



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

## Guide to the Henry J. Kaufman and Associates Records

NMAH.AC.0843

Kiley Orchard

2008

Archives Center, National Museum of American History  
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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Henry J. Kaufman and Associates Records
<b>Identifier:</b>	NMAH.AC.0843
<b>Date:</b>	1930-1980 (bulk 1930s-1970s)
<b>Extent:</b>	2 Cubic feet
<b>Creator:</b>	Luchs, Kenneth J. Henry J. Kaufman and Associates (Washington, D.C.)
<b>Language:</b>	English .
<b>Summary:</b>	Materials relating to Henry J. Kaufman, including photographs and ID cards; and the records of the Kaufman firm, including six scrapbooks, one for each decade; company newsletters, photographs, and other papers detailing the business history of the company as well as its social and other internal activities.

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## Administrative Information

### Immediate Source of Acquisition

The collection was donated to the Archives Center in June 2003 by Mr. Kaufman's nephew, Kenneth J. Luchs.

### Related Materials

Materials in the Archives Center

NW Ayer Advertising Agency Records (NMAH.AC.0059)

Caroline R. Jones Collection (NMAH.AC.0552)

### Processing Information

Processed by Kiley Orchard (intern), 2008; supervised by Vanessa Broussard Simmons, archivist.

### Preferred Citation

Henry J. Kaufman and Associates Records, 1930s-1970s Archives Center, National Museum of American History. Gift of Kenneth J. Luchs.

## Restrictions on Access

Collection is open for research and access on site by appointment. Unprotected photographs must be handled with gloves.

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Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Biographical Note

Henry J. Kaufman (1906-1997) founded his Washington, D.C. based advertising agency in 1929, only months before the stock market crash. Business in some companies was quite poor after the collapse, and many desperate executives were willing to risk money on advertising. The agency Henry J. Kaufman and Associates profited from the risk and grew rapidly, adding public relations and other services and eventually became the largest advertising firm in the Washington, D.C. area. The company had both local and national clients and campaigns, including the Porsche Corporation and the Society of American Florists. In addition to its print media, the agency was especially successful in the field of radio advertising, sponsoring an award in commercial radio announcing as well as regularly winning awards of its own. Kaufman was a member of the Advertising Club of Metropolitan Washington, Incorporated (known as the Ad Club) and served as president in the 1940s. He was considered the founder and "dean" of Washington, D.C. advertising and headed Henry J. Kaufman and Associates for fifty years until he sold it in the late 1970s. He stayed active in consulting work and acted as a mentor to others in the advertising field until his death in 1997. Kaufman and his wife Irma were married sixty-six years.

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## Scope and Contents

This collection consists of various business papers, personal papers, and advertising samples of Henry Kaufman and the Washington, D.C. advertising firm Henry J. Kaufman and Associates. The bulk of the collection consists of seven scrapbooks from the 1930s-1970s that detail the company's social and internal activities as well as business history. Researchers will find this collection particularly valuable for its insight into office culture and the ways in which it changes throughout the decades.

Series 1, Business Papers, 1930s-1980s, contains various business papers, photographs, and advertising samples relating to Henry J. Kaufman and Associates.

Subseries 1.1, Scrapbooks, 1930s-1970s, contains seven scrapbooks put together by Henry J. Kaufman and Associates. The scrapbooks contain press coverage of the firm, newspaper clippings relating to members of the company, information regarding clients and campaigns, photographs of company events, and examples of office humor and culture. Five of the scrapbooks are divided by decade, beginning with the 1930s and ending with the 1970s, but two of the books cover date ranges longer than one decade. The scrapbook contained in Box 5 is dedicated mainly to Kaufman's tenure as president of the Advertising Club of Metropolitan Washington, Incorporated. Several of the scrapbook pages have been disassembled, but there are numbered and photocopied pages to maintain the provenance of the collection. The folders labeled "Material" contain the material originally located on the disassembled scrapbook pages.

Subseries 1.2, Newsletters, 1933, circa 1958, 1968-75, 1978, contains editions of the company newsletter The Kaufman Report, an earlier newsletter entitled Corner Stone, and a direct mail piece.

Subseries 1.3, Advertising Campaigns, circa 1962-1990s, undated, contains an assortment of advertisements sponsored by Henry J. Kaufman and Associates. Highlights are the Porsche Corporation, The Wall Street Journal, and a portfolio of advertising samples from 1977-1979.

Subseries 1.4, Other Materials, 1951-1984, undated, contains a variety of business papers, correspondence, photographs, personnel lists, and press coverage related to the agency. Henry J. Kaufman and Associates relocated to the Canal Street Building in 1963, and a number of the documents and photographs in this subseries are related to the move.

Series 2, Kaufman's Personal Papers, 1950s-1990s, undated, contains information pertaining more to Henry J. Kaufman than to the company. The most substantive parts of the series are photographs of Kaufman and tributes relating to his birthdays and death.

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## Arrangement

The collection is divided into two series.

Series 1, Business Papers, 1930s-1980s

Series 2, Kaufman's Personal Papers, 1950s-1990s, undated

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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  
advertising

Types of Materials:

Advertisements -- 20th century  
Correspondence -- 20th century  
Newsletters -- 20th century  
Photographs -- 20th century  
Scrapbooks -- 20th century

Names:

Kaufman, Henry J.

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## Container Listing

### Series 1: Business Papers, 1930s-1980s

#### Subseries 1.1: Scrapbooks, 1930s-1970s

Box 3, Folder 1	Pages 1-8, 1930s
Box 3, Folder 2	Pages 9-15, 1930s
Box 3	Pages 16-22, 1930s
Box 3, Folder 4	Pages 23-29, 1930s
Box 3, Folder 5	Pages 30-38, 1930s
Box 3, Folder 6	Photocopied pages 6, 7, 9, 11, 14, 14a, 16, 21, 22, 1930s
Box 3, Folder 7	Material, 1930s
Box 1, Folder 1	Material, pages 14-14a, 1930s
Box 4, Folder 1	Pages 1-7, 1940s
Box 4, Folder 2	Pages 8-15, 1940s
Box 4, Folder 3	Pages 16-25, 1940s
Box 4, Folder 4	Pages 26-35, 1940s
Box 4, Folder 5	Material, pages 4, 5, 7, 8, 14, 22, 26-29, 32, 1940s
Box 1, Folder 2	Material, 1940s
Box 2, Folder 1	Pages 1-11, circa 1940s-1971
Box 1, Folder 3	Material, pages 2a, 3a-11, circa 1940s-1971
Box 2, Folder 2	Pages 12-21, circa 1940s-1971
Box 1, Folder 4	Material, pages 12-21, circa 1940s-1971

Box 2, Folder 3	Material, pages 2b, 13, circa 1940s-1971
Box 5	Material, 1945-1951, 1958, 1967, undated
Box 1, Folder 5	Material, 1945-1951, 1958, 1967, undated
Box 6, Folder 1	Pages 1-7, 1950s
Box 6, Folder 2	Pages 7a-13, 1950s
Box 6, Folder 3	Pages 14-19, 1950s
Box 6, Folder 4	Pages 20-27, 1950s
Box 1, Folder 6	Material, 1950s
Box 8, Tape OT7.843.1	WGMS radio station recording for twenty-fifth anniversary party , 1954 September 14
Box 7, Folder 1	Pages 1-8, 1960s

**Pages 9-14, 1960s***Box 7, Folder 2*

- |                  |                                     |
|------------------|-------------------------------------|
| Box 7, Folder 3  | Pages 14a-20, 1960s                 |
| Box 7, Folder 4  | Pages 21-29, 1960s                  |
| Box 7, Folder 5  | Pages 30-36, 1960s                  |
| Box 1, Folder 7  | Material, 1960s                     |
| Box 2, Folder 4  | Loose pages in front- page 7, 1970s |
| Box 2, Folder 5  | Pages 8-19, 1970s                   |
| Box 1, Folder 8  | Loose material, 1970s               |
| Box 1, Folder 9  | Material, pages 1-8, 1970s          |
| Box 1, Folder 10 | Material, pages 9-19, 1970s         |

**Subseries 1.2: Newsletters, 1933, circa 1958, 1968-75, 1978**

- |                 |   |
|-----------------|---|
| Box 8, Folder 1 | <i>Corner Stone</i> , direct mail piece, 1933, circa 1958 |
| Box 8, Folder 2 | <i>Kaufman Report</i> , 1961-1968                         |
| Box 8, Folder 3 | <i>Kaufman Report</i> , 1968-1971                         |
| Box 8, Folder 4 | <i>Kaufman Report</i> , 1971-1975, 1978                   |

**Subseries 1.3: Advertising Campaigns, circa 1962-1990s, undated**

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|------------------|---|
| Box 5            | Porsche account, circa 1962                 |
| Box 1, Folder 14 | Portfolio/ad samples, circa 1977-1979       |
| Box 9, Folder 1  | <i>Insights</i> interviews, circa 1977-1980 |
| Box 9, Folder 2  | <i>Wall Street Journal</i> , 1980s          |
| Box 9, Folder 3  | <i>Wall Street Journal</i> , 1990s, undated |



### Subseries 1.4: Other, 1951-1984, undated

Box 2, Folder 6	Remembered Joys, <i>Washington Post</i> , 1977
Box 2, Folder 7	<i>Washington Post Magazine</i> , 1982
Box 5	Company photographs, 1951, 1965, undated
Box 5	Open house event at Canal Building photographs, 1963
Box 2, Folder 9	Drawing of Canal Building, 1960s
Box 1, Folder 11	Thank you/housewarming correspondence regarding Canal Building Open House, 1963
Box 1, Folder 12	Advertising Club of Metropolitan Washington, Incorporated Pictorial Roster, 1965-1966
Box 1, Folder 13	Company personnel lists, 1976-1978
Box 8, Folder 5	Miscellaneous business papers, 1979, 1984, undated

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## Kaufman's Personal Papers, 1950s-1990s, undated

Box 5	Personal photographs, 1958, 1975, undated
Box 2, Folder 8	Photograph, undated
Box 8, Folder 6	Papers regarding Kaufman's portrait, undated
Box 8, Folder 7	Business cards/identification cards, 1963, 1964, undated
Box 8, Folder 8	Program for Kaufman's forty-seventh birthday testimonial dinner, 1953
Box 8, Folder 9	Tributes from Kaufman's ninetieth birthday/eulogies, circa 1997
Box 8, Folder 10	<i>Golf Mate</i> , undated
Box 2, Folder 10	Newspaper clipping, 1983

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