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Descriptive Summary

Identifier ICU.SPCL.CONE

Title Cone, Fairfax M. Papers

Date 1947-1971

Size 85.5 linear ft (147 boxes)

Repository 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

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American Association of Advertising Agencies. B. Importance of Advertising to Own Industry and Company, pp. [2], B1-B220
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American Association of Advertising Agencies. C Expected Trends of Advertising Expense, pp. [1], C1-C105
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Folder 1

Box 3
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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

Box 3
Folder 8
American Economic System Campaign. Agency control file

Box 3
Folder 9

Box 3
Folder 10

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Folder 11
American Economic System Campaign. International Cellucotton Products Co. Account Executive file

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Brand Names

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  M
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Folder 2
  Speeches-Letters regarding speech to U. S Brewers-ST Louis, May 3, 1966. [See Box 135, folder 10 for speech]
Box 116
Folder 3
  Speeches-Material regarding speech at University of Missouri School of Journalism, December 5, 1956. [See Box 139, folder 12 for speech]
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  George Dawson
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Folder 12
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    International Harvester
Box 119
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    J
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Box 120
Folder 12
          New Business-Frigidaire
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          New York
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Box 121
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Box 123
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Box 123
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Folder 10
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Youth Program (Chicago)
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Series II: Speeches 1945-1971  
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Advertising Age Creative Clinic, June 26, 1958

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Advertising Age Summer Workshop, August 9, 1959. "Some Advertising I Would Like to Have Made-and Why"

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Folder 13
Advertising and Sales Club-Campaign, January 16, 1957

Box 132
Folder 14
Alpha Delta Signa, June 6, 1955. "If It Isn't Creative, It Isn't Advertising"

Box 132
Folder 15
Boston Advertising Club, October 9, 1951. "Mobilization-For What?"

Box 132
Folder 16
Chicago Advertising Club, April 4, 1970

Box 132
Folder 17
Chicago Copywriters Club, September 3, 1957

Box 132
Folder 18
CFAC (Chicago Federated Advertising Club), November 12, 1951. "On the Responsibility of Advertising People"

Box 132
Folder 19
CFAC, September 13, 1951. "Mobilization-For What?"

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Folder 21
CFAC, November 20, 1947. "Cutting Advertising Costs by Increasing Advertising Efficiency"

Box 132
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CFAC-Copy Clinic, November 3, 1952

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Folder 24
  CFAC-Workshop, November 14, 1955
Box 132
Folder 25
  Cleveland Advertising Club, November 13, 1953. "The New Challenge to Advertising" (See Box 132, Folder 132, folder 12 for copy of speech)
Box 132
Folder 26
  Dayton Advertising Club, October 2, 1952. "Advertising in the Third Dimension"
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Folder 27
  Detroit Adcraft Club, September 30, 1955. "Is the Advertising Bill Too Big?"
Box 132
Folder 28
  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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Folder 30
  Houston Advertising Club, November 11, 1952
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Folder 31
  Kansas City-Advertising and Sales Executives Club, October 27, 1960. "What Is This Thing Called Creativity?"
Box 132
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  Kansas City-Advertising and Sales Executives Club, October 24, 1956. "The Dial Story"
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Box 133
Folder 1
  Los Angeles Advertising Club, February 16, 1960. "Television; Everybody’s Dilemma"
Box 133
Folder 2
  Los Angeles Advertising Club, April 10, 1956
Box 133
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Box 133
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Folder 5
Milwaukee Advertising Club, September 23, 1948

Box 133

Folder 6
Minneapolis Advertising Club, January 18, 1962. "A Debt that Advertisers Owe the Public"

Box 133

Folder 7
Minneapolis Advertising Club, April 7, 1954

Box 133

Folder 8
Rochester (NY.) Industrial Advertising Association, November 28, 1950 "On the Place of Advertising People in the Profession of Business"

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Folder 10
Sacramento and San Francisco Advertising Clubs (Sacramento, September 18, 1957 and San Francisco, September 29, 1957) "Advertising Has a Bigger Job Ahead"

Box 133

Folder 11
San Francisco Advertising Club, April 11, 1956

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Folder 12
Washington Ad Club, March 22, 1966

Box 133

Folder 13
Women’s Advertising Club, November 16, 1948. [See Box 134, folder 20 for copy of speech]

Box 133

Folder 14
Advertising Federation of America, 55th Annual Convention, Minneapolis, June 8, 1959. "Situation Report on Advertising; 1959"

Box 133

Folder 15
Advertising Federation of America, Chicago, June 7, 1955
• Folder 16: Advertising Federation of America, June 8-11, 1952

Box 133

Folder 17
Advertising Federation of America, ST Louis, June 12, 1951. "Mobilization-For What?"

Box 133

Folder 18
Advertising Federation of America, Detroit, June 1, 1950

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Box 133
Folder 20
Advertising Federation of America, Cincinnati, June 14, 1948

Box 133
Folder 21
Agate Club, March 6, 1950; Junior Chamber of Commerce, February 28, 1950; American Legion, February 13, 1950. "Is Advertising Keeping Pace?"

Box 133
Folder 22

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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 11
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Broadcasting-Television, 1957. "Are TV Commercials Really So Bad?"

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

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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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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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   Northwestern University, December 11, 1963.
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University of Chicago, School of Business, Meeting at the University Club, New York, June 19, 1959

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

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University of Michigan, Annual Marketing Research Conference, March 16, 1951.
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University of Missouri, Freedom of Information Conference, School of Journalism, December 5, 1966

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Folder 15
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Hiram Walker, Meetings; Houston, January 6, 1950; White Sulphur Springs, August, 1950; Edgewater, August 15, 1949; Walker District Meeting, February 20, 1948; Walker meeting, April 30, 1946; undated meeting; 1st presentation, Walkerville, October 27, 1944

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Hallmark talk, September 27, 1961

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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

Box 139
Folder 28
Margaret Carson, Revisions of speech for Ohio State University Conference, [see Box 139, folder 27], September 27, 1957

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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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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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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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**Folder 36**

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

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

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Miscellaneous materials from 1971

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

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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]

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

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

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

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Fairfax Cone, portrait photographs by Stephen Deutch
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Photographs, proofs, negatives related to With All Its Faults [most of these are of the Chicago reception]

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Folder 4  
Foote, London, cocktail party at Claridges, April 26, 1961

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Folder 5  
Foote, London, Regent Club luncheon, April 28, 1961

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Folder 6  
Fairfax Cone presented with the Harvard Business School Award, 1970

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Fairfax Cone at the University of Chicago

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

Box 146
Folder 12
Fairfax Cone receiving honorary degree from Mundelein College, June 1961

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Folder 1
Fairfax Cone receiving honorary degree from Mundelein College, June 1961. [See also Box 146, folder 12]

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

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Folder 4
Fairfax Cone, portrait photograph by Carlyle

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Fairfax Cone, drawn portrait

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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

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Folder 10
Portrait proofs