



Guide to the J. Walter Thompson Company. Chicago Office. Elna Cederholm papers, 1955-1973 and undated

This collection guide was produced in **2019 Sept.**
This PDF version was created on **April 3, 2026.**

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Summary

Collection Title:

J. Walter Thompson Company. Chicago Office. Elna Cederholm papers, 1955-1973 and undated

Creator:

J. Walter Thompson Company. Chicago Office

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. The Chicago Office opened in 1891. Elna Ann Cederholm was an account representative with the JWT Chicago office in the 1960s and 1970s. Collection includes personal and professional correspondence, travel souvenirs along with work documents pertaining to Cederholm's career as an account representative for JWT on Oscar Mayer advertising campaigns. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

0.4 Linear Feet

Language:

English

Language:

Materials in English

Collection ID:

RL.11773

Permalink:

<https://library.duke.edu/rubenstein/findingaids/jwtchicagocederholmelna/>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Chicago Office. Elna Cederholm papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes personal and professional correspondence, travel souvenirs along with work documents pertaining to Cederholm's career as an account representative for JWT on Oscar Mayer advertising campaigns. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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. The Chicago Office opened in 1891. Elna Ann Cederholm was an account representative with the JWT Chicago office in the 1960s and 1970s.

Elna Ann Cederholm born 1940, Indiana. AA, Stephens College (Theatre, Radio and Television) 1960, BA Michigan State University (Communications) 1963. JWT Chicago: Traffic Coordinator 1963-1970; Account Representative 1970-approximately 1974. Left JWT approximately 1974, married JWT executive Ed George 1974. Died 2014 Florida.

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Administrative Information

Publication Statement

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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 copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The J. Walter Thompson Company. Chicago Office. Elna Cederholm papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2015. The papers were removed from the J. Walter Thompson Company Ed George papers.

Processing Information

Processed by Richard Collier, Sept. 2019;

Accessions described in this collection guide: 2015-0055

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Related Materials

Related Material

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

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Ed George papers;

J. Walter Thompson Company. Domestic Advertisements collection

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Names and Subjects

- Advertising
- Advertising -- United States
- Advertising agencies

- Advertising agencies -- United States -- History
- Women in the advertising industry
- Cederholm, Elna Ann
- George, Ed
- Oscar Mayer & Co

Collection Inventory

Personal and Professional Files, 1955-1973 and undated

Cards and notes, 1967-1973 and undated Box 1

Correspondence and general, 1964-1973 Box 1

Physical Description: 3 folders

Correspondence--From Davie Wilkerson,
1961-1963 Box 1

Correspondence--From Draper & Kramer,
1969-1971 Box 1

Correspondence--From Edward Tannenbaum,
1962 Box 1

Correspondence--From Robert Reid, 1955-1960 Box 1

J. Walter Thompson--Oscar Mayer account,
1970-1973 Box 1

Los Angeles memorabilia, 1971 and undated Box 1

Scope and Contents

Includes: Hamm's cartoon drawn on napkin; hand-drawn map

New York memorabilia, 1964-1970 and undated Box 1

Scope and Contents

Includes: Postcards, Empire State Building, Drake Hotel, play guides (Coco, Fiddler on the Roof, Oh Calcutta!)

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