



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

## Guide to the A. Bernie Wood Papers

NMAH.AC.0962

Alison L. Oswald

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	A. Bernie Wood Papers
<b>Identifier:</b>	NMAH.AC.0962
<b>Date:</b>	1942-2001 (bulk 1960-1969)
<b>Extent:</b>	10 Cubic feet (27 boxes, 2 oversize folders)
<b>Creator:</b>	Wood, Arthur Bernie, 1921-1986
<b>Language:</b>	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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### Conditions Governing Use

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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.

## 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

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## Container Listing

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

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	<i>Central High School (Kansas City) Reunion Yearbook, 1977</i>
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

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

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

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
Box 1, Folder 17	Kentucky Fried Chicken franchise contract , 1961 <a href="#">Image(s)</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	Bernie. "A Dignified Image for a 15c Hamburger," <i>Sign and Display Industry</i> , 1963 October <a href="#">Image(s)</a>
Box 2, Folder 4	Wood, A. Bernie. "Look Up and Love What You See!" <i>Quickservice</i> , 1972
Box 2, Folder 5	Wood, A. Bernie. "A Preface and Premise to a Promising Corporate Image", undated
Map-case 4, Drawer 20, Folder 1	<i>The Mart</i> , Bonazana Sirloin Pit Chain, 1965 April 1

### Subseries 2.2: Design work, undated

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
Box 14, Folder 9	Holiday sketches by Wood (pencil) , undated
Box 19, Folder 10	Pair of hands (chalk on paper), undated

### Subseries 2.3: Reference materials, 1959 - 1972

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. <i>Ways To Successful Persuasion in Business and the Professions</i> , 1959
Box 1, Folder 21	Anonymous. "Franchising" , undated
Box 1, Folder 22	<i>Franchising Around the World</i> , 1968 October
Box 2, Folder 1	<i>Modern Franchising</i> , 1965 January/February , 1964 September/October <a href="#">Image(s)</a>
Box 2, Folder 2	<i>Quickservice Operations Management</i> , 1971 November/December
Box 2, Folder 3	Anonymous. "Sizzle, Sizzle," <i>Forbes</i> , 1968 June 15
Box 3, Folder 6	Chris Mobile (Yuletide) , 1955
Box 15, Folder 1-2	Chris Mobile (Holly and Snowflake) , undated
Box 15, Folder 3	Chris Mobile (Mistletoe) , undated
Box 15, Folder 4	Chris Mobile (Ornament) , undated
Box 16, Folder 7-8	Chris Mobile (Religious Creche) , undated
Box 17, Folder 12	Chris Mobile (Christmas Tree) , undated
Box 17, Folder 13	Chris Mobile (Festive Carolers) , undated
Box 16, Folder 5	Scamanda Mobiles (Santa Mobile) , 1953
Box 16, Folder 4	Elmer's (elephant) Mobile, (includes Howdy Doody envelope) , undated
Box 9, Folder 1	Day Deodorant pads , [undated]
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-case 4, Drawer 20, Folder 1	Borden Company (dairy) , 1952
Map-case 4, Drawer 20, 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-case 4, Drawer 20, 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]
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-case 4, Drawer 20, 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]
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-case 4, Drawer 20, 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]
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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## Series 3: McDonald's Corporation, 1957 - 1985

**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

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	<i>In Memory of Ray Kroc</i> (booklet) , 1985
Box 5, Folder 2	<i>An Introduction to McDonald's</i> , undated
Box 5, Folder 10	Newspaper clippings, 1960 - 1984

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

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

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

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

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	All American advertising campaign , undated <a href="#">Image(s)</a>
Box 20, Folder 3	Air-O-Plane , 1957 <a href="#">Image(s)</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	Big Mac carton (invitation) for a grand opening in Northbrook, Illinois , 1976 <a href="#">Image(s)</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	Matchbooks , undated <a href="#">Image(s)</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	<i>Coast-to-Coast Directory</i> , undated
Box 11, Folder 8	<i>Morton Grove-Niles Local Telephone Directory</i> , 1975 - 1976
Box 16, Folder 1	<i>Morton Grove-Niles Local Telephone Directory</i> , 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	Ronald McDonald (artwork), undated <a href="#">Image(s)</a>
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

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	Happy Meal (carton) , 1984 <a href="#">Image(s)</a>
Box 10, Folder 3	McDonald's bank, [1962?]

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

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  
[Image\(s\)](#)
- Box 6, Folder 16            Menu tab (order forms) , undated  
[Image\(s\)](#)
- 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  
[Image\(s\)](#)
- Box 6, Folder 24            Test for window men in making change , undated
- Box 14                        McDonald's briefcase , undated
- Map-case 4, Drawer 20,    McDonald's First in French Fries (artwork) , undated  
  Folder 2
- Map-case 4, Drawer 20,    Those Who Know Go to McDonald's (artwork), undated  
  Folder 2
- Map-case 4, Drawer 20,    "25 Years Built on Trust" (poster), 1980  
  Folder 2

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

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	Line drawings for McDonald's products , [1972?] <a href="#">Image(s)</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	Drawings and plans for McDonald's exterior and interior, 1979, 1960s <a href="#">Image(s)</a>
Box 5, Folder 11	Whirling Square plan view (a food processing package) by Bernie Wood , 1964 March
Map-case 4, Drawer 20, Folder 2	Plat and preliminary drawings for McDonald's in Wheeling, Illinois, (ink on vellum, pencil), undated
Map-case 4, Drawer 20, Folder 2	McDonald's Carry-Out Restaurant Plan (sketch in pencil and ink) , 1961
Map-case 4, Drawer 20, Folder 2	Plan for McDonald's in Niles, Illinois (pencil on tracing paper) , 1973 November 7
Box 19, Folder 6	McDonald's in Niles, Illinois (drawings, photographs, artwork) , undated <a href="#">Image(s)</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 <a href="#">Image(s)</a>
Box 18, Folder 7	Line drawings for McDonald's cargo cans , 1962
Box 20, Folder 1	Whirling Square (sketches), 1964

[Image\(s\)](#)

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## Series 4: Client Files , 1958 - 1984

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., ( <i>Airmen News</i> ) , 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-case 40, Drawer 20, 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;  
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-case 4, Drawer 20, [J.J. Jewel Wash Wax artwork?] , undated  
Folder 1

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., ( <i>Castle News</i> ), 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

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

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

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<br>US Patent 3,128,983<br><br>filed 1963 March 4<br><br>issued 1964 April 14          |
| Box 14, Folder 4 | Candy Box, 1969, 1967<br>US Design Patent 208,112<br><br>filed 1966 March 18<br><br>issued 1967 July 18  |
| Box 14, Folder 5 | Carton forming pattern, 1964 - 1967<br>US Patent Serial No., 455,463<br><br>filed 1965 March 13  |
| Box 14, Folder 6 | Finger-Grip Food-Product Containers, 1965 - 1967<br>US Patent 3,355,082<br><br>filed 1965 April 13<br><br>issued 1967 November 28              |
| Box 8, Folder 1  | Method and means for controlling the lens aperture of a process camera, 1946 - 1947<br>US Patent Serial No., 686,833<br><br>filed 1946 July 29 |
| Box 8, Folder 2  | Refreshment tray-forming template, 1963 - 1964<br>US Patent 3,145,848<br><br>filed 1963 May 3<br><br>issued 1964 August 25                     |

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

### Subseries 5.2: Trademarks, 1964 - 1970

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        NEATRAE (plastofilms for finger-grip food-product containers) , 1966  
[Image\(s\)](#)

Box 7, Folder 2            Neat Containers Associates (trademark agreements), 1964 - 1969  
[Image\(s\)](#)

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

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. Bernie Wood, undated  
[Image\(s\)](#)
- 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      McDonald's-Executives (unidentified head shots) , undated  
[Image\(s\)](#)

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      McDonald's-Apple pie (photographs) , undated  
[Image\(s\)](#)

Box 17, Folder 5      McDonald's-Various food products , undated  
[Image\(s\)](#)

Map-case 4, Drawer 20, Folder 2      McDonald's-Unidentified, undated

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

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. References copies of these materials are not available.

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

- Box 27 "McDonald's Carryout Restaurants" , 1963  
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  
10" vinyl promotion disc, 33 1/3 rpm  
  
Produced by Admart, Inc., Advertising  
  
Norm Pierce, announcer  
  
*Shakes*
- Box 27 "McDonald's Carryout Restaurants" , 1964  
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]  
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  
7" vinyl promotion disc, 33 1/3 rpm

### 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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