



Guide to the J. Walter Thompson Company. 16mm microfilm Treasurer's Office records, 1916-1949 and undated

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Summary

Collection Title:

J. Walter Thompson Company. 16mm microfilm Treasurer's Office records, 1916-1949 and undated

Creator:

J. Walter Thompson Company

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. Collection includes correspondence, bills, approvals and releases, lists of stockholders, estimates, wage cards, legal files (lawsuits, judgments, claims), insurance documents and other printed materials. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3.0 Linear Feet

Language:

English

Language:

Materials in English

Collection ID:

RL.11720

Permalink:

<https://library.duke.edu/rubenstein/findingaids/jwt16mmtreasurers/>

Preferred Citation

[Identification of item], J. Walter Thompson Company. 16mm microfilm Treasurer's Office records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes correspondence, bills, approvals and releases, lists of stockholders, estimates, wage cards, legal files (lawsuits, judgments, claims), insurance documents and other printed materials. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York.

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

Organized into the following series: General Files; Accounts; Foreign Offices Group Insurance; Former Stock Holders; Lawsuits, claims, judgments, etc.; Old Releases (Lux); Signed estimates; and Talent Payment Department

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The J. Walter Thompson Company. 16mm microfilm Treasurer's Office records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987.

Processing Information

Processed by Richard Collier, Apr. 2019;

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

- J. Walter Thompson Company. Account files;
- J. Walter Thompson Company. International Offices;
- J. Walter Thompson Company. Legal Department records;
- J. Walter Thompson Company. Treasurer's Office records

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Names and Subjects

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