



The New York Public Library  
Manuscripts and Archives Division

Guide to the

**New York Times Company records. Pamphlets**

1851-2006

MssCol 17803

Compiled by Philip Heslip, 2013

## Summary

**Creator:** New York Times Company

**Title:** New York Times Company records. Pamphlets

**Date:** 1851-2006

**Size:** 19.66 linear feet (50 boxes)

**Source:** Donated by The New York Times Company, 2007

**Abstract:** New York Times Company records. Pamphlets contain a wide variety of publications created and distributed by The Times between 1851 and 2006. The collection consists of pamphlets aimed at the public, such as advertising rates and anniversary celebration souvenirs, as well as publications for internal use, including annual reports, marketing studies, employee handbooks, and employee newsletters.

**Access:** Advance notice required.

### Conditions Governing Access:

The filmstrips and microfilm reels are unavailable for use pending preservation transfer.

**Conditions Governing Use:** Copyright for documents created by New York Times Company principals and staff has been transferred to The New York Public Library.

**Preferred citation:** New York Times Company records. Pamphlets, Manuscripts and Archives Division, The New York Public Library.

**Processing note:** Compiled by Philip Heslip, 2013 The order imposed by The Times archives staff has been maintained.

### Related Materials:

Forms part of New York Times Company records

## **Scope and Content Note**

New York Times Company records. Pamphlets contain a wide variety of publications created and distributed by The Times between 1851 and 2006. The collection consists of pamphlets aimed at the public, such as advertising rates and anniversary celebration souvenirs, as well as publications for internal use including annual reports, marketing studies, employee handbooks, and employee newsletters. Books published by the Times Books imprint are not part of this collection.

The collection is organized into two series: Subjects and Times Talk. The Subjects series is arranged alphabetically by publication type or title. Publications for the public include printings of advertising rates, annual reports, biographies, teacher resources, marketing studies, news services, and news story indexes. In-house publications cover employee handbooks, market studies, compensation and pension plans, labor relations literature, telephone directories, and various staff newsletters (house organs). Some publications relate to Times affiliate companies, such as the Information Bank, Index, and various printing facilities. Series II consists of the house organ Times Talk (1947-2004), The Times' staff-interests magazine. This series is ordered chronologically.

**Arrangement:** The collection is organized into two series: Subjects, which groups publications alphabetically by publication type or title; and Times Talk.

## **Key Terms**

### **Genre/Physical Characteristic**

Pamphlets

## Container List

### Series I: Subjects 1851-2006 (42 boxes, 1 microfilm reel)

The Subject series contains both in-house publications and pamphlets created for outside consumption. The series is arranged alphabetically by publication type or title. Publications for staff members include newsletters, called "house organs," such as "Confidential Report," "Management Newsletter," and "PC Newsletter." Of note is the complete run of "Winners and Sinners," the Theodore Bernstein-created newsletter that pointed out published examples of poor and exemplary copy editing. Market research studies are another notable part of the series. These reports were created for Times executives and department heads to help guide decisions regarding layout, advertising rates, and the content of the paper. Pamphlets aimed at the public include listings of advertising rates, annual reports, publications celebrating company milestone anniversaries, biographies of Times executives, teacher and teaching resources, and indexes to Times news stories.

#### Advertising

- b. 1 f. 1-2     **General Advertising Guides 1927-1967**  
Includes classified advertising manuals
- b. 1 f. 3     **Department Budget 1987**
- b. 43 f. 1    **Promotion of the New York Times 1966**
- b. 1 f. 4-5     **Promotion of the New York Times undated**  
    **Rates: General Notices**
  - b. 1 f. 6     1858-1949
  - b. 2 f. 1-11   1950-1976
  - b. 3 f. 1-11   1977-1986
  - b. 4 f. 1-6     1987-1998
- b. 4 f. 7     **Rates: Magazine 1981**
- b. 4 f. 8     **Anniversaries: 100th Year 1951**

#### Annual Reports

- b. 4 f. 9-13    1945-1964
- b. 5 f. 1-11    1965-1996
- b. 6 f. 1-4     2000-2006

#### *Articles About the New York Times*

- b. 6 f. 5     *New York Times Jubilee 1851-1901*
- b. 43 f. 2     *Souvenir The New York Times Chapel 1851-1904*
- b. 6 f. 6     *The New York Times: All The News That's Fit To Print 1851-1911*
- b. 6 f. 7     *The New York Times: It's Spirit and Its Growth 1851-1924*
- b. 6 f. 8     *25th Anniversary of Present Management 1896-1924*
- b. 6 f. 9     *A Study of the New York Times 1923-1924*
- b. 6 f. 10    *The Making of A Great Newspaper 1924*
- b. 6 f. 11    *New York Times 75th Anniversary 1926*
- b. 6 f. 12    *The Making of A Great Newspaper 1929*
- b. 6 f. 13    *How the New York Times Solved the Problem of Expanding Its Newspaper Plant 1949*
- b. 6 f. 14    *100 years of the New York Times 1951*
- b. 6 f. 15    *What is the New York Times? 1970*

#### Biographies

Series I: Subjects (cont.)

Biographies (cont.)

- b. 6 f. 16 Ochs, Adolph S. 1916-1935
- b. 7 f. 1 Ochs, Adolph S. 1916-1935
- b. 7 f. 2 Sulzberger, Arthur Hays 1931-1968
- b. 7 f. 3 Book and Education Division undated

Book Review

- b. 7 f. 4 General 1942-1978
- b. 7 f. 5-6 Market Studies 1980
- b. 8 f. 1-2 Market Studies 1980-1981
- b. 8 f. 3-6 Circulation: Booklets 1920-1970
- b. 8 f. 7 Contests 1925
- b. 8 f. 8 Editorials: Files Index 1913

Educational Activities

- b. 8 f. 9 General 1953-1967
- b. 8 f. 7 Calendars for Teachers 1967-1981
- b. 9 f. 1-2 Calendars for Teachers 1972-1980
- b. 9 f. 3 Clipping Thesis undated
- b. 9 f. 4 Current Affairs Filmstrips 1964-1965
- b. AV1 Current Affairs Filmstrips 1964-1965  
In addition to the paper files, four filmstrips are also included. The filmstrips are not available pending preservation
- b. 9 f. 5-8 Curriculum Guides 1954-1997
- b. 10 f. 1-4 Curriculum Guides 1954-1997
- b. 10 f. 5 News Highlights 1942
- b. 10 f. 6 Newsletter 1980
- b. 10 f. 7 Newspaper-In-Education-Program 1999
- b. 10 f. 8 Patterns for Newspaper Writing 1942, 1945
- b. 43 f. 4 Presidential Forum 1986-1987
- b. 10 f. 9-10 Promotional 1950-1980
- b. 11 f. 1 Promotional 1970-1980
- b. 11 f. 2-3 Research Report 1971, 1982
- b. 11 f. 4 *Story of How the News is Gathered* 1935-1964
- b. 11 f. 5 Student Newspapers 1972
- b. 11 f. 6 Employee Handbooks 1928-1982
- b. 11 f. 7 Employee Relations Policy Manual 1978
- b. 11 f. 8-9 *Expeditions: Polar Times* 1935-1961
- r. 1 *Facts About the New York Times* 1966-1978  
Microfilm restricted pending preservation transfer
- b. 12 f. 1-2 *Facts About the New York Times* 1976-1998

Fashion

- b. 43 f. 5 General undated
- b. 43 f. 6 *Fashion News: Facets of Fashion In The New York Times* 1989
- b. 12 f. 3 Show 1949-1950

Series I: Subjects (cont.)

Finances

- b. 12 f. 4-9 Budget: Five-Year Plan 1973-1984
- b. 13 f. 1 Budget: Five-Year Plan 1980-1984
- b. 13 f. 2-6 Budget: Three-Year Plan 1981-1987
- b. 14 f. 1-3 Budget: Three-Year Plan 1986-1992
- b. 14 f. 4-5 Financial News 1930-1954
- b. 14 f. 6 *Front Pages of the New York Times* 1851-1951
- b. 15 f. 1 Guides 1949-1971

House Organs

- b. 15 f. 2 *Amplifier* 1980
- b. 15 f. 3 *Audit Trails* 1996
- b. 15 f. 4 *Better Times* 1937-1938
- b. 15 f. 5 *Book Times* 1969
- b. 15 f. 6-7 *Changing Times* 1994
- b. 15 f. 8 *Classified Topics* 1936
- b. 15 f. 9-10 *Classified Newsletter* 1970-1974
- Confidential Report*
  - b. 15 f. 11-12 1971-1972
  - b. 16 f. 1-6 1973-1978
  - b. 17 f. 1-2 1979-1980
- b. 17 f. 3 *The Fact Is...* 1964-1965
- b. 17 f. 4 *Fast Forward Newsletter* 1996
- b. 17 f. 5 *Inside Advertising* 1984
- b. 17 f. 6 *Inside Classifieds* 1981
- b. 17 f. 7 *Inside the New York Times* 1997
- b. 44 f. 1-2 *The Little Times* 1928-1932
- b. 17 f. 8 *Magtimes* 1984
- b. 17 f. 9 *Management Newsletters* 1980
- b. 17 f. 10 *Medium Rare* 1944
- b. 17 f. 11 *The New Times* 1938-1939
- b. 17 f. 12 *News and Notes About Management* 1966
- b. 17 f. 13 *News From the Edge* 1993
- b. 17 f. 14 *NYTRENG News* 1982-1992  
The New York Times Regional Newspaper Group
- b. 18 f. 1 *One Ten Fifth* 1992
- b. 18 f. 2 *Our Times* 1999
- b. 18 f. 3 *PC Newsletter (Personal Computer)* 1992
- b. 18 f. 4 *Post Exchange* 1944-1945
- b. 18 f. 5 *Time Out* 1985
- b. 18 f. 6 *Times Reporter* 1947
- b. 18 f. 7 *Tiny Times* 1935-1939

Series I: Subjects (cont.)

House Organs (cont.)

- b. 18 f. 8 *T.R.A.I.N. Schedules* 1980  
Times Recreation Association in New York and New Jersey
- b. 18 f. 9 *Update for Management* 1979-1982
- b. 18 f. 10-11 *Winners and Sinners* 1951-1970
- b. 19 f. 1-10 *Winners and Sinners* 1962-1991
- b. 19 f. 8 *Work-Life Times* 1999
- b. 19 f. 9 Incentive Compensation Plan 1959
- b. 19 f. 10 International Edition 1960
- b. 43 f. 7 Japan 1931
- b. 20 f. 1-3 Labor Relations--Guild Contracts 1941-1984
- b. 20 f. 4 Labor Relations--ITU Contracts 1967-1973
- b. 20 f. 5 Library and Information Services 1970
- Marketing Studies
- b. 20 f. 6 1943-1945
- b. 44 f. 3 1946
- b. 20 f. 7 New York Suburbs 1947-1957
- b. 20 f. 8-9 1947-1948
- b. 20 f. 10 1952-1962
- b. 20 f. 11 New York Market Analysis 1953
- b. 44 f. 4 1957  
1959
- b. 21 f. 1 General
- b. 21 f. 2 Newspaper Attitude Study
- b. 21 f. 3 Readership
- b. 21 f. 4 Sunday Times Store Influence Survey
- b. 21 f. 5 Imported Cars 1961  
1962
- b. 21 f. 6 Congressional Record
- b. 21 f. 7 A Readership Study of Seven New York Newspapers
- b. 21 f. 8 1963
- b. 21 f. 9 Readership Habits 1967
- b. 21 f. 10-11 Tomorrow's Markets Today 1967-1968
- b. 22 f. 1-3 1968-1969  
1969
- b. 22 f. 4 Chief Executive Study
- b. 22 f. 5 Little, Arthur Inc.
- b. 44 f. 5 Advertising New York City Newspapers  
1970
- b. 22 f. 6 Basic Demographics
- b. 22 f. 7 Magazine Audience Demographics
- b. 22 f. 8 Readership

Series I: Subjects (cont.)  
Marketing Studies (cont.)  
1970 (cont.)

- b. 22 f. 9-10      General  
                         1972
- b. 22 f. 11-13     General
  - b. 23 f. 1         *New York Times Reader Traffic*
  - b. 23 f. 2         The News Product
  - b. 23 f. 3         Simons Study of Selective Markets
  - b. 23 f. 4         Newspaper Reading
  - b. 23 f. 5         The Challenge At The Summit
- b. 23 f. 6-8       1973  
                         1974
  - b. 23 f. 9         Marketing Opportunities
- b. 24 f. 1-3        Markets In Focus
  - b. 24 f. 4         The New York Executive
  - b. 24 f. 5         Reaching the Elites
- b. 24 f. 6-7        Reader Panel I and II
- b. 24 f. 8         Readership Among Corporate Officers and Executives
- b. 25 f. 1-3        1975  
                         1976
  - b. 44 f. 6         General
- b. 25 f. 4-5        New York Target Audience Vol. II  
                         1977
  - b. 25 f. 6         General
  - b. 25 f. 7         National Sunday Times
  - b. 25 f. 8         Reading And Book Publishing
  - b. 25 f. 9         Special Report
  - b. 26 f. 1         *The Wall Street Journal Competitive Analysis 1977-1982*
  - b. 26 f. 2         Census 1977-1979
- 1978
  - b. 26 f. 3         General
  - b. 26 f. 4         *The New York Times In Cleveland, Detroit, and Chicago*
  - b. 26 f. 5         Southern Connecticut
- b. 26 f. 6         1979  
                         1980
  - b. 26 f. 7         General
- b. 27 f. 1         General
  - b. 27 f. 2         *The New York Times in Chicago*
  - b. 27 f. 3         A Trend Study
- 1981
  - b. 27 f. 4         National Edition Analysis
- b. 27 f. 5-6        Readership Survey
- b. 27 f. 7         Circulation and Target Audience 1982

Series I: Subjects (cont.)  
Marketing Studies (cont.)

- b. 27 f. 8 Suburban Circulation 1983  
1988
- b. 45 f. 1 Corporate Middle Market
- b. 45 f. 2 The Travel Market  
undated
- b. 28 f. 3 Adult Readership in New York City Suburbs
- b. 45 f. 7 General
- b. 45 f. 8 Map
- b. 28 f. 4 Media Manual
- b. 28 f. 5 *The New York Times*
- b. 28 f. 6 Southern Connecticut
- b. 28 f. 7 Springfield, USA
- b. 28 f. 8 Microfilming Corporation of America undated
- b. 28 f. 9 New York Times Foundation 1978-1993
- b. 28 f. 10 New York Times Index undated
- b. 28 f. 11 New York Times Information Bank undated
- b. 29 f. 1-2 New York Times Information Bank undated
- b. 29 f. 3-5 *New York Times Magazine* undated  
New York Times News Service  
undated
- b. 29 f. 6 undated
- b. 30 f. 1 undated
- b. 45 f. 1 undated
- b. 30 f. 2-3 Oral History Program Catalogs 1972-1978
- b. 30 f. 4-6 Organizational Plans 1964-1966, 1986
- b. 45 f. 2 Organizational Plans 1964
- b. 30 f. 7 Pension Plans 1947  
Planning
- b. 30 f. 8 Committee on the Future 1967
- b. 31 f. 1-7 Committee on the Future 1967
- b. 45 f. 3-5 Narrative 1981-1985
- b. 45 f. 6 Printability Study ca. 1967
- b. 45 f. 7-8 Printing Equipment 1975-1980  
Reprints
- b. 32 f. 1-3 1952-1982
- b. 46 f. 1 1982
- b. 32 f. 4 From the Editorial Pages 1975
- b. 32 f. 5-7 *Securities and Exchange Commission: Form 10K* 1971-1977
- b. 33 f. 1-3 *Securities and Exchange Commission: Form 10K* 1978-1986
- b. 33 f. 4 Shakespeare Tercentenary undated
- b. 33 f. 5 Special Editions undated
- b. 33 f. 6 Spruce Falls Power and Paper Co. 1948



Series I: Subjects (cont.)

Staff

- b. 33 f. 7 Booklet For New Employees 1939-1982
- b. 46 f. 2 Induction Packet 1966
- b. 34 f. 1-6 Roster 1921-1941
- b. 34 f. 7-9 Telephone Directory 1948-1957
- b. 35 f. 1-5 Telephone Directory 1973-1998
- b. 35 f. 6 Telephone Instructions undated
- b. 46 f. 3 Teaching Resources 1973-1974
- b. 46 f. 4-7 *Times Week* 1944-1947
- b. 35 f. 7-9 *Trends of the Times* 1933-1942
- b. 36 f. 1-8 *Trends of the Times* 1942-1976
- b. 36 f. 9-13 Typographical Standards 1923, 1927, 1942, 1976
- b. 46 f. 8 Typographical Standards undated
- b. 36 f. 14 Washington, DC 1967
- b. 36 f. 15 Weather 1946
- b. 37 f. 1-2 Western Edition 1961, 1963
- b. 37 f. 3 WQXR 1948-1977

Series II: Times Talk 1947-2004 (7 boxes, 1 microfilm reel)

Times Talk is an in-house publication for the employees of The New York Times that ran from 1947 until at least 2004. This "house organ" contains articles highlighting company milestones and anniversaries, and celebrating of staff members' accomplishments. Times Talk was typically produced every month, although The Times issued the pamphlet less regularly in the 1990s and 2000s.

- b. 38 f. 1-8 1947-1953
  - b. 39 f. 1-6 1952-1957
  - b. 40 f. 1-8 1958-1965
  - b. 41 f. 1-6 1966-1971
  - b. 47 f. 1-5 1971-1975
  - b. 48 f. 1-5 1976-1980
  - b. 41 f. 7-8 1981-1982
  - b. 42 f. 1-5 1983-1987
  - b. 48 f. 6-7 1989-1991
  - b. 49 f. 1-7 1992-2001, 2004
  - r. 2 Index 1947-1980
- Microfilm restricted pending preservation transfer