

A. Bernie Wood Papers, 1942-2001 (bulk 1960s)

OVERVIEW OF THE COLLECTION

Title: A. Bernie Wood Papers

Collection Date(s): 1942-2001 (bulk 1960s)

Extent and Forms of Material: 10 cubic feet, including photographs, slides, audio discs, moving image, and some three dimensional packaging (27 boxes, 1 oversize folder)

Creator: A. Bernie Wood

Abstract: A. (Arthur) Bernie Wood (1921-1986) was an advertising designer, consultant, and inventor actively involved in the development of the restaurant franchise industry in America during the 1960s and 1970s. Particularly notable is his work with marketing, promotion, and merchandising for the McDonald's Corporation during its formative years.

Repository: Archives Center, National Museum of American History, Smithsonian Institution, Washington, D.C. archivescenter@si.edu 202-633-3270
www.americanhistory.si.edu/archives

Collection Number: AC0962

Processing Note: Processed by Alison L. Oswald, archivist, 2008.

INFORMATION FOR USERS OF THE COLLECTION

Conditions Governing Access: The collection is open for research use.

Physical Access: Researchers must handle unprotected photographs with gloves. Researchers must use reference copies of audio-visual materials. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow. Collection located at off-site storage area.

Technical Access: Viewing film portion of collection requires special appointment, please inquire. Do not use original materials when available on reference video or audio tapes.

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Preferred Citation: Title and date of item, A. Bernie Wood Papers, 1942-2001 (bulk 1960s), Archives Center, National Museum of American History, Smithsonian Institution, box number X, folder number XX, digital file number XXXXXXXXX

IN-DEPTH INFORMATION ABOUT THE COLLECTION

Administrative/Biographical History: Arthur Bernie Wood (1921-1986) was born in Council Grove, Kansas. Wood graduated from Central High School in Kansas City, Missouri, in 1939 and subsequently attended several junior colleges and business and trade schools. Wood held a variety of positions in typesetting and lithographic services from 1940 until military service in the United States Navy (1942-1945). In the Navy, Wood served as a Laboratory Technician, 1st Class Photographic Specialist at the Naval Air Station, Glenview, Illinois. While in the Navy, Wood produced patentable material for a photo-litho process for instant printing techniques through photosynthesis. After being discharged from the Navy, Wood worked for an art studio that serviced advertising agencies. This work involved reproduction art, direct mailing services, mail order books, and newspaper art for Marshall Field's. From 1958 to 1960, Wood established the A. Bernie Wood Studio in Chicago to provide finished photographic art for leading advertising and print publications and television.

In 1961, Wood founded Admart, Inc., Advertising. As the president and creative director of Admart, he created, promoted, and merchandised the new fast-food corporate image of McDonald's Carry-Out Restaurants. While working for McDonald's, Wood designed interior food service floor plans, a logotype, direct mailing materials, posters, newspaper mat campaigns, and radio taped productions (1963-1964). Wood obtained several patents—beverage cup holder (1964), candy box (1967), finger-grip food product containers (1967), and a refreshment tray-forming template (1964) and trademarks—“Chick'n-2-Go” (1968); “NEATRAE” (1967); and “Ma and Pa's Country Candy Store” (1966). Wood, and Donald Conley formed Neat Containers Associates to promote the use of “Neatrae” and license it.

In 1965, Wood founded a franchise business called Ma and Pa's Country Candy Stores in Arlington Heights, Illinois, which he owned and operated with his wife Marilyn until 1972. They also owned another unit in Long Grove, Illinois. As the director and co-founder of this franchise, Wood was responsible for creating names, trademarks, copyrights, and image materials. He sold franchise rights to others, and there were other Ma and Pa's Country Candy Stores located in the United States, especially in St. Louis. He also designed store interiors and exteriors for other clients and supervised construction. From 1964 to 1965, Wood was a freelance designer and consultant on design, marketing, and franchising issues for restaurants and drive-ins. Other corporate images designed by Wood include: Prince Castle, Neba Roast Beef, and Friar Fish's Fish and Chips. Wood expressed his goal to design an image/logo as one “that would be recognized and one that would relate to products, packaging, properties, people, procedures and promotion. Put together, these elements communicated and coordinated the corporate image.”

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Wood also developed the concept Dial “All Wood,” the use of a memorable association of letters rather than phone numbers (255-9663) and requesting specific phone numbers from the local Illinois Bell Telephone.

Wood married Marilyn Dewar (1923-1981) on May 27, 1942, in Kansas City, Missouri. They had five children: Ronald W.; Rhonda C.; Randall S.; Rayne Ann; and Rodger L.

Wood died on April 5, 1986.

Scope and Content: The collection documents the post-war development of the franchise business system from an insider’s view. Wood participated in almost all aspects of franchising activities from design to ownership. The materials consist of a wide variety of corporate identity elements—primarily visual—developed by Wood under contract to various corporations in the food service industry. Wood delivered his services in design concepts and graphics for advertisers and industrial firms using photo graphics and lithographic media.

The collection is divided into seven series: Series 1, Personal Materials, 1942-1986, undated; Series 2, Business Materials, 1959-2001, undated; Series 3, McDonald’s Corporation, 1960-1985; Series 4, Client Files, 1958-1984; Series 5, Patent and Trademark Materials, 1962-1976; Series 6, Photographs, Slides and Negatives, 1963-1975, undated; and Series 7, Audio and Moving Image Materials, 1963, 1964, 1968.

Series 1, Personal Materials, 1942-1986, undated, contains resumes and business cards, an obituary and in memoriam pamphlets, the *Central High School Reunion Yearbook* (1977), a self-portrait, and other miscellaneous materials. The resumes and business cards provide a good overview of Wood’s career. The correspondence, 1942-1945, 1972, consists of a letter of recommendation for Wood and Naval Air Reserve Training Command letters detailing Wood’s work for the Photographic and Printing Department and his submission to the United States Navy’s “Beneficial Suggestion Plan” of an invention for controlling the lens aperture of a camera process. Wood’s idea was filed on July 29, 1946 (US Patent Serial No., 686, 833), but it is unclear whether this invention was pursued by the United States Navy. The self-portrait of Wood is black crayon on mat board depicting Wood in his naval uniform, circa 1940s. An oversize black-and-white photograph of Wood can be found in box 23. Other miscellaneous materials include a Frank Lloyd Wright Day proclamation and invitation, October 1956; an article, photograph and campaign button related to Alf Landon, Governor of Kansas from 1933-1937 and 1936 GOP candidate for United States President; a voter registration card; American Academy of Art School brochures and photocopies of the “two fist double barreled Mickey Mouse Horse” named Cynthia drawn by Wood.

Series 2, Business Materials, 1959-2001, undated, is divided into three subseries: Subseries 1, Franchise information, 1961-2001; Subseries 2, Design work, undated; and Subseries 3, Reference materials, 1959-1972. This series deals primarily with documentation on the topic of franchising and activities related to Wood’s own business, Admart, Inc., and other business interests. Wood’s own franchise, Ma and Pa’s Country

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Candy Store, is represented here. Photographs related to Ma and Pa's Country Candy Store is in Series 6, Photographs, Slides and Negatives, 1963-1968.

Included in **Subseries 1, Franchise information, 1961-2001**, are examples of letterhead used by Wood for business purposes, specifically Admart, Inc., Advertising, and correspondence, awards, and general franchise information. The correspondence is sparse and the three letters relate to the topic of franchising and one for shares owned by Wood in the American Flavor Corporation. The annual report planning chart is a generic chart detailing the concept (ideas/direction), planning (copy and design layout), writing (art), and production (printing /distribution) of an annual report with an established time frame. The award given to Wood is from Food Services Executives Association and Paper Cup and Container Institute. It was given for, "outstanding use of imprinting on paper cups or food containers in the promotion of specialties of the house."

The International Design Conference (Aspen) (IDCA) materials in this series consist of printed emails from 2001 determining whether or not Wood was a 1959 participant of IDCA. See Series 6 for photographs of the IDCA from 1964. The International Franchise Association, Inc., materials include a program for the February 1962 meeting and other printed materials Wood designated as part of the International Franchise Association file. The Food Facilities Engineering Society meeting of May 1965 includes personal notes taken by Wood at the meeting and the *Food Facilities Engineering Society News*, 1965 and the National Restaurant Association *Take-Out* technical bulletin, undated. Of note is a photocopied example of a one page, annotated Colonel Sanders Kentucky Fried Chicken, Inc., franchise contract from 1961. The National Franchise Reports, June 1964 to August 1964 and November 1964 provide franchise news and a list of services. Also included in this file is printed material from the Paper Cup and Container Institute, Inc., on *Central Kitchens and Paper Service Newest Idea in School Feeding*. The publications include a variety of writing on business by Wood and others, about the ownership of a franchise and franchising in general. Select titles include *Franchising Around the World*, *Modern Franchising*, and *Quickservice Operations Management*.

Subseries 2, Design work, undated, consists of a notebook, a scrapbook, drawings and sketches. The design notebook was assembled and presumably used by Wood as a reference tool. It contains artwork for potential ads for several different companies—Johnson Wax, McDonald's, Coca-Cola, Whirlpool, and Studebaker—and there is no accompanying text. Additional design work includes loose drawings and sketches for a portable 3D-Stereo and unidentified logo development on mat board; artwork for Vigoro Complete Plant Food, also on mat board; and pencil holiday sketches of wreathes, holly, reindeer, stars, trees, snowmen and crèche scenes. There is one Christmas point-of-purchase ad developed by Wood for Hallmark [Mob Tall?] which was intended to be used in place of mistletoe. The Lettering Scrapbook was assembled, created and presumably referred to by Wood during his design work. Wood developed a lettering classification system which is listed at the beginning of the scrapbook. All of the lettering examples were clipped from magazines or newspapers.

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Subseries 3, Reference materials, 1959-1972, consists of publications about franchising, mobiles celebrating the Christmas season and one depicting “Elmer the elephant,” and magazine advertisements, circa 1950s. The advertisements consist of black-and-white and color advertisements clipped from magazines and newspapers and assembled and used by Wood as a reference tool. The ads are arranged alphabetically by company name with the product name noted parenthetically. For example, Crown Jewel Ware, Inc., (cookware). A variety of products are represented from candy to washing machines.

Series 3, McDonald’s Corporation, 1960-1985, is divided into eight subseries: Subseries 1, Background, 1963, 1985, undated; Subseries 2, Corporate materials, 1960-1984; Subseries 3, McDonald’s System, Inc., 1964; Subseries 4, Newsletters, 1960-1964, 1983; Subseries 5, Advertising and Marketing; Subseries 6, Packaging, 1964, undated; Subseries 7, Sales, 1963, 1964, [1972?], undated; Subseries 8, Miscellaneous, 1960s, 1979, undated. This series is one of the largest and most significant. It represents the bulk of Wood’s client work for McDonald’s in the early 1960s.

Subseries 1, Background materials, 1963, 1985, undated, contains a booklet in memory of Ray Kroc (1952-1984), founder of the McDonald’s Corporation in 1955. The booklet provides an overview of the birth of McDonald’s and its success. There is also a *Method of Operation* booklet for new employees detailing the “formula” and “principles” for the foundation of the McDonald’s method. There are also newspaper clippings, 1960-1984 about Ray Kroc and McDonald’s in general.

Subseries 2, Corporate materials, 1960-1984, consists of correspondence primarily from Don Conley, Vice President, to other staff about Bernie Wood’s services, international franchising issues, and area franchise agreements. The McDonald’s trademark information consists of memos from Ray Kroc to John Horn, Advertising Manager, about the use of the McDonald’s trademark on various items, including an ashtray. The materials also include a status report on trademarks and service marks of the McDonald’s Corporation from December 1962. Service marks are a type of trademark used to identify a service rather than a product. A service mark is federally registered and the standard registration symbol ® or "Reg U.S. Pat & TM Off" is used. A service mark is used on the advertising of the service rather than on the packaging. Some of the corporate identity pieces include letterhead, envelopes and examples of diplomas bestowing a bachelor of “Hamburgerology” from Hamburger University on an employee for completing the basic operator’s course.

The three press kits contain different types of materials including: printed product literature, press release sheets with anecdotes about McDonald’s, fact sheets, McDonald’s success story, the history of the hamburger, what McDonald’s means to the local community, and information on how best to use the McDonald’s press kit. Cooper Golin, Inc., a public relations, marketing, and sales promotion firm, generated the press information sheets.

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Subseries 3, Newsletters, 1960-1964, 1983, contains an incomplete run and consists of two types—those intended for employees and others intended for customers. *McDonald's the Drive-in with the Arches Newsletter* and *On the Go with McOPCO* (McDonald's Operating Company) were created for employees while the *Adams and Wells Street Journal* was for customers of the Adams and Wells Street McDonald's in Chicago, Illinois.

Subseries 4, Advertising and marketing materials, 1971-1978, undated, contains specialty pieces for specific McDonald's products such as the Bopper Balloon or the All American Advertising Campaign. The campaign materials include product differentiation flyers, yet all the pieces were intended to influence demand. This series demonstrates the wide variety of advertising pieces Wood created—balloons, matchbooks, puzzles, coupons, placemats, paper bags, and a calendar—to convey the McDonald's message and image.

Subseries 5, Packaging, 1964 and undated, contains items collected or created by Wood such as the Neatrae. The packaging represents a container that was formed to hold food or in the instance of the McDonald's Bank, coins.

Subseries 6, Sales, 1963, 1964, [1972?], undated, consists of a property checklist and a lease. The property checklist was to be completed by real estate personnel, and it detailed traffic, distance to business activities, land information, zoning data, and general site information such as water, sewer, natural gas and wiring lines. The lease is an example of what terms were agreed to between the "lessor" and McDonald's System, Inc. The bulk of the sales materials include proposals developed by Wood in five areas: System of Success, Public Relations, Sales Areas, Sales Promotions, and Miscellaneous. The "System of Success Communication Within and Without" is a proposal that addresses the issue of troubleshooting and training personnel. Wood's method is based on check chart comparisons and communication ideas. This proposal contains a McDonald's organizational chart. The second proposal is "Public Relations" and contains Wood's outline for "nostalgic paraphernalia" or a "longing for the good times." The "Sales Area" proposal details the sales success system for certain sales territories in the United States and for how McDonald's can succeed. Sales Promotion defines the objective and a plan for approaching it in very general terms. Lastly, the miscellaneous file holds a drive-in restaurant industry consumer survey conducted by the Consumer Research Section at WCOL radio in Cincinnati, Ohio. This survey also contains three articles from operators of coffee houses and drive-in restaurants discussing the services, food and coffee quality, and associated costs and profits. There are some examples of "tests" given to window men to check their speed and accuracy in calculating the cost of food and in making correct change.

There is one black, plastic vinyl briefcase emblazoned with the McDonald's logo.

Subseries 7, Drawings, 1960s-1970s, contains line drawings, photocopies of drawings, and plans for interior and exterior elements associated with McDonald's as well as equipment and products. Many of the drawings are photocopies that depict exterior and

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interior features at a McDonald's restaurant. These include the drive-through window, lighting and heating, window equipment, and a site plan for the Wheeling, Illinois, McDonald's. There are mock-up line drawings for McDonald's products and accessories (garbage cans, mustard dispensers, litter scoops, fish timers, and spatulas) available from Prince Castle Company, a subsidiary of the Martin Brower Company.

Series 4, Client Files, 1958-1984, is arranged alphabetically by client or project name. In most instances, it is noted what type of material exists for each file such as a license agreement or promotional literature. The majority of documentation in this series consists of artwork and promotional materials Wood designed for the client. He performed a variety of activities and services for his clients and the documentation for each client/project is uneven. Overall characteristics for these files include: artwork, articles, logos, newsletters, packaging such as bags, postcard ads, promotional literature, paper dolls, stationery and corporate image and identity, newsletters such as the *Bell News* for Illinois Bell Telephone, brochures, and handwritten notes by Wood on operations, training, and sales issues.

Series 5, Patent and Trademark Materials, 1962-1976, is divided into two subseries Subseries 1, Patents and patent applications, 1962-1969, 1975-1976 and Subseries 2, Trademarks, 1964-1970.

The patents and patent application materials are arranged chronologically by issue date. Some of the patents did not issue, and therefore only the serial application number or relevant information is provided. Overall, the patent files contain originals and copies of correspondence, drawings, application forms, and in some instances, examples of Wood's inventions such as the beverage cup holder or the carton forming pattern in cardboard pattern form. An example of the carton forming pattern (US Patent Serial No., 455,463) as Wood envisioned it as a Golden Arches Dessert box is in Series 4, McDonald's, box 12. Wood's photocomposition font storage device invention relates generally to improvements in photographic compositors, and it relates particularly to an improved character (storage devices and optical retrieval) and projection system. Wood worked with the Varitype Division of Addressograph Multigraph Corporation to prepare and prosecute his patent application. Documentation includes correspondence, pencil drawings on tracing paper, and product literature from Varitype.

The trademark materials, 1964-1970, include some Food and Drug Administration (FDA) materials and specific trademark information for Chick'n-2-Go, Ma and Pa's Country Candy Store, McDonald's, and Neatrae Containers. The FDA information includes printed material such as *Facts for Consumers, Food Standards*, 1964; *How the FDA Works for You*, 1966; *Read the Label on Food, Drugs, Devices, Cosmetics and Household Chemicals*, 1965.

The trademark documentation is arranged alphabetically by company name and contains memos, correspondence, trademark search reports, and the published trademark if issued. In some instances there is evidence of foreign trademark materials, especially for the NEATRAE. The Neatrae Container Association documentation consists of licensing

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patent applications, trademark assignments, and other correspondence detailing a partnership between Daniel Greenwood, Elgin Milk Corporation, Bernie Wood, and Dan Conelly for trademark use of “NEATRAE.” NEATRAE was trademarked to be used in conjunction with a finger-grip food container (US Patent No., 3,355,082) that Wood patented.

Series 6, Photographs, Slides and Negatives, 1953-1975, is divided into three subseries: Subseries 1, Biographical, 1964, 1975, undated; Subseries 2, Client Files, 1963-1968; and Subseries 3, Slide presentations, 1953-1969, undated and includes slides, negatives, transparencies, black-and-white prints and color prints. The majority of documentation consists of slides created and assembled by Wood for presentations he presumably gave to prospective clients highlighting his work and promoting the idea of “franchising.” The slide presentations depict interior and exterior shots of various restaurants, restaurant employees, signage, and staged images of food products and packaging. This series also contains Minox film—strips of film 9.2mm wide, or less—of McDonald’s billboards, other signage, food products, and packaging. Minox is both a type of camera and the name of a company. The camera associated with the Minox name is the sub-miniature series using the 8 x 11mm film format, first designed by Walter Zapp in the 1930s. The film is held in a small cartridge, and the strips can be up to 50 frames in length.

Series 7, Audio and Moving Image Materials, 1963, 1964, 1968, is divided into two subseries: Subseries 1, Audio Materials, 1963, 1964, 1968 and Subseries 2, Moving Image Materials, undated. There are 7”, 10”, and 12” audio discs for the McDonald’s Carryout Restaurants radio campaign. There is only one disc that is not part of the radio campaign, the *New Sound Up, Up, and Away TWA*, 1968. This is an atypical vinyl disc. While it is 33 1/3” RPM, it is square and not as rigid as the other vinyl discs. There are several rolls of 35 mm safety film (cellulose acetate) depicting a McDonald’s drink cup and an unidentified McDonald’s Restaurant. These rolls of film have been spliced together by the Archives Center staff to form a compilation. Reference copies of these materials are not available.

System of Arrangement: Collection is arranged into seven series.

Series 1, Personal Materials, 1942-1986, undated

Series 2, Business Materials, 1959-2001, undated

Subseries 1, Franchise information, 1961-2001

Subseries 2, Design work, undated

Subseries 3, Reference materials, 1959-1972

Series 3, McDonald’s Corporation, 1957-1985

Subseries 1, Background materials, 1963, 1985, undated

Subseries 2, Corporate materials, 1960-1984

Subseries 3, Newsletters, 1960-1964, 1983

Subseries 4, Advertising and marketing materials, 1957-1978, undated

Subseries 5, Packaging, 1964, undated

Subseries 6, Sales materials, 1963, 1964, [1972?], undated

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Subseries 7, Drawings, 1960s-1970s

Series 4, Client Files, 1958-1984

Series 5, Patent and Trademark Materials, 1962-1976

Subseries 1, Patents and patent applications, 1962-1969, 1975-1976

Subseries 2, Trademarks, 1964-1970

Series 6, Photographs, Slides and Negatives, 1963-1975, undated

Subseries 1, Biographical, 1964, 1975, undated

Subseries 2, Client Work, 1963-1968

Subseries 3, Slide Presentations, 1963-1969, undated

Series 7, Audio and Moving Image Materials, 1963, 1964, 1968

Subseries 1, Audio Materials, 1963, 1964, 1968

Subseries 2, Moving Image Materials, undated

Languages: Some materials in Japanese and Spanish.

Acquisition Information: This collection was donated by Rayne Ann Wood, daughter of A. Bernie Wood, on February 25, 2007.

Access Points:

Subject/Names:

Antique Airmen, Inc.

B & M Corporation

Cheesery's, Inc.

Coca Cola

Conley, Donald

Freedom Train

Friar Fish's Fish and Chips

Illinois Bell Telephone

Kroc, Ray

Ma & Pa's Country Candy Store

Marlboro

McDonald's

Mulligan's

Neba Roast Beef Restaurant's, Inc.

Odorite of America, Inc.

Orange Crush

Pig-N-Go Bar-B-Q

Prince Castle, Inc.

Texaco, Inc.

Williams Jr., Harrison A.

Subject/Topical:

Advertising

Advertisements

Franchises (Retail trade)

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Patents
Trademarks
Restaurants, lunch rooms, etc.

Form/Genre:

Advertisements—20th Century
Business cards
Business records—1950-2000
Clippings
Design drawings—1950-2000
Drawings
Films
Greeting Cards
Matchcovers
Minox film
Mobiles
Negatives
Packaging
Photographs—1950-2000
Placemats
Posters
Slides
Stationery
Transparencies

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CONTAINER LISTING

Box	Folder	
		Series 1, Personal Materials, 1942-1986, undated
1	1	Resumes and business cards, undated
	2	Obituary, 1986
	3	Correspondence, 1942-1945
	4	<i>Central High School (Kansas City) Reunion Yearbook, 1977</i>
	5	Self portrait of A. Bernie Wood, circa 1940s
	6	Frank Lloyd Wright Day invitation, 1956 October 4
	7	Alf Landon (Governor of Kansas) materials, 1979
22	1	Alf Landon (Governor of Kansas) Landon Alf campaign button, 1936
1	8	Miscellaneous—Voter Registration card, 1964; The American Academy of Art, undated; and Mickey Mouse sketch, undated
22	3	Arlington Heights Chamber of Commerce money clip of A. Bernie Wood, 1965-1967
		Series 2, Business Materials, 1959-2001, undated
		<u>Subseries 1, Franchise Information, 1961-2001</u>
1	9	Business cards and letterhead, undated
	10	Admart, Inc., (invoice, letterhead, business reply envelope), 1966 and undated
	11	Correspondence, 1970
17	1	Annual report planning chart, undated
1	12	Award (Food Service Executives Association and Paper Cup and Container Institute), undated
	14	International Design Conference (Aspen), 2001, undated
	15	International Franchise Association, Inc., 1962
	16	Food Facilities Engineering Society, 1965 May
	17	Kentucky Fried Chicken franchise contract, 1961
	18	National Franchise reports, 1964
3	12	Ma and Pa's Country Candy Store (promotional materials), 1966
14	5	Ma and Pa's Country Candy Store (packaging), undated
8	5	Ma and Pa's Country Candy Store (trademark information), 1965-1967
19	8	Ma and Pa's Country Candy Store (watercolor and photograph), undated
	9	Ma and Pa's Country Candy Store (blueprint construction plans), 1965
2	19	Wood, A. Bernie. "A Dignified Image for a 15c Hamburger," <i>Sign and Display Industry</i> , 1963 October
2	4	Wood, A. Bernie. "Look Up and Love What You See!" <i>Quickservice</i> , 1972.

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2	5	Wood, A. Bernie. "A Preface and Premise to a Promising Corporate Image," undated.
		Subseries 2, Design Work, undated
1	13	Design Notebook, undated
10	5	Portable 3-D stereo drawings, undated
	6	Unidentified design drawings, undated
	7	Lettering Scrapbooks (photocopy), undated
	8-11	Lettering Scrapbooks (original), undated
14	9	Holiday sketches by Wood (pencil), undated
19	10	Pair of hands (chalk on paper), undated
		Subseries 3, Reference Materials, 1959-1972
1	20	Bills, Ben Franklin. <i>Ways To Successful Persuasion in Business and the Professions</i> , 1959.
1	21	Anonymous. "Franchising," undated
1	22	<i>Franchising Around the World</i> , 1968 October
2	1	<i>Modern Franchising</i> , 1965 January/February and September/October
	2	<i>Quickservice Operations Management</i> , 1971 November/December
	3	Anonymous. "Sizzle, Sizzle," <i>Forbes</i> , 1968 June 15
3	6	Chris Mobile (Yuletide), 1955
15	1-2	Chris Mobile (Holly and Snowflake), undated
	3	Chris Mobile (Mistletoe), undated
	4	Chris Mobile (Ornament), undated
16	7-8	Chris Mobile (Religious Creche), undated
17	12	Chris Mobile (Christmas Tree), undated
	13	Chris Mobile (Festive Carolers), undated
16	5	Scamanda Mobiles (Santa Mobile), 1953
16	4	Elmer's (elephant) Mobile, undated (includes Howdy Doody envelope)
9	1	5 Day Deodorant pads
14	1	7-Up
9	1	Air-o-Magic Men's Shoe Division
		American Meat Institute
		Apex (washer)
		Artbeck Products (baster)
		Aunt Jemima (syrup)
	2	Bendix Home Appliances
	O/S Fldr. 1	Borden Company (dairy), 1952
	2 O/S Fldr. 2	Bowman (dairy), 1950-1951
		Brachs (candy)
9	3	Club Aluminum Products Company
		Campbell's (soup)
		Carson Pirie Scott (department store)
		Certo (fruit pectin)
		Chef-Boy-Ar-Dee (spaghetti dinner)

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		Converted Rice, Inc.
		Crane Company (plumbing and heating)
		Crown Jewel Ware, Inc. (cookware)
		Custom Built Homes
9	4	Dash Armour (dog food)
	O/S Fldr. 1	Delrich Oleomargarine, 1952
9	4	Dole
		Domestic Sewing Machine Company
		Dormeyer Corporation (mixers and grinders)
		Dusharme (hair crème)
		Ecko Products Company (housewares)
		EndoPest (fungicide)
		Everbest (tomato perseveres)
		Eversharp, Inc. (pens)
	5	Green Giant (vegetables)
		H.W. Gossard Company (panty girdle)
		Fox River Valley Knitting Company
		Franco American (beef gravy)
	6	Hawthorn-Melody Farms Dairy
		Hoover Company (vacuums)
	O/S Fldr. 1	International Live Stock, 1954
9	6	Jergens (powder and lipstick)
		Jet-Sulation (insulation)
		Juice King (juice machine)
		Karo (syrup)
		Kellogg's (cereal)
		Kroehler Furniture
		Kroeger Coffee
		Kromex (bun warmer)
	7	Libby's (canned food)
		Life Savers (candy)
		Lincoln Lumber Company
		Lustron Home
		Lytton's (department store)
	8	Marshall Field and Company (department store)
	9	McKesson and Robbins, Inc. (drug manufacturer)
		Maidenform (lingerie)
		Manor House Coffee
		Marlboro (cigarettes)
		Milky Way (candy bars)
		Maytag (appliances)
		Minute Rice
		Monarch (canned vegetables)
		Morris B. Sachs, Inc. (department store)
		Morton Salt

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9	10	Nescafe (instant coffee)
	O/S Fldr. 1	Oscar Mayer (wieners), 1954
9	10	Ozite (carpet cushion)
		Pabst Blue Ribbon (beer)
		Pillsbury
		G.H. Poulsen and Company (surgical/medical)
		Proctor Electric Company
		Pullman Couch Company (chairs and couches)
	11	Roblee Shoes
		Reddi Whip
		Revere Copper and Brass, Inc.
		Russell Steel Products Company
		Salerno-Megowen Biscuit Company
		Santa Fe, New Mexico
		W.A. Sheaffer Pen Co. (pens)
		Schlitz (beer)
		Schulze and Burch (saltine cracker)
	12	Seagram's (liquor)
		Singer Manufacturing (sewing machines)
		Solitair Cake make-up
		Spring Air Company (mattresses)
		Staley Manufacturing (syrup)
		Stokley-Van Camp (tomato catsup)
		Stopette Spray Deodorant
		Swift and Company (lard, turkey, chicken, bacon, shortening, and peanut butter)
	13	Sunbeam Corporation
		Thor Corporation (automatic washer)
		Toastmaster
		Tru-Glo Make-up
		Wurlitzer (organs)
16	2	Zenith (televisions)
		Series 3, McDonald's Corporation, 1957-1985
		<u>Subseries 1, Background Materials, 1963, 1985, undated</u>
5	1	<i>In Memory of Ray Kroc</i> (booklet), 1985
	2	<i>An Introduction to McDonald's</i> , undated
5	10	Newspaper clippings, 1960-1984
		<u>Subseries 2, Corporate Materials, 1960-1964, 1983</u>
	3	Corporate structure chart, 1961 May 1
	4	Correspondence, 1962
5	18	McDonald's trademark information, 1962, 1964, 1980
5	5	Diploma and honorary degree from Hamburger University, undated
20	7	Diploma and honorary degree from Hamburger University, undated
5	6	Envelopes (for McDonald's Operators Association), undated
	7	Letterhead (for McDonald's System, Inc. and McDonald's Research

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		and Development Laboratory), undated
	8	Annual report, 1963
	9	Press kits, 1963-1964
20	2	Press kits (empty folder samples), undated
		Subseries 3, Newsletters, 1960-1983
	12	<i>McDonald's the Drive-in with the Arches Newsletter</i> , 1960 November/December
	13	<i>McDonald's the Drive-in with the Arches Newsletter</i> , 1961 January-November
	14	<i>McDonald's the Drive-in with the Arches Newsletter</i> , 1962
	15	<i>McDonald's the Drive-in with the Arches Newsletter</i> , 1963 March and undated
	16	<i>On the Go with McOPCO</i> , 1963 March and 1964 January
	17	<i>Adams and Wells Street Journal</i> (Adams and Wells Street McDonald's in Chicago, Illinois), 1983
		Subseries 4, Advertising and Marketing Materials, 1957-1978, undated
6	1	All American advertising campaign, undated
20	3	Air-O-Plane, 1957
19	4	Big Mac, Apple pie, and a Hallmark ad (sliding format), undated
11	7	Bopper Portfolio (includes McDonald's and Chevy), 1965
6	2	Bopper balloon bouncers, undated
20	8	Bopper (artwork), undated
11	8	Big Mac carton (invitation) for a grand opening in Northbrook, Illinois, 1976
18	4	Birthday club, undated
18	8	Coke in a McDonald's cup, undated
18	8	Cold drink flavors, undated
6	3	Coupon for Big Mac, undated
18	8	French fries, 1963
6	4	Labels (art work), undated
17	3	Logo (artwork), undated
11	5	McDonaldland repeating puzzle, 1978
18	8	McDonald's Hat, 1963
11	6	Matchbooks, undated
18	5	Menu tabs (artwork), undated
11	10	Placemat, 1985
18	8	Staff employees in kitchen, undated
11	10	Stickie Stasher advertisement, undated
		Artwork (general), undated
11	7	<i>Coast-to-Coast Directory</i> , undated
11	8	<i>Morton Grove-Niles Local Telephone Directory</i> , 1975-1976
16	1	<i>Morton Grove-Niles Local Telephone Directory</i> , 1975-1976
6	9	Marketing research Group, 1971 (for Mid-west region market share on drive-in fast food restaurants)

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17	7	Advertisement layout for McDonald's [car?], undated
	9-11	Promotional calendar, 1964 January to 1964 June
17	10	Clownie cut-ups, undated
19	5	Clownie cut-ups/fun face mask, undated
17	11	Coca-cola "coke" folders, undated
	12	Goblin's Go For... McDonald's (balloon), undated
16	6	Concept logos and label (photostats), undated
19	7	Hamburger, French fries, and drink (artwork), undated
20	4	Holiday gift order ideas, undated
	5	Ronald McDonald (artwork), undated
	6	French Fry ad, undated
22	1	Tie clips and metal logos, undated
	3	I Love McDonald's button, undated
		<u>Subseries 5, Packaging, 1964, undated</u>
17	13	Neatrae, 1964
21		Neatrae parfait trays, undated
22	3	Neatrae parfait trays, undated
17	14	Paper bag, undated
10	3	Golden Arches Dessert box, 1964
12		Golden Arches Dessert box (with parfait trays), 1964
11	9	Happy Meal (carton), 1984
10	3	McDonald's bank, [1962?]
		<u>Subseries 6, Sales Materials, 1963, 1964, [1972?], undated</u>
6	15	Master location check list and lease, undated
	16	Menu tab (order forms), undated
	17	"System of Success, Communication Within and Without," undated
	18	"Public Relations" (personal and public), 1975, undated
	19	"Sales Areas, The Sales Success System," circa 1964
	20	Sales Promotion proposal, undated
	21	Miscellaneous (drive-in restaurant industry consumer survey), 1963
6	24	Test for window men in making change, undated
13		McDonald's briefcase, undated
	O/S Fldr. 1	McDonald's First in French Fries (artwork), undated
		Those Who Know Go to McDonald's (artwork), undated
		"25 Years Built on Trust" (poster), 1980
		<u>Subseries 7, Drawings, 1960s-1970s</u>
17	4	Counter light, 1973 December Stain glass room divider, 1973 January Service divider wall, undated Space division, undated Mansard wooden railing, undated Tiffany Matisse flower garden, 1973 December Ceiling electric, 1973 December Profile sections, 1973 December Energy (logo), undated

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17	6	Line drawing of unidentified equipment (juice maker?), undated
6	22	Line drawings for McDonald's products, [1972?]
17	8	Line drawings for McDonald's products, [1972?]
18	9	Line drawings for McDonald's products, [1972?]
6	23	Drawings and plans for McDonald's exterior and interior, 1960s and 1979
5	11	Whirling Square plan view (a food processing package) by Bernie Wood, 1964 March
	O/S Fldr. 1	Plat and preliminary drawings for McDonald's in Wheeling, Illinois, (ink on vellum, pencil), undated
		McDonald's Carry-Out Restaurant Plan (sketch in pencil and ink), 1961
		Plan for McDonald's in Niles, Illinois (pencil on tracing paper), 1973 November 7
19	6	McDonald's in Niles, Illinois (drawings, photographs, artwork),
18	3	Drawings for locking system for carts and racks, 1971
	6	Line drawings for McDonald's arch, undated
	7	Line drawings for McDonald's cargo cans, 1962
20	1	Whirling Square (sketches), 1964 March
		Series 4, Client Files, 1958-1984
2	6	Afri-Kingdom (promotional literature, and logos), 1970-1972
11	1	Afri-Kingdom (artwork), 1969
2	7	Antique Airmen, Inc., (logos and stationery), 1974, 1976, undated
	8	Antique Airmen, Inc., (souvenir program), 1974 September
	9	Antique Airmen, Inc., (<i>Airmen News</i>), 1974, 1976
14	2	Antique Airmen, Inc. (artwork), undated
2	10	Aunt Jemima's Kitchen, (promotional material), undated
14	2	Aunt Jemima's Kitchen (artwork), undated
11	2	Automart (artwork for logo), undated
10	1	Bankers Life and Casualty (certificate), undated
2	11	B and M Corporation, (product literature), 1963
	O/S Fldr. 1	Big Barney Automatic Auto Wash in Ohio (drawings), 1968 April 25
10	2	Bowman Dairy milk drawing (pencil), undated
2	12	Cheese Spot Cheesery's, Inc., (license agreement), 1965, 1966
	13	Cheese Spot Cheesery's, Inc., (franchise philosophy), 1964-1965
	14	Cheese Spot Cheesery's, Inc., (operations), undated
	15	Cheese Spot Cheesery's, Inc., (maintenance), undated
	16	Cheese Spot Cheesery's, Inc., (management), 1964
	17	Cheese Spot Cheesery's, Inc., (promotional materials), 1963
	18	Cheese Spot Cheesery's, Inc., (miscellaneous planning), undated
3	1	Cheese Spot Cheesery's, Inc., (counter sales), undated
	2	Cheese Spot Cheesery's, Inc., (lighting), 1965
	3	Cheese Spot Cheesery's, Inc., (notes by Bernie Wood), 1965, undated
	4	Cheese Spot Cheesery's, Inc., (other cheese shop gift catalogs), 1965,

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		undated
	5	Chick'n-2-Go, 1969
14	4	Coca Cola "Coke" (rendering and market ideas), 1958
14	6	Ole King Coke (photographs and "bottle rider"), 1958
3	7	Friar Fish's Fish and Chips (Don Browne's Design-A-Glass Portfolio), 1971
11	3	Friar Fish's Fish and Chips (art samples E and D), undated
14	3	Friar Fish's Fish and Chips (artwork), undated
17	2	
19	1	Friar Fish's Fish and Chips (scrapbook), 1968
18	2	Fridgie, undated
16	3	Hallmark [Mob Tall] point of purchase advertisement, undated
19	2	Hallmark toy cards, circa 1970s
11	4	Hi-Crest (freezers), undated
3	8	Illinois Bell Telephone (annual reports), 1961, 1963
	9	Illinois Bell Telephone (<i>Bell News</i>), 1960 August/September and 1961 August
7	10	Illinois Bell Telephone (The Final Index of Management), 1964
11	5	Instant Printing (product literature and photograph), 1965, 1966
3	11	Johnson Wax (proposal), undated
19	3	Johnson Wax (drawings), undated
	O/S Fldr. 1	[J.J. Jewel Wash Wax artwork?], undated
19	11	Marlboro Man (photograph), undated
10	4	Milky Way (candy bar) illustration, undated
14	7	Mulligan's (sketches and floor plans), 1969
4	1	National Heritage Life Insurance Company, 1972
	2	Neba Roast Beef Restaurant, Inc., (promotional materials), 1960s
	3	Neba Roast Beef Restaurant, Inc., (scrapbook), 1967
11	11	Neba Roast Beef Restaurant, Inc., (advertisement and photograph), undated
22	1	Neba Roast Beef Restaurant, Inc., (tie clip), undated
4	4	Odorite of America, Inc. (product information), 1963-1964
11	13	Orange Crush (artwork), undated
4	5	Prince Castle, Inc., (advertising schedule), 1981-1982
	6	Prince Castle, Inc., (product literature), 1984-1985
	7	Prince Castle, Inc., (<i>Castle News</i>), 1984 January/February
	8	Bart Starr Restaurant, 1969
	9	Texaco, Inc., 1964
	10	Tote-A-Poke (convenience store), undated
4	11	Yogotries Corporation (advertising and labels), undated
14	8	Yogotries Corporation (mobile), undated
		Series 5, Patent and Trademark Materials, 1962-1976
		<u>Subseries 1, Patents and Patent Applications, 1962-1969, 1975-1976</u>
	3	Beverage cup holder for motor vehicle doors, 1962-1965

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A. Bernie Wood Papers, 1942-2001 (bulk 1960s)

		US Patent 3,128,983 filed 1963 March 4 issued 1964 April 14
	4	Candy Box, 1967, 1969 US Design Patent 208,112 filed 1966 March 18 issued 1967 July 18
	5	Carton forming pattern, 1964-1967 US Patent Serial No., 455,463 filed 1965 March 13
	6	Finger-Grip Food-Product Containers, 1965-1967 US Patent 3,355,082 filed 1965 April 13 issued 1967 November 28
8	1	Method and means for controlling the lens aperture of a process camera, 1946-1947 US Patent Serial No., 686,833 filed 1946 July 29
	2	Refreshment tray-forming template, 1963-1964 US Patent 3,145,848 filed 1963 May 3 issued 1964 August 25
11	14	Photocomposition font storage device, 1975-1976
		<u>Subseries 2, Trademarks, 1964-1970</u>
7	1	Food and Drug Administration (FDA) facts for consumers, 1964-1967
8	3	Chick'n-2-Go and Afri-Kingdom (fried chicken), 1969-1970
8	4	NEATRAE (finger-grip food-product containers), 1964-1967
14	10	NEATRAE (plastofilms for finger-grip food-product containers), 1966
7	2	Neat Containers Associates (trademark agreements), 1964-1969
		<u>Series 6, Photographs, Slides and Negatives, 1963-1975, undated</u>
		<u>Subseries 1, Biographical, 1964, 1975, undated</u>
23	1	A. Bernie Wood, 1964, undated
18	1	A. Bernie Wood, undated
23	2	International Design Conference (IDCA) at Aspen, 1964
	3	Freedom Train, 1975
		<u>Subseries 2, Client Files, 1963-1968</u>
	4	Afri-Kingdom, 1969
	5	Cheese Spot Cheesery's, Inc., 1965
	6	Chock-Full-O-Nuts, 1966
	7	Friar Fish's Fish and Chips, undated
	8	Illinois Bell Telephone, 1964
	9	Ma and Pa's Country Candy Store, 1965-1968
	10	Ma and Pa's Country Candy Store (located in Illinois), 1968

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	11	Mulligan's, 1969
	12	Neba Roast Beef Restaurant, Inc., 1968
11	12	Pacific Air, undated
23	13	Study of store fronts (research for Ma and Pa's Country Candy Stores?), 1965
	14	Miscellaneous, 1963-1964 (includes Carolina Cougars, Continental Airlines, and McDonald's)
14	11	Miscellaneous and unidentified, undated
24	1	McDonald's—Executives (unidentified head shots), undated
	2	McDonald's—A. Bernie Wood and Ray Kroc, undated
	3	McDonald's—Wood Family at a McDonald's restaurant, undated
	4	McDonald's—University of Teaching, undated
	5	McDonald's—Bopper, 1963
	6	McDonald's—Ronald McDonald Clown, 1964
	7	McDonald's—Balloon and cup holder, undated
	8	McDonald's—Award winning cup, undated
	9	McDonald's—Radio commercial of Admart, Inc., undated
	10	McDonald's—Neatrae, 1966
	11	McDonald's—Billboards, 1964
	12	McDonald's—Billboards and signs, undated
	13	McDonald's—Hawaii location, undated
	14	McDonald's—Planning in Arlington Heights, Illinois, 1965
	15	McDonald's—Wheeling, Illinois, 1983
	16	McDonald's—Miscellaneous (staged food products), undated
6	25	McDonald's—Seafood test photographs, undated
	26	McDonald's—Drive-through negatives, 1979 March
11	6	McDonald's—Apple pie (photographs), undated
17	5	McDonald's—Various food products, undated
	O/S Fldr. 1	McDonald's—Unidentified, undated
		<u>Subseries 3, Slide Presentations, 1963-1969, undated</u>
25	1	Admart, Inc., [1964?]
	2	Franchise Food Corporation, undated
	3	Unidentified, circa 1964
	4	Unidentified, public relations, undated
	5	Advertising and public relations, undated
	6	Advertising, public relations and signs, undated
	7	Advertising and public relations, undated
26	1	McDonald's branding, 1963-1964
	2	Sales marketing for Johnson Wax? Afri-Kingdom, Friar Fish's and McDonald's, [1964 or 1969?]
	3	McDonald's Bopper, 1964 Cheese Spot Cheesery's, Inc., 1965 Pig-N-Go Pit Bar-B-Q, 1969 Mulligan's, 1969
	4	Neba Roast Beef (exterior and interior views), circa 1965

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	5	McDonald's, 1963-1965
	6	Unidentified (advertising and packaging issues?), 1960s
		Series 7, Audio and Moving Image Materials, 1963, 1964, 1968
		<u>Subseries 1, Audio Materials, 1963, 1964, 1968</u>
27		"McDonald's Carryout Restaurants," 1963 Presentation of McDonald's Radio Campaign 7" vinyl promotion disc, 33 1/3 rpm (3 copies) Produced by Admart, Inc., Advertising
		"McDonald's Carryout Restaurants," 1964 February 29 10" vinyl promotion disc, 33 1/3 rpm Produced by Admart, Inc., Advertising Norm Pierce, announcer <i>Shakes</i>
		"McDonald's Carryout Restaurants," 1964 12" vinyl promotion disc, 33 1/3 rpm Norm Pierce, announcer Produced by Admart, Inc., Advertising "Overall Sell" "An American" "Rhythm Style" "All American" "Cheeseburgers" "Instant Service"
		[McDonald's, 1964] 1/4" open reel-to-reel audio tape, 7.5 ips Produced by Huff Productions for Admart, Inc., Advertising Revised radio commercials "The Modern" "The Kids" "The Rocker" "Local Copy Spot" "The Kids" "The Modern"
		"The New Sound Up, Up , and Away TWA," 1968 7" vinyl promotion disc, 33 1/3 rpm
		<u>Subseries 2, Moving Image, undated</u>
		35 mm safety films of a McDonald's drink cup, and an unidentified McDonald's restaurant