

**Title:** York, Wilford Papers

**Call Number:** Mss-2751

**Inclusive Dates:** 1940 – 1965

**Bulk:** 1.0 cu. ft.

**Location:** GV, Sh. 049

**Historical Note:** Wilford D. York was a long-time advertising executive. In 1933, he and Harry Hoffman established their own advertising agency, Hoffman & York, in Milwaukee, and Wilford helped guide the firm until 1966-67. In addition to his business, Wilford was a prominent member of the First Congregational Church of Wauwatosa. During the 1950s and early 1960s, he chaired several committees, served as church moderator and also served as chairman of the National Association's Commission on the Ministry.

**Scope and Content:** The bulk of the records details York's activity with the First Congregational Church and consists of minutes, reports, newsletters, correspondence and speeches. There is one small file of business-related records.

**Administrative Note:** The collection was processed on December 21, 1999 by Kevin Abing.

<b>Records of the First Congregational Church of Wauwatosa</b>	<b>Box #</b>	<b>Folder #</b>
Annual Reports, 1957-1962	1	1
Church Council/Church Boards, 1953-1955	1	2
Board of Christian Education, 1951-1954	1	3
New Haven General Council, 1954	1	4
Council for Social Action, New Haven Conference: Merger, 1953-1954	1	5
Church Officers' Retreat, 1958-1960	1	6
Officers' Orientation, 1958	1	6A
Church Council/Church Boards, 1958	1	7
Church Council/Church Boards, 1959	1	8
Annual Meeting, 1959	1	9
Church Personnel, 1959	1	10
Church Plans, 1959	1	11
Building Project, 1959	1	12
Church Budgets, 1959-1960	1	13
Annual Meeting, 1960	1	14
Sermon, 1962	1	15
Pulpit Committee, 1962	1	16
Promotional Material, 1962 Fundraising Campaign	1	17
Photo Sheets, 1962 Fundraising Campaign	1	18
Workers' Kits, 1962 Fundraising Campaign	1	19
Worker Meetings, 1962 Fundraising Campaign	1	20

Source Material, 1962 Fundraising Campaign	1	21
Prior Campaign Pieces, 1957-1962	1	22
Campaign Administration & Overall Planning, 1962 Fundraising Campaign	1	23
Wisconsin Congregational Council, 1962	1	24
Child Therapy Program, 1958, 1964	1	25
Centennial History, 1945	1	26
Committee on Program and Budgets: Statement of Need, n.d.	1	27
Miscellaneous Material, 1955-1963: Legal Complaint and Answers, correspondence, reports	1	28
<b>Business Records</b>	<b>Box #</b>	<b>Folder #</b>
Miscellaneous Business Records, 1940-1952: Records pertaining to Civil Service work during World War II; series of memos on advertising and the media;	1	29