



J. Walter Thompson Company. Chicago Office. Competitive advertisements, 1962-1987

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Summary

Collection Title:

J. Walter Thompson Company. Chicago Office. Competitive advertisements, 1962-1987

Creator:

J. Walter Thompson Company. Chicago Office

Source:

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

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. In 2023 the agency was absorbed into marketing and communications firm VML. The Chicago Office opened in 1891 and closed in 2009; its Information Center served as a corporate library and center for reference information. Collection consists of clippings obtained from a selection of regional and nationally distributed magazines and newspapers, representing print advertising campaigns of JWT client's competitors. Major product categories include air and railroad travel; car rentals; food; hotels and resorts; household appliances and furnishings; toiletries; tourism; and transportation services. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

12.0 Linear Feet

Language:

Materials in English.

Collection ID:

RL.13179

Permalink:

<https://idn.duke.edu/ark:/87924/m15f3f>

Preferred Citation

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

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Background

Scope and Content

Collection consists of clippings obtained from a selection of regional and nationally distributed magazines and newspapers, representing print advertising campaigns of JWT client's competitors. Major product categories include air and railroad travel; car rentals; food; hotels and resorts; household appliances and furnishings; toiletries; tourism; and transportation services. Materials dating before 1964 are filed under the corporate name; beginning in the 1970s materials are indexed by a product category code adapted from a product category classification table created by Leading National Advertisers.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. In 2023 the agency was absorbed into marketing and communications firm VML. The Chicago Office opened in 1891 and closed in 2009; its Information Center served as a corporate library and center for reference information.

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Arrangement

Arranged alphabetically into two series: Indexed files; and Non-indexed Files.

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

Acquisition Information

The J. Walter Thompson Company. Chicago Office. Competitive advertisements were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from the J. Walter Thompson Company in 2001.

Processing Information

Processed by Richard Collier, Jan. 2026;

Accessions described in this collection guide: 2001-0212.

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Related Materials

Related Material

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

Bates Worldwide, Inc. records;

D'Arcy Masius Benton & Bowles archives;

Gary P. and Sandra G. Baden collection of print advertisements;

J. Walter Thompson Company. Competitive advertisements;

J. Walter Thompson Company. Domestic advertisements.

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Names and Subjects

- Advertising agencies -- United States
- Advertising -- United States
- Advertising -- Food
- Advertising--House furnishings
- Advertising -- Household appliances, Electric
- Advertising -- Toilet preparations
- Air travel
- Advertising -- Hotels
- Railroad travel
- Rental automobiles
- Tourism
- Transportation
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Indexed Files, 1974-1987

D110. Cosmetics, 1974	Box 1
D111. Lotions and creams, 1974, 1981	Box 1
Physical Description: 3 folders	
D111. Lotions and creams, 1974, 1981	Box 8
Physical Description: 3 folders	
D112. Lip and eye products, 1974	Box 8
D112. Lip and eye products, 1974, 1981	Box 1
Physical Description: 3 folders	
D113. Perfume, 1974, 1981	Box 1
Physical Description: 3 folders	

D113. Perfume, 1974, 1981	Box 8
Physical Description: 3 folders	
D114. Make-up, 1974	Box 8
Physical Description: 2 folders	
D114. Make-up, 1974, 1981	Box 1
Physical Description: 2 folders	
D115. Manicure products, 1974	Box 2
D115. Manicure products, 1974	Box 8
D116 Cosmetics combination copy, 1974	Box 2
D116 Cosmetics combination copy, 1974	Box 8
D116 Cosmetics combination copy, 1974	Box 12
D121. Dental supplies, 1974	Box 2
Physical Description: 2 folders	
D121. Dental supplies, 1974	Box 8
Physical Description: 2 folders	
D121. Dental supplies, 1974	Box 12
D122. Toilet soap, 1974	Box 2
Physical Description: 2 folders	
D122. Toilet soap, 1974	Box 8
Physical Description: 2 folders	
D122. Toilet soap, 1974	Box 12
D123. Feminine hygiene, 1974	Box 2
D123. Feminine hygiene, 1974	Box 8
Physical Description: 2 folders	
D124. Depilatories and deodorants, 1974	Box 2
Physical Description: 2 folders	

D124. Depilatories and deodorants, 1974	Box 8
Physical Description: 2 folders	
D124. Depilatories and deodorants, 1974	Box 12
D125. Men's toiletries, 1974	Box 2
D125. Men's toiletries, 1974	Box 8
Physical Description: 2 folders	
D126. Men's shaving, 1974	Box 2
Physical Description: 2 folders	
D126. Men's shaving, 1974	Box 8
Physical Description: 2 folders	
D126. Men's shaving, 1974	Box 12
D127. Women's shaving, 1974	Box 2
D127. Women's shaving, 1974	Box 8
D128. Combination copy, hygienic goods, 1974	Box 2
D128. Combination copy, hygienic goods, 1974	Box 8
D129. Hygienic goods, 1974	Box 2
D129. Hygienic goods, 1974	Box 8
D131. Bath products, 1974	Box 2
D131. Bath products, 1974	Box 8
Physical Description: 2 folders	
D132. Toiletries, 1974	Box 2
Physical Description: 2 folders	
D132. Toiletries, 1974	Box 8
Physical Description: 2 folders	
D140. Hair products, 1974	Box 2
D140. Hair products, 1974	Box 8

D141. Hair treatments, 1974	Box 2
Physical Description: 2 folders	
D141. Hair treatments, 1974	Box 8
D141. Hair treatments, 1974	Box 12
D142. Shampoos and rinses, 1974	Box 2
D142. Shampoos and rinses, 1974	Box 8
Physical Description: 2 folders	
D143. Men's hair dressings, 1974	Box 2
D143. Men's hair dressings, 1974	Box 8
D144. Miscellaneous hair goods, 1974	Box 2
Physical Description: 2 folders	
D144. Miscellaneous hair goods, 1974	Box 8
Physical Description: 2 folders	
D211. Headache, sleep aids, 1974	Box 2
D211. Headache, sleep aids, 1974	Box 8
Physical Description: 2 folders	
D212. Cough, cold, allergy, 1974	Box 2
Physical Description: 2 folders	
D212. Cough, cold, allergy, 1974	Box 8
D213. Digestive aids, antacids, 1974	Box 2
Physical Description: 2 folders	
D214. Laxatives, 1974	Box 8
D214. Laxatives, 1974, 1981	Box 2
Physical Description: 3 folders	
D215. Vitamins and tonics, 1974	Box 2
Physical Description: 2 folders	

D215. Vitamins and tonics, 1974	Box 8
Physical Description: 2 folders	
D215. Vitamins and tonics, 1974	Box 12
D216. Skin products and liniments, 1974	Box 2
Physical Description: 2 folders	
D216. Skin products and liniments, 1974	Box 8
Physical Description: 2 folders	
D217. Diets and reducing aids, 1974	Box 2
Physical Description: 2 folders	
D217. Diets and reducing aids, 1974	Box 8
D218. Pharmaceutical companies, 1974	Box 2
D218. Pharmaceutical companies, 1974	Box 8
D218. Pharmaceutical companies, 1974	Box 12
D219. Medications, 1974	Box 2
Physical Description: 2 folders	
D219. Medications, 1974	Box 8
D220. Medical supplies, 1974	Box 2
D220. Medical supplies, 1974	Box 8
D220. Medical supplies, 1974	Box 12
D221. Medical equipment, 1974	Box 2
Physical Description: 2 folders	
D222. Medical supplies, 1974	Box 2
Physical Description: 2 folders	
D240. Physical culture, 1974	Box 3
Physical Description: 2 folders	
D240. Physical culture, 1974	Box 8
Physical Description: 2 folders	

D240. Physical culture, 1974	Box 9
Physical Description: 2 folders	
D241. African American products, 1974	Box 3
D241. African American products, 1974	Box 9
F111. Sugar, syrup, jelly, 1975	Box 12
F111. Sugar, syrup, jelly, 1975, 1983	Box 3
Physical Description: 4 folders	
F111. Sugar, syrup, jelly, 1975, 1983	Box 9
Physical Description: 2 folders	
F112. Shortening, oil, 1975	Box 12
F112. Shortening, oil, 1975, 1983	Box 3
Physical Description: 4 folders	
F112. Shortening, oil, 1975, 1983	Box 9
Physical Description: 2 folders	
F113. Flour and baking, 1975, 1983	Box 3
Physical Description: 4 folders	
F113. Flour and baking, 1975, 1983	Box 9
Physical Description: 2 folders	
F114. Seasoning, spice, 1975, 1983	Box 3
Physical Description: 4 folders	
F114. Seasoning, spice, 1975, 1983	Box 9
Physical Description: 3 folders	
F115. Desserts, 1975	Box 12
F115. Desserts, 1975, 1983	Box 3
Physical Description: 4 folders	
F115. Desserts, 1975, 1983	Box 9
Physical Description: 4 folders	
F116. Condiments, pickles, relish, 1975	Box 12

F116. Condiments, pickles, relish, 1975, 1983	Box 3
Physical Description: 4 folders	
F116. Condiments, pickles, relish, 1975, 1983	Box 9
Physical Description: 3 folders	
F117. Sauce, gravy, dip, 1975	Box 12
F117. Sauce, gravy, dip, 1975, 1983	Box 3
Physical Description: 4 folders	
F117. Sauce, gravy, dip, 1975, 1983	Box 9
Physical Description: 2 folders	
F118. Salad dressing, mayonnaise, 1975, 1983	Box 3
Physical Description: 4 folders	
F118. Salad dressing, mayonnaise, 1975, 1983	Box 9
Physical Description: 3 folders	
F118. Salad dressing, mayonnaise, 1983	Box 12
F119. Miscellaneous ingredients, 1975	Box 9
F119. Miscellaneous ingredients, 1975, 1983	Box 4
Physical Description: 4 folders	
F121. Soup, 1983	Box 4
Physical Description: 2 folders	
F121. Soup, 1983	Box 9
F122. Cereal, 1983	Box 4
Physical Description: 2 folders	
F122. Cereal, 1983	Box 9
F123. Health, diet foods, 1983	Box 4
Physical Description: 2 folders	
F123. Health, diet foods, 1983	Box 9
F124. Infant food, 1983	Box 4

F125. Pasta, pizza, noodles, 1983	Box 4
Physical Description: 2 folders	
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F125. Pasta, pizza, noodles, 1983	Box 9
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F126. Prepared food, 1983	Box 4
Physical Description: 2 folders	
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F126. Prepared food, 1983	Box 9
Physical Description: 2 folders	
<hr/>	
F126. Prepared food, 1983	Box 12
<hr/>	
F127. Miscellaneous, 1983	Box 4
Physical Description: 2 folders	
<hr/>	
F131. Milk, butter, eggs, 1975	Box 12
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F131. Milk, butter, eggs, 1975, 1983	Box 4
Physical Description: 4 folders	
<hr/>	
F131. Milk, butter, eggs, 1975, 1983	Box 9
Physical Description: 3 folders	
<hr/>	
F132. Cheese, 1983	Box 4
Physical Description: 2 folders	
<hr/>	
F132. Cheese, 1983	Box 9
<hr/>	
F133. Ice cream, 1983	Box 4
Physical Description: 2 folders	
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F133. Ice cream, 1983	Box 9
<hr/>	
F133. Ice cream, 1983	Box 12
<hr/>	
F141. Citrus fruit, 1983	Box 4
<hr/>	
G531. Pet food, 1974	Box 4
Physical Description: 3 folders	
<hr/>	
G531. Pet food, 1974	Box 9
Physical Description: 3 folders	

G531. Pet food, 1974	Box 12
G532. Pet supplies, 1974	Box 5
G532. Pet supplies, 1974	Box 9
G560. Miscellaneous, 1974 Physical Description: 2 folders	Box 5
G560. Miscellaneous, 1974 Physical Description: 2 folders	Box 9
G560. Miscellaneous, 1974	Box 12
G570. Business propositions, 1974 Physical Description: 2 folders	Box 5
G571. Business propositions, 1974 Physical Description: 2 folders	Box 9
G572. Employment recruitment, 1974	Box 5
G601. Automotive accessories, 1974	Box 5
G602. Retail services, 1974	Box 5
G602. Retail services, 1974 Physical Description: 2 folders	Box 9
G602. Retail services, 1974	Box 12
G603. Drugs and toiletries, 1974	Box 5
G604. Food and beverage, 1974	Box 5
G604. Food and beverage, 1974 Physical Description: 2 folders	Box 9
G604. Food and beverage, 1974	Box 12
G605. Household furnishings, 1974	Box 5
G605. Household furnishings, 1974 Physical Description: 2 folders	Box 9

G605. Household furnishings, 1974	Box 12
G606. Jewelry and watches, 1974	Box 5
G606. Jewelry and watches, 1974	Box 9
G607. Apparel, footwear, 1974 Physical Description: 2 folders	Box 5
G607. Apparel, footwear, 1974 Physical Description: 2 folders	Box 9
G608. Miscellaneous, 1974	Box 5
G608. Miscellaneous, 1974 Physical Description: 2 folders	Box 9
G608. Miscellaneous, 1985	Box 12
H110. China, glass, silver, 1974	Box 5
H110. China, glass, silver, 1974	Box 10
H111. China, glass, pottery, 1974	Box 5
H111. China, glass, pottery, 1974	Box 10
H112. Silverware, metalware, 1974	Box 5
H112. Silverware, metalware, 1974 Physical Description: 2 folders	Box 10
H120. Furniture, 1974	Box 5
H120. Furniture, 1974 Physical Description: 2 folders	Box 10
H120. Furniture, 1974	Box 12
H131. Carpets and rugs, 1974	Box 5
H131. Carpets and rugs, 1974 Physical Description: 2 folders	Box 10
H131. Carpets and rugs, 1974	Box 12

H132. Linoleum and flooring, 1974	Box 5
H132. Linoleum and flooring, 1974	Box 10
H133. Carpet fibers, 1974	Box 5
H133. Carpet fibers, 1974	Box 10
H141. Draperies, curtains, fabrics, 1974	Box 5
H141. Draperies, curtains, fabrics, 1974	Box 10
H142. Bedding and linens, 1974	Box 5
H142. Bedding and linens, 1974	Box 10
H143. Fabric and fibers, 1974	Box 5
H143. Fabric and fibers, 1974	Box 10
Physical Description: 2 folders	
H150. Household furnishings, 1974	Box 5
H150. Household furnishings, 1974	Box 10
Physical Description: 2 folders	
H210. Major appliances, 1974	Box 5
H211. Refrigerators and freezers, 1974	Box 5
H211. Refrigerators and freezers, 1974	Box 10
H211. Refrigerators and freezers, 1974	Box 12
H212. Stoves and ranges, 1974	Box 5
H212. Stoves and ranges, 1974	Box 10
Physical Description: 2 folders	
H214. Laundry equipment, 1974	Box 5
H215. Major appliances, 1974	Box 5
H215. Major appliances, 1974	Box 10
Physical Description: 2 folders	

H215. Major appliances, 1974	Box 12
H216. Combination copy, 1974	Box 5
H216. Combination copy, 1974	Box 10
Physical Description: 2 folders	
H216. Combination copy, 1974	Box 12
T113. Car and truck dealers and services, 1987	Box 5
T114. Fleet cars, leasing, 1987	Box 5
T115. Motorcycles, 1987	Box 5
T121. Trucks, vans, 1987	Box 5
T121. Trucks, vans, 1987	Box 10
T122. Truck leasing and rental, 1987	Box 5
T123. Trucks, vans (imports), 1987	Box 5
T123. Trucks, vans (imports), 1987	Box 10
T130. Motor homes, campers, 1987	Box 5
T141. Tires, 1987	Box 6
T141. Tires, 1987	Box 10
T151. Car batteries, 1987	Box 6
T152. Anti-freeze, 1987	Box 6
T153. Wax and polish, 1987	Box 6
T154. Auto parts and accessories, 1987	Box 6
T154. Auto parts and accessories, 1987	Box 10
T211. Gas and oil, 1987	Box 6
T230. Petroleum companies, 1987	Box 6
T230. Petroleum companies, 1987	Box 10

T300. Aviation accessories, 1987	Box 6
T411. Railroad travel, 1987	Box 6
T411. Railroad travel, 1987	Box 10
T411. Railroad travel, 1987	Box 12
T412. Cruise ship travel, 1987	Box 6
T412. Cruise ship travel, 1987	Box 10
T412. Cruise ship travel, 1987	Box 12
T413. Airline travel, 1987	Box 6
Physical Description: 2 folders	
T413. Airline travel, 1987	Box 10
Physical Description: 2 folders	
T413. Airline travel, 1987	Box 11
T413. Airline travel, 1987	Box 12
T414. Car rentals, 1974, 1981	Box 11
Physical Description: 2 folders	
T414. Car rentals, 1974, 1981, 1987	Box 6
Physical Description: 6 folders	
T414. Car rentals, 1974, 1981, 1987	Box 12
Physical Description: 3 folders	
T414. Car rentals, 1987	Box 11
T415. Miscellaneous, 1974, 1981	Box 6
Physical Description: 3 folders	
T415. Miscellaneous, 1974, 1981	Box 11
Physical Description: 3 folders	
T419. Miscellaneous passenger travel, 1987	Box 6
T420. Travel services, 1974, 1981	Box 11
Physical Description: 3 folders	

T420. Travel services, 1974, 1981, 1987	Box 6
Physical Description: 7 folders	
T420. Travel services, 1974, 1981, 1987	Box 12
Physical Description: 3 folders	
T420. Travel services, 1981, 1987	Box 11
Physical Description: 2 folders	
T430. Resorts and travel accommodations, 1974	Box 6
T431. Hotels and resorts, 1974, 1981, 1985, 1987	Box 6
Physical Description: 8 folders	
T431. Hotels and resorts, 1974, 1981, 1985, 1987	Box 11
Physical Description: 6 folders	
T431. Hotels and resorts, 1974, 1981, 1987	Box 12
Physical Description: 3 folders	
T432. Resort promotion, 1974, 1981	Box 6
Physical Description: 3 folders	
T432. Resort promotion, 1981, 1985, 1987	Box 7
Physical Description: 7 folders	
T432. Resort promotion, 1974, 1981, 1985, 1987	Box 11
Physical Description: 8 folders	
T432. Resort promotion, 1974, 1981, 1987	Box 12
Physical Description: 4 folders	
T520. Farm machinery, 1974, 1981	Box 7
Physical Description: 2 folders	
T530. Dairy, poultry, livestock, 1974	Box 7
T531. Equipment, 1974	Box 7
T532. Livestock feed, 1974	Box 7

T533. Livestock remedies, 1974	Box 7
T534. Livestock, 1974	Box 7
T540. Fertilizer, 1974, 1981 Physical Description: 4 folders	Box 7
T550. Pest control, 1974, 1981 Physical Description: 2 folders	Box 7
T551. Insecticides, 1974	Box 7
T552. Weed control, 1974	Box 7
T553. Animal pest control, 1974	Box 7
T560. Services, 1974	Box 7
T610. Garden equipment, 1974, 1981, 1985, 1987 Physical Description: 4 folders	Box 7
T610. Garden equipment, 1974, 1981, 1985, 1987 Physical Description: 6 folders	Box 11
T610. Garden equipment, 1974, 1985 Physical Description: 2 folders	Box 12
T620. Seed, bulbs, nursery stock, 1974, 1981, 1985, 1987 Physical Description: 5 folders	Box 7
T620. Seed, bulbs, nursery stock, 1974, 1981, 1985, 1987 Physical Description: 5 folders	Box 11
T620. Seed, bulbs, nursery stock, 1974, 1981, 1987 Physical Description: 3 folders	Box 12
T630. Fertilizer, 1987	Box 7
T630. Services, 1974, 1981 Physical Description: 3 folders	Box 7

T630. Services, 1974, 1981	Box 11
Physical Description: 4 folders	
T630. Services, 1974, 1981	Box 12
Physical Description: 2 folders	
T640. Garden pest control, 1985, 1987	Box 7
Physical Description: 2 folders	
T650. Florists, horticultural services, 1985, 1987	Box 7
Physical Description: 2 folders	
T650. Florists, horticultural services, 1987	Box 11
T650. Florists, horticultural services, 1987	Box 12
T661. Garden equipment, 1985	Box 7

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Non-indexed Files, 1962-1968

A.E. Staley, 1966-1968	Box 13
American Home Products, 1966-1968	Box 13
Annheuser-Busch (Cotton Maid), 1966-1968	Box 13
Armour (Bruce), 1967	Box 13
Armstrong, 1966-1968	Box 13
Borden (Wyler soups), 1962-1964	Box 13
Campbell Soup, 1962-1964	Box 13
Physical Description: 3 folders	
Church & Dwight (Arm & Hammer), 1966-1968	Box 14
Climalene, 1966-1968	Box 14
Colgate-Palmolive, 1966-1968	Box 14
Corn Products (Knorr), 1962-1964	Box 14

Corn Products (Niagara), 1966-1968	Box 14
Dow Chemical, 1966-1968	Box 14
Drackett, 1966-1968	Box 14
Heinz soup, 1962-1964	Box 14
Lever Bros. (Lipton soup), 1962-1964	Box 14
Miscellaneous automotive waxes, etc., 1966-1968	Box 14
Miscellaneous household products, 1966-1968	Box 15
S.C. Johnson, 1966-1968	Box 15
Simoniz, 1966-1968	Box 15
Standard Household (Lestoil), 1967	Box 15
Sterling Drug, 1966-1968	Box 15
Wilton's oyster stew, 1962	Box 15

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