



Smithsonian

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

## Guide to the A. Bernie Wood Papers

NMAH.AC.0962

Alison L. Oswald

2009

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## Table of Contents

|   |    |
|---|----|
| Collection Overview .....   |    |
| Administrative Information .....  | 1  |
| Biographical / Historical .....   | 1  |
| Scope and Contents .....  | 2  |
| Arrangement .....   | 2  |
| Names and Subjects .....  |    |
| Container Listing .....   |    |
| Series 1: Personal Materials, 1942 - 1986, undated .....                | 5  |
| Series 2: Business Materials, 1959 - 2001, undated .....                | 6  |
| Series 3: McDonald's Corporation, 1957 - 1985 .....                     | 13 |
| Series 4: Client Files, 1958 - 1984 .....                               | 20 |
| Series 5: Patent and Trademark Materials, 1962 - 1976 .....             | 23 |
| Series 6: Photographs, Slides and Negatives, 1963 - 1975, undated ..... | 25 |
| Series 7: Audio and Moving Image Materials, 1968, 1964, 1963 .....      | 28 |

## Collection Overview

|                    |   |
|--------------------|---|
| <b>Repository:</b> | Archives Center, National Museum of American History  |
| <b>Title:</b>      | A. Bernie Wood Papers   |
| <b>Date:</b>       | 1942-2001<br>(bulk 1960-1969)   |
| <b>Identifier:</b> | NMAH.AC.0962  |
| <b>Creator:</b>    | Wood, Arthur Bernie, 1921-1986 (Creator)  |
| <b>Extent:</b>     | 10 Cubic feet (27 boxes, 2 oversize folders)  |
| <b>Language:</b>   | Collection is in English. Some materials in Japanese and Spanish.   |
| <b>Summary:</b>    | A. (Arthur) Bernie Wood (1921-1986) was an advertising designer, consultant, and inventor actively involved in the development of the restaurant franchise industry in America during the 1960s and 1970s. Particularly notable is his work with marketing, promotion, and merchandising for the McDonald's Corporation during its formative years. |

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## Administrative Information

### Acquisition Information

The collection was donated by Rayne Ann Wood, daughter of A. Bernie Wood, on February 25, 2007.

### Processing Information

Processed by Alison L. Oswald, archivist, 2008.

### Preferred Citation

A. Bernie Wood papers, Archives Center, National Museum of American History, Smithsonian Institution.

### Restrictions

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## Biographical / Historical

Arthur Bernie Wood (1921-1986) was born in Council Grove, Kansas. Wood graduated from Central High School in Kansas City, Missouri, in 1939 and subsequently attended several junior colleges and business and trade schools.

Wood held a variety of positions in typesetting and lithographic services from 1940 until military service in the United States Navy (1942-1945). In the Navy, Wood served as a Laboratory Technician, 1st Class Photographic Specialist at the Naval Air Station, Glenview, Illinois. While in the Navy, Wood produced patentable material for a photo-litho process for instant printing techniques through photosynthesis. After being discharged from the Navy, Wood worked for an art studio that serviced advertising agencies. This work involved reproduction art, direct mailing services, mail order books, and newspaper art for Marshall Field's. From 1958 to 1960, Wood established the A. Bernie Wood Studio in Chicago to provide finished photographic art for leading advertising and print publications and television.

In 1961, Wood founded Admart, Inc., Advertising. As the president and creative director of Admart, he created, promoted, and merchandised the new fast-food corporate image of McDonald's Carry-Out Restaurants. While working for McDonald's, Wood designed interior food service floor plans, a logotype, direct mailing materials, posters, newspaper mat campaigns, and radio taped productions (1963-1964). Wood obtained several patents--beverage cup holder (1964), candy box (1967), finger-grip food product containers (1967), and a refreshment tray-forming template (1964) and trademarks--"Chick'n-2-Go" (1968); "NEATRAE" (1967); and "Ma and Pa's Country Candy Store" (1966). Wood, and Donald Conley formed Neat Containers Associates to promote the use of "Neatrae" and license it.

In 1965, Wood founded a franchise business called Ma and Pa's Country Candy Stores in Arlington Heights, Illinois, which he owned and operated with his wife Marilyn until 1972. They also owned another unit in Long Grove, Illinois. As the director and co-founder of this franchise, Wood was responsible for creating names, trademarks, copyrights, and image materials. He sold franchise rights to others, and there were other Ma and Pa's Country Candy Stores located in the United States, especially in St. Louis. He also designed store interiors and exteriors for other clients and supervised construction. From 1964 to 1965, Wood was a freelance designer and consultant on design, marketing, and franchising issues for restaurants and drive-ins. Other corporate images designed by Wood include: Prince Castle, Neba Roast Beef, and Friar Fish's Fish and Chips. Wood expressed his goal to design an image/logo as one "that would be recognized and one that would relate to products, packaging, properties, people, procedures and promotion. Put together, these elements communicated and coordinated the corporate image."

Wood also developed the concept Dial "All Wood," the use of a memorable association of letters rather than phone numbers (255-9663) and requesting specific phone numbers from the local Illinois Bell Telephone.

Wood married Marilyn Dewar (1923-1981) on May 27, 1942, in Kansas City, Missouri. They had five children: Ronald W.; Rhonda C.; Randall S.; Rayne Ann; and Rodger L.

Wood died on April 5, 1986.

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## Scope and Contents

The collection documents the post-war development of the franchise business system from an insider's view. Wood participated in almost all aspects of franchising activities from design to ownership. The materials consist of a wide variety of corporate identity elements--primarily visual--developed by Wood under contract to various corporations in the food service industry. Wood delivered his services in design concepts and graphics for advertisers and industrial firms using photo graphics and lithographic media.

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## Arrangement

The collection organized into seven series.

**Series 1: Personal Materials, 1942-1986, undated**

**Series 2: Business Materials, 1959-2001, undated**

Subseries 1: Franchise information, 1961-2001

Subseries 2: Design work, undated

Subseries 3: Reference materials, 1959-1972

**Series 3: McDonald's Corporation, 1957-1985**

Subseries 1: Background materials, 1963, 1985, undated

Subseries 2: Corporate materials, 1960-1984

Subseries 3: Newsletters, 1960-1964, 1983

Subseries 4: Advertising and marketing materials, 1957-1978, undated

Subseries 5: Packaging, 1964, undated

Subseries 6: Sales materials, 1963, 1964, [1972?], undated

Subseries 7: Drawings, 1960s-1970s

**Series 4: Client Files, 1958-1984**

**Series 5: Patent and Trademark Materials, 1962-1976**

Subseries 1: Patents and patent applications, 1962-1969, 1975-1976

Subseries 2: Trademarks, 1964-1970

**Series 6: Photographs, Slides and Negatives, 1963-1975, undated**

Subseries 1: Biographical, 1964, 1975, undated

Subseries 2: Client Work, 1963-1968

Subseries 3: Slide Presentations, 1963-1969, undated

**Series 7: Audio and Moving Image Materials, 1963, 1964, 1968**

Subseries 1: Audio Materials, 1963, 1964, 1968

Subseries 2: Moving Image Materials, 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:

- Franchises (Retail trade)
- Patents
- Restaurants
- Trademarks
- advertising

Types of Materials:

- Advertisements -- 20th century
- Business cards
- Business records -- 1950-2000
- Clippings -- 20th century
- Design drawings -- 1950-2000
- Drawings
- Matchcovers
- Motion pictures (visual works) -- 20th century

Negatives  
Photographs -- 1950-2000  
Placemats  
Slides (photographs) -- 20th century  
Stationery  
Transparencies

## Container Listing

### Series 1: Personal Materials, 1942 - 1986, undated

**Scope and Contents:** This series contains resumes and business cards, an obituary and in memoriam pamphlets, the Central High School Reunion Yearbook (1977), a self-portrait, and other miscellaneous materials. The resumes and business cards provide a good overview of Wood's career. The correspondence, 1942-1945, 1972, consists of a letter of recommendation for Wood and Naval Air Reserve Training Command letters detailing Wood's work for the Photographic and Printing Department and his submission to the United States Navy's "Beneficial Suggestion Plan" of an invention for controlling the lens aperture of a camera process. Wood's idea was filed on July 29, 1946 (US Patent Serial No., 686, 833), but it is unclear whether this invention was pursued by the United States Navy. The self-portrait of Wood is black crayon on mat board depicting Wood in his naval uniform, circa 1940s. An oversize black-and-white photograph of Wood can be found in box 23. Other miscellaneous materials include a Frank Lloyd Wright Day proclamation and invitation, October 1956; an article, photograph and campaign button related to Alf Landon, Governor of Kansas from 1933-1937 and 1936 GOP candidate for United States President; a voter registration card; American Academy of Art School brochures and photocopies of the "two fisted double barreled Mickey Mouse Horse" named Cynthia drawn by Wood.

|                  |  |
|------------------|--|
| Box 1, Folder 1  | Resumes and business cards, undated  |
| Box 1, Folder 2  | Obituary, 1986   |
| Box 1, Folder 3  | Correspondence, 1942 - 1945  |
| Box 1, Folder 4  | Central High School (Kansas City) Reunion Yearbook, 1977   |
| Box 1, Folder 6  | Self portrait of A. Bernie Wood, circa 1940s   |
| Box 1, Folder 6  | Frank Lloyd Wright Day invitation, 1956 October 4  |
| Box 1, Folder 7  | Alf Landon (Governor of Kansas) materials, 1979  |
| Box 22, Folder 1 | Alf Landon (Governor of Kansas) Landon Alf campaign button, 1936   |
| Box 1, Folder 8  | Miscellaneous-Voter Registration card, The American Academy of Art, and Mickey Mouse sketch, 1964, undated |
| Box 22, Folder 3 | Arlington Heights Chamber of Commerce money clip of A. Bernie Wood, 1965 - 1967                            |

[Return to Table of Contents](#)

## Series 2: Business Materials, 1959 - 2001, undated

**Scope and Contents:** This series deals primarily with documentation on the topic of franchising and activities related to Wood's own business, Admart, Inc., and other business interests. Wood's own franchise, Ma and Pa's Country Candy Store, is represented here. Photographs related to Ma and Pa's Country Candy Store is in Series 6, Photographs, Slides and Negatives, 1963-1968.

### Subseries 2.1: Franchise information, 1961 - 2001

**Scope and Contents:** This subseries includes examples of letterhead used by Wood for business purposes, specifically Admart, Inc., Advertising, and correspondence, awards, and general franchise information. The correspondence is sparse and the three letters relate to the topic of franchising and one for shares owned by Wood in the American Flavor Corporation. The annual report planning chart is a generic chart detailing the concept (ideas/direction), planning (copy and design layout), writing (art), and production (printing /distribution) of an annual report with an established time frame. The award given to Wood is from Food Services Executives Association and Paper Cup and Container Institute. It was given for, "outstanding use of imprinting on paper cups or food containers in the promotion of specialties of the house." The International Design Conference (Aspen) (IDCA) materials in this series consist of printed emails from 2001 determining whether or not Wood was a 1959 participant of IDCA. See Series 6 for photographs of the IDCA from 1964. The International Franchise Association, Inc., materials include a program for the February 1962 meeting and other printed materials Wood designated as part of the International Franchise Association file. The Food Facilities Engineering Society meeting of May 1965 includes personal notes taken by Wood at the meeting and the Food Facilities Engineering Society News, 1965 and the National Restaurant Association Take-Out technical bulletin, undated. Of note is a photocopied example of a one page, annotated Colonel Sanders Kentucky Fried Chicken, Inc., franchise contract from 1961. The National Franchise Reports, June 1964 to August 1964 and November 1964 provide franchise news and a list of services. Also included in this file is printed material from the Paper Cup and Container Institute, Inc., on Central Kitchens and Paper Service Newest Idea in School Feeding. The publications include a variety of writing on business by Wood and others, about the ownership of a franchise and franchising in general. Select titles include Franchising Around the World, Modern Franchising, and Quickservice Operations Management.

|                  |  |
|------------------|--|
| Box 1, Folder 9  | Business cards and letterhead, undated   |
| Box 1, Folder 10 | Admart, Inc., (invoice, letterhead, business reply envelope), 1966, undated                |
| Box 1, Folder 11 | Correspondence, 1970   |
| Box 17, Folder 1 | Annual report planning chart, undated  |
| Box 1, Folder 12 | Award (Food Service Executives Association and Paper Cup and Container Institute), undated |
| Box 1, Folder 14 | International Design Conference (Aspen), 2001, undated                                     |
| Box 1, Folder 15 | International Franchise Association, Inc., 1962  |
| Box 1, Folder 16 | Food Facilities Engineering Society, 1965 May  |



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| Box 1, Folder 17 | <a href="#">Kentucky Fried Chicken franchise contract, 1961</a>  |
| Box 1, Folder 18 | National Fanchise reports, 1964  |
| Box 3, Folder 12 | Ma and Pa's Country Candy Store (promotional materials), 1966  |
| Box 14, Folder 5 | Ma and Pa's Country Candy Store (packaging), undated   |
| Box 8, Folder 5  | Ma and Pa's Country Candy Store (trademark information), 1965 - 1967                                     |
| Box 19, Folder 8 | Ma and Pa's Country Candy Store (watercolor and photograph), undated                                     |
| Box 19, Folder 9 | Ma and Pa's Country Candy Store (blueprint construction plans), 1965                                     |
| Box 2, Folder 19 | <a href="#">Bernie. "A Dignified Image for a 15c Hamburger," Sign and Display Industry, 1963 October</a> |
| Box 2, Folder 4  | Wood, A. Bernie. "Look Up and Love What You See!" Quickservice, 1972                                     |
| Box 2, Folder 5  | Wood, A. Bernie. "A Preface and Premise to a Promising Corporate Image", undated                         |
| Map-folder 1     | The Mart, Bonazana Sirloin Pit Chain, 1965 April 1   |

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### Subseries 2.2: Design work, undated

Scope and Contents: This subseries consists of a notebook, a scrapbook, drawings and sketches. The design notebook was assembled and presumably used by Wood as a reference tool. It contains artwork for potential ads for several different companies--;Johnson Wax, McDonald's, Coca-Cola, Whirlpool, and Studebaker--and there is no accompanying text. Additional design work includes loose drawings and sketches for a portable 3D-Stereo and unidentified logo development on mat board; artwork for Vigoro Complete Plant Food, also on mat board; and pencil holiday sketches of wreathes, holly, reindeer, stars, trees, snowmen and crèche scenes. There is one Christmas point-of-purchase ad developed by Wood for Hallmark [Mob Tall?] which was intended to be used in place of mistletoe. The Lettering Scrapbook was assembled, created and presumably referred to by Wood during his design work. Wood developed a lettering classification system which is listed at the beginning of the scrapbook. All of the lettering examples were clipped from magazines or newspapers.

|                     |   |
|---------------------|---|
| Box 1, Folder 13    | Design Notebook, undated                  |
| Box 10, Folder 5    | Portable 3-D stereo drawings, undated     |
| Box 10, Folder 6    | Unidentified design drawings, undated     |
| Box 10, Folder 7    | Lettering Scrapbooks (photocopy), undated |
| Box 10, Folder 8-11 | Lettering Scrapbooks (original), undated  |

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| Box 14, Folder 9 | Holiday sketches by Wood (pencil), undated |
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| Box 19, Folder 10 | Pair of hands (chalk on paper), undated |
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### Subseries 2.3: Reference materials, 1959 - 1972

Scope and Contents: The subseries consists of publications about franchising, mobiles celebrating the Christmas season and one depicting "Elmer the elephant," and magazine advertisements, circa 1950s. The advertisements consist of black-and-white and color advertisements clipped from magazines and newspapers and assembled and used by Wood as a reference tool. The ads are arranged alphabetically by company name with the product name noted parenthetically. For example, Crown Jewel Ware, Inc., (cookware). A variety of products are represented from candy to washing machines.

|                  |  |
|------------------|--|
| Box 1, Folder 20 | Bills, Ben Franklin. Ways To Successful Persuasion in Business and the Professions, 1959 |
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|------------------|-----------------------------------|
| Box 1, Folder 21 | Anonymous. "Franchising", undated |
|------------------|-----------------------------------|

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| Box 1, Folder 22 | Franchising Around the World, 1968 October |
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|                 |  |
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| Box 2, Folder 1 | <a href="#">Modern Franchising, 1965 January/February , 1964 September/October</a> |
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| Box 2, Folder 2 | Quickservice Operations Management, 1971 November/December |
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| Box 2, Folder 3 | Anonymous. "Sizzle, Sizzle," Forbes, 1968 June 15 |
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|-----------------|-------------------------------|
| Box 3, Folder 6 | Chris Mobile (Yuletide), 1955 |
|-----------------|-------------------------------|

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|--------------------|---|
| Box 15, Folder 1-2 | Chris Mobile (Holly and Snowflake), undated |
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|                  |                                   |
|------------------|-----------------------------------|
| Box 15, Folder 3 | Chris Mobile (Mistletoe), undated |
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| Box 15, Folder 4 | Chris Mobile (Ornament), undated |
|------------------|----------------------------------|

|                    |  |
|--------------------|--|
| Box 16, Folder 7-8 | Chris Mobile (Religious Creche), undated |
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|                   |  |
|-------------------|--|
| Box 17, Folder 12 | Chris Mobile (Christmas Tree), undated |
|-------------------|--|

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|-------------------|--|
| Box 17, Folder 13 | Chris Mobile (Festive Carolers), undated |
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| Box 16, Folder 5 | Scamanda Mobiles (Santa Mobile), 1953 |
|------------------|---------------------------------------|

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| Box 16, Folder 4 | Elmer's (elephant) Mobile, (includes Howdy Doody envelope), undated |
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|-----------------|-------------------------------|
| Box 9, Folder 1 | Day Deodorant pads, [undated] |
|-----------------|-------------------------------|

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| Box 14, Folder 1 | 7-Up, [undated]                                       |
| Box 9, Folder 1  | Air-o-Magic Men's Shoe Division, [undated]            |
| Box 9, Folder 1  | American Meat Institute, [undated]                    |
| Box 9, Folder 1  | Apex (washer), [undated]                              |
| Box 9, Folder 1  | Artbeck Products (baster), [undated]                  |
| Box 9, Folder 1  | Aunt Jemima (syrup), [undated]                        |
| Box 9, Folder 2  | Bendix Home Appliances, [undated]                     |
| Map-folder 1     | Borden Company (dairy), 1952                          |
| Map-folder 1     | Bowman (dairy), 1950 - 1951                           |
| Box 9, Folder 2  | Brachs (candy), [undated]                             |
| Box 9, Folder 3  | Club Aluminum Products Company, [undated]             |
| Box 9, Folder 3  | Campbell's (soup), [undated]                          |
| Box 9, Folder 3  | Carson Pirie Scott (department store), [undated]      |
| Box 9, Folder 3  | Certo (fruit pectin), [undated]                       |
| Box 9, Folder 3  | Chef-Boy-Ar-Dee (spaghetti dinner), [undated]         |
| Box 9, Folder 3  | Converted Rice, Inc., [undated]                       |
| Box 9, Folder 3  | Crane Company (plumbing and heating), [undated]       |
| Box 9, Folder 3  | Crown Jewel Ware, Inc. (cookware), [undated]          |
| Box 9, Folder 3  | Custom Built Homes, [undated]                         |
| Box 9, Folder 4  | Dash Armour (dog food), [undated]                     |
| Map-folder 1     | Delrich Oleomargarine, 1952                           |
| Box 9, Folder 4  | Dole, [undated]                                       |
| Box 9, Folder 4  | Domestic Sewing Machine Company, [undated]            |
| Box 9, Folder 4  | Dormeyer Corporation (mixers and grinders), [undated] |

|                 |  |
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| Box 9, Folder 4 | Dusharme (hair crème), [undated]               |
| Box 9, Folder 4 | Ecko Products Company (housewares), [undated]  |
| Box 9, Folder 4 | EndoPest (fungicide), [undated]                |
| Box 9, Folder 4 | Everbest (tomato preserves), [undated]         |
| Box 9, Folder 4 | Eversharp, Inc. (pens), [undated]              |
| Box 9, Folder 5 | Green Giant (vegetables), [undated]            |
| Box 9, Folder 5 | H.W. Gossard Company (panty girdle), [undated] |
| Box 9, Folder 5 | Fox River Valley Knitting Company, [undated]   |
| Box 9, Folder 5 | Franco American (beef gravy), [undated]        |
| Box 9, Folder 6 | Hawthorn-Melody Farms Dairy, [undated]         |
| Box 9, Folder 6 | Hoover Company (vacuums), [undated]            |
| Map-folder 1    | International Live Stock, 1954                 |
| Box 9, Folder 6 | Jergens (powder and lipstick), [undated]       |
| Box 9, Folder 6 | Jet-Sulation (insulation), [undated]           |
| Box 9, Folder 6 | Juice King (juice machine), [undated]          |
| Box 9, Folder 6 | Karo (syrup), [undated]                        |
| Box 9, Folder 6 | Kellogg's (cereal), [undated]                  |
| Box 9, Folder 6 | Kroehler Furniture, [undated]                  |
| Box 9, Folder 6 | Kroeger Coffee, [undated]                      |
| Box 9, Folder 6 | Kromex (bun warmer), [undated]                 |
| Box 9, Folder 7 | Libby's (canned food), [undated]               |
| Box 9, Folder 7 | Life Savers (candy), [undated]                 |
| Box 9, Folder 7 | Lincoln Lumber Company, [undated]              |
| Box 9, Folder 7 | Lustron Home, [undated]                        |

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|------------------|---|
| Box 9, Folder 7  | Lytton's (department store), [undated]                    |
| Box 9, Folder 8  | Marshall Field and Company (department store), [undated]  |
| Box 9, Folder 9  | McKesson and Robbins, Inc. (drug manufacturer), [undated] |
| Box 9, Folder 9  | Maidenform (lingerie), [undated]                          |
| Box 9, Folder 9  | Manor House Coffee, [undated]                             |
| Box 9, Folder 9  | Marlboro (cigarettes), [undated]                          |
| Box 9, Folder 9  | Milky Way (candy bars), [undated]                         |
| Box 9, Folder 9  | Maytag (appliances), [undated]                            |
| Box 9, Folder 9  | Minute Rice, [undated]                                    |
| Box 9, Folder 9  | Monarch (canned vegetables), [undated]                    |
| Box 9, Folder 9  | Morris B. Sachs, Inc. (department store), [undated]       |
| Box 9, Folder 9  | Morton Salt, [undated]                                    |
| Box 9, Folder 10 | Nescafe (instant coffee), [undated]                       |
| Map-folder 1     | Oscar Mayer (wieners), 1954                               |
| Box 9, Folder 10 | Ozite (carpet cushion), [undated]                         |
| Box 9, Folder 10 | Pabst Blue Ribbon (beer), [undated]                       |
| Box 9, Folder 10 | Pillsbury, [undated]                                      |
| Box 9, Folder 10 | G.H. Poulsen and Company (surgical/medical), [undated]    |
| Box 9, Folder 10 | Proctor Electric Company, [undated]                       |
| Box 9, Folder 10 | Pullman Couch Company (chairs and couches), [undated]     |
| Box 9, Folder 11 | Roblee Shoes, [undated]                                   |
| Box 9, Folder 11 | Reddi Whip, [undated]                                     |
| Box 9, Folder 11 | Revere Copper and Brass, Inc., [undated]                  |
| Box 9, Folder 11 | Russell Steel Products Company, [undated]                 |

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|------------------|--|
| Box 9, Folder 11 | Salerno-Megowen Biscuit Company, [undated]   |
| Box 9, Folder 11 | Santa Fe, New Mexico, [undated]  |
| Box 9, Folder 11 | W.A. Sheaffer Pen Co. (pens), [undated]  |
| Box 9, Folder 11 | Schlitz (beer), [undated]  |
| Box 9, Folder 12 | Seagram's (liquor), [undated]  |
| Box 9, Folder 12 | Schulze and Burch (saltine cracker), [undated]   |
| Box 9, Folder 11 | Singer Manufacturing (sewing machines), [undated]  |
| Box 9, Folder 11 | Solitair cake make-up, [undated]   |
| Box 9, Folder 12 | Spring Air Company (mattresses), [undated]   |
| Box 9, Folder 12 | Staley Manufacturing (syrup), [undated]  |
| Box 9, Folder 12 | Stokley-Van Camp (tomato catsup), [undated]  |
| Box 9, Folder 12 | Stopette Spray Deodorant, [undated]  |
| Box 9, Folder 12 | Swift and Company (lard, turkey, chicken, bacon, shortening, and peanut butter), [undated] |
| Box 9, Folder 13 | Sunbeam Corporation, [undated]   |
| Box 9, Folder 13 | Thor Corporation (automatic washer), [undated]   |
| Box 9, Folder 13 | Toastmaster, [undated]   |
| Box 9, Folder 13 | Tru-Glo Make-up, [undated]   |
| Box 9, Folder 13 | Wurlitzer (organs), [undated]  |
| Box 16, Folder 2 | Zenith (televisions), [undated]  |

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[Return to Table of Contents](#)

## Series 3: McDonald's Corporation, 1957 - 1985

**Scope and Contents:** **Series 3: McDonald's Corporation, 1960-1985**, is divided into eight subseries: Subseries 3.1: Background, 1963, 1985, undated; Subseries 3.2: Corporate Materials, 1960-1984; Subseries 3.3: Newsletters, 1960-1964, 1983; Subseries 3.4: Advertising and Marketing; Subseries 3.5: Packaging, 1964, undated; Subseries 3.6: Sales, 1963, 1964, [1972?], undated; Subseries 3.7: Drawings, 1960s-1970s. This series is one of the largest and most significant. It represents the bulk of Wood's client work for McDonald's in the early 1960s.

### Subseries 3.1: Background materials, 1963, 1985, undated

**Scope and Contents:** The subseries contains a booklet in memory of Ray Kroc (1952-1984), founder of the McDonald's Corporation in 1955. The booklet provides an overview of the birth of McDonald's and its success. There is also a Method of Operation booklet for new employees detailing the "formula" and "principles" for the foundation of the McDonald's method. There are also newspaper clippings, 1960-1984 about Ray Kroc and McDonald's in general.

Box 5, Folder 1            In Memory of Ray Kroc (booklet), 1985

Box 5, Folder 2            An Introduction to McDonald's, undated

Box 5, Folder 10          Newspaper clippings, 1960 - 1984

### Subseries 3.2: Corporate Materials, 1960 - 1984

**Scope and Contents:** This subseries consists of correspondence primarily from Don Conley, Vice President, to other staff about Bernie Wood's services, international franchising issues, and area franchise agreements. The McDonald's trademark information consists of memos from Ray Kroc to John Horn, Advertising Manager, about the use of the McDonald's trademark on various items, including an ashtray. The materials also include a status report on trademarks and service marks of the McDonald's Corporation from December 1962. Service marks are a type of trademark used to identify a service rather than a product. A service mark is federally registered and the standard registration symbol ® or "Reg U.S. Pat & TM Off" is used. A service mark is used on the advertising of the service rather than on the packaging. Some of the corporate identity pieces include letterhead, envelopes and examples of diplomas bestowing a bachelor of "Hamburgerology" from Hamburger University on an employee for completing the basic operator's course.

The three press kits contain different types of materials including: printed product literature, press release sheets with anecdotes about McDonald's, fact sheets, McDonald's success story, the history of the hamburger, what McDonald's means to the local community, and information on how best to use the McDonald's press kit. Cooper Golin, Inc., a public relations, marketing, and sales promotion firm, generated the press information sheets.

Box 5, Folder 3            Corporate structure chart, 1961 May 1

Box 5, Folder 4            Correspondence, 1962

Box 5, Folder 18          McDonald's trademark information, 1964, 1962, 1980

Box 5, Folder 5            Diploma and honorary degree from Hamburger University, undated

|                  |  |
|------------------|--|
| Box 20, Folder 7 | Diploma and honorary degree from Hamburger University, undated                                       |
| Box 5, Folder 6  | Envelopes (for McDonald's Operators Association), undated  |
| Box 5, Folder 7  | Letterhead (for McDonald's System, Inc. and McDonald's Research and Development Laboratory), undated |
| Box 5, Folder 8  | Annual report, 1963, 1963  |
| Box 5, Folder 9  | Press kits, 1963 - 1964  |
| Box 20, Folder 2 | Press kits (empty folder samples), undated   |

### Subseries 3.3: Newsletters, 1960 - 1964, 1983

Scope and Contents: The subseries contains an incomplete run and consists of two types--those intended for employees and others intended for customers. McDonald's the Drive-in with the Arches Newsletter and On the Go with McOPCO (McDonald's Operating Company) were created for employees while the Adams and Wells Street Journal was for customers of the Adams and Wells Street McDonald's in Chicago, Illinois.

|                  |   |
|------------------|---|
| Box 5, Folder 12 | McDonald's the Drive-in with the Arches Newsletter, 1960 November/December                    |
| Box 5, Folder 13 | McDonald's the Drive-in with the Arches Newsletter, 1961 January-November                     |
| Box 5, Folder 14 | McDonald's the Drive-in with the Arches Newsletter, 1962                                      |
| Box 5, Folder 15 | McDonald's the Drive-in with the Arches Newsletter, 1963 March, undated                       |
| Box 5, Folder 16 | On the Go with McOPCO, 1963 March, 1964 January   |
| Box 5, Folder 17 | Adams and Wells Street Journal (Adams and Wells Street McDonald's in Chicago, Illinois), 1983 |

### Subseries 3.4: Advertising and marketing materials, 1957 - 1978, undated

Scope and Contents: This subseries contains specialty pieces for specific McDonald's products such as the Bopper Balloon or the All American Advertising Campaign. The campaign materials include product differentiation flyers, yet all the pieces were intended to influence demand. This series demonstrates the wide variety of advertising pieces Wood created--balloons, matchbooks, puzzles, coupons, placemats, paper bags, and a calendar--to convey the McDonald's message and image.

|                  |   |
|------------------|---|
| Box 6, Folder 1  | <a href="#">All American advertising campaign, undated</a>      |
| Box 20, Folder 3 | <a href="#">Air-O-Plane, 1957</a>                               |
| Box 19, Folder 4 | Big Mac, Apple pie, and a Hallmark ad (sliding format), undated |



|                   |   |
|-------------------|---|
| Box 11, Folder 7  | Bopper Portfolio (includes McDonald's and Chevy), 1965  |
| Box 6, Folder 2   | Bopper balloon bouncers, undated  |
| Box 20, Folder 8  | Bopper (artwork), undated   |
| Box 11, Folder 8  | <a href="#">Big Mac carton (invitation) for a grand opening in Northbrook, Illinois, 1976</a>       |
| Box 18, Folder 4  | Birthday club, undated  |
| Box 18, Folder 18 | Coke in a McDonald's cup, undated, undated  |
| Box 18, Folder 8  | Cold drink flavor, undated  |
| Box 6, Folder 3   | Coupon for Big Mac, undated   |
| Box 18, Folder 8  | French fries, 1963  |
| Box 6, Folder 4   | Labels (art work), undated  |
| Box 17, Folder 3  | Logo (artwork), undated   |
| Box 11, Folder 5  | McDonaldland repeating puzzle, 1978   |
| Box 18, Folder 8  | McDonald's Hat, 1963  |
| Box 11, Folder 6  | <a href="#">Matchbooks, undated</a>   |
| Box 18, Folder 5  | Menu tabs (artwork), unadated   |
| Box 11, Folder 10 | Placemat, 1985  |
| Box 18, Folder 8  | Staff employees in kitchen, undated   |
| Box 11, Folder 10 | Stickie Stasher advertisement, undated  |
| Box 11, Folder 10 | Artwork (general), undated  |
| Box 11, Folder 7  | Coast-to-Coast Directory, undated   |
| Box 11, Folder 8  | Morton Grove-Niles Local Telephone Directory , 1975 - 1976  |
| Box 16, Folder 1  | Morton Grove-Niles Local Telephone Directory, 1975 - 1976   |
| Box 6, Folder 9   | Marketing research Group (for Mid-west region market share on drive-in fast food restaurants), 1971 |

|                   |  |
|-------------------|--|
| Box 17, Folder 7  | Advertisement layout for McDonald's [car?], undated            |
| Box 17, Folder 9  | Promotional calendar, 1964 January-June                        |
| Box 17, Folder 10 | Clownie cut-ups, undated                                       |
| Box 19, Folder 5  | Clownie cut-ups/fun face mask, undated                         |
| Box 17, Folder 11 | Coca-cola "coke" folders, undated                              |
| Box 17, Folder 12 | Goblin's Go For...McDonald's (balloon), undated                |
| Box 16, Folder 6  | Concept logos and label (photostats), undated                  |
| Box 19, Folder 7  | Hamburger, French fries, and drink (artwork), undated, undated |
| Box 20, Folder 4  | Holiday gift order ideas, undated                              |
| Box 20, Folder 5  | <a href="#">Ronald McDonald (artwork)</a> , undated            |
| Box 20, Folder 6  | French Fry ad, undated   |
| Box 22, Folder 1  | Tie clips and metal logos, undated                             |
| Box 22, Folder 3  | I Love McDonald's button, undated, undated                     |

### Subseries 3.5: Packaging, 1964, undated

Scope and Contents: The subseries contains items collected or created by Wood such as the Neatrae. The packaging represents a container that was formed to hold food or in the instance of the McDonald's Bank, coins.

|                   |  |
|-------------------|--|
| Box 17, Folder 13 | Neatrae, 1964  |
| Box 21            | Neatrae parfait trays, undated                       |
| Box 22, Folder 3  | Neatrae parfait trays, undated                       |
| Box 17, Folder 14 | Paper bag, undated                                   |
| Box 10, Folder 3  | Golden Arches Dessert box, 1964                      |
| Box 12            | Golden Arches Dessert box (with parfait trays), 1964 |
| Box 11, Folder 9  | <a href="#">Happy Meal (carton)</a> , 1984           |

Box 10, Folder 3      McDonald's bank, [1962?]

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### Subseries 3.6: Sales materials, 1963, [1972?], 1964, undated

**Scope and Contents:** The subseries consists of a property checklist and a lease. The property checklist was to be completed by real estate personnel, and it detailed traffic, distance to business activities, land information, zoning data, and general site information such as water, sewer, natural gas and wiring lines. The lease is an example of what terms were agreed to between the "lessor" and McDonald's System, Inc. The bulk of the sales materials include proposals developed by Wood in five areas: System of Success, Public Relations, Sales Areas, Sales Promotions, and Miscellaneous. The "System of Success Communication Within and Without" is a proposal that addresses the issue of troubleshooting and training personnel. Wood's method is based on check chart comparisons and communication ideas. This proposal contains a McDonald's organizational chart. The second proposal is "Public Relations" and contains Wood's outline for "nostalgic paraphernalia" or a "longing for the good times." The "Sales Area" proposal details the sales success system for certain sales territories in the United States and for how McDonald's can succeed. Sales Promotion defines the objective and a plan for approaching it in very general terms. Lastly, the miscellaneous file holds a drive-in restaurant industry consumer survey conducted by the Consumer Research Section at WCOL radio in Cincinnati, Ohio. This survey also contains three articles from operators of coffee houses and drive-in restaurants discussing the services, food and coffee quality, and associated costs and profits. There are some examples of "tests" given to window men to check their speed and accuracy in calculating the cost of food and in making correct change.

There is one black, plastic vinyl briefcase emblazoned with the McDonald's logo.

Box 6, Folder 15      [Master location check list and lease, undated](#)

Box 6, Folder 16      [Menu tab \(order forms\), undated](#)

Box 6, Folder 17      "System of Success, Communication Within and Without", undated

Box 6, Folder 18      "Public Relations" (personal and public), 1975, undated

Box 6, Folder 19      "Sales Areas, The Sales Success System", circa 1964

Box 6, Folder 20      Sales Promotion proposa, undated

Box 6, Folder 21      [Miscellaneous \(drive-in restaurant industry consumer survey\), 1963](#)

Box 6, Folder 24      Test for window men in making change, undated

Box 13      McDonald's briefcase, undated

Map-folder 2      McDonald's First in French Fries (artwork), undated

Map-folder 2      Those Who Know Go to McDonald's (artwork), undated

Map-folder 2      "25 Years Built on Trust" (poster), 1980

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## Subseries 3.7: Drawings, 1960s-1970s

Scope and Contents: The subseries contains line drawings, photocopies of drawings, and plans for interior and exterior elements associated with McDonald's as well as equipment and products. Many of the drawings are photocopies that depict exterior and interior features at a McDonald's restaurant. These include the drive-through window, lighting and heating, window equipment, and a site plan for the Wheeling, Illinois, McDonald's. There are mock-up line drawings for McDonald's products and accessories (garbage cans, mustard dispensers, litter scoops, fish timers, and spatulas) available from Prince Castle Company, a subsidiary of the Martin Brower Company.

|                  |  |
|------------------|--|
| Box 17, Folder 4 | Counter light, 1973 December   |
| Box 17, Folder 4 | Stain glass room divider, 1973 January   |
| Box 17, Folder 4 | Service divider wall, undated  |
| Box 17, Folder 4 | Space division, undated  |
| Box 17, Folder 4 | Mansard wooden railing, undated  |
| Box 17, Folder 4 | Tiffany Matisse flower garden, 1973 December   |
| Box 17, Folder 4 | Ceiling electric, 1973 December  |
| Box 17, Folder 4 | Profile sections, 1973 December  |
| Box 17, Folder 4 | Energy (logo), undated   |
| Box 17, Folder 6 | Line drawing of unidentified equipment (juice maker?), undated                                       |
| Box 6, Folder 22 | <a href="#">Line drawings for McDonald's products, [1972?]</a>                                       |
| Box 17, Folder 8 | Line drawings for McDonald's products, [1972?]   |
| Box 18, Folder 9 | Line drawings for McDonald's products, [1972?]   |
| Box 6, Folder 23 | <a href="#">Drawings and plans for McDonald's exterior and interior, 1979, 1960s</a>                 |
| Box 5, Folder 11 | Whirling Square plan view (a food processing package) by Bernie Wood, 1964 March                     |
| Map-folder 2     | Plat and preliminary drawings for McDonald's in Wheeling, Illinois, (ink on vellum, pencil), undated |
| Map-folder 2     | McDonald's Carry-Out Restaurant Plan (sketch in pencil and ink), 1961                                |
| Map-folder 2     | Plan for McDonald's in Niles, Illinois (pencil on tracing paper), 1973 November 7                    |
| Box 19, Folder 6 | <a href="#">McDonald's in Niles, Illinois (drawings, photographs, artwork), undated</a>              |

Box 18, Folder 3      Drawings for locking system for carts and racks, 1971

Box 18, Folder 6      [Line drawings for McDonald's arch, undated](#)

Box 18, Folder 7      Line drawings for McDonald's cargo cans, 1962

Box 20, Folder 1      [Whirling Square \(sketches\), 1964](#)

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[Return to Table of Contents](#)

## Series 4: Client Files, 1958 - 1984

**Scope and Contents:** The subseries is arranged alphabetically by client or project name. In most instances, it is noted what type of material exists for each file such as a license agreement or promotional literature. The majority of documentation in this series consists of artwork and promotional materials Wood designed for the client. He performed a variety of activities and services for his clients and the documentation for each client/project is uneven. Overall characteristics for these files include: artwork, articles, logos, newsletters, packaging such as bags, postcard ads, promotional literature, paper dolls, stationery and corporate image and identity, newsletters such as the Bell News for Illinois Bell Telephone, brochures, and handwritten notes by Wood on operations, training, and sales issues.

|                  |   |
|------------------|---|
| Box 2, Folder 6  | Afri-Kingdom (promotional literature, and logos), 1970 - 1972     |
| Box 11, Folder 1 | Afri-Kingdom (artwork), 1969                                      |
| Box 2, Folder 7  | Antique Airmen, Inc., (logos and stationery), 1976, 1974, undated |
| Box 2, Folder 9  | Antique Airmen, Inc., (souvenir program), 1974 September          |
| Box 2, Folder 9  | Antique Airmen, Inc., (Airmen News), 1976, 1974                   |
| Box 14, Folder 2 | Antique Airmen, Inc. (artwork), undated                           |
| Box 2, Folder 10 | Aunt Jemima's Kitchen, (promotional material), undated            |
| Box 14, Folder 2 | Aunt Jemima's Kitchen (artwork), undated                          |
| Box 11, Folder 2 | Automart (artwork for logo), undated                              |
| Box 10, Folder 1 | Bankers Life and Casualty (certificate), undated                  |
| Box 2, Folder 11 | B and M Corporation, (product literature), 1963                   |
| Map-folder 1     | Big Barney Automatic Auto Wash in Ohio (drawings), 1968 April 25  |
| Box 10, Folder 2 | Bowman Dairy milk drawing (pencil), undated                       |
| Box 2, Folder 12 | Cheese Spot Cheesery's, Inc., (license agreement), 1966, 1965     |
| Box 2, Folder 13 | Cheese Spot Cheesery's, Inc., (franchise philosophy), 1964 - 1965 |
| Box 2, Folder 14 | Cheese Spot Cheesery's, Inc., (operations), undated               |
| Box 2, Folder 15 | Cheese Spot Cheesery's, Inc., (maintenance), undated              |
| Box 2, Folder 16 | Cheese Spot Cheesery's, Inc., (management), 1964                  |

|                                       |  |
|---------------------------------------|--|
| Box 2, Folder 17                      | Cheese Spot Cheesery's, Inc., (promotional materials), 1963                    |
| Box 2, Folder 18                      | Cheese Spot Cheesery's, Inc., (miscellaneous planning), undated                |
| Box 3, Folder 1                       | Cheese Spot Cheesery's, Inc., (counter sales), undated                         |
| Box 3, Folder 2                       | Cheese Spot Cheesery's, Inc., (lighting), 1965                                 |
| Box 3, Folder 3                       | Cheese Spot Cheesery's, Inc., (notes by Bernie Wood), 1965, undated            |
| Box 3, Folder 4                       | Cheese Spot Cheesery's, Inc., (other cheese shop gift catalogs), 1965, undated |
| Box 3, Folder 5                       | Chick'n-2-Go, 1969   |
| Box 14, Folder 4                      | Coca Cola "Coke" (rendering and market ideas), 1958                            |
| Box 14, Folder 6                      | Ole King Coke (photographs and "bottle rider"), 1958                           |
| Box 3, Folder 7                       | Friar Fish's Fish and Chips (Don Browne's Design-A-Glass Portfolio), 1971      |
| Box 11, Folder 3                      | Friar Fish's Fish and Chips (art samples E and D), undated                     |
| Box 17, Folder 2;<br>Box 14, Folder 3 | Friar Fish's Fish and Chips (artwork), undated                                 |
| Box 19, Folder 1                      | Friar Fish's Fish and Chips (scrapbook), 1968                                  |
| Box 18, Folder 2                      | Fridgie, undated   |
| Box 16, Folder 3                      | Hallmark [Mob Tall] point of purchase advertisement, undated                   |
| Box 19, Folder 2                      | Hallmark toy cards, circa 1970s  |
| Box 11, Folder 4                      | Hi-Crest (freezers), undated   |
| Box 3, Folder 8                       | Illinois Bell Telephone (annual reports), 1961, 1963                           |
| Box 3, Folder 9                       | Illinois Bell Telephone (Bell News), 1960 August/September, 1961 August        |
| Box 7, Folder 10                      | Illinois Bell Telephone (The Final Index of Management), 1964                  |
| Box 11, Folder 5                      | Instant Printing (product literature and photograph), 1965, 1966               |
| Box 3, Folder 11                      | Johnson Wax (proposal), undated  |
| Box 19, Folder 3                      | Johnson Wax (drawings), undated  |

|                   |   |
|-------------------|---|
| Map-folder 1      | [J.J. Jewel Wash Wax artwork?], undated                                   |
| Box 19, Folder 11 | Marlboro Man (photograph), undated  |
| Box 10, Folder 4  | Milky Way (candy bar) illustration, undated                               |
| Box 14, Folder 7  | Mulligan's (sketches and floor plans), 1969                               |
| Box 4, Folder 1   | National Heritage Life Insurance Company, 1972                            |
| Box 4, Folder 2   | Neba Roast Beef Restaurant, Inc., (promotional materials), 1960s          |
| Box 4, Folder 3   | Neba Roast Beef Restaurant, Inc., (scrapbook), 1967                       |
| Box 11, Folder 11 | Neba Roast Beef Restaurant, Inc., (advertisement and photograph), undated |
| Box 22, Folder 1  | Neba Roast Beef Restaurant, Inc., (tie clip), undated                     |
| Box 4, Folder 4   | Odorite of America, Inc. (product information), 1963 - 1964               |
| Box 11, Folder 13 | Orange Crush (artwork), undated   |
| Box 4, Folder 5   | Prince Castle, Inc., (advertising schedule), 1981 - 1982                  |
| Box 4, Folder 6   | Prince Castle, Inc., (product literature), 1984 - 1985                    |
| Box 4, Folder 7   | Prince Castle, Inc., (Castle News), 1984 January/February                 |
| Box 4, Folder 8   | Bart Starr Restaurant, 1969   |
| Box 4, Folder 9   | Texaco, Inc., 1964  |
| Box 4, Folder 10  | Tote-A-Poke (convenience store), undated                                  |
| Box 4, Folder 11  | Yogotries Corporation (advertising and labels), undated                   |
| Box 14, Folder 8  | Yogotries Corporation (mobile), undated                                   |

[Return to Table of Contents](#)



## Series 5: Patent and Trademark Materials, 1962 - 1976

## Subseries 5.1: Patents and patent applications, 1975 - 1976, 1962 - 1969

**Scope and Contents:** The patents and patent application materials are arranged chronologically by issue date. Some of the patents did not issue, and therefore only the serial application number or relevant information is provided. Overall, the patent files contain originals and copies of correspondence, drawings, application forms, and in some instances, examples of Wood's inventions such as the beverage cup holder or the carton forming pattern in cardboard pattern form. An example of the carton forming pattern (US Patent Serial No., 455,463) as Wood envisioned it as a Golden Arches Dessert box is in Series 4, McDonald's, box 12. Wood's photocomposition font storage device invention relates generally to improvements in photographic compositors, and it relates particularly to an improved character (storage devices and optical retrieval) and projection system. Wood worked with the Varitype Division of Addressograph Multigraph Corporation to prepare and prosecute his patent application. Documentation includes correspondence, pencil drawings on tracing paper, and product literature from Varitype.

Box 14, Folder 3 Beverage cup holder for motor vehicle doors, 1962 - 1965  
Notes: US Patent 3,128,983  
filed 1963 March 4  
issued 1964 April 14

Box 14, Folder 4 Candy Box, 1969, 1967  
Notes: US Design Patent 208,112  
filed 1966 March 18  
issued 1967 July 18

Box 14, Folder 5 Carton forming pattern, 1964 - 1967  
Notes: US Patent Serial No., 455,463  
filed 1965 March 13

Box 14, Folder 6 Finger-Grip Food-Product Containers, 1965 - 1967  
Notes: US Patent 3,355,082  
filed 1965 April 13  
issued 1967 November 28

Box 8, Folder 1 Method and means for controlling the lens aperture of a process camera, 1946 - 1947  
Notes: US Patent Serial No., 686,833  
filed 1946 July 29

Box 8, Folder 2 Refreshment tray-forming template, 1963 - 1964  
Notes: US Patent 3,145,848  
filed 1963 May 3  
issued 1964 August 25

|                   |   |
|-------------------|---|
| Box 11, Folder 14 | Photocomposition font storage device, 1975 - 1976 |
|-------------------|---|

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### Subseries 5.2: Trademarks, 1964 - 1970

Scope and Contents: The trademark materials, 1964-1970, include some Food and Drug Administration (FDA) materials and specific trademark information for Chick'n-2-Go, Ma and Pa's Country Candy Store, McDonald's, and Neatrae Containers. The FDA information includes printed material such as Facts for Consumers, Food Standards, 1964; How the FDA Works for You, 1966; Read the Label on Food, Drugs, Devices, Cosmetics and Household Chemicals, 1965.

The trademark documentation is arranged alphabetically by company name and contains memos, correspondence, trademark search reports, and the published trademark if issued. In some instances there is evidence of foreign trademark materials, especially for the NEATRAE. The Neatrae Container Association documentation consists of licensing patent applications, trademark assignments, and other correspondence detailing a partnership between Daniel Greenwood, Elgin Milk Corporation, Bernie Wood, and Dan Conelly for trademark use of "NEATRAE." NEATRAE was trademarked to be used in conjunction with a finger-grip food container (US Patent No., 3,355,082) that Wood patented.

|                 |   |
|-----------------|---|
| Box 7, Folder 1 | Food and Drug Administration (FDA) facts for consumers, 1964 - 1967 |
|-----------------|---|

|                 |  |
|-----------------|--|
| Box 8, Folder 3 | Chick'n-2-Go and Afri-Kingdom (fried chicken), 1969 - 1970 |
|-----------------|--|

|                 |  |
|-----------------|--|
| Box 8, Folder 4 | NEATRAE (finger-grip food-product containers), 1964 - 1967 |
|-----------------|--|

|                   |   |
|-------------------|---|
| Box 14, Folder 10 | <a href="#">NEATRAE (plastofilms for finger-grip food-product containers), 1966</a> |
|-------------------|---|

|                 |  |
|-----------------|--|
| Box 7, Folder 2 | <a href="#">Neat Containers Associates (trademark agreements), 1964 - 1969</a> |
|-----------------|--|

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[Return to Table of Contents](#)

## Series 6: Photographs, Slides and Negatives, 1963 - 1975, undated

**Scope and Contents:** The series is divided into three subseries: Subseries 6.1: Biographical, 1964, 1975, undated; Subseries 6.2: Client Files, 1963-1968; and Subseries 6.3: Slide presentations, 1953-1969, undated and includes slides, negatives, transparencies, black-and-white prints and color prints. The majority of documentation consists of slides created and assembled by Wood for presentations he presumably gave to prospective clients highlighting his work and promoting the idea of "franchising." The slide presentations depict interior and exterior shots of various restaurants, restaurant employees, signage, and staged images of food products and packaging. This series also contains Minox film--strips of film 9.2mm wide, or less--of McDonald's billboards, other signage, food products, and packaging. Minox is both a type of camera and the name of a company. The camera associated with the Minox name is the sub-miniature series using the 8 x 11mm film format, first designed by Walter Zapp in the 1930s. The film is held in a small cartridge, and the strips can be up to 50 frames in length.

### Subseries 6.1: Biographical, 1964, 1975, undated

|                  |   |
|------------------|---|
| Box 23, Folder 1 | A. Bernie Wood, 1964, undated                         |
| Box 18, Folder 1 | <a href="#">A. Bernie Wood, undated</a>               |
| Box 23, Folder 2 | International Design Conference (IDCA) at Aspen, 1964 |
| Box 23, Folder 3 | Freedom Train, 1975                                   |

### Subseries 6.2: Client Work, 1963 - 1968

|                   |   |
|-------------------|---|
| Box 23, Folder 4  | Afri-Kingdom, 1969  |
| Box 23, Folder 5  | Cheese Spot Cheesery's, Inc., 1965                          |
| Box 23, Folder 6  | Chock-Full-O-Nuts, 1966                                     |
| Box 23, Folder 7  | Friar Fish's Fish and Chips, undated                        |
| Box 23, Folder 8  | Illinois Bell Telephone, 1964                               |
| Box 23, Folder 9  | Ma and Pa's Country Candy Store, 1965 - 1968                |
| Box 23, Folder 10 | Ma and Pa's Country Candy Store (located in Illinois), 1968 |
| Box 23, Folder 11 | Mulligan's, 1969  |
| Box 23, Folder 12 | Neba Roast Beef Restaurant, Inc., 1968                      |
| Box 11, Folder 12 | Pacific Air, undated  |

|                   |  |
|-------------------|--|
| Box 23, Folder 13 | Study of store fronts (research for Ma and Pa's Country Candy Stores?), 1965                 |
| Box 23, Folder 14 | Miscellaneous (includes Carolina Cougars, Continental Airlines, and McDonald's), 1963 - 1964 |
| Box 14, Folder 11 | Miscellaneous and unidentified, undated  |
| Box 24, Folder 1  | <a href="#">McDonald's-Executives (unidentified head shots)</a> , undated                    |
| Box 24, Folder 2  | McDonald's-A. Bernie Wood and Ray Kroc, undated  |
| Box 24, Folder 3  | McDonald's-Wood Family at a McDonald's restaurant, undated                                   |
| Box 24, Folder 4  | McDonald's-University of Teaching, undated   |
| Box 24, Folder 5  | McDonald's-Bopper, 1963  |
| Box 24, Folder 6  | McDonald's-Ronald McDonald Clown, 1964   |
| Box 24, Folder 7  | McDonald's-Balloon and cup holder, undated   |
| Box 24, Folder 8  | McDonald's-Award winning cup, undated  |
| Box 24, Folder 9  | McDonald's-Radio commercial of Admart, Inc., undated   |
| Box 24, Folder 10 | McDonald's-Neatrae, 1966   |
| Box 24, Folder 11 | McDonald's-Billboards, 1964  |
| Box 24, Folder 12 | McDonald's-Billboards and signs, undated   |
| Box 24, Folder 13 | McDonald's-Hawaii location, undated  |
| Box 24, Folder 14 | McDonald's-Planning in Arlington Heights, Illinois, 1965                                     |
| Box 24, Folder 15 | McDonald's-Wheeling, Illinois, 1983  |
| Box 24, Folder 16 | McDonald's-Miscellaneous (staged food products), undated                                     |
| Box 6, Folder 25  | McDonald's-Seafood test photographs, undated   |
| Box 6, Folder 26  | McDonald's-Drive-through negatives, 1979 March   |
| Box 11, Folder 6  | <a href="#">McDonald's-Apple pie (photographs)</a> , undated                                 |
| Box 17, Folder 5  | <a href="#">McDonald's-Various food products</a> , undated                                   |

Map-folder 2                  McDonald's-Unidentified, undated

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### Subseries 6.3: Slide Presentations, 1963 - 1969, undated

Box 25, Folder 1              Admart, Inc., [1964?]

Box 25, Folder 2              Franchise Food Corporation, undated

Box 25, Folder 3              Unidentified, circa 1964

Box 25, Folder 4              Unidentified, public relations, undated

Box 25, Folder 5              Advertising and public relations, undated

Box 25, Folder 6              Advertising, public relations and signs, undated

Box 25, Folder 7              Advertising and public relations, undated

Box 26, Folder 1              McDonald's branding, 1963 - 1964

Box 26, Folder 2              Sales marketing for Johnson Wax?, Afri-Kingdom, Friar Fish's and McDonald's, [1964 or 1969?]

Box 26, Folder 3              McDonald's Bopper, 1964

Box 26, Folder 3              Cheese Spot Cheesery's, Inc., 1965

Box 26, Folder 3              Pig-N-Go Pit Bar-B-Q, 1969

Box 26, Folder 3              Mulligan's, 1969

Box 26, Folder 4              Neba Roast Beef (exterior and interior views), circa 1965

Box 26, Folder 5              McDonald's, 1963 - 1965

Box 26, Folder 6              Unidentified (advertising and packaging issues?), 1960s

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[Return to Table of Contents](#)

## Series 7: Audio and Moving Image Materials, 1968, 1964, 1963

**Scope and Contents:** The subseries is divided into two subseries: Subseries 7.1: Audio Materials, 1963, 1964, 1968 and Subseries 7.2: Moving Image Materials, undated. There are 7", 10", and 12" audio discs for the McDonald's Carryout Restaurants radio campaign. There is only one disc that is not part of the radio campaign, the New Sound Up, Up, and Away TWA, 1968. This is an atypical vinyl disc. While it is 33 1/3" RPM, it is square and not as rigid as the other vinyl discs. There are several rolls of 35 mm safety film (cellulose acetate) depicting a McDonald's drink cup and an unidentified McDonald's Restaurant. These rolls of film have been spliced together by the Archives Center staff to form a compilation. Reference copies of these materials are not available.

### Subseries 7.1: Audio Materials, 1963, 1964, 1968

Box 27 "McDonald's Carryout Restaurants", 1963  
Notes: Presentation of McDonald's Radio Campaign  
7" vinyl promotion disc, 33 1/3 rpm (3 copies)  
Produced by Admart, Inc., Advertising

Box 27 "McDonald's Carryout Restaurants", 1964 February 29  
Notes: 10" vinyl promotion disc, 33 1/3 rpm  
Produced by Admart, Inc., Advertising  
Norm Pierce, announcer  
*Shakes*

Box 27 "McDonald's Carryout Restaurants", 1964  
Notes: 12" vinyl promotion disc, 33 1/3 rpm  
Norm Pierce, announcer  
Produced by Admart, Inc., Advertising  
"Overall Sell"  
"An American"  
"Rhythm Style"  
"All American"  
"Cheeseburgers"  
"Instant Service"

Box 27 [McDonald's], [1964]  
Notes: ¼" open reel-to-reel audio tape, 7.5 ips  
Produced by Huff Productions for Admart, Inc., Advertising  
Revised radio commercials  
"The Modern"  
"The Kids"  
"The Rocker"

"Local Copy Spot"

"The Kids"

"The Modern"

Box 27

"The New Sound Up, Up , and Away TWA", 1968  
Notes: 7" vinyl promotion disc, 33 1/3 rpm

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### Subseries 7.2: Moving Image Materials, undated

Box 27

35 mm safety films of a McDonald's drink cup, and an unidentified McDonald's restaurant, [undated]

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[Return to Table of Contents](#)