



Guide to the J. Walter Thompson Company. 16mm Microfilm Investigations, 1913-1950 and undated

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Summary

Collection Title:

J. Walter Thompson Company. 16mm Microfilm Investigations, 1913-1950 and undated

Creator:

J. Walter Thompson Company

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. The JWT 16mm Microfilm Investigations span the years 1913-1950 and consist of research reports, market studies, account histories, office overviews, campaign studies and other investigative documents. Clients include Andrew Jergens, Ballantine, Corning, Kodak, Emerson Drug, General Cigar, J&J Colman, J.B. Williams, J.P. Stevens, Johns-Manville, Lehn & Fink, Lever Brothers (Unilever), Lorillard, Northam Warren, Penick & Ford, Pond's, R.T. French, Scott Paper, Standard Brands and the U.S. Marine Corps. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3 Linear Feet (53 items)

Language:

Material in English

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Permalink:

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Preferred Citation

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Background

Scope and Content

The JWT 16mm Microfilm Investigations span the years 1913-1950 and consist of research reports, market studies, account histories, office overviews, campaign studies and other investigative documents. Clients include Andrew Jergens, Ballantine, Corning, Eastman Kodak, Emerson Drug, General Cigar, J&J Colman, J.B. Williams, J.P. Stevens, Johns-Manville, Lehn & Fink, Lever Brothers (Unilever), Lorillard, Northam Warren, Penick & Ford, Pond's, R.T. French, Scott Paper, Standard Brands and the U.S. Marine Corps.

Biographical/Historical

Beginning in the 1930s, documents from several JWT departments and functions were microfilmed, including Legal Department, Treasurer's Office, As Broadcast Scripts and Commercials for Radio and Television, Investigations, Publicity Department, Artwork, Consumer Panel, and Radio/Television Department. Documents were microfilmed in no order, and typed and hand-written indices were produced for the microfilms. It is believed that once microfilmed, most of the original documents were destroyed.

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Arrangement

Arranged by reel number and by the order of documents therein. Documents were microfilmed in no order. An alphabetical listing of companies and organizations is provided, followed by a more detailed contents listing of the reels. The present finding aid only documents microfilmed items identified under the category of Investigations.

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Administrative Information

Publication Statement

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Acquisition Information

The J. Walter Thompson Company. 16mm Microfilm Investigations were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987.

Processing Information

Processed by Rubenstein Library, 1987

Encoded by Richard Collier, December 2011

Materials may not have been ordered and described beyond their original condition.

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Related Materials

Related Material

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<http://library.duke.edu/digitalcollections/rbmscl/jwtadvertisingverticalfiles/inv/>

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<http://library.duke.edu/digitalcollections/rbmscl/jwtchicagononpropreports/inv/>

<http://library.duke.edu/digitalcollections/rbmscl/jwtnewyorkresearchdept/inv/>

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- Advertising -- Research
- Advertising
- Advertising -- United States -- History
- Advertising -- United States
- Advertising agencies -- United States
- Advertising agencies
- United States. Marine Corps
- Stevens (J.P.) Company, Roanoke Rapids, N.C.
- Unilever (Firm)
- Scott Paper Company
- Standard Brands Incorporated
- Penick & Ford, Ltd
- R.T. French Company
- P. Ballantine & Sons
- P. Lorillard Company
- Lehn & Fink
- Northam Warren Corporation

- Emerson Drug Company
- Eastman Kodak Company
- General Cigar Company (Philadelphia, Pa.)
- J.B. Williams Co
- J. Walter Thompson Company
- Johns-Manville Corporation
- John W. Hartman Center for Sales, Advertising & Marketing History
- Andrew Jergens Company (Cincinnati, Ohio)
- Corning Glass Works
- Chesebrough-Pond's.

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