



# **Guide to the J. Walter Thompson Company. Sidney Ralph Bernstein company history files, 1873-1964 (bulk 1963-1964)**

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## Summary

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### **Collection Title:**

J. Walter Thompson Company. Sidney Ralph Bernstein company history files,  
1873-1964, 1963-1964

### **Creator:**

J. Walter Thompson Company; Bernstein, Sidney Ralph, 1907-1993

### **Source:**

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

### **Abstract:**

Sidney Ralph Bernstein (1907-1993) was an editor and publisher who worked in a number of positions with Crain Communications, serving as President in the 1960s and 1970s. The collection represents a commemorative history project for the J. Walter Thompson Company's centennial anniversary in 1964. The history was not published. The collection consists of research files created or compiled by Sidney Ralph Bernstein and his research assistant Marianne Keating and include transcripts of interviews; notes and excerpts copied from publications, facsimile copies, correspondence, and printed material; correspondence and memoranda; manuscripts; speeches; indexes; clippings; lists; and chronologies. The collection documents the history of J. Walter Thompson Company through printed materials as well as personal reminiscences, recollections, and evaluations of the company by its executives and other employees. Topics include agency management; agency activities during World War II; and women in the advertising industry. Executives represented in the collection include: James Walter Thompson, founder of the company; Stanley Resor, Thompson's successor as president; Denis Lanigan; Howard Henderson; Norman Strouse; Ruth Waldo; and Sam Meek. Client companies featured in the files include Chesebrough-Pond's; Kodak; Kraft; Pan Am; and Scott Paper. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### **Extent:**

4.0 Linear Feet

### **Language:**

English.

### **Collection ID:**

RL.00667

### **Permalink:**

<https://idn.duke.edu/ark:/87924/m18s6z>

### **Preferred Citation**

[Identification of item], J. Walter Thompson Company. Sidney Ralph Bernstein company history files, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## **Background**

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### **Scope and Content**

The collection consists of research files created or compiled by Sidney Ralph Bernstein and his research assistant Marianne Keating and include transcripts of interviews; notes and excerpts copied from publications, facsimile copies, correspondence, and printed material; correspondence and memoranda; manuscripts; speeches; indexes; clippings; lists; and chronologies. The collection documents the history of J. Walter Thompson Company through printed materials as well as personal reminiscences, recollections, and evaluations of the company by its executives and other employees. Topics include agency management; agency activities during World War II; and women in the advertising industry. Executives represented in the collection include: James Walter Thompson, founder of the company; Stanley Resor, Thompson's successor as president; Denis Lanigan; Howard Henderson; Norman Strouse; Ruth Waldo; and Sam Meek. Client companies featured in the files include Chesebrough-Pond's; Kodak; Kraft; Pan Am; and Scott Paper.

### **Biographical/Historical**

Sidney Ralph Bernstein (1907-1993) was an editor and publisher who worked in a number of positions with Crain Communications, serving as President in the 1960s and 1970s. The collection documents a commemorative history project undertaken to commemorate the J. Walter Thompson Company (JWT) for its centennial anniversary in 1964. In 1962 JWT executives began meeting to plan activities for the company's 100th anniversary in 1964. They decided to commission a history of JWT and asked Sidney Bernstein, then Editorial Director of Advertising Age, to oversee the project. Bernstein was granted a leave from the publication to work on the history, along with a research assistant, Marianne Keating, a JWT employee. Interviews and research materials were gathered during 1963 and 1964 and in September 1964 a manuscript was delivered to Norman Strouse for review. The history was not published.

Sidney Ralph Bernstein was born in 1907 in Chicago. He received an education at the University of Illinois and the University of Chicago. Bernstein began work at age 15 at Crain Communications. In 1930 he was named editor of a new publication, Advertising Age, and steadily rose in Crain management over a career lasting 70 years. He was named President of Crain in 1964 and Chairman of the Executive Committee in 1973. Bernstein was elected to the American Advertising Federation's Advertising Hall of Fame in 1989. He died in Chicago in 1993.

Marianne Keating was born Mariannne Bier (or Byer) in 1922 in Ritzville, Washington. She attended the University of Washington and worked as a publicist for Oscar Serlin Productions (1942-1946) and Bernard Simon (1947-1949). A musician and actress, she toured the Pacific with USO during World War II and appeared on Broadway in 1945 in "Life with Father." From 1949-1951 Marianne worked as an executive assistant at Kenyon & Eckhardt. She married John Keating (1918-1968; editor and writer for Cue magazine) in 1951 and worked as administrative assistant at Sterling Advertising (1951-1956). Marianne joined JWT in 1956 and served in a number of positions as administrative assistant and public relations writer before assisting Sidney Bernstein on JWT's corporate history project (1963-1964). Following John Keating's death in 1968, Marianne departed JWT in 1969. In 1970; she married Charles McCarty (1920-2015), a New York musician and society orchestra leader. After JWT, Marianne worked with the Markle Foundation, the Population Council, and the Stern Fund. She retired in 1984 and died in New York in 2008.

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## Arrangement

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The collection is organized into the following series: Correspondence; Oral interview transcripts; Biographical files; International Office histories; Client files; J. Walter Thompson Company study working files; J. Walter Thompson Company history; Department files; Chapter files; and Manuscript.

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## **Administrative Information**

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### **Publication Statement**

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411 Chapel Drive

Duke University

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URL: <https://library.duke.edu/rubenstein/>

### **Access Restrictions**

Collection is open for research.

### **Acquisition Information**

The Sidney Ralph Bernstein Company History Files were transferred to the David M. Rubenstein Rare Book & Manuscript Library by the J. Walter Thompson Company in 1987.

### **Processing Information**

Processed by: Donna Longo DiMichele

Completed June 3, 1994

Encoded by Stephen Douglas Miller

Many of the folders contain excerpts, transcriptions, and other forms of copies of newspaper articles, reports, correspondence, and other documents. The folder dates refer to the date of original material, not the date of the copy. The folders were left in their original order.

Processing of this collection was supported in part by gifts from the J. Walter Thompson Company Fund and the John and Kelly Hartman Foundation.

### **Use Restrictions**

The copyright interests in the J. Walter Thompson Company. Sidney Ralph Bernstein Company History Files have not been transferred to Duke University. For further information, see the section on copyright in the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

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## Related Materials

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### Related Material

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

J. Walter Thompson Company. Biographical information;

J. Walter Thompson Company. Colin Dawkins papers;

J. Walter Thompson Company. Company histories, memoirs and reminiscences;

J. Walter Thompson Company. Corporate anniversaries;

J. Walter Thompson Company. Dan Seymour papers;

J. Walter Thompson Company. Denis Lanigan papers;

J. Walter Thompson Company. Howard Henderson papers;

J. Walter Thompson Company. International offices records;

J. Walter Thompson Company. James Webb Young papers;

J. Walter Thompson Company. John Devine papers;

J. Walter Thompson Company. Kennett Webb Hinks papers;

J. Walter Thompson Company. Norman H. Strouse papers;

J. Walter Thompson Company. Samuel W. (Samuel Williams) Meek papers;

J. Walter Thompson Company. Thomas Sutton papers;

J. Walter Thompson Company. William James Carlton diaries and biography.

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## Names and Subjects

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- Advertising -- United States -- History
- Advertising agencies -- United States -- History
- Advertising executives -- United States
- Women in the advertising industry
- Advertising agencies -- United States -- Management
- World War, 1939-1945 -- Economic aspects -- United States
- Bernstein, Sidney Ralph, 1907-1993
- Thompson, James Walter, 1847-1928
- John W. Hartman Center for Sales, Advertising & Marketing History
- Chesebrough-Pond's.
- Eastman Kodak Company
- Kraft Foods Company
- Pan American World Airways, Inc.
- Scott Paper Company

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## Collection Inventory

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### Correspondence, 1961-1968

#### Scope and Contents note

The Correspondence Series documents the planning phases of the project and the selection of Sidney Bernstein from a pool of prospective authors. Company executive Milton Moskowitz was primarily responsible for arranging the project but the Executive Committee approved all aspects of it. Bernstein's and his assistant Marianne Keating's research activities are described throughout the series. The correspondence includes biographical material about various company leaders, including William James Carlton and Stanley B. Resor, and information about the 1918 tax law case against the J. Walter Thompson Company.

Authors under consideration, 1961, April  
20-1963, May 8 1963, May 6-1968, undated

Box 1

**Physical Description:** 4 folders

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### Oral interview transcripts, 1963-1964

A substantial part of the project included interviewing company employees about their personal experiences and about clients. The transcripts of the interviews are in the Oral Interview Transcripts Series. Most of the interviews were indexed and provide access to four areas of information: Agencies and associations, accounts, personalities, and selected topics. Includes a list of interviewees, transcripts, and indexes. Arranged into two parts: Unrestricted Interviews and Additional Interviews; then alphabetically by the names of the interviewee. One group interview is at the end.

List of interviewees, 1963-1964 Box 1

### **Unrestricted interviews**

Harris, David Campbell, 1964 January Box 1

Flower, Henry, 1963 November Box 1

Hawes, Robert, 1964 November Box 1

King, Margaret, 1963 November Box 1

Lanigan, Denis, 1964 June Box 1

Meek, Sam, 1963 November Box 1

Monsarrat, John, 1964 February Box 1

Young, James W., 1963 November Box 1

### **Additional interviews**

Armstrong, Dan, 1964 January Box 2

Baldwin, Florence, 1964 January Box 2

Boyle, Joseph, 1963 November Box 2

Colwell, Robert and O'Meara, Walter, 1963  
November Box 2

Devine, John, 1964 September Box 2

Henderson, Howard, 1963 November Box 2

Hinks, Kennett W., 1963 November Box 2

Kohl, Howard, 1964 March Box 2

Lydecker, Garrett, 1963 November	Box 2
Mygatt, Phil, 1964 January	Box 2
O'Meara, Walter, and Colwell, Robert, 1963 November	Box 2
Owett, Bernard, and Seibert, Wilson, 1964 January	Box 2
Perry, William A., 1963 November	Box 2
Rheinstrom, Carl, 1963 November	Box 2
Robinson, Ed, 1964 January	Box 2
Rubicam, Ray, 1964 January	Box 2
Seibert, Wilson, 1963 November	Box 2
Seymour, Dan, 1963-1964	Box 2
Stephenson, Nancy, 1963 October	Box 2
Strouse, Norman H., 1963-1964	Box 2
Temphest, Margaret, 1963 November	Box 3
Thorburn, Don, 1963 October	Box 3
Vorce, Richard, 1964 April	Box 3
Waldo, Ruth, 1964 May	Box 3
Copywriter's luncheon (Downing, Ruth; Foster, Ann; Littlefield, Mary Jo; Ostrum, Doris), 1963 November	Box 3

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## **Biographical files, 1916-1964**

### **Scope and Contents note**

The Biographical Files Series has varying quantities of information about officers and staff, some derived from printed sources and some from personal narratives. Most of the files contain information about more than one executive or staff member since, in many of the narratives, subjects discuss other

employees. Contains correspondence, notes, resumes, clippings, transcripts of interviews, excerpts, and essays. Arranged alphabetically by the names of the subjects, with a miscellaneous folder at the end.

B: Baillie, Lloyd, undated; Bayley, Robert, undated; Benoit, Woodrow, undated; Blomquist, Arthur, 1964; Brady, Curtis, 1963; Buchanan, Robert, undated	Box 4
C: Castle, Robert, 1964; Cherington, Paul T., undated	Box 4
Colwell, Robert Talcott, 1945-1963, undated	Box 4
D: Danker, Jr., Daniel; Day, William L., undated	Box 4
E: Eaton, Seymour, 1916; Esty, John, undated; Esty, William, 1925, undated	Box 4
F: Flower, Henry C.; Francisco, Don, undated	Box 4
Gretchell, J. Stirling, 1924-1963, undated	Box 4
G: Gordon, Eli; Grimes, Arthur, undated	Box 4
H: Haynes, Storrs, undated; Herrmann, Harry, undated; Hewitt, Anderson, 1964	Box 4
Hinks, Kennett W., 1925-1963	Box 4
H-J: Hocker, William, 1964; Huff, Clayton, undated; Ireland, Harry M., undated; Johnson, Arno H., undated; Jones, Ruth, undated	Box 4
K-L: Kinney, Gilbert, undated; Kohl, Howard, 1964, undated; Laurie, Jr., William D., 1964; Legler, Henry Mayson, undated; Lemon, Luther Orange, undated; Lochridge, Willard, 1963	Box 4
Meek, Sam, 1963, undated	Box 4
Mygatt, Phillip, undated	Box 4
O'Meara, Walter, 1963, undated	Box 4
Palmer, William G., undated	Box 4

Perry, William A., 1963	Box 4
Privett, John A., 1964, undated	Box 4
Raymond, Charles, E., undated	Box 4
Reber, John U., 1964, undated	Box 4
Resor, Helen, undated	Box 4
Resor, Stanley B., 1936-1964, undated	Box 4
Resor, William E., 1919, undated	Box 4
Richey, S. Hunter, undated	Box 4
Robinson, Edward N., 1961-1963, undated	Box 4
Seibert, Wilson, undated	Box 4
Stanton, Henry T., 1954-1964, undated	Box 4
Stephenson, Frank and Stephenson, Nancy F., undated	Box 4
Stevens, Henry, 1963, undated	Box 4
Strouse, Norman H., 1963	Box 4
Sutton, Thomas F., 1965-1966	Box 4
Tarlton, John V., circa 1958, undated	Box 4
Thompson, W. Roosevelt, 1964	Box 4
Thorburn, B. Donaldson, 1959-1964, undated	Box 4
Tinker, Jack, undated	Box 4
Van Nest, Dean, undated	Box 5
Waldo, Ruth, 1948-1964, undated	Box 5
Young, James Webb, 1916-1964, undated	Box 5
Young, James Webb, 1957	Box 11

**Physical Description:** oversized

Watson, Jon Broadcus, undated; Wilson, Edward G., 1960-1965; Woodward, W. E., 1964, undated	Box 5
Miscellaneous, 1925-1964, undated	Box 5

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## **International Office histories, 1946-1964**

### **Scope and Contents note**

The International Office Series also contains personal narratives about office histories, chronologies, and client relations. Includes interview transcripts, historical essays and chronologies, correspondence and memoranda, notes, and lists. Arranged with an information file at the beginning; followed by files for various countries, arranged alphabetically by the name of the country.

Information and budgets file, 1946-1964, undated	Box 5
Australia, 1963, undated	Box 5
Belgium, 1963 December, undated	Box 5
Canada, 1963 February-1964 August, undated	Box 5
England, 1964, undated	Box 5
Chile, 1964 February, undated	Box 5
India, 1964, undated	Box 5
Italy, 1964 February	Box 5
Mexico, 1964 February	Box 5
Netherlands, 1964 April-July	Box 5
Pakistan, 1964 February	Box 5
Philippines, 1964 April	Box 5
South Africa, 1964 January	Box 5
Sri Lanka, 1963 February	Box 5

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## Client files, 1916-1967

### Scope and Contents note

Subjects in the Client Files Series that have the most documentation include Chesebrough-Pond's, Eastman Kodak Company, Kraft Foods Company, Pan American World Airways, and Scott Paper Company. Includes clippings, notes, correspondence and memoranda, lists, printed material, negatives, speeches, house organs, and advertisements. See also oversize. Arranged alphabetically by the clients' names.

Arbuckle Brothers/Yuban Coffee, 1921 April-1964 June	Box 5
Chesebrough-Pond's, 1919 <b>Physical Description:</b> oversize	Box 11
Chesebrough-Pond's, 1952-1967 September, undated	Box 5
Coca Cola, 1929	Box 5
Eastman Kodak Co., 1960-1965, undated	Box 5
Ford Motor Co., 1916-1967, undated	Box 6
General Cigar Co., 1932-1946 July	Box 6
General Motors Co., 1929 June-1963 August	Box 6
J. B. Williams, 1963 December	Box 6
Jergens Co., 1963 November-1964 April	Box 6
Kraft Foods Co., 1926 January-1967 May, undated	Box 6
Kraft Foods Co., 1967 <b>Physical Description:</b> oversize	Box 11
Lamont, Corliss & Co., undated	Box 6
Lever Brothers Co., 1902-1966 May, undated (online item available)	Box 6
<b>Digital Object:</b> <a href="#">Lever Brothers Co., 1902-1966 May, undated</a>	

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Lever Brothers Co., 1940-1964	Box 11
<b>Physical Description:</b> oversize	
Libby, McNeill & Libby, 1930 September-1965 June, undated	Box 6
Liggett & Myers Tobacco Co., 1964 June-1966 April, undated	Box 6
Lorillard, 1941 April	Box 6
Maxwell House Coffee (Cheek-Neal), 1958-1959, undated	Box 6
Mehtholatum Company, 1966 October	Box 6
Northam Warren/Cutex, 1919	Box 11
<b>Physical Description:</b> oversize	
Odorono Co., 1919	Box 11
<b>Physical Description:</b> oversize	
Pan American World Airways, 1955 November-1967 January, undated	Box 6
Phillips Petroleum Co., 1964 March-1965 July	Box 6
Phillips Petroleum, 1965	Box 11
<b>Physical Description:</b> oversize	
Prudential Insurance Co., 1901-1902	Box 11
<b>Physical Description:</b> oversize	
Prudential Life Insurance, 1902-1965, undated	Box 6
Puralator Products, 1964 June-1965 January	Box 6
Quaker Oats Co., 1961-1964 June	Box 6
Radio Corporation of America, 1953-1954, undated	Box 6
Religion in American Life campaigns, 1964 September-1966 January, undated	Box 6

Scott Paper Co., 1953 February-1965 May, undated	Box 6
Seagram's, 1967 April	Box 6
Seven-Up, 1963 December-1966 January, undated	Box 6
Shell, 1916 September, undated	Box 6
Singer Co., 1963 September-1964	Box 6
Standard Brands, 1935 April-1964 February, undated	Box 6
Union Central Life Insurance, 1932 December	Box 6
United States Lines, 1964 February	Box 6
United States Playing Card Co., 1916 September-1964 October	Box 6
United States Rubber, undated	Box 6
Warner-Lambert Pharmaceutical Co., 1965 October	Box 6
World's Fair, 1963 November-1964 March	Box 6
Miscellaneous:	Box 7
Client Lists: Case History Excerpts, 1916-1964	Box 7
Coffee marketing and advertising by the J. Walter Thompson Company (short histories of Yuban; Maxwell House; Chase & Sanborn), 1960	Box 7

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## **J. Walter Thompson Company Study, working files, 1916-1959**

### **Scope and Contents note**

The topical files in the J. Walter Thompson Company Study, Working Files Series comprise a collection of information on various topics, most of which was created by the J. Walter Thompson Company agency or its executives. Consists of speeches; commentaries; notes; and excerpts copied from correspondence,

speeches, business files, and publications. Files retain Bernstein's original order and folder titles; information in brackets added for clarification Arranged by file numbers assigned by Bernstein.

- |  |       |
|--|-------|
| No. 1, Resor, Stanley B., speech in class 1916<br>[Resor, Standey B.: speeches, 1916-1919;<br>manuscript for publication, 1919; comments,<br>1957; Lasker, A. D.: Ad Age (excerpts), 1953;<br>Young, James Webb: comments, 1956] | Box 7 |
| No. 2, "Policy Letters" [Stanley B. Resor and<br>Samuel Meek, 1920 April-1952 July, undated  | Box 7 |
| No. 3, "Agency Compensation," 1956,<br>September-1959, undated   | Box 7 |
| No. 4, "Agency as Unique" [comments about<br>JWT solicited by Maurice F. Hanson from other<br>company executives], 1947-1959 January   | Box 7 |
| No. 5, JWT and Charles E. Raymond [Excerpts<br>from JWT Advertising Books, JWT Blue Books,<br>Charles E. Raymond ( "Reminiscences" , 1932)<br>and Frank Presbrey ( History and Development<br>of Advertising, 1929], 1895-1929   | Box 7 |
| No. 6, "Notes on JWT Study" [1950s study by<br>Howard Henderson?], 1916 February-1959<br>January, undated  | Box 7 |

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## **J. Walter Thompson Company history, 1873-1964, (1960-1964)**

### **Scope and Contents note**

Includes notes, excerpts, clippings, lists, correspondence, memoranda, house organs, speeches, and writings. Files retain Bernstein's original order and folder titles; information in brackets added for clarification. Arranged alphabetically by folder titles.

- |  |       |
|--|-------|
| Clipping file [includes excerpts], 1873-1964<br>March, undated       | Box 7 |
| Decor [office descriptions and floor plans],<br>1947-1964, 1947-1964 | Box 7 |

Financial materials, 1917-1964 March	Box 7
Hollywood office history, 1963 December-1964 May	Box 7
J. Walter Thompson Company correspondence [facsimiles], 1893-1917, 1893-1917	Box 7
J. Walter Thompson Company Seminars, 1960 November-1964, undated	Box 7
N.W. Ayer & Son history, undated	Box 7
Previous histories [ JWT News; Howard Henderson], 1935 January-1960 June	Box 7
Published Articles [clippings], 1964, undated	Box 7
Significant dates, 1953-1964, undated	Box 7
Tax case affidavit, 1918-1969	Box 7
Quotes on advertising and other articles, 1923 October-1964 February, undated	Box 8
What We Say About Ourselves in Memoirs, Talks, etc., [Howard Henderson's files], 1956 September-1959 November, undated	Box 8
Women [in the J. Walter Thompson Company], 1918 May-1964, undated	Box 8

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### **Department files, 1931-1964, undated**

#### **Scope and Contents note**

Includes clippings, excerpts, memoranda, lists, manuscripts, and notes. Files retain Bernstein's original order and folder titles. See also oversize. Arranged with a report on all departments first, then alphabetically by department name.

All departments: report by Stanley B. Resor, 1931-1932	Box 8
Radio department, 1935-1964, undated	Box 8

Research department, 1932-1964, undated	Box 8
Television department, 1957-1964, undated	Box 8
Television department, 1963 <b>Physical Description:</b> oversize	Box 11
Type department, 1955-1963, undated	Box 8

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## Chapter files, 1873-1964

### Scope and Contents note

The Chapter Files Series includes genealogical information about Mr. J. Walter Thompson and his family. Most of the files in the Chapter Files Series are collections of research material to be used in the manuscript; there are no chapter manuscripts in the series. Includes correspondence, memoranda, clippings, excerpts, reports, legal papers, research papers, interviews, indexes to chapters, and notes. Dates in parentheses are time spans covered in the chapters. Arranged by numbers assigned to files by Bernstein.

Book outline, circa 1964	Box 8
1: J. Walter Thompson himself, 1928-1964, undated	Box 8
1: J. Walter Thompson himself/ W. Roosevelt Thompson, 1957-1965	Box 8
1: J. Walter Thompson himself/ Carlton & Smith [biographical information about William J. Carlton], 1873-1964	Box 8
2: James Walter Thompson takes over (1878-1908), 1900-1966, undated	Box 8
3: Enter Stanley B. Resor (1908-1917), 1908-1963, undated	Box 8
4: The Salad Years (1916-1930), 1925-1966, undated	Box 9
5: Radio Enters the Scene, 1964, undated	Box 9

6: Depression and Defense (1930-1941), 1930-1964	Box 9
7: War and Its Aftermath (1942-1949), 1942-1964, undated	Box 9
8: Television Busts the Business Wide Open (1937-?), 1964	Box 9
9: The Foreign Story (1899-1964)	Box 9
10: Giantism and the End of an Era (1950-1964), 1958-1964, undated	Box 9
11: World-Wide Agency--100 Years Later, 1946-1964, undated	Box 9
12: Agencies and Their Clients, 1964	Box 9
13: Agencies, Business, and Society, 1960s, 1964, undated	Box 9
14: Problems of the Future	Box 9
1961-1964, undated	Box 9
<b>Physical Description:</b> 2 folders	
Sources, 1907-1914, undated	Box 9
Questions, 1957-1964, undated	Box 9
Appendices, credits, 1964, undated	Box 9

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## **Manuscripts, 1964**

### **Scope and Contents note**

Contains the project manuscript. Arranged by chapter numbers.

Introduction, etc.	Box 10
Chapters, 1-End	Box 10
<b>Physical Description:</b> 4 folders	

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