

David Ogilvy Papers
A Finding Aid to the Collection in the Library of Congress



Manuscript Division, Library of Congress
Washington, D.C.
2011

Contact information: <https://hdl.loc.gov/loc.mss/mss.contact>

Catalog Record: <https://lcn.loc.gov/mm78035105>

Additional search options available at: <https://hdl.loc.gov/loc.mss/eadmss.ms012048>

Prepared by Manuscript Division staff

Finding aid encoded by Library of Congress Manuscript Division, 2012
Revised 2023 April

Collection Summary

Title: David Ogilvy Papers

Inclusive Dates: 1935-1966

Bulk Dates: 1945-1964

ID No.: MSS35105

Creator: Ogilvy, David, 1911-1999

Extent: 30,450 items

Extent: 87 containers

Extent: 29 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

LC Catalog record: <https://lcn.loc.gov/mm78035105>

Summary: Advertising executive. Correspondence, advertising proposals, market research reports, speeches, writings, and printed matter relating primarily to Ogilvy's advertising career as an executive and businessman.

Selected Search Terms

The following terms have been used to index the description of this collection in the LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

People

Ascoli, Max, 1898-1978--Correspondence.

Bevan, R. A. (Robert Alexander), 1901-1974--Correspondence.

Bilsland, Alexander Steven, Sir, 1892-1970--Correspondence.

Black, Eugene R. (Eugene Robert), 1898- --Correspondence.

Canfield, Cass, 1897-1986--Correspondence.

Cone, Fairfax M., 1903- --Correspondence.

Hendy, Kythé, Lady--Correspondence.

Hooper, Frederic Collins, Sir, 1892-1963--Correspondence.

Houghton, Arthur J.

Jetté, Ellerton Marcel.

La Roche, Chester J., 1892- --Correspondence.

Macleod, Mairi Ann--Correspondence.

Max, Alfred--Correspondence.

Moscoso, Teodoro, 1910- --Correspondence.

Moses, Robert, 1888-1981--Correspondence.

Mountfort, Guy--Correspondence.

Murrow, Edward R.--Correspondence.

Ogilvy, David, 1911-1999.

Ogilvy, David, 1911-1999. Confessions of an advertising man. 1963.

Ogilvy, Francis--Correspondence.

Patrick, Ted, 1901-1964--Correspondence.

Patterson, William D. (William Dudley), 1910-1986--Correspondence.

Ranck, John M. (John Milton)--Correspondence.

Reeves, Rosser--Correspondence.

Ruder, William--Correspondence.

Sarnoff, Robert W.--Correspondence.

Schlesinger, Arthur M., Jr. (Arthur Meier), 1917-2007--Correspondence.

Stevenson, J. A. (John A.)--Correspondence.

Tree, Ronald, 1897-1976--Correspondence.

Tyler, William D. (William Dowling), 1907-1991--Correspondence.

West, Rebecca, 1892-1983--Correspondence.

Whitehead, Edward, 1908-1978.

Organizations

American Association of Advertising Agencies.
British American Canadian Corporation.
Hewitt, Ogilvy, Benson & Mather.
Mather & Crowther.
Ogilvy, Benson & Mather (New York, N.Y.)
Scottish Council (Development and Industry)

Subjects

Advertising agencies--Great Britain.
Advertising agencies--United States.
Advertising agencies.
Advertising executives.
Advertising.
Consumers--United States.
Fund raising.
Tourism.
Trademarks.

Places

Great Britain--Economic conditions--1945-1964.

Occupations

Advertising executives.

Acquisition Information

The papers of David Ogilvy, advertising executive, were given to the Library of Congress by Ogilvy in 1965.

Processing History

The papers of David Ogilvy were arranged and described in 1967 by Carolyn H. Sung. The finding aid was revised in 2011.

Copyright Status

Copyright in the unpublished writings of David Ogilvy in these papers and in other collections of papers in the custody of the Library of Congress has been dedicated to the public.

Access and Restrictions

The papers of David Ogilvy are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, David Ogilvy Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note

Date	Event
1911, June 22	Born, West Horsley, England
1930s	Attended Christ Church, Oxford University, Oxford, England, where he held a scholarship in modern history
1934	Chef, Hotel Majestic, Paris, France
1935	Sold stoves door-to-door in Scotland and wrote a pamphlet, <i>The Theory and Practice of Selling the Aga Cooker</i> , for Aga Heat
1936	Account executive, Mather & Crowther, London, England
1937-1939	Sent to the United States by Mather & Crowther to study American advertising
1939	Married Melind Street (divorced)
1939-1942	Associate director, Audience Research Institute, Princeton, N. J.
1942-1945	Second secretary, British embassy, Washington, D.C., and in charge of economic information for the British government in the Western Hemisphere
1945-1946	Vice president and secretary, British American Canadian Corp.
1947	Correspondent for Mather & Crowther in the United States
1948	Cofounder of Hewitt, Ogilvy, Benson & Mather, a subsidiary of the British advertising agencies of Mather & Crowther and S. H. Benson
1953-1961	President, Ogilvy, Benson & Mather
1957	Married Anne Cabot
1960	Board of Directors of the New York Philharmonic Symphony Society
1962	Trustee, Colby College, Waterville, Maine
1963	Published <i>Confessions of an Advertising Man</i> . New York: Atheneum.
1961-1965	Chairman of the board, Ogilvy, Benson & Mather
1964	Mather & Crowther and Ogilvy, Benson & Mather merged to form the international company Ogilvy & Mather, of which David Ogilvy became chairman
1965	Creative director, Ogilvy, Benson & Mather
1999, July 21	Died, Bonnes, France

Scope and Content Note

The papers of David Mackenzie Ogilvy (1911-1999) span the years 1935-1966, with the bulk of the material dating between 1945 and 1964. The papers consist chiefly of correspondence advertising proposals, market research reports, and drafts and a proof of *Confessions of an Advertising Man*, supplemented by articles, speeches, and various types of printed material. The collection is organized into five series: [General Correspondence](#) ; [Business File](#) ; [Subject File](#); [Speech, Article and Book File](#) ; and [Miscellany](#) .

The papers deal largely with Ogilvy's advertising career, but also contain material concerning his personal life. They reflect and amplify many of the ideas, incidents, and interests related in *Confessions of an Advertising Man*.

The correspondents in the [General Correspondence](#) series represent a wide range of interests. Among the more prominent are Edward R. Murrow, Arthur M. Schlesinger (1917-2007), Teodoro Moscoso, Eugene R. Black, Robert Moses, and Robert W. Sarnoff. There is a substantial amount of correspondence with such editors as Cass Canfield of Harper and Row, Max Ascoli of *The Reporter*, Ted Patrick of *Holiday*, William D. Patterson of *Saturday Review*, and Alfred Max of *Realités*. Leaders in the field of advertising include Fairfax M. Cone, Chester J. La Roche, Raymond Rubicam, Rosser Reeves, William D. Tyler, and William Ruder. There is a considerable amount of correspondence with Ogilvy's British colleagues, R. A. Bevan of S. H. Benson and Guy Mountfort of Mather & Crowther. Other British correspondents include Ronald Tree, Sir Alexander Steven Bilsland, Sir Frederic Collins Hooper, Ogilvy's sister, Lady Kythé Hendy, his niece, Mairi Ann Macleod, cousin Rebecca West, and John M. Ranck, and J. A. Stevenson. In addition there is correspondence with various newspapers, magazines, corporations, and societies.

The [Business File](#) series reflects both the administrative and creative sides of the agencies. The papers of the British American Canadian Corporation and Mather & Crowther reflect economic conditions in Great Britain at the end of the war and Ogilvy's effort to break into advertising in the United States. With his wartime associates, Ogilvy organized the British American Canadian Corporation to aid in the postwar development of Great Britain by promoting the sale of British goods, particularly in the United States. After the war Ogilvy resumed his association with Mather & Crowther, first unofficially and then officially, through his brother, Francis Ogilvy, who was then Managing Director of Mather & Crowther in London. Ogilvy's letters with his brother reveal his association with British and American advertising agencies and his attempt to set up his own British agency in America.

The founding of Hewitt, Ogilvy, Benson & Mather, a subsidiary of two British advertising agencies, S. H. Benson and Mather & Crowther, was an important step in Ogilvy's career. Most of the clients were British, and accounts such as Viyella (William H. Hollis Co.), Schweppes, and Helena Rubinstein were continued under Ogilvy, Benson & Mather. An extensive accounts file for OBM in the [Business File](#) series contains the details of these relationships.

The administrative file relating to Ogilvy, Benson & Mather reveals Ogilvy's acumen as an executive and businessman. The OBM accounts file reflects Ogilvy's relationship with his clients, his emphases on research and creativity, and new developments in the advertising world. They also reflect American life as revealed through its consumer habits. For example, the accounts of the British Holiday and Travel Association, United States Travel Service, Visit the United States Company, KLM, Puerto Rico Commonwealth, P&O Orient Lines, and American Express demonstrate the growing importance of advertising in tourism. Furthermore, the Puerto Rico file shows the importance of an advertising campaign in the total development of a country's economy. OBM handled not only advertisement for travel in Puerto Rico, but also for industrial development and for the promotion of a specific product, Puerto Rican Rum. The General Dynamics, General Foods, Helena Rubinstein, and Sears & Roebuck accounts particularly emphasize the importance of research in advertising. The Shell Oil and Rolls Royce accounts contain examples of Ogilvy's effective use of long descriptive copy. The Hathaway, Schweppes, and Maxwell House Coffee accounts show the development and use of a specific trademark. The New York Philharmonic file shows Ogilvy's professional work in behalf of the orchestra and his activities as a member of its board of directors. Ogilvy developed friendships with many of his clients, notably Ellerton Marcel Jetté of C. F. Hathaway and Company, Arthur J. Houghton of Steuben Glass, and Edward "Commander" Whitehead of Schweppes.

The [Subject File](#) series reflects Ogilvy's wider interests. Files on the American Association of Advertising Agencies include material from his service on its Board of Directors and the Committee to Improve Advertising Content. Covered are Ogilvy's fund-raising and support of groups such as the American Cancer Society. Also treated is his involvement with the Scottish Council, a longstanding interest and at one time an industrial-development account.

Notes, drafts, and correspondence on Ogilvy's work, *Confessions of an Advertising Man*, comprise the major portion of the [Speech, Article, and Book File](#). *Confessions of an Advertising Man* is both an autobiography and an advertising textbook. From his personal experience, Ogilvy gives advice on getting and keeping clients, managing an advertising agency, writing potent copy, building great campaigns, and succeeding in the advertising world. The whole collection, particularly the [Business File](#), amplifies and illustrates these topics. Only a few articles and speeches are found in the collection. Ogilvy's first publication, a pamphlet, *The Theory and Practice of Selling the Aga Cooker* (1935), and a manuscript of a brief autobiographical sketch, "The Life Story of David Ogilvy (1911-1957)," are included.

Arrangement of the Papers

The collection is arranged in five series:

- [General Correspondence, 1948-1965](#)
- [Business File, 1945-1965](#)
- [Subject File, 1953-1966](#)
- [Speech, Article and Book File, 1935-1966](#)
- [Miscellany, 1948-1964](#)

Description of Series

Container	Series
BOX 1-29	<p><u>General Correspondence, 1948-1965</u></p> <p>Letters received and copies of letters sent supplemented by memoranda, telegrams, newspaper clippings, and other printed material. Arranged alphabetically by name of sender.</p>
BOX 30-69	<p><u>Business File, 1945-1965</u></p> <p>Correspondence, interoffice memoranda, staff announcements, annual reports, minutes of meeting, financial material, press releases, personnel material, marketing research reports advertising copy, clippings, pamphlets, photographs, and printed material. Arranged chronologically by agency, alphabetically by subject, and therein chronologically.</p>
BOX 70-76	<p><u>Subject File, 1953-1966</u></p> <p>Correspondence, memoranda, minutes, reports, notes, proposals for fund-raising campaigns, clippings and printed material. Arranged alphabetically by subject.</p>
BOX 77-84	<p><u>Speech, Article and Book File, 1935-1966</u></p> <p>Drafts and printed copies of speeches and published and unpublished articles, and drafts, author's proof, and correspondence relating to <i>Confessions of an Advertising Man</i>. . The speeches and articles are arranged chronologically and the correspondence is arranged alphabetically</p>
BOX 85-87	<p><u>Miscellany, 1948-1964</u></p> <p>Lists, financial material, invitations, and photographs. Arranged by type of material or subject.</p>

Container List

Container	Contents
BOX 1-29	General Correspondence, 1948-1965 Letters received and copies of letters sent supplemented by memoranda, telegrams, newspaper clippings, and other printed material. Arranged alphabetically by name of sender.
BOX 1	“A” miscellaneous Abrams, George Adams, Taylor <i>Advertiser's Weekly</i> <i>Advertising Age</i> <i>Advertising Review</i> Agrait, Gustavo Alexander-Sinclair, John Allott, Gordon American Airlines American Export Advertising American Institute of Graphic Arts <i>American Magazine</i> Andrews, Henry Arce, Roberto Aron, Wellesley Art Director's Club Art Direction Arthur, W. D. Ascoli, Max Ascoli, Peter M. Association of National Advertisers Attlee, Martin L. Auburn, H. W. Australia Avedon, Richard
BOX 2	“B” miscellaneous Babb, Jervis J. Bachrach, Fabian Bain, Douglas Baker, Eleanor Baker, William R. Bakker, Kees Baldwin, Howard Balfour, Michael Banzhaf, Max Barker, W. Gardner

General Correspondence, 1948-1965

Container

Contents

	Barlow, William E.
	Barman, Lewis
	Barran, David
	Barran, J. N. R.
	Barrarts, Ltd.
	Bart, Peter
	Barton, Roger
	Bavard, Jere
BOX 3	Beadle, Gerald
	Beck, Brooks
	Beck, Rudi
	Beck, Emily Morison
	Bendix Home Appliances
	Bell, John
	Berk, Harry H.
	Bermond, J. F.
	Bernays, Edward L.
	Bernbach, William
	Bernstein, Arthur
	Bernstein, Sidney R.
	Berry, Anthony A.
	Bessie, Simon M.
	Bevan, R. A.
	Biddlecomb, Muriel
	Bijur, William
	Bilsland, Sir Alexander Steven
	Black, David
	Black, John
	Blair, William
	Bliss, Vincent R.
	Blond, Neville
	Bloyham, Clifford
	Blum, John A.
	Boggon, Gordon
	Boice, Hugh K.
	Bonner, Henry
	Bonner, Paul
	Borden, Neil
BOX 4	Bosco Co.
	Bovril
	Bowen, Ray
	Bowman, Ezra F.
	Boyden Associates.
	Boyer, Allston
	Brackenridge, Alexander
	Brady, Barre H.

General Correspondence, 1948-1965

Container

Contents

	Braude, Michael
	Breck, Henry
	Bremer, L. H.
	Brennan, Francis
	Brice, A. Donald
	Briggs, A. J.
	Briggs, John
	British Broadcasting Corp.
	Britt, Sewart
	Brodshaug, Melvin
	Bronfman, Sam
	Brook, The
	Browen, Charles H.
	Brown, Don C.
	Brubaker, Winthrop
	Bruce, Michael W. S.
	Burns, H. E. M.
	Burnett, Leo
	Business Management
	Butler, Michael
	Butler, Ralph Starr
BOX 5	“C” miscellaneous
	Calonne, Michel
	Cameron, Annabel
	Campbell, Stanley
	Cameron, Simon
	Canfield, Cass, Planned Parenthood
	Carlisle, Donald T.
	Carney, Robert F.
	Carson, Terry M.
	Case Manufacturing Corp.
	Case, Storrs J.
	Cawston, Derrick
BOX 6	Chapman, Richard
	Chisholm, A. H. T
	<i>Chicago Tribune</i>
	<i>Christian Science Monitor</i> , Rutherford, Jr.
	Chrysomalides, Despina
	Churchill memorial
	Chapman, K. W.
	Clough, Reginald
	Cone, Fairfax M.
	Connell, Howard
	Corcoran, Michael
	Corrigan, Kevin
	Copy Research

General Correspondence, 1948-1965

Container

Contents

	Copy Research Council
	Copywriters Competition
	Cousland, Charles W.
	Cowie, Charles Rennie
	Cowles, Gardner
	Cox, Edwin
	Cox, Michael
	Curran, D. Edward
	Counter Cards
	Covington, Euclid
	Crichton, John
	Crompton, Alan C.
	Crookshank, Paddy
	Cummings, Barton A.
	Cuff, John
	Cunard
	Cunningham, J. P.
	Curtis Publishing Co.
BOX 7	"D" miscellaneous
	Dahl, Roald
	<i>Daily Telegraph</i>
	Dale, Gertrude R.
	Daniel, James
	Davis, John P.
	Davis, Peter
	Davis, Robert
	Davison, Alexander
	Dawson, Michael
	DeBeers Consolidated Mines
	De Champeaux, M.
	Deckinger, E. L.
	De Sager, Walter
	Deschampsneufs, Henry
	De Selincourt, Charles
	De Selincourt, Nancy
	Deutsch, Arnold R.
	Dibrell, Edwin
	Dictor, Ernest
	Dodge, Sherwood
	Dorfman, Robert
	DoValle, Huascar Terre
	Drew-Brook, T. G.
	Drogheda, Earl of
	Duke, William H.
	Dunmore, Earl of
	Dunt, Bradstreet

General Correspondence, 1948-1965

Container

Contents

	Durant, Henry
	Durham, Robert C.
	Durstine, Roy S.
	Dykeman, C. H.
BOX 8	“E” miscellaneous
	<i>Editor and Publisher</i>
	Eggleston, Keith
	Eichler, Edward P.
	Einstein, Charles
	Eldridge, Carlton
	Ellis, Sherman K.
	Ellis, William E.
	Elvinger, Frances
	Emery Advertising Corp.
	English-Speaking Union of the United States
	Ergman, Louis L.
	Erwin, Thomas
	Espy, Willard
	Esso Standard Oil Co.
	Evans, George
	Ewald, Philip
	“F” miscellaneous
BOX 9	Fajardo Academy, Fajardo, Puerto Rico
	Famous Writers School
	Fanning, George
	Far, Michael
	Fatt, Arthur C.
	Faulkner, Alex H.
	Fifth Avenue Club, New York, N.Y.
	Fischer, Annie (Mrs. Levi)
	Fistere, John
	Fletcher, Frank
	Ford Motor Co.
	Fortas, Abe
	<i>Fortune</i>
	Foust, Chester
	Fox, Sara
	Frissell, Toni
	Frost, E. Allen
	Frome, Michael
	“G” miscellaneous
BOX 10	Galitzine, (Prince) Yurka
	Gallagher, Bernard P.
	Gamble, Fred
	Gardiner of Selkirk, Ltd.
	Gardner Advertising Co.

General Correspondence, 1948-1965

Container

Contents

	Gardner, Burleigh B.
	Gardner, Edward J.
	Garner, Grace
	Geddes, Keith
	Geer, Peter
	Gilbney, Frank B.
	Gildner, Martin
	Gilmore, Voit, USTS
	Gilpatric, Roswell L.
	Glendinning, Ralph
	Gluck, Miriam
	Goodden, Wynham
	Gore-Booth, Paul
	Gossage, Howard
	Gould, Bruce
	Gould, Lucille
	Graef, Jean R.
	Graham, Kate
	<i>Graphis Annual</i>
	Gray, Robert M.
	Grayson and Co.
	Gribben, George
	Griffin, William J.
	Griggs, John C.
	Groesbeck, Kenneth
	Gunn, Havard
	Gutierrez-Olivos, Sergio
	"H" miscellaneous
BOX 11	Haggott, John
	Hall, Noel
	Hallmark Cards
	Hanson, Earl Parker
	Harding, Harry
	Harling, Robert
	<i>Harper-Atlantic Sales</i>
	Harper, Marion
	Harper's
	Harrower, James
	Hartman, John I.
	Hartmann, Erich
	<i>Harvard Crimson</i>
	Harvey, Ian
	Hatch, Clarence
	Atteras Yacht Co.
	Hawkes, Kirby
	Heath, Richard

General Correspondence, 1948-1965

Container

Contents

	Henault, Henri
	Henderson, Siri
	Hendy, Lady Kythé
	Hendy, Philip
	Henry, E. William
	Herbert, Edward
	Hweitt, Anderson F.
	Hill, Thomas
	Hill, Weston
	Hoare, R.S. S.
	Hobson, Philip
	Hockaday, Margaret
	Hofland, Arnold
	Hogge, Dick
	<i>Holiday</i>
	Hollister, Paul
	Hood, Alexander
	Hooper, Frederick Collins
BOX 12	Hooson, Tom E.
	Horne, Kenneth
	Houghton, Arthur J.
	Hoving, John
	Howard, Alan
	Howard, William
	Howarth, Martin
	Howells, J. Harvey
	Howkins, W. S.
	Howrey, Edward F.
	Hoxter, Curtis J.
	Hoyt, Winthrop
	Hughes, Arthur
	Hull, Edward H.
	Hutchinson, Andrew
	Hyde, Anthony
	Hyde, Harford
	"I" miscellaneous
	Inman, Samuel Guy
	"J" miscellaneous
	Jackling, Roger W.
	Jewish Philanthropies
	Jones, David J.
BOX 13	"K" miscellaneous
	Kane, Al
	Karri-Davies, Walter
	Kaselow, Joseph
	Kaufeld, Hans

General Correspondence, 1948-1965

Container

Contents

	Kearns, Henry
	Kelley, Fay Evans
	Kennedy, Bob
	Kenyon, Robert E.
	Kershaw, Andrew
	Knopf, Alfred A.
	Korn, Bennet H.
	Konrad, Evelyn
	Koretz, Robert
	Kubic, Lawrence
	Kurz, Walter C.
BOX 14	“L” miscellaneous
	La Hermosa Cultural Center
	Lambert, Gerard B.
	Lane, L. W.
	Larmon, Sigurd S.
	La Roche, Chester J.
	Larrabee, C.
	Larsen, Roy
	Laurie, William D.
	Law, Marion
	Lebow, Victor
	Lee, Frank
	Lesly, Philip
BOX 15	Liebmann Breweries
	<i>Life</i>
	Lindsley, Fanshawe
	Little (Arthur D.), Inc.
	Lloyd, Roger K.
	Loeb, G. M.
	London trip
	Longley, Harry
	Louden, Mary
	Lowen, Walter A.
	Luttmann, Fred W.
	Lydecker, Garrit A.
	Lygate, William
	Lyon, David
BOX 16	“M” miscellaneous
	Mackenzie, Colin
	Mackenzie, W. A. Stephenson
	Macleod, Mairi Ann
	Macrae, Christopher
	Marcus, Stanley
	Marrian, Jacqueline
	Masius and Ferguson, Ltd.

General Correspondence, 1948-1965

Container	Contents
BOX 17	Matthews, Basil Max, Alfred Max, Eue (Wengler) Maxwell, James Mayer, Peter McCall, David McCarthy, John McDermott, Pat McMath, Kenneth McMillan, William Media Melville, Ward Mendelsohn, Estelle Mennell, Peter Metcalfi, H. Metropolitan Museum of Art, New York, N.Y. Meynell, Francis Mithum, Ray O. Misch, Robert Mitchel, E. Kent Maloney, Herbert W. Moran, Jack Morgan Crucible Co. Morgan, J. P. & Co. Morrell, Sidney Morris, Grinnell Morton, Digby
BOX 18	Moscoso, Teodoro Moses, Robert Mountfort, Guy Murphy, W. B. Murrow, Edward R. Museum of Modern Art, New York, N.Y.
BOX 19	“N” miscellaneous National Brewing Co. National Trust for Scotland Needham, Maurice Neff, Richard Nemkox, Sol Newman, Joseph W. <i>Newsweek</i> New York Public Library, New York, N.Y. <i>New York Times</i> New York University, New York, N.Y. Nielson, A. C.
BOX 20	“O” miscellaneous

General Correspondence, 1948-1965

Container

Contents

	O'Brien, Edward F.
	O'Gara, James V.
	Ogilvy, Mary
	Okie, W. T.
	Omega
	"The Open Mind"
	Oxley, Michael
	"P" miscellaneous
	Package Designers Council
	Palmer, Fred
	Paris
	Paton, Noel
	Patrick, Ted
	Patterson, William D.
BOX 21	Pearl, Les
	Peterson, Eldridge
	Pfizer (Charles) & Co.
	Planned Parenthood Federation
	Platt, Ron
	Plimpton, Francis
	Pollock, Judd L.
	Porter, David
	Powlison, Keith
	Preprint Corp.
	Proetz (Erma) Award
	Puerto Rico Conservatory of Music
	Puerto Rico (University of)
	Pujo, Roger
	<i>Punch</i>
	"Q" miscellaneous
	Quaker Oats
BOX 22	"R" miscellaneous
	Ranck, John M.
	<i>Reader's Digest</i>
	Réalities
	Reeves, Rosser
	Reichman, Henry
	Reilly, Paul
	Remington Rand
	Resor, Stanley
	Reynolds, Fred
	Rhodes, John
	Robertson, W. S.
	Rodriquez, Guillermo
BOX 23	Roper, Elmo
	Roper Public Opinion Research Center

General Correspondence, 1948-1965

Container

Contents

	Rose, Kenneth
	Rosen, Fred
	Rowntree and Co.
	Rubicam, Raymond
	Ruder, William
BOX 24	"S" miscellaneous
BOX 25	Saint Andrew's Society of the State of New York
	Samstag, Nicholas
	Sanborn, Lee
	Sarnoff, Robert
	<i>Saturday Evening Post</i>
	<i>Saturday Review</i>
	Savile Club
	Scammell Inc.
	Schachte, Henry
	Schackne, Stewart
	Schechter, A. A.
	Schlesinger, Arthur M. (1917-2007)
	Schofield, Perry
	Schwab, Victor O.
	Schwerin, Horace
	Scott-Rankins, Paul
	Scott Paper Co.
	Scribner's (Charles) Sons
	Seligman, Eustace
	Sell, Henry B.
	Shapleigh, David
	Shelton, Stanhope
	Shepard, Mills
	Shiel, David
	Shockley, William
BOX 26	Sidman, Alan
	Silberman, Samuel J.
	Silliman, Jane
	Simon, Richard
	Simmons Co.
	Slaymaker, Samuel R.
	Smith, Marcus
	Smith, A. William
	Snyder, John I.
	Soflty, W. S. D.
	Sonnenberg, Benjamin
	South Africa
	Spence, Lewis H.
	<i>Sports Illustrated</i>
	Stafford, Robert W.

General Correspondence, 1948-1965

Container

Contents

	Stanfield, Harold F.
	Stanford, Alfred
	Stanfield, Harold F.
	Stanton, Richard A.
	Stebbins, Hue
	Stern, Eric
	Stevenson, J. A.
	Stobo, Philip
	Stolz, Robert
	Storer, Hugo
	Stowell, Esty
	Straight, Whitney
	Strauss, Charles B.
	Strouse, Norman H.
	<i>Sunday Telegraph</i>
	Swiss Watch
BOX 27	"T" miscellaneous
	Tennant, Anthony
	Terry, Walter E.
	Thiele, Everett A.
	Tibby, John
	<i>Time</i>
	<i>Times</i>
	Toigo, John
	Tolk, Bernard
	Towler, T. W.
	Trans World Airlines
	Tree, Ronald
	Tri-Valley Packing Association
	Tyler, William D.
	Tyroler, Charles
BOX 28	"U" miscellaneous
	United Nations We Believe
	Untermeyer, Mrs. Eugene
	Updegraff, Robert R.
	"V" miscellaneous
	Venezuela
	Venn
	Videotape Productions of N. Y.
	<i>Vogue</i>
	"W" miscellaneous
BOX 29	Walker (Hiram) Inc.
	Walker, Richard E.
	Wallace, David
	Walsh, Christy
	Warwick, Paul

General Correspondence, 1948-1965

Container

Contents

Waterhouse, Meriel (Mrs. Rollo)
Waters, Somerset
Watkins, Julian
Watkins, M. D. C.
Weissman, George
Welsh, John
West, Rebecca (Mrs. Henry Andrews)
Welsh, John
Westgate, R. I. W.
Westminister County Park Commission
Whirlpool Corp.
Whitehead, Edward
Whitney, Monroe
Whittier, Charles L.
Whyte, William H.
Williams, Herschell
Williams, Paul
Williams, Reginald A. F.
Willis, William A.
Withers, Rupert
Woolf, James D.
World's Fair
Wrangell, George
Wrenn, W. T.
Wright, T. William
"Y" miscellaneous
Young, John Orr
Yourng, Marvin
"Z" miscellaneous
Zirato, Bruno

BOX 30-69

Business File, 1945-1965

Correspondence, interoffice memoranda, staff announcements, annual reports, minutes of meeting, financial material, press releases, personnel material, marketing research reports advertising copy, clippings, pamphlets, photographs, and printed material.
Arranged chronologically by agency, alphabetically by subject, and therein chronologically.

BOX 30

British American Canadian Corp., 1945-1946

Basic documents
Correspondence
Pharmaceuticals
Sewing machines

BOX 31

Mather and Crowther Ltd.

Basic documents, 1946-1950
Correspondence

BOX 32

1945, June-1946, July
1946, Aug.-1951, Dec.

Business File, 1945-1965

Container	Contents
-----------	----------

	Hewitt, Ogilvy, Benson & Mather
	Administrative correspondence, 1948-1951
BOX 33	Advertising publicity
	Finances
	List of clients
	London minutes
	Policy
BOX 34	Correspondence
	Aga Heat Ltd.
	Allied Ironfounders Ltd.
	Australia
	Belgium
	Benson (S.H.) Ltd.
	Board of Trade
	Books
	Brazil
	British Commonwealth Chamber of Commerce
	British Consulate, general
	British embassy, Washington, D.C.
	British European Airways
	British Export Trade Advertising Corp.
	British Information Services
	British Publications
BOX 35	Canada
	Candler, Peter
	Care
	Churchill, Winston
	Coats (J. & P.) Ltd.
	Colman, Prentis & Varley
	Cooperative British Campaign in United States
	Cooperative Wholesale Society
	Courtauld's Ltd.
	Crawford (W.S.) Ltd.
	<i>Daily Mirror</i> (London)
	Dollar Exports
	Economic Cooperation Administration
	<i>Economist</i>
	Foote, Cone & Belding
BOX 36	General Aniline & Film Corp.
	Germany
	High Haven Ranch
	India
	Kenyon & Eckhart, Inc.
	Legal Releases
	London Agencies
	London Press Exchange

Business File, 1945-1965

Container

Contents

	Market Research
	Mathes (J. M.), Inc.
	Milford Haven, Lord
	Millar, J. H.
	Nathanson, Win
	Paton Advertising Service PTY
	Pearl, Leslie
	Pritchard, Wood & Partners
	Ranck, John M.
	Robinson, Bill
	Rumble, Crowther & Nicholas
BOX 37	Rathrauth & Ryan
	Sauce (H.P.) Ltd.
	Singer, Nathaniel
	Society of Motor Manufacturers & Traders
	South America
	Swanson, Sage Caldwell
	Sweden
	Tandy Advertising Agency
	Thompson (J. Walter), Co.
	United States Government
	Weir, Walter, Inc.
	Young and Rubicam
BOX 38	Ogilvy, Benson & Mather
	Administrative file
	Annual reports, 1954-1960
	Board meetings, 1962-1963
	Branches
	Canada, 1961-1964
	San Francisco, Calif., 1961-1963
	D.O. chairman letters, 1953-1958
	D.O. flagbearer letters
	1953-1954
BOX 39	1955-1957
	Executive Committee, 1956-1964
BOX 40	Interoffice correspondence
	1951-1962
BOX 41	1963-1964
	Interoffice memoranda
	1951-1961
BOX 42	1962-1964
	Officer's dinner, 1963
	Interoffice personnel, 1960-1964
	Lists of tasks, 1961-1964
BOX 43	Account file
	American Express, 1955-1964

Business File, 1945-1965

Container

Contents

	American Safety Razor Corp., 1952-1955
	Armstrong Cork Co., 1948-1961
BOX 44	Augstein (S.) & Co., 1951-1956
	Bershire, 1955-1962
	Book of the Month Club, 1963
	Bristol Myers General, 1948-1964
	British Government Exhibition, 1959-1960
	British Travel and Holiday Association
	1948-1956
BOX 45	1957-1963
BOX 46	1960-1964
	British Trade Stand, 1955-1957
	Campbell Soup Co., 1956-1965
	Christian Brothers, 1956-1962
	Citizens Committee to keep N.Y.C. Clean, 1961-1963
	Clairtone, 1963
	Comar Products Cor., 1952-1954
	Corning Glass Works, 1954-1963
	<i>Daily Mail</i> (London), 1959-1960
BOX 47	Diamond Salt, 1955-1962
	Gantner, 1956-1957
	General Dynamics, 1962-1964
	General Foods, 1958-1964
	Kitchens
	Maxium
	Maxwell House
BOX 48	Open Pit
	Prime
	SOS
	Top Choice
	General Mills, 1956-1961
	Hathaway, 1951-1964
BOX 49	Helena Rubinstein
	1950-1956
BOX 50	1957-1964
BOX 51	Hollis (William H.) & Co., 1949-1961
	International Business Machines, 1963-1964
	International Paper Co., 1958-1964
BOX 52	KLM, 1957-1964
	Lever Brothers
	1948-1961
BOX 53	1962-1964
	Dove
	Good Luck
	Lucky Whip
	Praise

Business File, 1945-1965

Container

Contents

	Reward
	Vim
BOX 54	Mead, Johnson, 1964
	Melville Shoe Co., 1954-1958
	Michael Stern & Co., 1964
	Morgan Guaranty
	1958-1962
BOX 55	1963-1964
	Nationwide, 1963-1964
BOX 56	New York Philharmonic, 1956-1964
BOX 57	P&O Orient Lines, 1957-1964
BOX 58	Pepperidge Farm, 1955-1964
	Philip Morris, 1955-1957
	Puerto Rico
	Puerto Rico Commonwealth
	1954-1959
BOX 59	1960-1964
	Rum, 1951-1964
BOX 60	Reed and Barton, 1955-1958
	Rolls Royce, 1958-1963
BOX 61	Schweppes
	1951-1959
BOX 62	1960-1964
BOX 63	Scott (O.M.) & Sons, 1957-1962
	Seagrams Distillers, 1955-1959
	Sears, Roebuck & Co.
	1960-1963
BOX 64	1963-1964
	Shell Oil Co.
	1954-1962, Apr.
BOX 65	1962-1964, May
BOX 66	Standard Oil of New Jersey, 1958-1960
	Sterling Drug Co., 1952-1954
	Steuben Glass Co., 1953-1964
	Television Program for British, 1958-1959
	Tetley Tea, 1955-1964
	United Nations, 1962-1963
BOX 67	United States Travel Service
	1960-1962, Apr.
BOX 68	1962, May-Dec.
	Vick Chemical, 1959
	Visit the U.S.A.
	1959
BOX 69	1960
	White Horse Distillers, 1963-1964

Business File, 1945-1965

Container

Contents

	Zippo, 1957-1964
BOX 70-76	Subject File, 1953-1966 Correspondence, memoranda, minutes, reports, notes, proposals for fund-raising campaigns, clippings and printed material. Arranged alphabetically by subject.
BOX 70	American Association of Advertising Agencies
BOX 71	American Association of Advertising Agencies
BOX 72	American Association of Advertising Agencies
BOX 73	Colby College, Waterville, Maine
BOX 74	Fund-raising American Cancer Society, 1959-1961 Castle Hill, 1962-1964 Foreign Policy Association, 1960-1961
BOX 75	Lincoln Center, New York, N.Y., 1958-1959 New York Public Library, New York, N.Y., 1955-1957 New York Philharmonic, 1959 Radio Free Europe Shakespeare Theatre (American), 1961-1962 University of West Indies, 1956 World Wildlife Fund, 1965-1966
BOX 76	Greenwich Thruway National Library Week, 1960 Queen's Ball Scottish Council, 1948-1963 White House Luncheon, 1964
BOX 77-84	Speech, Article and Book File, 1935-1966 Drafts and printed copies of speeches and published and unpublished articles, and drafts, author's proof, and correspondence relating to <i>Confessions of an Advertising Man</i> . . The speeches and articles are arranged chronologically and the correspondence is arranged alphabetically
BOX 77	Speeches 1949-1962
BOX 78	1963-1966 Biographical material with letter to Mrs. Beck, 1957, June 3 Articles, 1935-1965
BOX 79	Autobiography, <i>Confessions of an Advertising Man</i> Holograph and author's proof
BOX 80	Revised draft
BOX 81	Revised draft Students review Miscellany
BOX 82	Correspondence Prominent General

Speech, Article and Book File, 1935-1966

Container	Contents
	“A-E” miscellaneous
BOX 83	“F-M” miscellaneous
BOX 84	“N-Z” miscellaneous
	Miscellany, 1948-1964
BOX 85-87	Miscellany, 1948-1964 Lists, financial material, invitations, and photographs. Arranged by type of material or subject.
BOX 85	List of books on advertising in Ogilvy, Benson & Mather Research Library Christmas diary list Ogilvy expenses 1948-1960
BOX 86	1962-1963
BOX 87	Invitations, 1950-1964 Photographs