



Guide to the J. Walter Thompson Company. Donald B. Armstrong Papers, 1966-1973

This collection guide was produced in **Feb. 16, 2016**.

This PDF version was created on **April 3, 2026**.

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Summary

Collection Title:

J. Walter Thompson Company. Donald B. Armstrong papers, 1966-1973

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. Donald Armstrong was an advertising executive with J. Walter Thompson Company (JWT), Young & Rubicam, and McCann-Erickson/Interpublic agencies.

Extent:

0.4 Linear Feet

Language:

English

Language:

Materials in English

Collection ID:

RL.11136

Permalink:

<http://library.duke.edu/rubenstein/findingaids/jwtarmstrongdonald/>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Donald B. Armstrong papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection spans 1966-1972 and includes correspondence, research reports and other printed matter. Companies represented include Ford and Congoleum. Report topics include Puerto Rico, South Africa and the JWT Chicago Office.

Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Harvard class of 1937; Lehn & Fink 1937-1939; Young & Rubicam 1937-1945; McCann-Erickson (Interpublic) 1946-1963; joined JWT 1963; Co-Director of JWT Review Board 1966; Executive Vice President, JWT 1971; retired 1977. Died 1990.

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

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Access Restrictions

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Acquisition Information

The J. Walter Thompson Company. Donald B. Armstrong papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a [gift/purchase/transfer] in [year].

Processing Information

Processed by Richard Collier, Feb. 2016

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Related Materials

Related Material

Related materials may be found in the following J. Walter Thompson Company Archives collections held in the Hartman Center:

Account Files; Detroit Office. Goldfarb Consultants Ford Research Reports; International Offices; New Business Records; New York Office Records; Wallace Elton Papers.

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Names and Subjects

- J. Walter Thompson Company
- Advertising executives -- United States
- Advertising agencies -- United States

- J. Walter Thompson Company

Collection Inventory

Detroit Office--1972 Review of JWT-Ford Division Advertising Research, 1972	Box 1
Detroit Office--A Proposal for a More Effective Marriage of Marketing Research to Marketing Planning, 1972	Box 1
Detroit Office--Research from Yankelovich re Ford Torino and Pinto consumer information, 1971-1972	Box 1
Detroit Office--The Role of Market Communications in Selling Automobiles, 1971	Box 1
New Business--Puerto Rico, 1969	Box 1
New York Office--Draft of an open letter to David Ogilvy, 1972	Box 1
New York Office--Executive Dining Room, 1972	Box 1
New York Office--Media Department, 1972	Box 1
New York Office--Review of Print Advertising Campaigns of Congoleum-Nairn and Key Competitors, 1966	Box 1
South Africa Office--Circle newsletter and organizational chart, 1972-1973	Box 1
Southern California Gas Company/Southern Counties Gas Company, 1967	Box 1
Target Group Index (AMRB), 1972	Box 1
Testing Advertising (Draft), 1971	Box 1
The Anatomy of a Commercial, 1969	Box 1
Use of Television for Corporate Advertisers (draft), 1972	Box 1

