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# Guide to the Fairfax M Cone Papers 1947-1971



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## Descriptive Summary

<b>Identifier</b>	ICU.SPCL.CONE
<b>Title</b>	Cone, Fairfax M. Papers
<b>Date</b>	1947-1971
<b>Size</b>	85.5 linear ft (147 boxes)
<b>Repository</b>	Special Collections Research Center University of Chicago Library 1100 East 57th Street Chicago, Illinois 60637 U.S.A.

**Abstract** Fairfax Cone rose from copy editor at the Lord and Thomas ad agency to partner in Foote, Belding and Cone. The Papers contain correspondence, business and organizational files, speeches and photographs.

## Information on Use

### Access

The collection is open for research.

### Citation

When quoting material from this collection, the preferred citation is: Cone, Fairfax M. Papers, [Box #, Folder #], Special Collections Research Center, University of Chicago Library

## Biographical Note

A man of many interests Fairfax Cone streamlined the advertising profession in the 1930's. Cone began attending the University of California at Berkeley in 1921. A natural and gifted writer he joined the San Francisco Examiner where he used his writing and artistic abilities in the promotions department. He joined Lord and Thomas, San Francisco, as a copywriter in 1929 and became executive Vice President of Lord and Thomas' successor agency, Foote, Cone and Belding, in 1942. Based in Chicago, he led FCB to \$22 million in billings in its first year with landmark campaigns for Lucky Strike, Hallmark, Toni and Dial. Cone distilled information to its essence, then executed campaigns with balance, simplicity, unity and clarity. Impatient with noisy, intrusive, deceptive TV commercials, Cone became an early advocate of a TV "magazine concept," whereby networks, not agencies, produced commercial programming.

Cone's philosophy of advertising targeted the individual, "There is no such thing as a Mass Mind. The Mass Audience is made up of individuals, and good advertising is written always from one person to another. When it is aimed at millions it rarely moves anyone."

## Scope Note

The Papers contain correspondence, business and organizational files, speeches and photographs. The Papers are divided into four series. Series I: General Files, is organized by year, then alphabetically within each year, from 1947-1970. Series II contains the text of speeches given by Cone from 1945 to 1971. Speeches by speakers other than Cone are in Series III. Series IV contains photographs, most from the 1960s.

## Related Resources

The following related resources are located in the Department of Special Collections:

<http://www.lib.uchicago.edu/e/spcl/select.html>

## Subject Headings

- Cone, Fairfax M, 1903-
- Armour and Company
- Beatrice Foods Company
- Frigidaire Corporation
- Foote, Cone and Belding
- Hallmark Cards, Inc.
- General Foods Corporation

## INVENTORY

### Series I: General Files

#### Subseries 1: 1947-1949

##### Box 1

##### Folder 1-2

Advertising Council

##### Box 1

##### Folder 3-5

American Association of Advertising Agencies. "Certain Attitudes of Top Decision Makers in Industry and Labor Toward Advertising." (A study conducted by Elmo Roper for the AAAA) Mimeograph copy, unbound (originally in spring binders). Advertising as an Economic Force, pp. [2], A1-A221

##### Box 1

##### Folder 6-8

American Association of Advertising Agencies. B. Importance of Advertising to Own Industry and Company, pp. [2], B1-B220

##### Box 1

##### Folder 9

American Association of Advertising Agencies. C Expected Trends of Advertising Expense, pp. [1], C1-C105

##### Box 1

**Folder 10**

American Association of Advertising Agencies. D. Advertising Agency Operation, pp. [2], D1-D14

**Box 2**

**Folder 1**

American Association of Advertising Agencies. Mimeograph copy, in paper binding. Subject A, pp. A1-A94 ("Volume I")

**Box 2**

**Folder 2**

American Association of Advertising Agencies. Subject A1, pp. A95-A221 ("Volume II")

**Box 2**

**Folder 3**

American Association of Advertising Agencies. Subject B1-3, pp. B107-B220 ("Volume IV")

**Box 2**

**Folder 4**

American Association of Advertising Agencies. Mimeograph copy, in loose-leaf paper binding. Subject B1, pp. B107-B176

**Box 2**

**Folder 5**

American Association of Advertising Agencies. Subject C-D1, pp. C1-C105, D1-D14

**Box 2**

**Folder 6**

American Association of Advertising Agencies. Subject C, pp. C60-C105

**Box 2**

**Folder 7**

American Association of Advertising Agencies. "Digest of Comments. The Elmo Roper study of top decision makers in industry and labor." (Note on title page; "The 'pertinent excerpts from each interview' which comprise a lengthy part of Mr. Cone's digests have not yet been mimeographed.")

**Box 2**

**Folder 8**

American Association of Advertising Agencies. "Summary of the Four A's Survey Among Business Leaders on the Subject of Advertising as an Economic Force." (Note on second page describes this as an abridgement consisting of "pertinent excerpts from each interview") Typescript (carbon)

**Box 2**

**Folder 9**

American Association of Advertising Agencies. "Advertising in General" Chapter from "A Summary of the Four A's," pp. 44-91. Typescript Two additional pages of statistics of favorable, all unfavorable, and neutral comments are located at beginning.

**Box 2**

**Folder 10**

American Association of Advertising Agencies. "Character and Quantity of Current Advertising." Digest of section A3. Typescript

**Box 3**

**Folder 1**

American Association of Advertising Agencies. "Attitudes of Certain Key Executives Concerning the Function and Usefulness of Advertising." A preliminary study by Elmo Roper, February 1946. Mimeograph copy

**Box 3**

**Folder 2**

American Association of Advertising Agencies. "Certain Attitudes of Top Decision-Makers in Industry and Labor Toward Advertising. By Elmo Roper, April 1947. Typescript Table of contents, foreword; discussion; and basic interview pattern. Volume I

**Box 3**

**Folder 3-4**

American Association of Advertising Agencies. Consumer goods; producer goods. Volume II

**Box 3**

**Folder 5-6**

American Association of Advertising Agencies. Banks and insurance companies; railroads and utilities; unions. Volume III

**Box 3**

**Folder 7**

American Association of Advertising Agencies. "Education of Management and Man Behind Management with Functions of Advertising and Services of Advertising Agencies." Idea submitted by Leo Burnet

**Box 3**

**Folder 8**

American Economic System Campaign. Agency control file

**Box 3**

**Folder 9**

American Economic System Campaign. Armour and Company. Account Executive File

**Box 3**

**Folder 10**

American Economic System Campaign. Hiram Walker-Gooderham Works, Ltd. Account Executive file

**Box 3**

**Folder 11**

American Economic System Campaign. International Cellucotton Products Co. Account Executive file

**Box 3**

**Folder 12-13**

Brand Names

**Box 3**

**Folder 14-15**

National Association of Secondary School Principals. The Consumer Education Study. "Looking at Distribution." A tentative manuscript prepared for criticism before revision and publication for use in the high schools. With cover letter from National Better Business Bureau, Inc

## **Subseries 2: 1951**

**Box 4**

**Folder 1-3**

A

**Box 4**

**Folder 4**

Advertising Advisory Committee,

**Box 4**

**Folder 5**

Advertising Council, January-February,

**Box 4**

**Folder 6**

Advertising Council, March

**Box 4**

**Folder 7**

Advertising Council, April

**Box 4**

**Folder 8**

Advertising Council, May-June,

**Box 4**

**Folder 9**

Advertising Council, July-September

**Box 4**

**Folder 10**

Advertising Council, October

**Box 4**

**Folder 11**

Advertising Council, November-December

**Box 5**

**Folder 1**

Advertising Council-bonds

**Box 5**

**Folder 2**

Agency solicitations

**Box 5**

**Folder 3-5**

American Association of Advertising Agencies, January-March

**Box 5**

**Folder 6-9**

American Association of Advertising Agencies, April-June

**Box 5**

**Folder 10**

American Association of Advertising Agencies, July-September

**Box 5**

**Folder 11-12**

American Association of Advertising Agencies, October-December

**Box 5**

**Folder 13-14**

American Association of Advertising Agencies-Bulletins

**Box 5**

**Folder 15**

American Bakers Association

**Box 6**

**Folder 1-3**

Annual Reports, 1950

**Box 6**

**Folder 4-5**

Applicants

**Box 6**

**Folder 6**

Armour-Packers

**Box 6**

**Folder 7**

Armour-Soap

**Box 6**

**Folder 8**

Arts Center

**Box 6**

**Folder 9-10**

B

**Box 6**

**Folder 11**

Building

**Box 6**

**Folder 12-13**

C

**Box 6**

**Folder 14**

Chicago Association of Commerce and Industry

**Box 6**

**Folder 15**

Christmas 1951

**Box 6**

**Folder 16**

Christmas 1950

**Box 7**

**Folder 1**

City Planning Board

**Box 7**

**Folder 2-5**

Community Fund



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D  
**Box 7**  
**Folder 7**  
E  
**Box 7**  
**Folder 8-9**  
F  
**Box 7**  
**Folder 10-12**  
Foote, Cone and Belding  
**Box 7**  
**Folder 13**  
Frigidaire  
**Box 7**  
**Folder 14**  
G  
**Box 7**  
**Folder 15**  
H  
**Box 8**  
**Folder 1**  
Hall Brothers, Inc  
**Box 8**  
**Folder 2**  
House Committee  
**Box 8**  
**Folder 3**  
I  
**Box 8**  
**Folder 4**  
International Advertising Conference (London)  
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**Folder 5**  
International Cellucotton  
**Box 8**  
**Folder 6**  
International Corporation  
**Box 8**  
**Folder 7**  
International Office  
**Box 8**  
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J.  
**Box 8**

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K

**Box 8**

**Folder 10**

L

**Box 8**

**Folder 11**

Libby, NcNeill and Libby

**Box 8**

**Folder 12**

London

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**Folder 13**

Los Angeles

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**Folder 14**

M

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**Folder 15**

Memoranda

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**Folder 16**

Military

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**Folder 17**

Minneapolis-Honeywell

**Box 9**

**Folder 1**

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**Folder 2-3**

Nejelski Meetings

**Box 9**

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New Business

**Box 9**

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New York

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Pepsodent

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Erma Proetz Award Competition

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R

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San Francisco

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**Folder 13-14**

Service

**Box 10**

**Folder 1**

Speeches-Invitations

**Box 10**

**Folder 2**

Speeches (FMC)-Requests for copies

**Box 10**

**Folder 3**

T

**Box 10**

**Folder 4**

The Toni Company

**Box 10**

**Folder 5**

Trust Fund

**Box 10**

**Folder 6**

Tumor Institute (Chicago)

**Box 10**

**Folder 7**

U

**Box 10**

**Folder 8-9**

University of Chicago-Medical and Biological Research Center

**Box 10**

**Folder 110**

University of Chicago-Round Table

**Box 10**

**Folder 11**

University of Chicago-Trustees

**Box 10**  
**Folder 12**

V

**Box 10**  
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W

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**Folder 14**

Hiram Walker

**Box 10**  
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X-Z

### **Subseries 3: 1952**

**Box 10**  
**Folder 16**

A

**Box 10**  
**Folder 17**

Advertising Advisory Committee

**Box 10**  
**Folder 18**

Advertising Council, January-March,

**Box 10**  
**Folder 19**

Advertising Council, April-June

**Box 10**  
**Folder 20**

Advertising Council, July-September

**Box 10**  
**Folder 21**

Advertising Council, October-December

**Box 11**  
**Folder 1**

Advertising Council-Bonds

**Box 11**  
**Folder 2**

Advertising Council-"Craham Plan"

**Box 11**  
**Folder 3-4**

Advertising Council-Planning Committee

**Box 11**  
**Folder 5**

Advertising Council-Round Table

**Box 11**  
**Folder 6**

American Association of Advertising Agencies, January-March

**Box 11**

**Folder 7**

American Association of Advertising Agencies, April-June

**Box 11**

**Folder 8**

American Association of Advertising Agencies, July-September

**Box 11**

**Folder 9**

American Association of Advertising Agencies, October-December

**Box 11**

**Folder 10**

American Association of Advertising Agencies-Bulletins

**Box 11**

**Folder 11**

American Bakers Association

**Box 11**

**Folder 12-13**

Annual Reports

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**Folder 14**

Applicants

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Armour-Packers

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**Folder 16**

Armour-Soap

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The Arts Center

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**Folder 18**

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**Box 12**

**Folder 1**

Beatrice Foods Company

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**Folder 2**

C

**Box 12**

**Folder 3**

Chicago Association of Commerce and Industry

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**Folder 4**

Christmas 1952

**Box 12**

**Folder 5**

City Planning Board

**Box 12**

**Folder 6**

Committee for New Chicago

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**Folder 7-9**

Community Fund

**Box 12**

**Folder 10-11**

Contribution Requests

**Box 12**

**Folder 12**

Crowell and Leibman

**Box 12**

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**Folder 14**

L

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**Folder 1**

I

**Box 13**

**Folder 2**

First National Bank

**Box 13**

**Folder 3-4**

Foote, Cone and Belding

**Box 13**

**Folder 5**

Frigidaire

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G

**Box 13**

**Folder 7**

General Foods Corp

**Box 13**

**Folder 8-9**

H

**Box 13**

**Folder 10**

Hall Brothers, Inc

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**Folder 12**

International Cellucotton

**Box 13**

**Folder 13**

International Corporation

**Box 13**

**Folder 14**

Inter-Office

**Box 13**

**Folder 15**

J

**Box 14**

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K

**Box 14**

**Folder 2**

Kimberly-Clark

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L

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**Folder 4**

Libby, McNeill and Libby

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**Folder 5-6**

Liebmann Breweries

**Box 14**

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London

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Los Angeles

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M

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**Folder 12-13**

Memoranda

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Minneapolis-Honeywell

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**Folder 1-2**

Nejelski Meetings

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**Folder 8-9**

Personal-Glubs

**Box 15**

**Folder 10-11**

Personal-Economic Club

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R

**Box 15**

**Folder 13**

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**Folder 1**

San Francisco

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**Folder 2-3**

Service

**Box 16**

**Folder 4**

Speeches-Invitations

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Speeches-Requests for copies

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T



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**Folder 7**

Toni Company

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**Folder 8**

Tumor Institute (Chicago)

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U

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**Folder 10**

University of Chicago

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**Folder 11**

University of Chicago-Citizens Board

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**Folder 12**

University of Chicago-Letters from Kimpton

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University of Chicago-Medical and Biological Research Council

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University of Chicago-Trustees

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University of Chicago-TV Station

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**Folder 5**

Hiram Walker, Inc

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X-Y-Z

#### **Subseries 4: 1953**

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Advertising Council-Bonds

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**Folder 13-15**

American Association of Advertising Agencies

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**Folder 1**

American Association of Advertising Agencies-Bulletins

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**Folder 3-5**

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Armour-Soap

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**Folder 10**

Beatrice Foods Co

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**Folder 13**

Christmas

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Community Fund

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**Folder 4-8**

Contribution Requests

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**Folder 11**

Educational Television Station

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**Box 20**

**Folder 1**

First National Bank

**Box 20**

**Folder 2-3**

Foote, Cone and Belding

**Box 20**

**Folder 4**

Frigidaire

**Box 20**

**Folder 5**

G

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**Folder 6**

H

**Box 20**

**Folder 7**

Hall Brothers, Inc

**Box 20**

**Folder 8**

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**Box 20**

**Folder 9**

Illinois State Chamber of Commerce

**Box 20**

**Folder 10**

International Cellucotton Products Co

**Box 20**

**Folder 11**

International Corporation

**Box 20**

**Folder 12**

Inter-Office

**Box 20**

**Folder 13**

J

**Box 20**

**Folder 14**

S. C. Johnson and Son, Inc

**Box 20**

**Folder 15**

K

**Box 20**

**Folder 16**

Kimberly-Clark

**Box 20**

**Folder 17**

Kool-Aid (Perkins Products Co)

**Box 20**

**Folder 18**

L

**Box 20**

**Folder 19**

Libby, McNeill and Libby

**Box 20**

**Folder 20**

London

**Box 21**

**Folder 1**

Los Angeles

**Box 21**

**Folder 2**

M

**Box 21**

**Folder 3**

Mc

**Box 21**

**Folder 4-5**

Memoranda

**Box 21**

**Folder 6**

Minneapolis-Honeywell

**Box 21**

**Folder 7-8**

N

**Box 21**

**Folder 9**

New Business

**Box 21**

**Folder 10**

News

**Box 21**

**Folder 11**

New York

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**Folder 14**

Personal-Advertising Age Articles

**Box 21**

**Folder 15**

Personal-Clubs

**Box 21**

**Folder 16**

Personal-Compliments

**Box 21**

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Personal-Economic Club

**Box 22**

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Plans Group

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**Box 22**

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San Francisco

**Box 22**

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**Box 22**

**Folder 9**

Speeches-Invitations

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Speeches-Requests for copies

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Trips

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Tumor Institute (Chicago)

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University of Chicago

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University of Chicago-Budget Committee

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University of Chicago-Citizens Board

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University of Chicago-Medical and Biological Research Council

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Hiram Walker, Inc

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X-Y-Z

**Subseries 5: 1954**

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**Folder 10**

A

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**Folder 11**

Advertising Council

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**Folder 12**

Advertising Council-Bonds

**Box 23**

**Folder 13**

Advertising Federation of America

**Box 23**

**Folder 14-15**

American Association of Advertising Agencies

**Box 24**

**Folder 1**

American Association of Advertising Agencies-Bulletins

**Box 24**

**Folder 2**

American Association of Advertising Agencies-Committee on Government, Education,  
and Consumer Relations

**Box 24**

**Folder 3-5**

Annual Reports

**Box 24**

**Folder 6**

Applicants

**Box 24**

**Folder 7**

Armour-Packers

**Box 24**

**Folder 8**

Armour-Soap

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**Box 24**

**Folder 10**

Bricker Amendment

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**Folder 11-12**

C

**Box 25**

**Folder 1**

Christmas

**Box 25**

**Folder 2-3**

Community Fund

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E

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**Folder 6**

Eisenhower Foundation

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F

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**Folder 8**

First National Bank

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**Folder 9**

Foote, Cone and Belding

**Box 25**

**Folder 10**

Foote, Cone and Belding-Campaign

**Box 25**

**Folder 11**

Foote, Cone and Belding-New Business Booklet

**Box 25**

**Folder 12**

Frigidaire

**Box 26**

**Folder 1**

G

**Box 26**

**Folder 2-3**

General Foods Corporation

**Box 26**

**Folder 4**

H

**Box 26**

**Folder 5**

Hallmark Cards, Inc

**Box 26**

**Folder 6**

Hollywood

**Box 26**

**Folder 7**

I

**Box 26**

**Folder 8**

Illinois State Chamber of Commerce



**Box 26**  
**Folder 9**  
Institute of Design  
**Box 26**  
**Folder 10**  
International Cellucotton  
**Box 26**  
**Folder 11**  
Inter-Office  
**Box 26**  
**Folder 12**  
J  
**Box 26**  
**Folder 13**  
S. C. Johnson and Son  
**Box 26**  
**Folder 14**  
K  
**Box 26**  
**Folder 15**  
Kimberly-Clark Copr  
**Box 26**  
**Folder 1 16**  
Kraft Foods Co  
**Box 26**  
**Folder 17**  
L  
**Box 27**  
**Folder 1**  
La Choy Food Products  
**Box 27**  
**Folder 2**  
Libby, McNeill and Libby  
**Box 27**  
**Folder 3-4**  
London  
**Box 27**  
**Folder 5**  
Los Angeles  
**Box 27**  
**Folder 6**  
M  
**Box 27**  
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Memoranda

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Service

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Speeches-Invitations

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Tumor Institute (Chicago)

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**Folder 9**

University of Chicago

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University of Chicago-Citizens Board

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University of Chicago-Fund Campaign

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University of Chicago-Medical and Biological Research Council

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University of Chicago-School of Business

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University of Chicago-Trustees

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Hiram Walker, Inc

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## **Subseries 6: 1955**

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Advertising Council-Bonds

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Advertising Federation of America

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Annual Reports

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Applicants

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Armour

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**Folder 7-8**

Carl Byoir and Associates, Inc

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**Folder 11**

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**Folder 12**

Christmas

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**Folder 13**

City of Chicago-Commission on Human Relations

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**Folder 1**

Community Fund

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Economy of Advertising

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Firestone

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First National Bank

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Foote, Cone and Belding

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Foote, Cone and Belding-Campaign

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Foote, Cone and Belding-New Business Booklet

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Foote, Cone and Belding-New York Office

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Frigidaire

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General Foods Corporation

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Hallmark Cards, Inc

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Hollywood

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International Cellucotton Products Company

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Inter-Office

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S. C. Johnson and Son, Inc

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Kimberly-Clark

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Kraft Foods Company

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**Folder 15**

Liebmann Breweries

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**Folder 16**

London

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Los Angeles

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Mc

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**Folder 4**

Memoranda

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**Folder 5**

Minneapolis-Honeywell Regulation Company

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Montgomery Ward

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New Business

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**Folder 10**

New York Office

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Perkins Products Company

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Personal-Clubs

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University of Chicago

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**Folder 9**

University of Chicago-Council on Medical and Biological Research

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University of Chicago-Fund Campaign

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University of Chicago-Trustees

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**Folder 2**

Hiram Walker, Inc

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Advertising Council-Bonds

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**Folder 9**

American Association of Advertising Agencies-Bulletins

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**Folder 2**

Armour

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**Folder 9**

Chicago

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**Folder 10-12**

Chicago-All-Chicago Citizens Committee (Advertising and Public Relations)

**Box 36**

**Folder 13**

Chicago-Central Area Committee

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**Folder 1-2**

Chicago-Litter Campaign

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**Folder 3**

Chicago Tribune

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Christmas, 1956

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Firestone

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**Folder 1**

Foote, Cone and Belding

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Foote, Cone and Belding-Activities Reports

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Ford Motor Company-Special Product Division (1956)

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General Foods Corporation  
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**Folder 2**  
Hallmark Cards, Inc  
**Box 39**  
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**Folder 4**  
Inter-Office  
**Box 39**  
**Folder 5**  
J  
**Box 39**  
**Folder 6**  
S. C. Johnson and Son  
**Box 39**  
**Folder 7**  
K  
**Box 39**  
**Folder 8**  
Kimberly-Clark  
**Box 39**  
**Folder 9**  
Kraft Foods Company  
**Box 39**  
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**Folder 12**  
Lever Brothers  
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Libby, McNeill and Libby  
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Liebmann Breweries  
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**Folder 15**

London

**Box 39**

**Folder 16**

Los Angeles

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**Folder 17**

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**Box 39**

**Folder 18**

Magnavox

**Box 40**

**Folder 1**

Mc

**Box 40**

**Folder 2**

Memoranda

**Box 40**

**Folder 3**

Minneapolis-Honeywell Regulator Company

**Box 40**

**Folder 4**

Montgomery Ward

**Box 40**

**Folder 5**

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New Business

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New York

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**Box 40**

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**Folder 10**

Paper-Mate

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**Folder 11**

Perkins Products

**Box 40**

**Folder 12**

Personal-Clubs

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Personal-Oil

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Printer's Ink Advisory Board

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University City  
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**Folder 3**  
Advertising Council-Bonds  
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American Association of Advertising Agencies  
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American Association of Advertising Agencies-Bulletins  
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**Folder 4**

Dr. Bender

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Byoir

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C

**Box 43**

**Folder 7**

Chicago

**Box 43**

**Folder 8-9**

Chicago-All-Chicago Citizens Committee

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Chicago Central Area Committee

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**Folder 12**

Chicago Tribune

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Edsel, July-December  
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Edsel, January-June-Compliments  
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Edsel, January-June-Copy  
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Edsel, January-June-Dealer  
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Edsel, January-June-Script for Edsel slides  
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**Folder 3**  
First National Bank  
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**Folder 4**  
Foote, Cone and Belding  
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**Folder 5**  
Foote, Cone and Belding-Annual letter to clients  
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**Folder 7**  
General Foods Advertising Conference  
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General Foods Corporation  
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Hawaiian Pineapple

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**Folder 14**

Hertz Rent-a-Plane

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Inter-Office

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S. C. Johnson and Son, Inc

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Kimberly-Clark

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Kraft

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**Folder 8-9**

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**Box 46**

**Folder 10**

London

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Los Angeles

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M

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**Folder 13**

Magnavox

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Minneapolis-Honeywell Regulator Company

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Speeches-Invitations

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University of Chicago

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University of Chicago-School of Business

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University of Chicago-School of Business Report

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University of Chicago-Trustees

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University of Chicago-Visiting Committee

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Hiram Walker Incorporated

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## **Subseries 9: 1958**

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American Association of Advertising Agencies

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Chicago Central Area Committee

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Citizens Traffic Safety Board

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Community Fund-Joint Appeal Planning Board

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Edsel  
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Equitable  
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**Box 51**  
**Folder 13**  
Famous Artists Magazine  
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**Folder 1**  
First National Bank  
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**Folder 2**  
Foote, Cone and Belding  
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Foote, Cone and Belding-Account Status Reports  
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Foote, Cone and Belding-Annual Report to Clients  
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Foote, Cone and Belding-Billing Policy  
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Foote, Cone and Belding-Budgets  
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Foote, Cone and Belding-Charity  
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**Folder 8**  
Foote, Cone and Belding-Client Promotions  
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**Folder 9**  
Foote, Cone and Belding-Community Projects  
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**Box 52**

**Folder 11-12**

General Foods Corporation

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Hallmark

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Illinois State Chamber of Commerce

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**Folder 1**

Inter-Office

**Box 53**

**Folder 2**

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**Folder 3**

S. C. Johnson and Son, Inc

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Kimberly-Clark

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Kraft

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L

**Box 53**

**Folder 8**

Lincoln-Continental

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**Folder 9**

London

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**Folder 10**

Los Angeles

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M

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**Folder 12**

Mc

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Memoranda

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Minneapolis-Honeywell Regulator Co

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New Business

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New York

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**Folder 1**

New York Times Article

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Personal-Clubs

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Personal-Commercial Club

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Personal-Commercial Club-Program Committees

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Public Relations Society

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**Folder 11**  
    Republicans  
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**Folder 13**  
    San Francisco  
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**Folder 1**  
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**Box 55**  
**Folder 2-3**  
    University of California Student Center  
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**Folder 4-5**  
    University of Chicago  
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    University of Chicago-School of Business  
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**Folder 1-4**  
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    University of Chicago-Trustees  
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American Association of Advertising Agencies

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American Association of Advertising Agencies-Bulletins

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Chicago Boys Club

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Chicago Central Area Committee

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Chicago-Mayor's Committee

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Commercial Club

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Contributions-Requests

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**Folder 3**  
Equitable

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First National Bank

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**Folder 6**  
Foote, Cone and Belding

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**Folder 7**  
Foote, Cone and Belding-Annual Report Letter

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**Folder 8**  
Foote, Cone and Belding-History

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General Foods Corp

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General Foods Corp-Perkins Division

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**Folder 13**

B. F Goodrich

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Greater North Michigan Avenue Association

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Hallmark

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Inter-Office

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S. C. Johnson and Son

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Kimberly-Clark

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Kraft

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**Folder 8**

Lincoln-Continental

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**Folder 9**

London

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Los Angeles

**Box 61**

**Folder 11**

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Memoranda

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Minneapolis-Honeywell

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New York

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**Folder 18-19**

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Personal-Clubs

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**Box 62**  
**Folder 5**  
San Francisco

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**Folder 6**  
Service

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Speeches-Invitations

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**Box 62**  
**Folder 10**  
University of Chicago

**Box 62**  
**Folder 11-13**  
University of Chicago-School of Business

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**Folder 1-5**  
University of Chicago-School of Business

**Box 63**  
**Folder 6-8**  
University of Chicago-School of Business-New York

**Box 63**  
**Folder 9**  
University of Chicago-School Of Business-San Francisco

**Box 63**  
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W

**Box 63**  
**Folder 11**  
Hiram Walker

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**Folder 12**  
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**Folder 14**  
Zenith

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Advertising Council

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American Association of Advertising Agencies

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**Folder 5**

American Association of Advertising Agencies-Bulletins

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**Folder 6-10**

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**Folder 3**

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**Box 65**

**Folder 6**

Chicago

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Chicago Central Area Committee

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**Folder 9**

Chicago Tribune

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**Folder 10**

Christmas

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Correspondence

**Box 65**

**Folder 12-13**

Crusade of Mercy

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**Folder 1-11**

Crusade of Mercy

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**Folder 1**

Crusade of Mercy-Assignments

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**Folder 2**

Crusade of Mercy-Bulletins

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**Folder 3-4**

Crusade of Mercy-Chairman

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**Folder 5**

Crusade of Mercy-Congratulations [folder empty]

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**Folder 6**

Crusade of Mercy-Joint Appeal-Public Relations Committee

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Crusade of Mercy-Joint Appeal-Women's Division

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**Folder 9**

Crusade of Mercy-Offers to help

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Crusade of Mercy-Public Relations

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**Folder 12**

Crusade of Mercy-Releases

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**Folder 13**

Crusade of Mercy-Requests for Contributions

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**Folder 1-2**

Crusade of Mercy-Requests for Contributions

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**Folder 3**

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**Box 68**

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**Box 68**

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**Folder 6**

First National Bank

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Cleveland Advertising Club, November 13, 1953. "The New Challenge to Advertising" (See Box 132, Folder 132, folder 12 for copy of speech]

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Detroit Adcraft Club, April 21, 1950. "Advertising Has a Bigger Job Ahead" [See Box 133, folder 9 for copy of speech]

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Kansas City-Advertising and Sales Executives Club, October 27, 1960. "What Is This Thing Called Creativity?"

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Los Angeles Advertising Club, February 16, 1960. "Television; Everybody's Dilemma"

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Los Angeles Advertising Club, April 10, 1956

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**Folder 3**

Memphis Advertising Club, March 3, 1952. "The Challenge to Dignity"

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Milwaukee Advertising Club, February 24, 1955. "Why Copy Counts More Than Ever"

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Milwaukee Advertising Club, September 23, 1948

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Minneapolis Advertising Club, January 18, 1962. "A Debt that Advertisers Owe the Public"

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Minneapolis Advertising Club, April 7, 1954

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Rochester (NY.) Industrial Advertising Association, November 28, 1950 "On the Place of Advertising People in the Profession of Business"

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ST Louis Adcraft Club, June 13, 1950. "Advertising Has a Bigger Job Ahead"

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Sacramento and San Francisco Advertising Clubs (Sacramento, September 18, 1957 and San Francisco, September 29, 1957) "Advertising Has a Bigger Job Ahead"

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San Francisco Advertising Club, April 11, 1956

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**Folder 13**

Women's Advertising Club, November 16, 1948. [See Box 134, folder 20 for copy of speech]

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**Folder 14**

Advertising Federation of America, 55th Annual Convention, Minneapolis, June 8, 1959. "Situation Report on Advertising; 1959"

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**Folder 15**

Advertising Federation of America, Chicago, June 7, 1955

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**Folder 17**

Advertising Federation of America, ST Louis, June 12, 1951. "Mobilization-For What?"

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Advertising Federation of America, Detroit, June 1, 1950

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Advertising Federation of America, Houston, May 30, 1949. "What Direction Advertising?"

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Advertising Federation of America, Cincinnati, June 14, 1948

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**Folder 21**

Agate Club, March 6, 1950; Junior Chamber of Commerce, February 28, 1950; American Legion, February 13, 1950. "Is Advertising Keeping Pace?"

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**Folder 22**

American Association of Advertising Agencies, Wieboldt Hall, 1967.

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**Folder 23**

American Association of Advertising Agencies, Wieboldt Hall, October 26, 1966

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**Folder 24**

American Association of Advertising Agencies, Wieboldt Hall, March 23, 1966. [Empty folder]

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**Folder 25**

American Association of Advertising Agencies, Wieboldt Hall, November 3, 1965

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American Association of Advertising Agencies, Wieboldt Hall, March 31, 1965

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American Association of Advertising Agencies, Wieboldt Hall, November 11, 1964

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**Folder 28**

American Association of Advertising Agencies, Boca Raton, April 23, 1960. "Some Problems to Dispose of in the 1960's."

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**Folder 29**

American Association of Advertising Agencies, Northern California Council, September 20, 1957. "Advertising Has a Bigger Job Ahead"

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**Folder 30**

American Association of Advertising Agencies, Pacific Council, October 11, 1950. "Copy Is Still Our Number One Job"

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American Association of Advertising Agencies, Pacific Council, October 17, 1949

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American Association of Advertising Agencies, Central Council, October 12, 1960.  
"Eleven Campaigns I Would Like to Have Made-and Why"

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American Association of Advertising Agencies, Central Council, October 16, 1953. "Ten TV Commercials I Wish We Had Done"

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American Association of Advertising Agencies, Central Council, October 26, 1951. "I Wish We Had Done These Campaigns"

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American Association of Advertising Agencies, Central Council, October 6, 1950

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American Association of Advertising Agencies, Chicago Council, November 21, 1947

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American Association of Advertising Agencies, Eastern Annual Conference, November 24, 1953. "Ten TV Commercials I Wish We Had Made"

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**Folder 5**

American Association of Advertising Agencies, Michigan Council, November 16, 1950.  
"Advertising's Challenge Today!"

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American Association of Advertising Agencies, Michigan Council, November 11, 1948.  
"What the Roper Study Tells Us About Being Better Advertising People"

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**Folder 7**

American Association of Advertising Agencies, Creative Workshop, New York, October 27, 1958. (Papers from the 1958 Regional Conventions)

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**Folder 8**

American Association of Advertising Agencies, White Sulphur Springs, April 23, 1954.  
"The Dear Costs of Competition"

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**Folder 9**

American Association of Advertising Agencies, White Sulphur Springs, April 21, 1951.  
"Mobilization-For What?"

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**Folder 10**

American Association of Advertising Agencies, White Sulphur Springs, March 30, 1950.  
"On the Place of Advertising People in the Profession of Business"

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**Folder 11**

American Association of Advertising Agencies, New York, November 18, 1947. [See Box 134, folder 3 for copy of speech]

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**Folder 12**

American Association of Advertising Agencies, Annual Meeting, Atlantic City, April 16, 1947. "A Report of the Committee Appointed by the 4 A's to Make a Presentation of Advertising for Men Behind Management"

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**Folder 13**

American Legion, Chicago #170, January 7, 1963

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American Marketing Association, ST Louis Advertising Club, October 14, 1969

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**Folder 15**

American Association of Advertising Agencies, Chicago, March 11, 1969 "Advertising As an Ingredient in the Marketing Prescription Needs Information Worse than Anything"

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**Folder 16**

American Association of Advertising Agencies, William Wood Prince introduction, March 19, 1964

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American Association of Advertising Agencies, December 27, 1952

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**Folder 18**

American Association of Advertising Agencies, May 23, 1951. "Some Business Outside of Business"

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American Association of Advertising Agencies, February 13, 1950. "Is Advertising Keeping Pace?"

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Association of National Advertisers, December 10, 1969 "The Serious Business of Advertising"

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**Folder 27**

Association of National Advertisers, November 9, 1964. "The Critical Areas of Responsibility in Advertising"

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**Folder 28**

Association of National Advertisers, West Coast Meeting, Santa Barbara, April 4, 1963. "Let's Turn the Coin Over-What Should Advertising People Expect of Top Management"

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**Folder 29**

Association of National Advertisers, Hot Springs, March 14, 1956. "Wanted: More Creative Advertising Power"

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Association of National Advertisers, Hot Springs, March 14, 1956. "Wanted: More Creative Advertising Power"

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**Folder 1**

Association of National Advertisers, Fall Meeting, Chicago, September 26, 1950

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Association of National Advertisers, March 15, 1948

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Association of National Advertisers, October 1, 1946

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Association of National Advertisers, November 18-20, 1945. "A Peek in the Looking Glass"

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**Folder 5**

Audit Bureau of Circulations Annual Meeting, October 23, 1958. "Opportunities We Face Together"

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Beatrice Foods Company, Sales Meeting, January 27 and 29, 1953

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Beverly Forum, February 19, 1962. "The Case Against Advertising"

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Board of Education, Education for Economic Competence, October 5, 1959

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Boy Scouts, Fenger High School, Eagle Class of 1956, May 6, 1956.

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U. S Brewers Association, ST Louis, May 3, 1966. "A Stance at the Public's Side"

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Broadcasting Advertising Club, October 10, 1961. "The Two Publics of Television"

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Broadcasting-Television, 1957. "Are TV Commercials Really So Bad?"

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**Folder 13**

Business Writing Association Convention, December 29, 1958. "Make It Short"

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**Folder 14**

Association of Canadian Advertisers, May 4, 1960. "Creativity-A Dire Need for the '60's"

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Association of Canadian Advertisers, Toronto, May 4, 1955. "If It Isn't Creative, It Isn't Advertising"

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Central Business District Association, Detroit, January 24, 1957. "Downtown is Big Town"

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Chicago Historical Society, July 4, 1962. "The Meaning of Dignity"

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Chicago Industrial Engineers, April 17, 1963. "The Opportunity That Exists in Thoughtful Employee Communications"

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Chicago Press Club, January 28, 1961

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Chicago Tribune Forum, December 10, 1945. "An Address" (at the 44th Contention of the Advertising Department of the Chicago Tribune)

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Commercial Club, May 24, 1956. "Economic and Other Aspects of Chicago's Negro Problem"

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Commonwealth Edison, January 8, 1945

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Community Fund, Palmer House, January 21, 1959

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Community Fund, Annual Meeting, January 29, 1958. "The Challenge"

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Community Fund, Thanks to You" luncheon, May 26, 1955. "Some Penalties of Prosperity"

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Community Fund, Illinois Bell, September 16, 1952

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Copy Clinic, March 24, 1947

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Crusade of Mercy, Kick-off, September 28, 1964. "Brower Introduction"

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Crusade of Mercy, September 19, 1960

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Dominican College, San Rafael, California, May 15, 1971

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Economic Club, November 18, 1963

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Economic Club, Forum Luncheon, April 5, 1954

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Engineering Convention, Urbanization Section, Introduction to Chicago Plan Presentation, September 12, 1952

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Equitable, June 18, 1960

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Equitable, January 27, 1959. "Some Notes on Our Approach to the Equitable Advertising Assignment"

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Falstaff, ST Louis, January 15, 1968

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Financial Public Relations Association, September 30, 1957. "The Obligation That Opportunity Opens Up"

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Food Brokers, June 10, 1966

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Foote, Come and Belding-Account Supervisors, August 21, 1958

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Foote, Come and Belding-Advertising Conference, May 10-11, 1963

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Foote, Come and Belding-Cameron's Group, December 13, 1966

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Foote, Come and Belding-Cone's talk to Copy, Art Department Heads, June 4, 1962

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Foote, Come and Belding-Creative Conference, New York, September 22, 1964

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Foote, Come and Belding-Toronto, November 9, 1966

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General Foods, Jell-O Division, Princeton, NJ., June 23, 1959

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General Foods, Perkins Division, National Sales Meeting, December 12, 1957.  
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Hallmark, Salute, Academy of TV Arts and Sciences, October 28, 1963

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Hallmark, Salute, Sales Meeting, Kansas City, June 26, 1959

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Illinois Association of Park Districts and Illinois Recreation Association, Joint Annual Conference, September 25, 1964. "The New Dimensions of Leisure"

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"Why Industrial Design Is Vital to Our Economy"

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Illinois Petroleum Marketers Association, March 12, 1952

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Illinois Society of Certified Public Accountants, April 21, 1967. "Protecting the Consumer"

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International Advertising Conference, London, July 9, 1951

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International Cellucotton Products Co. Meeting December 12, 1950-December 17, 1945

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Investment Analysts Club of Chicago, May 5, 1949

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Jewish Community Centers of Chicago, February 1, 1962. "What's Right With TV" (for Mr. Spencer-U/P)

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S. C. Johnson and Son, September 26, 1961

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S. C. Johnson and Son, International Conference, June 22, 1964. "The Disciplines of Creativity"

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**Folder 10**

Junior Association of Commerce and Industry (Toy Manufacturers), October 6, 1960.  
"Why Chicago's Promise for the Future is Unique"

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Junior Chamber of Commerce, May 28, 1957

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Junior League of Chicago, January 16, 1963, "The Best Public Relations Are Good Private Relations"

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Junior Women's Ad Club, September 13, 1965. "Some Iron Rules of Advertising"

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Kimberly-Clark, December 14, 1965

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Legal Club of Chicago, April 9, 1962. "The Case Against Advertising"

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Lever Brothers Company, November 29, 1962

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Los Angeles Office, May 18, 1966

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Magazine Promotion Group, February 11, 1970 "A Hard Line to Hew To (Or A Plea for Indignation)" [2 copies, one with change on page 19]

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National Industrial Advertising Association, July 1, 1952. "Advertising in the Third Dimension"

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National Safety Council, October 21, 1957.

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Newspaper Advertising Executives Association, January 19, 1960. "The Bad Apples."

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Newspaper Advertising Executives Association, January 22, 1951. "Advertising in the New Economy."

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North Shore Country Day School, April 13, 1964. "The Business of Chicago"

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Northwestern University, December 11, 1963.

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Northwestern University, Association for Education in Journalism, August 29, 1956. "If It Isn't Creative, It Isn't Advertising"

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Northwestern University, "Careers in Industry," November 24, 1947. "The Advertising Agency."

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Northwestern University, Industrial Engineers and Executive Group, June 8, 1949.

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Northwestern Law School TV Symposium, August 3-4, 1961. (A Statement by Fairfax Cone)

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Office Management Association, November 17, 1955. "Management Has a New Responsibility."

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Office Management Association, Office of the Year Award to Foote, Cone and Belding, October 22, 1951.

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Park Ridge Junior Chamber of Commerce, April 5, 1962. "The Meaning of Dignity."

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Printer's Ink Gold Medal Award Dinner, February 20, 1956. "This is Our Problem"

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Public Relations Society of America, Chicago Chapter, November 15, 1966.

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Public Relations Society of America, Chicago Chapter, January 21, 1958.

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Regent Advertising Club, London, April 28, 1961. "The Case Against Advertising"

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**Folder 22**

Standard Oil Science Club, Whiting, Indiana, March 7, 1961. "The Case Against Advertising"

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Syracuse University, April 18, 1952. "The New Challenge to Advertising's People"

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Toy Manufacturers, Regional Meeting, September 24, 1959. "Advertising for the Toy Manufacturer"

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University of Chicago, September 24, 1967. "University of Chicago and the Community," (for Sol Tax)

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University of Chicago, June 13, 1951. "Mobilization-For What?"

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University of Chicago, Associates Dinner, Cancer Research Foundation, February 3, 1955

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University of Chicago, Citizens Committee, May 31, 1956

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University of Chicago, Corporate Support, Law School Center, May 7, 1964

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University of Chicago, Corporate Support, Kellogg Center, April 22, 1963.

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University of Chicago, Divinity School, May 4, 1964

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University of Chicago, Nobel Prize Dinner, December 1, 1966

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University of Chicago, School of Business, 65th Annual Alumni Dinner, June 6, 1963.  
"Government; Friend or Foe"

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**Folder 1**

University of Chicago, School of Business, Meeting at the University Club, New York, June 19, 1959

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University of Chicago, School of Business, November 26, 1958.

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University of Chicago, Trustees-Faculty Dinner, January 10, 1968.

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University of Chicago, Trustees-Faculty Dinner, January 11, 1967.

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University of Illinois, Departmental Lecture, April 25, 1963

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University of Michigan, Annual Marketing Research Conference, March 16, 1951.  
"Marketing and Advertising in the New Economy"

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**Folder 12**

University of Missouri, Freedom of Information Conference, School of Journalism,  
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University of Missouri, May 9, 1952. "Advertising's Third Dimension"

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Visual Communications Conference, New York, April 1, 1959. "Symbology in  
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Hiram Walker, Meeting, Detroit, April 28, 1955

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Hiram Walker, Meetings; Houston, January 6, 1950; White Sulphur Springs, August,  
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Wayfarer's Chicago Club, February 19, 1957. "The Truth About Advertising"

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YMCA, Medical Center, Kick-off Luncheon, Duncan YMCA, March 14, 1968

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Miscellaneous Speeches-

- "Is Advertising Keeping Pace?" February 28, 1950

- The Plain, Short Story of Good Advertising. One-page pamphlet

### **Series III: Speeches by Others**

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Ernest W Eversz, "Speech Before Professor Wooding's "Principles of Advertising' Class,"  
University of Michigan, School of Journalism, May 2, 1962

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**Folder 21**

Ernest W Eversz, "Speech Before Professor Steven's Advanced Creative Writing Students,"  
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John E O'Toole, Alpha Delta Sigma Talk, University of Illinois, May 2, 1962

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Hallmark talk, September 27, 1961

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"What's the Big Idea? The Art of Moving Goods by Moving People," American Marketing  
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"Should You Consider Writing Advertising as a Career," Michigan Writers Conference,  
University of Michigan, Roundtable discussion, May 16, 1963

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R D Aikins, "Potatoes, the Wallflower of the Dinner Table"

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Margaret Carson, "The Billion Dollar Question-How do you rate with women?" Ohio  
State University Advertising Conference, October 11, 1957

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**Folder 28**

Margaret Carson, Revisions of speech for Ohio State University Conference, [see Box 139,  
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**Folder 29**

Margaret Carson, "The Billion Dollar Question-How do you rate with women?" Rocky  
Mountain 4 A Council, Denver, March 8, 1958

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**Folder 30**

Margaret Carson, Rochester Advertising Council, Rochester, NY., January 20, 1959

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Margaret Carson, Advertising and Sales Executive Club, Annual Creative Clinic, Kansas City, Missouri, October 26, 1961

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**Folder 32**

Short biography of Margaret Carson [This is attached to a list of slides for the Zonta Club-Neenah, October 16, 1957; there is no speech attached]

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**Folder 33**

Bob Reardon, "If You're Going to Have an Idea, Have One Now," Creative Conference, February 12-14, 1968

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Chicago Advertising Club speech, October 7, 1966

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Chicago Advertising Club Speech, September 30, 1966

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**Folder 36**

Margaret Carson, "Careers in Advertising," Edwin G Foreman High School, Chicago Career Day address, November 17, 1965

**Box 139**

**Folder 37**

Margaret Carson, "Girl Watching Pays Off," Dallas Advertising League, October 5, 1965

**Box 140**

**Folder 1**

Miscellaneous materials from 1971

**Box 140**

**Folder 2**

Fairfax Cone, manuscript for Saturday Review article (2 versions), 1971

**Box 140**

**Folder 3**

Annual Report, 1972

**Box 140**

**Folder 4**

Dial Soap materials

**Box 140**

**Folder 5**

Hallmark advertising materials

**Box 140**

**Folder 6**

Hallmark Hall of Fame Productions materials

**Box 140**

**Folder 7**

Smokey the Bear materials

**Box 140**

**Folder 8**

Fairfax Cone biographical information

**Box 140**

**Folder 9**

Articles about Fairfax Cone

**Box 140**

**Folder 10-17**

Transcript of Oral History recordings of Fairfax Cone, by Illinois State Historical Library, 1962. [Folder 10 contains letter regarding transcript; actual transcript begins in folder 11]

**Box 140**

**Folder 18**

Oral History, Tape #1 (March 13, 1962)

**Box 141**

**Folder 1**

Oral History, Tape #2 (March 13, 1962)

**Box 141**

**Folder 2**

Oral History, Tape #3 (March 16, 1962)

**Box 141**

**Folder 3**

Oral History, Tape #4 (March 30, 1962)

**Box 141**

**Folder 4**

Oral History, Tape #5, part 2 of 7 (March 30, 1962)

**Box 141**

**Folder 5**

Oral History, Tape #6 (April 6, 1962)

**Box 141**

**Folder 6**

Oral History, Tape #7 (April 6, 1962)

**Box 142**

**Folder 1**

Speech by Fairfax-Cone, Creative Conference, New York, September 22, 1964.

**Box 142**

**Folder 2**

Remarks before the National Academy of TV Arts and Sciences, Northwestern Symposium, April 13, 1970

**Box 142**

**Folder 3**

Interview with Fairfax Cone on advertising in America, The Voice of America, Washington, DC, September 12, 1968.

**Box 142**

**Folder 4**

Fairfax Cone, With All Its Faults, manuscript of contents and part I

**Box 142**

**Folder 5-7**

Fairfax Cone, part II

**Box 142**  
**Folder 8-11**  
Fairfax Cone, part III

**Box 142**  
**Folder 12**  
Fairfax Cone, part IV

**Box 143**  
**Folder 1-5**  
Fairfax Cone, With All Its Faults, manuscript [early version]

**Box 143**  
**Folder 6-11**  
Fairfax Cone, manuscript [another early version]

**Box 143**  
**Folder 12-14**  
Fairfax Cone, related material, 1969

**Box 143**  
**Folder 15**  
Fairfax Cone, Correspondence-Magazines

**Box 143**  
**Folder 16**  
Fairfax Cone, Correspondence-Newspapers

**Box 144**  
**Folder 1**  
Fairfax Cone, With All Its Faults, Correspondence-TV and Radio

**Box 144**  
**Folder 2**  
Fairfax Cone, Correspondence-Clients

**Box 144**  
**Folder 3**  
Fairfax Cone, Correspondence-Joe Consolino

**Box 144**  
**Folder 4**  
Fairfax Cone, Correspondence-Robert Fettridge

**Box 144**  
**Folder 5**  
Fairfax Cone, Correspondence-Harry Sions

**Box 144**  
**Folder 6-7**  
Fairfax Cone, Publicity

**Box 144**  
**Folder 8**  
Fairfax Cone, Suggestions for Book AD

**Box 144**  
**Folder 9**  
Fairfax Cone, Book Lists-Media

**Box 144**

**Folder 10**

Fairfax Cone, Book Orders-All Offices

**Box 144**

**Folder 11**

Fairfax Cone, Book requests-Miscellaneous

**Box 144**

**Folder 12**

Fairfax Cone, Book reviews

**Box 144**

**Folder 13**

Fairfax Cone, Paperback rights

**Box 144**

**Folder 14**

Fairfax Cone, Chicago reception

**Box 144**

**Folder 15**

Fairfax Cone, New York reception

**Box 144**

**Folder 16**

Fairfax Cone, Miscellaneous

**Box 144**

**Folder 17**

Chairman's Award, 1969

**Box 144**

**Folder 18**

Harvard Business Award, 1970

**Box 144**

**Folder 19**

Newspapers and Magazine clippings, 1969-70-Miscellaneous

**Box 144**

**Folder 20-22**

Newspaper and Magazine clippings, 1969-70-Regarding With All Its Faults

**Series IV: Photographs**

**Box 145**

**Folder 1-2**

Fairfax Cone, portrait photographs

**Box 145**

**Folder 3**

Fairfax Cone, proofs of portrait photographs

**Box 145**

**Folder 4**

Fairfax Cone, negatives of portrait photographs

**Box 145**

**Folder 5**

Fairfax Cone, portrait photographs by Stephen Deutch

**Box 145**

**Folder 6**

Fairfax Cone, portrait photograph by Karsh

**Box 145**

**Folder 7**

Emerson Foote, Fairfax Cone, and Don Belding

**Box 145**

**Folder 8-14**

Miscellaneous photographs

**Box 145**

**Folder 15**

Miscellaneous photographs, proofs

**Box 145**

**Folder 16**

Miscellaneous photographs, negatives

**Box 145**

**Folder 17**

Annual Report 1965, photographs

**Box 145**

**Folder 18**

Annual Report 1965, proofs

**Box 145**

**Folder 19**

Annual Report 1965, negatives

**Box 146**

**Folder 1**

Photographs, proofs, negatives related to With All Its Faults [most of these are of the Chicago reception]

**Box 146**

**Folder 2**

Foote, Cone and Belding events

**Box 146**

**Folder 3**

Foote, London

**Box 146**

**Folder 4**

Foote, London, cocktail party at Claridges, April 26, 1961

**Box 146**

**Folder 5**

Foote, London, Regent Club luncheon, April 28, 1961

**Box 146**

**Folder 6**

Fairfax Cone presented with the Harvard Business School Award, 1970

**Box 146**

**Folder 7**

Northwestern University Law School TV Symposium, August 3-4, 1961

**Box 146**

**Folder 8**

Fairfax Cone at the University of Chicago

**Box 146**

**Folder 9**

Edward H Levi

**Box 146**

**Folder 10-11**

Crusade of Mercy, 1960. Fairfax Cone, General Campaign Chairman

**Box 146**

**Folder 12**

Fairfax Cone receiving honorary degree from Mundelein College, June 1961

**Box 146**

**Folder 13**

Slides

**Box 147**

**Folder 1**

Fairfax Cone receiving honorary degree from Mundelein College, June 1961. [See also Box 146, folder 12]

**Box 147**

**Folder 2**

Foote, Cone and Belding, Sixtieth Anniversary luncheon, December 12, 1967

**Box 147**

**Folder 3**

25th anniversary dinner

**Box 147**

**Folder 4**

Fairfax Cone, portrait photograph by Carlyle

**Box 147**

**Folder 5**

Fairfax Cone, portrait photography by Karsh

**Box 147**

**Folder 6**

Fairfax Cone, drawn portrait

**Box 147**

**Folder 7-8**

Fairfax Cone, miscellaneous photographs

**Box 147**

**Folder 9**

Photostatic pictures of the Chicago Medal of Merit, awarded to Fairfax Cone by Mayor Richard J. Daley, May 8, 1973

**Box 147**

**Folder 10**

Portrait proofs