



Guide to the J. Walter Thompson Company. Joseph E. Boyle papers, 1883-1992

This collection guide was produced in **2022 JANUARY**.
This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Table of Contents

Summary	4
Background	5
Arrangement	7
Administrative Information	7
Related Materials	8
Names and Subjects	8
Collection Inventory	9
Public Relations	9
Brinks Express Co.	9
Columbia University	9
Foreign Agriculture Service	9
J. Walter Thompson Company	9
Protestant National Episcopal Council	10
Speeches	11
Manuscript Materials	11
Business, Self-Help, and Non-Fiction Books	11
Correspondence and Notes	12
Journalistic Writing	12
Novels	13
Poetry	14
Short Stories	15
Notes and Clippings	15
General Files	15
Manuscript Research	17
Personal Materials	17
Angus Hibbard	17
Correspondence	19
Family Materials	19
Finance	20
General	20
Kansas State Normal School	20
Memorabilia	20
Personal Property	21

Printed Materials	21
University of Kansas	21

Summary

Collection Title:

J. Walter Thompson Company. Joseph E. Boyle papers, 1883-1992

Source:

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

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. In 2018 JWT merged with Wunderman to form Wunderman Thompson. Joseph Essig Boyle (1899-1976) was a Vice President and Public Relations Director at JWT from 1948 to 1965. The collection includes clippings; correspondence; reports; black-and-white photographs; texts of speeches and other writings (journalism, poems, novels, short stories); and other printed materials that document Boyle's career in public relations at the Protestant National Episcopal Council and at J. Walter Thompson, as well as materials Boyle used in teaching public relations courses at the School of General Studies, Columbia University. Entities represented in the collection also include Angus Hibbard, Brinks Express Company, Kansas State Normal School, Public Relations Society of America, Sun-Maid Raisin Growers Association, Topeka High School, the United States Foreign Agriculture Service, and the University of Kansas. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

15.0 Linear Feet

Language:

Materials in English.

Collection ID:

RL.11945

Permalink:

<https://idn.duke.edu/ark:/87924/m14j01>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Joseph E. Boyle papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

This collection includes clippings; correspondence; reports; black-and-white photographs; texts of speeches and other writings; and other printed materials that document Boyle's career in public relations at the Protestant National Episcopal Council and at J. Walter Thompson, as well as materials Boyle used in teaching public relations courses at the School of General Studies, Columbia University. Entities represented in the collection also include Brinks Express Company, Kansas State Normal School, Public Relations Society of America, Sun-Maid Raisin Growers Association, Topeka High School, the United States Foreign Agriculture Service, and the University of Kansas.

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. In 2018 JWT merged with Wunderman to form Wunderman Thompson. Joseph Essex Boyle (1899–1976) was a Vice President and Public Relations Director at J. Walter Thompson from 1948 to 1965.

Born on June 19, 1899, in Bennington, Kansas, Boyle attended Kansas State College in 1917 before transferring to University of Kansas in 1918. He graduated in 1921 with an A.B. in Liberal Arts and Journalism. While in college, he edited the daily college newspaper, *The Daily Kansan*, and completed a journalistic apprenticeship at the Emporia (Kansas) Gazette under newsman William Allen White.

From 1921 to 1926 he worked at various offices of the Associated Press, first as a reporter (Kansas City), and then as a bureau manager (Jefferson City, Missouri; Topeka, Kansas; Dallas and Austin, Texas; Madison, Wisconsin; Chicago, Illinois). In 1927 or 1932 (accounts vary), he briefly opened his own publicity business in Chicago, the Joseph E. Boyle Company. From 1938 through 1943, he was Director of Promotion of the National Council of the Episcopal Church, during which time he also served as editor of the official national magazine of the Episcopal Church. After leaving this position, he would continue to head publicity and promotional campaigns for his local Episcopal Church in New York City.

Boyle began working for J. Walter Thompson Company in New York City in 1943. In 1944, he became head of what was then called the Press Bureau.

He was elected Vice President and Director of Public Relations–Publicity Department in 1948, a position he held until his retirement in 1965–66. His successor in this position was Loy J. Baxter.

While at J. Walter Thompson, Boyle worked with a variety of accounts, including Eastman Kodak Company, Institute of Life Insurance, American Bankers Association, Institute of Banking, New York World's Fair, Oxford University Press, Singer Company, Warner-Lambert Company, Chesebrough-Pond's, and Standard Brands, Inc.

Boyle's other professional activities included serving as Chairman of the Educational Committee and Public Service Committee of the Public Relations Society of America and participating as a panelist in public relations seminars sponsored by the Public Relations Society of America. He held professional memberships with the Public Relations Society of America and the Advertising Club of New York.

Concurrently with other work, starting in 1941–42, Boyle taught public relations at the School of General Studies, Columbia University. Over the course of his career at Columbia, he taught an estimated 2,000 students before retiring from Columbia in 1969.

After his retirement from J. Walter Thompson, Boyle worked as a consultant with the US Government's Foreign Agriculture Service from 1966–70.

Boyle's civic and educational activities included active membership in the National Council of the Churches of Christ and the Alumni Council of the School of General Studies at Columbia. In 1962, he established the Joseph E. Boyle Scholarships in Public Relations at Columbia.

Throughout his life, Boyle was a prolific writer in a number of genres: journalism, non-fiction essays, pamphlets, poetry, short stories, and novels. This collection includes a variety of unpublished literary manuscripts. Boyle wrote under a number of pen names including Jon Barton, Essex Boyle, Exxex Boyle, James Brent, Justus Essex, Will O. Lane, J. O'Boyle, Paul de Tarsus, and Jene Tremaine.

Boyle was married to Nell Boyle (née Hughes), who died in June 1974. The couple had two daughters, Dorothy Jane Boyle (later Huyck, married to Earl E. Huyck, Bethesda, MD) and Betty-Jo Boyle (later Rule, married to Lloyd W. Rule, Denver, CO). At the time of his death on in Bronxville, New York, September 16, 1976, at age 77, he was survived by his daughters, four sisters (Naomi Cole [Kansas City], Zenobia Kissinger [Bennington, Kansas], Nellie Partridge [Bennington, Kansas], Chris Dewey [Minneapolis, Kansas]), and twin brothers (Benson Boyle [Hastings, Nebraska] and Bentley Boyle [Bennington, KS]).

Boyle maintained a friendship with Angus S. Hibbard, a Chicago inventor, executive of the American Telephone & Telegraph Company, poet and

composer. This collection contains some of Hibbard's musical work, fiction, and autobiographical writings.

[Return to Table of Contents](#)

Arrangement

Organized into the following series: Public Relations; Speeches; Manuscript Materials; Notes and Clippings; Personal Materials.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

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 Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The J. Walter Thompson Company. Joseph E. Boyle papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2017.

Processing Information

Processed by Emma Davenport, February, 2022.

Accessions described in this collection guide: 2017-0222

[Return to Table of Contents](#)

Related Materials

Related Material

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

J. Walter Thompson Company. Public Relations records; J. Walter Thompson Company. Biographical Information; J. Walter Thompson Company. Iconographic collection.

[Return to Table of Contents](#)

Names and Subjects

- Advertising -- Public relations
- Public relations
- Journalism
- Self-help
- American poetry -- 20th century
- Novels
- Short stories
- Citrus fruit industry
- Columbia University -- Faculty
- John W. Hartman Center for Sales, Advertising & Marketing History
- Episcopal Church
- Public Relations Society of America
- Sun Maid Growers of California
- Hibbard, Angus S. (Angus Smith), 1860-1945
- J. Walter Thompson Company
- United States. Foreign Agriculture Service
- Boyle, Joseph E.

Collection Inventory

Public Relations, 1925-1972

Brinks Express Co., approximately 1931

Press releases, reports, etc., approximately 1931 Box 1

Clippings, draft report, approximately 1931 Box 10

Columbia University, 1941-1969

Course materials, 1941-1969 Box 1

Physical Description: 10 folders

Scope and Contents

School of General Studies, Public Relations and Professional Writing courses; reports and correspondence related to the development of the courses over time; fundraising and advertising for the School of General Studies and the courses; course syllabi, notes, and lectures; student work

Foreign Agriculture Service, 1966-1970

Memos, reports, etc., 1966-1970 Box 1

Physical Description: 2 folders

Scope and Contents

Includes materials pertaining to the marketing of cranberries in the United Kingdom, and the citrus market in Germany

Receipts and financial, 1966-1970 Box 7

Report--Marketing of California-Arizona Citrus Fruit, 1966 Box 7

J. Walter Thompson Company, 1926-1972

Booklet--"To the Girls Who 'want to write'-- BETTER", approximately 1945 Box 1

Compensation and finances, 1959-1972 Box 1

Correspondence, 1965 Box 1

Lord & Thomas creeds (advertising campaign in Printers' Ink, 1916-1917), 1963	Box 1
Memo regarding IRS treatment of public relations and advertising expenses, 1959	Box 1
Public Relations Society of America, Inc., 1959	Box 1
Speech by Don Francisco, "Making America Click", 1938	Box 1
Speeches and articles by James Webb Young, 1949-1961	Box 1
Sun-Maid Raisin Growers Association account history, 1926	Box 1
Tool--Logarithmic scale of proportions, 1930s	Box 1

Protestant National Episcopal Council, 1925-1972

Christ Church, every member canvass, 1967	Box 1
Correspondence, clippings etc., 1938-1939	Box 7
Correspondence, notes, reports, 1964-1971	Box 1
Correspondence and speeches, 1935-1941, undated	Box 1
Correspondence regarding resignation, 1943	Box 1
The Episcopalian circulation sales program, 1967-1972	Box 1
Physical Description: 2 folders	
The Episcopalian circulation sales program, 1967-1972	Box 7
The Episcopalian circulation sales program, 1967-1972	Box 12
Periodicals, 1925, 1934	Box 1

Scope and Contents

Includes Jan. 25 issue of The Diocese of Chicago's Publicity newsletter, which announces Boyle's debut as editor and manager of the publication;

and the Dec. 21, 1934 issue of The Christian Community which includes a reprint of Boyle's article "Yuletide Round the Globe"

Printed materials--Covers of Forth, 1943-1944 Box 1

Printed materials: Federation of Church Clubs, approximately 1929 Box 1

Scope and Contents

Includes: Inspiring Men (1929); The Church Club Movement

Report on publicity activities, Church Club of Chicago, 1934 Box 1

Report on the Department of Promotion, 1943 Box 1

Report--The Episcopal Church Today as Seen by Clergymen and Laymen, 1964 Box 1

Sermon: by Rev. Philip Carrington at the Commencement of Western Theological Seminary, Evanston, 1933 Box 1

[Return to Table of Contents](#)

Speeches, 1938-1964

Drafts and texts, 1938-1942 Box 7

Drafts and texts, 1943-1964 Box 1

Drafts and texts, 1943-1964 Box 2

Physical Description: 11 folders

[Return to Table of Contents](#)

Manuscript Materials, 1910-1975

Business, Self-Help, and Non-Fiction Books, 1919-1968

Be Madly Independent in Your Sixties, approximately 1965 Box 2

Physical Description: 2 folders

"Crisis in Communications", 1960s Box 2

"Farewell Worry!", 1933-1934	Box 2
"Farewell Worry!", 1933-1934	Box 7
"How to Get Along with That So-and-So", approximately 1956	Box 2
"How to Succeed", 1950	Box 2
How to Win Identity with Your Boss(es), 1967 Physical Description: 3 folders	Box 2
Prayer-Thoughts, 1958	Box 2
"Public Opinion", approximately 1919	Box 2
"Selling Your Ideas is Selling Yourself", approximately 1950s	Box 2
Singing Through the Years: Selected Writings of Angus S. Hibbard, 1883-1940, 1930s-1947 Physical Description: 3 folders	Box 2
"The Communications Man", 1966	Box 2
"The Talking Animal", 1968	Box 2
Correspondence and Notes, 1929-1972	
Ideas and source material, 1959-1961	Box 2
Literary fellowship applications, 1937-1940	Box 2
Manuscript submissions, 1929-1946 Physical Description: 2 folders	Box 2
Scott Meredith and Parker Publishing Co., 1966-1972	Box 7
Journalistic Writing, 1920-1952	
"An Experiment in Human Living": Evergreen Community, 1935	Box 2
Article--Must Sell Self by Advertising, Business Told, 1952	Oversize-folder 1

Manuscripts and correspondence, 1920-1941	Box 2
Physical Description: 2 folders	
Speech materials: Samuel L. Joshi, Dartmouth College, 1928	Box 3
<hr/>	
Novels, 1932-1975	
Affair of a Big-City Girl (Essex Boyle), approximately 1970	Box 3
Physical Description: 2 folders	
Affair of a Big-City Girl (Essex Boyle), approximately 1970	Box 7
Physical Description: 5 folders	
Cameron Kent (Essex Boyle), 1932	Box 3
Physical Description: 4 folders	
Flame in the Sky (Justus Essex), 1937-1938	Box 3
Physical Description: 5 folders	
Hometown, 1972-1975	Box 3
Physical Description: 8 folders	
Inside the Temple (Paul de Tarsus), approximately 1970s	Box 3
Physical Description: 4 folders	
Inside the Temple (Paul de Tarsus), approximately 1970s	Box 4
Physical Description: 3 folders	
Mama Rules the Roost (H. Essex Boyle), approximately 1940s	Box 4
Physical Description: 5 folders	
Notes and book ideas, 1959-1972	Box 4
Physical Description: 2 folders	
Red Ebony (Essex Boyle), approximately 1940s	Box 4
Physical Description: 2 folders	

Reporter for God (Will O. Lane), approximately 1950s Box 4

Physical Description: 2 folders

So Long As We Love (Essex Boyle), approximately 1970s Box 4

Physical Description: 4 folders

The Cottrells of Eden (Essex Boyle), 1941 Box 4

Physical Description: 2 folders

The Merry-Go-Round, 1970 Box 7

The Prince (or Prince Baxter or Depression) (Essex Boyle), 1934 Box 4

Physical Description: 2 folders

The Unknown Soldier (Joseph E. Boyle), 1933 Box 4

Physical Description: 2 folders

The Well of Springing Water (Justus Essex), 1939 Box 5

Physical Description: 2 folders

To Paradise and Back Again, 1936 Box 5

When Is Tonight? (Essex Boyle), 1935 Box 5

Physical Description: 2 folders

Poetry, 1918-1933

Collection: "Dedicated to Red-Blooded American Youth", 1929 Box 5

Manuscripts, 1918-1923, undated Box 5

Physical Description: 4 folders

Manuscripts, 1924-1925 Box 7

Notebooks, 1923-1926 Box 5

Physical Description: 4 folders

"The Cry of the Unemployed" and "Mother", 1933 Box 5

Short Stories, 1910s-1948

Manuscripts, approximately 1918-1948	Box 5
Physical Description: 8 folders	
Scope and Contents	
Note: One story includes racist characterizations of Black characters	
Manuscripts, approximately 1918-1948	Box 6
Physical Description: 5 folders	
Manuscripts, approximately 1918-1948	Box 7
Research and manuscript materials on the Depression, 1933-1937	Box 6
Notebooks, 1910s-1920s	Box 6
Physical Description: 2 folders	
Ideas and source material, 1931-1941	Box 6

[Return to Table of Contents](#)

Notes and Clippings, 1919-1975

General Files, 1919-1975

Advertising Age (J. Walter Thompson Centennial), 1964	Box 12
Annual advertising awards, 1948-1949	Box 6
Articles, press mentions, 1958-1965	Box 12
Books and writing, approximately 1960s-1970s	Box 6
Books and writing, 1964-1971	Box 12
Books and writing, 1964-1971	Box 7
Chicago World's Fair, 1934	Box 10
Columbia University School of General Studies, 1967-1968	Box 10
Coronation of King Edward VIII, 1937	Oversize-folder 1

Etiquette, values, etc., 1919-1960	Box 7
Physical Description: 2 folders	
General, 1933-1975	Box 10
Physical Description: 5 folders	
Human relations, 1943-1960	Box 7
Physical Description: 2 folders	
"Intimate Glimpses of Elbert Hubbard" (James W. Beckman), 1927	Box 6
Scope and Contents	
Elbert Hubbard (1856-1915), American writer, founder of the Roycroft arts community, active in the Arts and Crafts Movement.	
Personal, 1955-1972	Box 12
Public figures, 1920-1960	Box 12
Public figures, 1967-1968	Box 6
Scope and Contents	
Largely clipped profiles from Readers' Digest	
Public figures, 1969	Box 13
Public relations, advertising, education, etc., 1956-1960	Box 13
Religion, approximately 1949-1963	Box 13
Religion, approximately 1949-1963	Box 12
Religion, 1969-1970	Box 11
Retirement and aging, 1957-1973	Box 12
Retirement and aging, 1960-1974	Box 13
Physical Description: 2 folders	
Success, 1947-1959	Box 12
Success, 1947-1961	Box 13

Success, 1957-1968	Box 11
Physical Description: 2 folders	
Troop shipment, 1942	Box 13
Writers' Journal, 1942	Box 12
Writing, approximately 1936	Box 6

Manuscript Research, 1930-1975

Affair of a Big-City Girl (novel), 1967-1970	Box 9
Physical Description: 2 folders	
Affair of a Big-City Girl: Map of 50-mile radius from New York City, approximately 1970	Oversize-folder 1
The Conscientious Executive (book), 1964-1969	Box 9
Physical Description: 2 folders	
General, approximately 1930-1942	Box 10
Hometown (novel), 1973-1975	Box 10
Influencing Public Opinion Today (unwritten book), 1948-1965	Box 13
Physical Description: 2 folders	
Influencing Public Opinion Today (unwritten book), 1965	Box 12
"Land of Make-Believe" (short story), 1934	Box 10
The Prince (novel), with attached correspondence, 1932	Box 10
Timeline for a novel, approximately 1930s	Oversize-folder 1

[Return to Table of Contents](#)

Personal Materials, 1883-1992

Angus Hibbard, 1883-1947

Biographical / Historical

Angus Hibbard (1860-1945) was a largely self-taught engineer and inventor who served as General Superintendent of the American Telephone and Telegraph Company. Hibbard held patents on a number of designs for telephone switching and transmission equipment that facilitated the expansion of long distance and toll telephone service in the northeast and midwestern U.S. He was also credited with the "Blue Bell" logo design for the Bell Telephone System. Hibbard was also active in his church, and composed a number of poems and hymns.

Source: <http://www.cjow.com/archive/article.php?month=9&a=09Angus+S.+Hibbard.htm&year=1981>; accessed 3/31/2022.

Boyle notes on Hibbard papers, 1930-1947 Box 13

Scope and Contents

Angus S. Hibbard (1860-1945), early engineer and executive in the telegraph and telephone industries; author of numerous hymns and poems.

Clippings, 1910-1911 Box 13

Clippings, writings, etc., 1904-1933 Box 12

Correspondence, 1909-1940 Box 13

Correspondence, poems, etc., 1904-1910 Box 9

Miscellaneous materials, 1898-1938 Box 13

Miscellaneous writings, 1910-1940 Box 13

Photographs and sketches, 1907-1937 Box 13

Plays, operettas, etc., 1888-1938 Box 13

Poems and songs, 1904-1939 Box 13

Poems and songs--Events and institutions, 1908-1933 Box 13

Poems and songs--Glen View Club, 1904-1934 Box 13

Poems and songs--Holiday, 1921-1926 Box 13

Poems and songs--Patriotic, 1916-1932 Box 13

Poems and songs--Sports, 1883-1931 Box 13

Scope and Contents

Includes bicycle touring, golf, yachting

Poems and songs--University Club of Chicago, 1906-1933 Box 13

Poems and songs--Wisconsin Society of Chicago, 1910-1916 Box 13

Press mentions, 1910-1929 Box 13

Short story manuscripts, approximately 1922-1933 Box 13

Tribute poems to Hibbard, 1904-1928 Box 13

Correspondence, 1918-1972

General, 1918-1963 Box 6

Physical Description: 2 folders

General, 1962-1969 Box 13

Physical Description: 2 folders

Health of Joseph and Nell Boyle, 1952-1972 Box 6

Family Materials, 1937-1992

Betty-Jo Boyle--Journal, 1977-1992 Box 6

Scope and Contents

Betty Jo Boyle Rule (1931-1992) was Joseph Boyles daughter.

Betty-Jo Boyle--Schoolwork (Allegheny College), 1951-1953 Box 6

Physical Description: 4 folders

Eleanor Jane Knox McMurray photograph, approximately 1950s Box 6

Ruth and Betty-Jo photographs, 1943 Box 6

"Senior Year" negatives, approximately 1950s Box 6

Golden anniversary of Boyle's parents, Joseph Simpson Boyle and Katherine Susannah Essig, 1937 Box 12

Finance, 1936-1960

Correspondence and notes, 1936-1960 Box 6

Notice of Stockholders' Meeting, Selected American Shares Inc., 1940 Box 13

Social Security for Nellie Payne (mother of Nell Hughes Boyle), 1942 Box 13

General, 1930-1974

Book--The Cox Commission Report: Crisis at Columbia, 1968 Box 6

Certificate for Contribution to National War Fund Campaign, 1944 Box 6

Heather Ann Huyck--Notes, photographs, and schoolwork, 1965-1966 Box 6

Index cards--Addresses, contacts, finances, story ideas, 1930-1974 Box 8

Song Lyrics, 1937, undated Box 13

Kansas State Normal School, 1912-1918

The Sunflower Yearbook, 1912-1918 Box 6

Memorabilia, 1926-1964

Abraham Lincoln, 1926 Box 6

Scope and Contents

Includes facsimile of letter re: Lincoln-Douglas debates, 1858; Abraham Lincoln and His Last Resting Place which includes a piece of wood from Lincoln's Springfield home

Chicago World's Fair, 1933 Box 6

Photograph of Boyle with Xavier Cugat, approximately 1964 Box 6

Personal Property, 1910s-1976

Inventory, notes and receipts, 1953-1976 Box 6

Object--Paddle, 1910s Box 14

Scope and Contents

Initials of Kappa Sigma Epsilon carved, as well as the name Klein

Object--Toy axe/tomahawk, approximately
1910s Box 14

Scope and Contents

Image of Native American painted on handle

Printed Materials, 1910-1970

"Mother Goose War Rhymes", approximately
1918 Box 6

Pamphlet: "Tales", approximately 1910 Box 6

Scope and Contents

Souvenir from Marion Ellett "Most Easy" Budd's (d. 1934) Runt Park in
Burlington, Kansas.

Pamphlets: Vianden Guidebook (approximately
1950) and "Man and his Environment" (1970),
1940-1970 Box 6

Topeka High School: The Thirteen Yearbook,
1913 Box 6

Travel brochures (Japan, Venice, Washington
D.C.), 1923-1937 Box 6

University of Kansas, 1920-1975

Clippings: University Daily Kansan, 1921 Box 13

Correspondence and printed materials,
1968-1975 Box 6

Oread magazine, 1920-1921 Box 6

Proposal for Joseph E. Boyle Graphic Arts-
Advertising Research Library, approximately
1973

Box 6

[Return to Table of Contents](#)