to the Black Community (Caroline Jones Advertising)  
*1 videocassettes (vhs)*
- Box 117, Item AC0552-OV0047 Washington Lawyers Committee: A Notice to the Black Community (Caroline Jones Advertising), 1994 May 27  
*1 videocassettes (u-matic)*
- Box 117, Item AC0552-OV0048 Western Union Cause Marketing, 1993 January 7  
*1 videocassettes (u-matic)*
- Box 118, Item AC0552-OV48.25 WNJU 47 New York (Channel 47) sales presentation, 1990  
*1 videocassettes (u-matic)*

### Subseries 7.3.3: Director's Show Reels , 1989-1996

- Box 118, Item AC0552-OV0048.5 Baraff/Lawrence Reel, 1989  
*1 videocassettes (vhs)*
- Box 118, Item AC0552=OV0049 Stephen Ashley Blake, 1996  
*1 videocassettes (u-matic)*  
Features music videos produced for Tupac, Trifli'n Pac, Immature, King Tee, No Face, and Krashman.
- Box 118, Item AC0552-OV0050 Lionel Ray Johnson, undated  
*1 videocassettes (u-matic)*  
Features commercials produced for Alka-Seltzer, Coca Cola, Kodak, Lite beer, L'oreal, Lowenbrau, Micatin, Sony, and Tab.
- Box 118, Item AC0552-OV0051 Lionel Martin, 1996  
*1 videocassettes (u-matic)*  
Features music videos produced for Toni Braxton, Pure Soul, Boyz II Men, and commercials produced for Mountain Dew, Starter, and Karl Kani shoes.
- Box 118, Item AC0552-OV0052 RSA USA, Inc. corporate reel, undated  
*1 videocassettes (u-matic)*  
Features commercials produced for Nike, Lee Jeans, Nikon, Verino, Clairol, Holiday Inn, IBM, MTV, Coke, Budweiser, Woolmark, Fuji, Footaction, the Utah Symphony, Digial and Kodak.



- Box 118, Item AC0552-  
OV0053 Peter Wallach General Reel II, 1996  
*1 videocassettes (u-matic)*  
Features commercials produced for Budweiser, Ciba Geigy, Composite, Hersehys, lazy Boy, Michigan Lottery, Mop'n'Glo, Payday and Sears, and an award-winning music video produced for Peter Gabriel.
- Box 119, Item AC0552-  
OV0054 Marcus Zurinaga (director/cameraman), 1995  
*1 videocassettes (u-matic)*  
Features commercials produced for Banco Popular, Johnnie Walker, Johnson & Johnson, Puerto Rico Tourism, and Ray Ban.

#### Subseries 7.3.4: Television Programs , 1985-1994

Includes recordings broadcast by national networks and New York City television stations, many of them featuring appearances by Caroline Jones. Also, reels of "In the Black" a nationally televised financial affairs series hosted by Caroline Jones and several other programs produced by In the Black Productions.

- Box 119, Item AC0552-  
OV0055 Donahue Show , 1985  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0055.5 Drug trafficking in the Bahamas (NBC and CBS News), 1988 May 12 and 13  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0056 CBS This Morning's Business, 1989  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0057 CBS This Morning's Business: Caroline Jones - The Black Middle Class, 1989 April 10  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0058 Sunday Today: Noriega, 1988 February 21  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0059 This Morning's Business: "Radio Comedy in Commercial Production", 1989 April 6  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0059.5 Clio Awards Top Spot, 1988  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0060 Positively Black (WNBC), 1990 May 13  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0061 The Minority Business Report: "Doing Business in the Bahamas", 1990  
*1 videocassettes (vhs)*
- Box 119, Item AC0552-  
OV0062 Prime Minister's message, 1991 January 8  
*1 videocassettes (vhs)*

- Box 120, Item AC0552-  
OV0063      The Today Show: "The Politics of Racism", 1991 November 13  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0064      Business Day: "Caroline Jones of Caroline Jones Advertising", 1992  
November 13  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0065      Marketwrap: segment with Caroline Jones, 1992 December 24  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0066      NBC Nightly News: Bahamas, 1988 September 7  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0067      NBC Nightly News: drug indictments - Paul Adderly, 1989 March 22  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0068      Nightline: "The RICO Statute", 1989 April 12  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0069      C-SPAN: Senator Kerry vote on Bahamas, 1989 May 10  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0070      C-SPAN: Senator Kerry vote on Bahamas, 1989 May 10  
*1 videocassettes (vhs)*
- Box 120, Item  
AC05521-OV0071      PBS: Bahamas drug connection, 1989  
*1 videocassettes (vhs)*
- Box 120, Item AC0552-  
OV0071.5      WNYW News: Caroline Jones, 1992 March 16  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0072      Live at Five: Caroline Jones, undated  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0073      WABC-TV: "Making It, A Message to African American Youth", 1991  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0074      CNN: Sonya Live: Caroline Jones advertising executive, undated  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0074.5      This Morning's Business: Caroline Jones on tobacco advertising, undated  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0075      In the Black, 1986 July 6  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0076      In the Black, 1986 December 28  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0077      In the Black: Master, 1988 June 20  
*1 videocassettes (vhs)*

- Box 121, Item AC0552-  
OV0078 Washington Post national advertising presentation: "Washington The Powerbelt", 1989  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0079 Business in Action: marketing for a minority business  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0080 Henderson Industries: "Growing a Business", 1989  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0081 Henderson Industries: "Capabilities", 1990  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0082 Center for Communications Inc., "Doing the Right Thing: Minorities in the Communications Industries", 1990 April 18-19  
*1 videocassettes (vhs)*
- Box 121, Item AC0552-  
OV0083 The Minority Business Report: "Doing Business in the Bahamas", 1990 June 2  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0084 The Bridge to Black America, 1991 May 29  
*1 videocassettes (u-matic)*
- Box 122, Item AC0552-  
OV0085 The Bridge to Japan, 1991 May 29  
*1 videocassettes (u-matic)*
- Box 122, Item AC0552-  
OV0086 In the Black: "Keys to Success", 1992  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0087 "In the Black: Keys to Success", 1992 June  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0088 In the Black: Keys to Success, 1993 April  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0089 In the Black: Keys to Success, 1993 June  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0090 How to Find Employment in the 90s (from the producers of "In the Black"), 1993  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0091 Positive Images: Demo Tape, 1995  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0092 In the Black: "Carolyn Jones", undated  
*1 videocassettes (vhs)*
- Box 122, Item AC0552-  
OV0093 In the Black Productions: "Your Personal Financial Guide to Success, Power, and Security" (Volume 1), undated

- 1 videocassettes (vhs)
- Box 123, Item AC0552-OV0094 In the Black Productions: "How to Start Your Own Successful Business", undated  
1 videocassettes (vhs)
- Box 123, Item Ac0552-OV0095 Caroline 50th Birthday, 1992 February 15  
1 videocassettes (vhs)  
**Reference video available**
- Box 123, Item AC0552.OV0096 CBS This Morning, undated  
1 videocassettes (vhs)
- Box 123, Item AC0552-OV0097 Fashion Reel: Perrier and L'oreal, undated  
1 videocassettes (vhs)
- Box 123, Item AC0552-OV0098 Power Rangers: Share the Power  
1 videocassettes (vhs)
- Box 123, Item AC0552-OV0099 Product of Benton Harbor - Caroline Jones  
1 videocassettes (u-matic)
- Box 123, Item AC0552-OV0100 Product of Benton Harbor - Caroline Jones, 1984 June 12  
1 videocassettes (vhs)
- Box 123, Item AC0552-OV0101 Raymond Horn Syndications, "America Salutes Rosa Parks" (five minute demo)  
1 videocassettes (vhs)
- Box 123, Item AC0552-OV0102 Wilson E. Phillips, "A Corporate Line: Women of New York", 1994  
1 videocassettes (vhs)  
**Reference video available.**
- Box 123, Item AC0552-OV00103 Geechee Girls Film and Video, "Daughters of the Dust: Preview Trailer", 1990 October 22  
1 videocassettes (vhs)
- Box 127, Item AC0552-OV0104 Dionne and Friends, 1988 October 17  
1 videocassettes (vhs)
- Box 127, Item AC0552-OV0105 Dollars and Sense Magazine's Salute to America's Top 100 Black Business and Professional Women, 1985  
1 videocassettes (vhs)
- Box 127, Item AC0552-OV0106 Eyes on the Prize I: Toyota Special Edition Presentation  
1 videocassettes (vhs)
- Box 127, Item AC0552-OV0107 Luckyhitz Productions, "Jammin' Jelly Roll Morton on Broadway"  
1 videocassettes (vhs)

- Box 127, Item AC0552-  
OV0108 Miss Collegiate African American Woman Pageant, Inc., 1987 March  
*1 videocassettes (vhs)*
- Box 127, Item AC0552-  
OV0109 4th Annual Miss Collegiate African American Pageant  
*1 videocassettes (vhs)*
- Box 127, Item AC0552-  
OV0110 Mo' Funny: Black Comedy in America, 1992  
*1 videocassettes (vhs)*
- Box 127, Item AC0552-  
OV0111 Rappin' Roots: Promo  
*1 videocassettes (vhs)*
- Box 127, Item AC0552-  
OV0112 Rappin' Roots, 1988  
*1 videocassettes (vhs)*
- Box 127, Item AC0552-  
OV0113 The Set: Demo Tape, 1991  
*1 videocassettes (vhs)*

#### Subseries 7.4: Motion Picture Film

- Reel OF 552.1 TV Commercials: National Guard, circa 1970s  
*1 motion picture film*
- Reel OF 552.2 TV Commercials: National Center for Volunteer Action, circa 1970s  
*1 motion picture film*
- Reel OF 552.3 TV Commercials: American Gas/Housing and Urban Development/United Nations, circa 1970s  
*1 motion picture film*
- Reel OF 552.4 TV Commercials: Sears, circa 1970s  
*1 motion picture film*

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