



Guide to the J. Walter Thompson Company. Corporate Anniversaries, 1945-2014 and undated

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Table of Contents

[Summary](#) 3

[Background](#) 4

[Arrangement](#) 4

[Administrative Information](#) 4

[Names and Subjects](#) 5

[Collection Inventory](#) 5

[General Files](#) 5

[100th Anniversary](#) 6

[125th Anniversary](#) 7

[150th Anniversary](#) 7

Summary

Collection Title:

J. Walter Thompson Company. Corporate Anniversaries, 1945-2015 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. Collection contains clippings, correspondence, published commemorations, videotapes, memorabilia and other materials produced or collected relating to key JWT anniversaries. Includes materials relating to anniversaries of the JWT London Office and also JWT's client relationship with Unilever. Acquired as part of the John W. Hartman Center for Sales, Advertising and Marketing History.

Extent:

5.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11170

Permalink:

<https://idn.duke.edu/ark:/87924/m19s5w>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Corporate Anniversaries, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

Contains clippings, correspondence, published commemorations, videotapes, memorabilia and other materials produced or collected relating to key JWT anniversaries. Includes materials relating to anniversaries of the JWT London Office and also JWT's client relationship with Unilever. Acquired as part of the John W. Hartman Center for Sales, Advertising and Marketing History.

[Return to Table of Contents](#)

Arrangement

Arranged chronologically.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

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Acquisition Information

The J. Walter Thompson Company. Corporate Anniversaries were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987-2015. Collection was assembled initially by JWT Archives staff and later Hartman Center staff from materials originally present in other JWT collections in order to facilitate routine reference inquiries.

Processing Information

Processed by Richard Collier, July 2016

[Return to Table of Contents](#)

Names and Subjects

- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

General Files, 1945-2002

125th anniversary lapel pin, 1989

Box 1

1945 Credentials Book, 1945	Box 1
Campaign, 100 Years of JWT and Unilever 1902-2002, 2002	Box 7
Fortune profile, 1947	Box 1
Fortune profile, 1947	Box 7
London Office: JWT at 70--What Next?, 1996	Box 7
London Office: Times Supplement, 1962	Box 7

[Return to Table of Contents](#)

100th Anniversary, 1963-1965

Acknowledgements, 1964-1965	Box 2
Advertising Age, 1964 Physical Description: 2 folders	Box 2
Correspondence, 1963-1965 Physical Description: 3 folders	Box 2
Historical advertisements, undated	Box 2
Letters, 1964-1965	Box 2
Materials for anniversary celebration, 1963-1964	Box 2
Office chronologies, undated	Box 2
RL-11170-3/4-001. 100 Years of Making Ads and Making History. Umatic., 1991	Box 3
RL-11170-3/4-002. 100th Anniversary Celebration Part 1 of 2. Umatic, 1991	Box 3
RL-11170-3/4-003. 100th Anniversary Celebration Part 2 of 2. Umatic, 1991	Box 3
Advertising Age feature issue (multiple copies), 1964	Box 4

Advertising Age feature issue (multiple copies), 1964	Box 8
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Advertising Age feature issue (multiple copies), 1964	Box 9
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[Return to Table of Contents](#)

125th Anniversary, 1989

Advertising Age, JWT at 125, 1989	Box 7
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Advertising Leadership 1864-1989, 1989	Box 1
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Advertising Leadership 1864-1989, 1989	Box 7
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Backstage Spotlight, 1989	Box 7
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Marketing Magazine: JWT 125th Supplement, 1989	Box 7
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[Return to Table of Contents](#)

150th Anniversary, 2013-2014

150th anniversary website correspondence, 2014	Box 5
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Advertising Age, 2014	Box 5
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Binder: Assets received from Duke University Archives, 2013	Box 5
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CBS Sunday Morning talking points, 2014	Box 5
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J. Walter Thompson Company 150 Years (multiple copies), 2014	Box 5
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Lions Daily News (multiple copies), 2014	Box 5
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Various artifacts: notebooks, mug, pin, 2014	Box 5
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Banners, circa 2014	Box 6
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[Return to Table of Contents](#)