

David Ogilvy Papers

A Finding Aid to the Collection in the Library of Congress

Prepared by Carolyn H. Sung



Manuscript Division, Library of Congress

Washington, D.C.

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Collection Summary

Title: David Ogilvy Papers

Span Dates: 1935-1966

Bulk Dates: (bulk 1945-1964)

ID No.: MSS35105

Creator: Ogilvy, David, 1911-1999

Extent: 30,450 items ; 87 containers ; 29 linear feet

Language: Collection material in English

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

Abstract: 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 Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

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), b. 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., b. 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. (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.

Administrative Information

Provenance

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. 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

<i>Date</i>	<i>Event</i>
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

<i>Container</i>	<i>Series</i>
BOX 1-29	<u>General Correspondence, 1948-1965</u> Letters received and copies of letters sent supplemented by memoranda, telegrams, newspaper clippings, and other printed material. Arranged alphabetically by name of sender.
BOX 30-69	<u>Business File, 1945-1965</u> 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 70-76	<u>Subject File, 1953-1966</u> Correspondence, memoranda, minutes, reports, notes, proposals for fund-raising campaigns, clippings and printed material. Arranged alphabetically by subject.
BOX 77-84	<u>Speech, Article and Book File, 1935-1966</u> 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 85-87	<u>Miscellany, 1948-1964</u> Lists, financial material, invitations, and photographs. Arranged by type of material or subject.

Container List

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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

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Whitney, Monroe
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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
Young, Marvin
"Z" miscellaneous
Zirato, Bruno

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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.

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British American Canadian Corp., 1945-1946

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Pharmaceuticals
Sewing machines

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1946, Aug.-1951, Dec.

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	Policy
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	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
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	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
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	Germany
	High Haven Ranch
	India
	Kenyon & Eckhart, Inc.
	Legal Releases
	London Agencies
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	Mathes (J. M.), Inc.
	Milford Haven, Lord
	Millar, J. H.
	Nathanson, Win
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	Pritchard, Wood & Partners
	Ranck, John M.
	Robinson, Bill
	Rumble, Crowther & Nicholas
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	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
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	D.O. flagbearer letters
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	Interoffice memoranda
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	Officer's dinner, 1963
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American Association of Advertising Agencies

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American Association of Advertising Agencies

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Castle Hill, 1962-1964

Foreign Policy Association, 1960-1961

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Lincoln Center, New York, N.Y., 1958-1959

New York Public Library, New York, N.Y., 1955-1957

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White House Luncheon, 1964

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Revised draft

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