



# **Guide to the J. Walter Thompson Company. Brouillard Communications Vertical Files, 1931-2002 and undated**

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Brouillard Communications vertical files, 1931-2002 and undated

**Creator:**

J. Walter Thompson Company. Brouillard Communications; 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. Brouillard Communications, a division of JWT, was established in 1973 and specialized in business-to-business advertising and corporate communications. Brouillard closed in 2009. Collection consists of two alphabetical information and reference files for business category and individual company materials. Includes correspondence, research reports, clippings, tear sheets, printed corporate materials such as annual and quarterly reports, new business and client presentations. Companies represented include American Express, AT&T, Bethlehem Steel, Boeing, CIGNA, CIT, DuPont, General Electric, GTE (later Sprint), Honeywell, Hughes Aircraft (later Raytheon), IBM, International Paper, ITT, Kodak, Lockheed, McDonnell Douglas, Monsanto, Morgan Stanley, Motorola, Pennwalt, Pfizer, RJR Nabisco, Rockwell, Sharp, Shell, 3M, Travelers, TRW, Walt Disney, Westinghouse and Xerox. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

45 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.11021

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1n33b>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Brouillard Communications Vertical Files, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## **Background**

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### **Scope and Content**

Collection consists of two alphabetical information and reference files for business category and individual company materials. Includes correspondence, research reports, clippings, tear sheets, printed corporate materials such as annual and quarterly reports, new business and client presentations. Companies represented include American Express, AT&T, Bethlehem Steel, Boeing, CIGNA, CIT, DuPont, General Electric, GTE (later Sprint), Honeywell, Hughes Aircraft (later Raytheon), IBM, International Paper, ITT, Kodak, Lockheed, McDonnell Douglas, Monsanto, Morgan Stanley, Motorola, Pennwalt, Pfizer, RJR Nabisco, Rockwell, Sharp, Shell, 3M, Travelers, TRW, Walt Disney, Westinghouse and Xerox. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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## **Arrangement**

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Organized into three series: Industries; Companies; and Audiovisual Materials.

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## **Administrative Information**

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### **Publication Statement**

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## **Processing Information**

Processed by: Richard Collier, April 2015

Accessions described in this finding aid: 2003-0047

## **Acquisition Information**

The J. Walter Thompson Company. Brouillard Communications Vertical Files were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2003

## **Access Restrictions**

Collection is open for research.

However, original audiovisual materials are closed to research until use copies can be produced.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48-hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

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## Related Materials

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### Related Material

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

<http://library.duke.edu/rubenstein/findingaids/jwtaccountfiles/> <http://library.duke.edu/rubenstein/findingaids/jwtbrouillardads/> <http://library.duke.edu/rubenstein/findingaids/jwtcorporationverticalfiles/> <http://library.duke.edu/rubenstein/findingaids/jwtinfocentervf/> <http://library.duke.edu/rubenstein/findingaids/jwtnewbusiness/>

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**Scope and Contents note**

[Recruitment of African American graduates of Avondale community Negro school, quotes Booker T. Washington]

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RL11021-CAS-001. Radio TV Reports. Circa  
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