



Smithsonian Institution Archives

Project Files, circa 1984-1994

Finding aid prepared by Smithsonian Institution Archives

Smithsonian Institution Archives
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Collection Overview

Repository:	Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu
Title:	Project Files
Identifier:	Accession 02-078
Date:	circa 1984-1994
Extent:	7 cu. ft. (7 record storage boxes)
Creator::	Center for Advertising History
Language:	Language of Materials: English

Administrative Information

Preferred Citation

Smithsonian Institution Archives, Accession 02-078, Center for Advertising History, Project Files

Descriptive Entry

This accession includes records documenting activities of the Center for Advertising History (CAH) in the preservation of advertising history in the United States, primarily through the acquisition of information relating to advertising and projects such as oral history interviews and public seminars. The records consist of correspondence and memoranda pertaining to CAH publicity, oral history initiatives, seminar planning, and fundraising; CAH Advisory Board agendas and minutes; CAH articles; photographs of CAH staff and Advisory Board members; project proposals and contracts; videotapes and audio recordings of special events; and CAH brochures and newsletters.

Names and Subject Terms

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

Subjects:

Advertising history
Advisory boards

Types of Materials:

Architectural drawings
Audiotapes
Black-and-white photographs

Brochures
Clippings
Color negatives
Color photographs
Color transparencies
Manuscripts
Newsletters
Video recordings

Preferred Titles:

Smithsonian World (Television program : 1984-1991)

Container Listing

Box 1

Box 1 of 7	Video History, 1987-1988
Box 1 of 7	CAH Publicity, 1992-1993
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Box 1 of 7	Ogilvy & Mather, 1989-1993
Box 1 of 7	Pepsi-Cola, 1990-1993
Box 1 of 7	Philip Morris, 1993
Box 1 of 7	SSC&B Lintas Worldwide, 1989-1991
Box 1 of 7	Young & Rubicam, Inc., 1990-1991
Box 1 of 7	Founding Sponsors: Mailing List, 1989-1991
Box 1 of 7	Fundraising Correspondence: Advertising Agencies, 1989 (2 folders)
Box 1 of 7	Fundraising Correspondence, 1989
Box 1 of 7	Fundraising Correspondence: Corporations, 1990
Box 1 of 7	Letters of Thanks to Contributors, 1988-1989
Box 1 of 7	Trademark Quizzes
Box 1 of 7	Television Quarterly, 1989
Box 1 of 7	United Airlines, 1990
Box 1 of 7	Video Advertisements, 1989-1993
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Box 1 of 7	Association of National Advertisers, 1989-1990
Box 1 of 7	N. W. Ayer, Inc., 1991
Box 1 of 7	Backer Spielvogel Bates, Inc., 1990, 1992
Box 1 of 7	BBDO Worldwide, 1990-1991

Box 1 of 7	Sid Bernstein, 1991
Box 1 of 7	Bozell, Inc., 1991
Box 1 of 7	Cambell Soup Company, 1990, 1992
Box 1 of 7	Dorothy Caples, 1991
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Box 1 of 7	Ketchum Communications, Inc., 1989-1990
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Box 1 of 7	John Elliot, Jr., 1987-1990
Box 1 of 7	Museum of Broadcasting, 1990-1991
Box 1 of 7	Ad Counsel Exhibition, 1992
Box 1 of 7	Exploring Smithsonian, 1992-1994
Box 1 of 7	WETA, 1990
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Box 1 of 7	Erol's, Co.
Box 1 of 7	Hechinger, Co., 1994
Box 1 of 7	General Foods Corporation, 1994
Box 1 of 7	Lockheed Corporation, 1992-1994
Box 1 of 7	MCI Consumer Markets, 1993-1994

Box 1 of 7	Perdue Poultry Advertising, 1994
Box 1 of 7	Addidas America, 1994
Box 1 of 7	Doris Willens, 1993
Box 1 of 7	Wine Industry, 1993
Box 1 of 7	Margaret Crossen, 1992-1994
Box 1 of 7	CAH Potential Projects, 1992-1994
Box 1 of 7	Smithsonian Magazine Advertising, 1987-1992
Box 1 of 7	York Associates, 1991-1992
Box 1 of 7	Video Promotional/Fundraising
Box 1 of 7	Smoke Signals: Cigarettes, Advertising and the American Way of Life, 1988-1989
Box 1 of 7	PBS Series Proposal: "Advertising and the American Dream," 1992
Box 1 of 7	Correspondence re: Smithsonian Magazine, 1989, 1991
Box 1 of 7	Correspondence: Darrell B. Lucas, 1989-1990
Box 1 of 7	Advertising Educational Foundation, 1987-1990
Box 1 of 7	Correspondence re: Ad Council, 1990
Box 1 of 7	American Advertising Museum, 1985-1989
Box 1 of 7	Modern Advertising Program, 1986-1987
Box 1 of 7	Duke University Visit, 1990
Box 1 of 7	The Storage Museum, 1990
Box 1 of 7	Automobile Fundraiser, 1994
Box 1 of 7	American Express, 1987-1989
Box 1 of 7	United Airlines, 1992
Box 1 of 7	General Mills, 1987
Box 1 of 7	Levi Strauss, 1992-1993
Box 1 of 7	Arnold Finnegan Martin, 1993
Box 1 of 7	Corporate Development, c. 1991

Box 1 of 7	Office of Sponsored Projects
Box 1 of 7	Correspondence, 1993-1994
Box 1 of 7	David Black Literary Agency, Inc., 1988
Box 1 of 7	Foundation Responses, 1986-1987
Box 1 of 7	Alec Gallup, 1991
Box 1 of 7	Requests for Project Information, 1988
Box 1 of 7	MAHP User Comments and Notes, 1986-1989
Box 1 of 7	Association of National Advertisers, Inc., 1989-1990
Box 1 of 7	Awards Correspondence, 1989
Box 1 of 7	Quigley Publishing Company, 1989-1990
Box 1 of 7	Profiles Responses, c. 1991-1994
Box 1 of 7	S. Watson Dunn
Box 1 of 7	Correspondence, 1992-1993
Box 1 of 7	CAH Mailing Lists
Box 1 of 7	Adweek Correspondence, 1989-1991
Box 1 of 7	Association of National Advertisers Annual Meeting, 1992
Box 1 of 7	Profiles 1990 Mailings
Box 1 of 7	Corporate Contributions, 1989-1991 (2 folders)
Box 1 of 7	Fundraising and Summary Report, 1990
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Box 2 of 7	Fundraising Correspondence, 1990-1994
Box 2 of 7	CAH Mailing List, 1989
Box 2 of 7	CAH Publicity, 1988-1990 (3 folders)
Box 2 of 7	CAH Publicity: Advertising History Center Articles, c. 1989-1992
Box 2 of 7	Publicity Articles, 1993 (3 folders)
Box 2 of 7	Advertising History Advisory Board, 1988

Publications/Articles regarding CAH:

Box 2 of 7	The Alexandria Journal, 1991
Box 2 of 7	Agency, 1992
Box 2 of 7	Advertising Age, Photo Review, 1988
Box 2 of 7	Adweek, 1988-1991 (5 folders)
Box 2 of 7	Boston Herald, 1989
Box 2 of 7	Courier-Journal (Kentucky), 1991
Box 2 of 7	Express Magazine, 1989
Box 2 of 7	Farhi (Washington Post), 1988
Box 2 of 7	Fond Du Lac (Wisconsin), 1989
Box 2 of 7	Great Falls Tribune, 1989
Box 2 of 7	International Journal of Oral History, 1985
Box 2 of 7	Homewood/Flossmoor Star (Illinois), 1988
Box 2 of 7	In-Motion Magazine, 1990 (2 folders)
Box 2 of 7	Inside Print Articles, 1988 (2 folders)
Box 2 of 7	Journal American (Washington), 1992
Box 2 of 7	M Magazine, 1991
Box 2 of 7	Link Magazine, 1991
Box 2 of 7	Media Industry Newsletter, 1988
Box 2 of 7	Memphis Business Journal, 1988
Box 2 of 7	Memphis Magazine, 1989
Box 2 of 7	Media Industry Newsletter, 1988
Box 2 of 7	Mountain Democrat & Placerville Times, 1989
Box 2 of 7	The Murray Ledger & Times, 1989
Box 2 of 7	National Public Radio, 1988 (includes cassette recordings)
Box 2 of 7	New York Times, 1988-1992 (7 folders)

Box 2 of 7	Newsletter to the Regents, 1988
Box 2 of 7	Newsweek, 1989
Box 2 of 7	The Oregonian, 1988
Box 2 of 7	Organization of American Historians Newsletters, 1989
Box 2 of 7	Philadelphia Inquirer, 1988
Box 2 of 7	The Plain Dealer, 1991
Box 2 of 7	Record, 1988
Box 2 of 7	Richmond County Evening Journal, 1989
Box 2 of 7	San Francisco Examiner, 1991 (2 folders)
Box 2 of 7	Smithsonian World: "Selling the Dream," 1991
Box 2 of 7	Smithsonian Magazine, 1989
Box 2 of 7	Smithsonian News Service, 1989 (2 folders)
Box 2 of 7	Smithsonian Torch, 1989-1991 (2 folders)
Box 2 of 7	St. Paul Pioneer Press, 1988
Box 2 of 7	Seattle Post-Intelligencer, 1991
Box 2 of 7	Star & Tribune (Minneapolis), 1991
Box 2 of 7	Starkville Daily News (Mississippi), 1991
Box 2 of 7	The Tribune (North Carolina), 1991
Box 2 of 7	Voice of America, 1989 (includes cassette recording)
Box 2 of 7	Wall Street Journal, 1990
Box 2 of 7	Washington Post, 1988 (5 folders)
Box 2 of 7	Washington Times, 1991 (2 folders)
Box 2 of 7	Westport News, 1989
Box 2 of 7	WRC, 1988 (includes cassette recording)
Box 2 of 7	WNYC Radio, 1989 (includes cassette recording)
Box 2 of 7	CAH Advisory Board: Letters of Invitation, 1993

Box 2 of 7 Biographies of CAH Advisory Board Members (2 folders)

Box 2 of 7 Establishing CAH Advisory Board, 1987-1988

Box 2 of 7 CAH Advisory Board Members Listing

Box 2 of 7 Governing Board, 1992

Box 2 of 7 CAH Advisory Board: Meeting Agenda and Minutes, 1988 (4 folders)

Box 2 of 7 CAH Advisory Board: Meeting Agenda and Minutes, 1989 (5 folders)

Box 2 of 7 CAH Advisory Board: Meeting Agenda and Minutes, 1990 (6 folders)

Box 2 of 7 CAH Advisory Board: Meeting Agenda and Minutes, 1991 (3 folders)

Box 2 of 7 CAH Advisory Board: Meeting Agenda and Minutes, 1992 (5 folders)

Box 2 of 7 CAH Advisory Board: Meeting Agenda and Minutes, 1993

Box 2 of 7 CAH Advisory Board: Meeting Agenda and Minutes, 1994

Box 3

Correspondence/Articles, c. 1988-1994:

Box 3 of 7 Herbert M. Baum

Box 3 of 7 Howard Bell

Box 3 of 7 Earle Palmer Brown (2 folders)

Box 3 of 7 Carolyn Carter

Box 3 of 7 S. Watson Dunn

Box 3 of 7 Herbert D. Fried

Box 3 of 7 Amil Gargano

Box 3 of 7 Roy Grace

Box 3 of 7 Dewitt Helm

Box 3 of 7 A. Jerome Jewler

Box 3 of 7 Caroline R. Jones

Box 3 of 7 Alexander Kroll

Box 3 of 7 Joseph Landy

Box 3 of 7	Hilary Lipsitz
Box 3 of 7	L. Ross Love
Box 3 of 7	Roland Marchand
Box 3 of 7	Norman Muse
Box 3 of 7	Jack Myers (2 folders)
Box 3 of 7	William O'Barr
Box 3 of 7	John O'Toole
Box 3 of 7	John J. Sarsen, Jr.
Box 3 of 7	Hal Shoup
Box 3 of 7	Jerry Siano
	Photographs:
Box 3 of 7	CAH Advisory Board Meeting, June 1988
Box 3 of 7	CAH Advisory Board Meeting, May 1990
Box 3 of 7	CAH Advisory Board Meeting, April 1991
Box 3 of 7	Showcase Dinner Event, April 1991
Box 3 of 7	CAH Staff Members, c. 1986-1988 (includes slides)
Box 3 of 7	Stan Fredberg, November 1991
Box 3 of 7	Stan Fredberg Publicity Information, 1991
Box 3 of 7	Duke University Council on Women's Studies, 1986-1987
Box 3 of 7	CAH Advisory Board Comments on Fundraising, 1989
Box 3 of 7	CAH Newsletter, 1990 (2 folders)
Box 3 of 7	CAH Newsletter, 1991
Box 3 of 7	CAH Newsletter, 1992 (2 folders)
Box 3 of 7	Correspondence: Annual Report Bids, 1990-1991
Box 3 of 7	Annual Report Photographs (includes photocopies only)
Box 3 of 7	Association of National Advertisers, Inc.: Profiles Mailing, 1991

- Box 3 of 7 American Association of Advertising Agencies, Inc: Profiles Mailing, 1991
- Box 3 of 7 CAH Brochure Project, 1988
- Box 3 of 7 CAH Fundraising Brochure, 1990-1991 (2 folders; includes slides)
- Box 3 of 7 CAH Event Guest Lists, 1991 (includes some correspondence)
- Box 3 of 7 Correspondence, 1989-1992 (4 folders)
- Box 3 of 7 The 4 A's Washington Newsletter, 1987
- Box 3 of 7 The Advertising Club of Metropolitan Washington, Inc., 1989
- Box 3 of 7 Saatchi & Saatchi Advertising, 1989
- Contractual Information, c. 1984-1990:
- Box 3 of 7 Julie Weiss
- Box 3 of 7 Scott Ellsworth/Pepsi Project
- Box 3 of 7 Scott Ellsworth/Noxell Project
- Box 3 of 7 Scott Ellsworth/Federal Express Project
- Box 3 of 7 Scott Ellsworth/Marlboro Project
- Box 3 of 7 Barbara Griffith/Campbell Soup Project
- Box 3 of 7 Barbara Griffith/Alka-Seltzer Project
- Box 4
- Box 4 of 7 Campaign Book, 1990-1991
- Box 4 of 7 Logbook, April-August 1989
- Box 4 of 7 Finding aids, Abstracting, and Editing Notes, 1987
- Box 4 of 7 Scott Ellsworth: "Pepsi Generation"
- Box 4 of 7 Pepsi Oral History Transcriptions, 1988
- Box 4 of 7 Pepsi Case of the Month, 1985
- Box 4 of 7 Scott Ellsworth: "The Road to Marlboro Country,"1987 (2 folders)
- Box 4 of 7 Alka-Seltzer Chapter, c. 1987
- Box 4 of 7 Scott Ellsworth: "The Midnight Ride of Federal Express"

Box 4 of 7	Fundraising Foundations, 1990 (2 folders)
Box 4 of 7	Corporate Foundations, 1990
Box 4 of 7	ANA Letters w/responses, 1990
Box 4 of 7	Corporate Fundraising Follow-ups, 1990
Box 4 of 7	Fundraising Board Letters, 1990
Box 4 of 7	Letter to Creative/Corporate CEOs in Advertising
Box 4 of 7	Founding and Annual Sponsorship Programs, 1990
Box 4 of 7	Fundraising Letters, 1986
Box 4 of 7	Fundraising Draft Letters, 1986-1987
Box 4 of 7	Funding Sources, c. 1986
Box 4 of 7	National Museum of American History (NMAH) Fundraising and Development Policies, 1986-1987
Box 4 of 7	CAH Advisory Board Fundraising Approaches, 1986
Box 4 of 7	Fundraising Package, 1986
Box 4 of 7	Fundraising Ideas, 1989
Box 4 of 7	Fundraising Strategies Discussion Paper, 1988
Box 4 of 7	Outdoor Advertising Proposal, 1990
Box 4 of 7	Formica Corporation, 1987
Box 4 of 7	Dow Jones & Company, Inc., 1987-1989
Box 4 of 7	Fundraising Action (memoranda, etc.), 1986-1987
	Correspondence re: Corporate Funding, 1986-1994:
Box 4 of 7	Colgate-Palmolive Company
Box 4 of 7	General Electric Company
Box 4 of 7	Hasbro, Inc.
Box 4 of 7	Levi Strauss & Co.
Box 4 of 7	Prudential Insurance Co.

Box 4 of 7	Revlon, Inc.
Box 4 of 7	Johnson & Johnson
Box 4 of 7	Johnson Products
Box 4 of 7	McDonald's Corporation
Box 4 of 7	Miller Brewing Company (Philip Morris)
Box 4 of 7	Quaker Oats Company
Box 4 of 7	Southland Corporation (7-Eleven)
Box 4 of 7	Texaco
Box 4 of 7	Avis Rent a Car
Box 4 of 7	Kellogg Company
Box 4 of 7	John Caples Press Release
Box 4 of 7	Division of Costume: Documenting Collections with Recorded Interviews
Box 4 of 7	Lisa Popeil, 1989
	Correspondence/Articles re: Oral History Projects, c. 1985-1992:
Box 4 of 7	Coors Brewing Company
Box 4 of 7	Kentucky Fried Chicken (2 folders)
Box 4 of 7	Volkswagon of America, Inc.
Box 4 of 7	Procter & Gamble Company (2 folders)
Box 4 of 7	AT&T (4 folders)
Box 4 of 7	Miscellaneous (other companies)
Box 4 of 7	Exhibition Proposal: "Making Your Mark," 1991
Box 4 of 7	Exhibition Correspondence: "Making Your Mark," 1991-1993
Box 4 of 7	Ayer Corporation Book Project, 1991-1992
Box 4 of 7	Book Series Proposal: "Voices from Madison Avenue," 1989
Box 4 of 7	Will Vinton Enterprises Production, 1991
Box 4 of 7	Brand Names Education Foundation, 1991-1992

- Box 4 of 7 Public Interest Advertising, 1992
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- Box 5 of 7 Ad Council Proposal
- Box 5 of 7 Ad Council Exhibit Proposal and Correspondence, 1989, 1992
- Box 5 of 7 Kraft/General Foods Oral History, Correspondence, and Articles, 1992-1994
(8 folders)
- Box 5 of 7 Sid Bernstein Book, 1992-1993
- Box 5 of 7 Crain Communications, Inc., 1991
- Box 5 of 7 Timex Advertising History/NMAH Visit, 1991
- Box 5 of 7 Timex Proposal, c. 1988
- Box 5 of 7 Proposal for a Conference on the Documentation of Modern Advertising,
1989
- Box 5 of 7 Survey Grant Proposal Project
- Box 5 of 7 Warshaw Survey, 1990
- Box 5 of 7 Survey of Advertising History Materials, 1989-1992 (2 folders)
- Box 5 of 7 Brian Horrigan (NMAH), 1992
- Box 5 of 7 The Advertising and Public Policy Project, c. 1992-1994:
- Box 5 of 7 Correspondence
- Box 5 of 7 Interviewees
- Box 5 of 7 Stan Cohen's Advertising Age Index
- Box 5 of 7 Advertising Age Clippings
- Box 5 of 7 Bibliography
- Box 5 of 7 Rotzoll and Mazis Meetings (notes)
- Box 5 of 7 Schedule, Proposal, and Seminar Program
- Box 5 of 7 Notes from books re: Public Policy
- Box 5 of 7 Proposal
- Box 5 of 7 Foundations

Box 5 of 7 Public Policy

 "Advertising In America" Conference, 1992-1993:

Box 5 of 7 Brochure and Mailings

Box 5 of 7 Planning Committee

Box 5 of 7 Conference Preparation

Box 5 of 7 Agenda and Schedule

Box 5 of 7 Correspondence

Box 5 of 7 Advertising History Collection Brochures

Box 5 of 7 Audio Tapes: "Selling the Dream," David Ogilum Interview

Box 6

Videotapes:

Box 6 of 7 A Tribute to David Ogilvy, April 1991 (2 tapes)

Box 6 of 7 CAH "News Center 4," Arch Campbell, August 22, 1994

Box 6 of 7 CAH "News Center 4," Arch Campbell, August 23, 1994

Box 6 of 7 CAH Showcase Dinner, 1991 (2 tapes)

Box 6 of 7 Annual Dinner, 1985-1990 (6 tapes)

Box 7

Box 7 of 7 Ogilvy & Mather Reel for Showcase Dinner, 1991

Box 7 of 7 David Ogilvy Out-takes for Showcase Dinner, 1991

Box 7 of 7 A Tribute to David Ogilvy, 1991 (2 tapes)

Box 7 of 7 "Selling the Dream" Ogilvy Interview , April 11, 1991 (3 reels)