



Guide to the J. Walter Thompson Company. Chicago Office. Information Center Records, 1901-2005 and undated

This collection guide was produced in **Feb. 5, 2016; additions March 2018.**

This PDF version was created on **April 3, 2026.**

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Summary

Collection Title:

J. Walter Thompson Company. Chicago Office. Information Center Records, 1901-2005 and undated

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) is one of the oldest and largest enduring advertising agencies in the United States. The Chicago Office opened in 1891. The Information Center served as a corporate research library and reference center for the agency.

Extent:

93.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11121

Permalink:

<https://idn.duke.edu/ark:/87924/m1vk7j>

Preferred Citation

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

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Background

Scope and Content

Collection and includes memoranda, clippings, research reports and other materials. Subjects addressed include contests, free-standing advertising

inserts, coupons and other promotions, marketing of a variety of products including tobacco, hair care and other toiletries, foods including soy protein meat substitutes. Demographic research topics include marketing to children and youth, African Americans, Hispanic Americans, Asian Americans, older consumers, baby boom generation and women. Companies represented include Procter & Gamble, Andrew Jergens, Aunt Jemima and Unilever. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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Arrangement

Arranged into the following series: Administrative Files; Advertising; Research Reports; Special Markets Reports; and Oversize Materials.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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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. Information Center Records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2001-2004.

Processing Information

Processed by Richard Collier, February 2016; additions processed March 2018;

Accessions described in this collection guide: 2001-0199, 2004-0104, 2009-0188

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Related Materials

Related Material

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

J. Walter Thompson Company Information Center Records; J. Walter Thompson Company Chicago Office Information Center Vertical Files; J. Walter Thompson Company Information Center Vertical Files; Douglass Alligood Records.

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Names and Subjects

- Advertising -- United States
- Advertising agencies -- United States
- African American consumers
- Asian American consumers
- Hispanic American consumers
- Baby boom generation -- United States
- Advertising and youth
- Demographic surveys
- Market surveys -- United States
- Women consumers -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

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Thompson Total Branding brochure, 1996	Box 65
JWT-- TV Guide for Media Planning, 1980	Box 65
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Louis Harris--Advertising Agency Reputations, 1986	Box 65
Management of an Accounting Practice Survey, 1995	Box 65
Manual of Reach and Frequency, 1985	Box 65
Margaret Henderson Blair--Empirical Investigation into Advertising Wearin and Wearout, 1987	Box 65
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Don Sullivan--Trends in the Last Decade of the 2nd Millennium, 1990	Box 73

Ellen Plusker--Role of Research in an Ad Agency, undated	Box 73
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Heat is On: Does Advertising Still Work?, undated	Box 73
Infomercials: Transactional Television Programming, 1993	Box 73
Joel Baumwoll--Is Comparative Advertising Really Better?, 1975	Box 73
Malachy Walsh--What Is Strategy?, 2002	Box 73
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Mike Kalasunas--The Bottom Line: Achieving Results, 1988	Box 73
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X7.5-7.1-A. Better Sleep Council Consumer Studies, 1983	Box R44
X7.5-8-ABC. Consumer Attitudes Toward Lawns and Lawn Mowers, 1983	Box R44

X8-8. A Few Basic Facts About JWT, 1945	Box R44
X8-8.1-ABC. Manual of Style, 1956	Box R44
X8-9-A. Manual of Style, 1959	Box R44
X8-10. Consumer Panel, undated	Box R44
X8-11-AB. Analysis of Consumer Purchase Panel, 1955	Box R45
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X8-17-AB. Introduction to Marketing Research, 1963	Box R45
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X8-19-ABC. Group Interviewing at JWT Chicago, 1964	Box R45
X8-19.1. Account Research Manager, 1965	Box R45
X8-20. Programmed Advertising, 1965	Box R45
X8-20.1-A. JWT Creative Development Program, 1966	Box R45
X8-21-ABC. JWT Chicago Image Study, 1968	Box R45
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X8-27-ABCD. Study of the Reputation of JWT, 1969	Box R46
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X8-28.1-A. JWT Profit Planning Guide, 1969	Box R46
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X8-40.1-A. Communicating Leadership, 1979	Box R47
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X8-45-A. Professional Development Handbook, undated Physical Description: 2 folders	Box R48
X8-46-A. Chicago AMA Advanced Statistics Course, 1981	Box R48
X8-47-A. JWT Western Division Managerial Feedback and Career Development Program, undated	Box R48
X8-48-ABC. Factbook on the Need for Child Care in the 1980s, 1982	Box R48
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X8-50-A. Colin Dawkins, Ain't It Hell on a Windy Day, undated	Box R49
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X8-50.1-A. Cablesop Research Program, undated	Box R49
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X8.1-4-ABC. Search for the Best Prospects, 1964	Box R50
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X8.2-1-ABC. Public Reaction to Illinois Department of Mental Health Advertisements, 1968	Box R50
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X8.2-3-ABC. Red Cross Blood Donor Survey, 1978	Box R51
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X8.21-1-ABC. Logo for Chicago Boy Scouts, 1973	Box R51
X8.3-1. Improvement in the Use of Audiovisual Aids, 1968	Box R51
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X8.4-3-AB. Judging Creative Effectively [VHS and Umatic] (removed to JWT Chicago Office Information Center Audiovisual Materials series), 1984 Box R51

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X8.4-4-A. International Advertising Reel [Umatic] (removed to JWT Chicago Office Information Center Audiovisual Materials series), 1984 Box R51

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X8.5-4-ABC. Management Review System and T-Plan, 1976 Box R52

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X9.5-19.1-ABC. Current Attitudes Toward Pens, 1960	Box R54
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X9.5-20.2. Snack Market Fact Book, undated	Box R54
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X9.5-38.01-ABC. Encyclopedia Britannica, 1964	Box R56
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X9.5-134-A. J. Walter Cooks, 1983	Box R68
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X9.5-137-A. Project Simon, 1984	Box R68

X9.5-138-A. Control Data Institute (CDI), 1984	Box R68
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X9.5-140-A. Miller High Life Marketing Review, 1984	Box R68
X9.5-141-AB. Crackers Fact Sheet, 1984	Box R68
X9.5-142-A. California State Lottery Briefing, 1984	Box R68

Microfilmed Proofs and Research Reports, 1901-1969, undated

AD1. Earliest Ads; Alberto-Culver through Bauer & Black. 35mm microfilm, 1901-1968	Box AV15
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Scope and Contents

Includes Alberto-Culver (1963-1968); American Bakeries (1964-1966); American Trucking Association (1952-1954); Appliance Corporation of America (1947); Arnold Schwinn (1948-1953); Bauer & Black (1901-1917)

AD2. Bauer & Black through Better Homes & Gardens. 35mm microfilm, 1901-1961	Box AV15
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Scope and Contents

Includes Bauer & Black (1901-1943); Better Homes & Gardens (1956-1961)

AD3. Better Homes & Gardens through Blue Cross & Blue Shield. 35mm microfilm, 1920-1968	Box AV15
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Scope and Contents

Includes Better Homes & Gardens (1962-1968); Bishop & Babcock (1920-1923); Blue Cross & Blue Shield (1954-1956)

AD4. Blue Cross & Blue Shield through Bowman Dairy. 35mm microfilm, 1943-1965	Box AV15
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Scope and Contents

Includes Blue Cross & Blue Shield (1957-1965); Borg-Warner (1943-1959); Bowman Dairy (1934-1937)

AD5. Bowman Dairy. 35mm microfilm,
1938-1951 Box AV15

AD6. Bowman Dairy through Campbell-Taggart
Bakeries. 35mm microfilm, 1926-1968 Box AV15

Scope and Contents

Includes Bowman Dairies (1952-1962); A.S. Boyle (1916-1921); E.J. Brach (1949-1950); Brunswick (1940); Buckeye (1926); Burrus Mills (1937); William Campbell (1927-1928); Campbell-Taggart (1968)

AD7. Celotex Insulation through Chicago
Milwaukee Railroad. 35mm microfilm,
1924-1962 Box AV15

Scope and Contents

Includes Celotex (1924-1925); Central Manufacturing District (1959-1961; see also AD47); Central Public Service (1931); Central Wholesale Grocery (1934); Cheek-Neal Coffee (1927); Chicago Association of Commerce and Industry (1959-1962; see also AD47); Chicago Burlington & Quincy Railroad (1925-1929); Chicago Community Fund (1933-1937; see also AD47); Chicago Evening American (1933); Chicago Herald Examiner (1929); Chicago Milwaukee Railroad (1959-1960)

AD8. Chicago Milwaukee Railroad. 35mm
microfilm, 1961-1966 Box AV15

AD9. Chicago Milwaukee Railroad through
Cole Milling. 35mm microfilm, 1937-1968 Box AV15

Scope and Contents

Includes Chicago Milwaukee Railroad (1967-1968); Chicago Tribune (1937-1948); Chun King (1954-1968); Chrysler (1943-1944); Clinton Corn (1959-1960); Cole Milling (1940-1947)

AD10. Continental Airlines. 35mm microfilm,
1958-1960 Box AV15

AD11. Continental Airlines through Coopers.
35mm microfilm, 1916-1963 Box AV15

Scope and Contents

Includes Continental Airlines (1961-1963); Continental Motors (1916); Coopers (1939-1940)

AD12. Cream of Wheat. 35mm microfilm,
1922-1933 Box AV15

AD13. Cream of Wheat through Davey Tree
Expert. 35mm microfilm, 1914-1957 Box AV15

Scope and Contents

Includes Cream of Wheat (1934-1938); Credit Union (1952-1957);
Crosley Radio (1929-1930); Crowell Publishing (1920-1927); Crown Jewel
Ware (1948-1949); Curity & Castex (1939-1940); Curtiss Candy (1929);
Danderine (1915-1932); Davey Tree Expert (1914-1919)

AD14. Davey Tree Expert through Elgin
National Watch. 35mm microfilm, 1920-1968 Box AV15

Scope and Contents

Includes Davey Tree Expert (1920-1936); Detroit Brewing (1937);
Eisendrath Glove (1922-1923); Ekco Housewares (1967-1968); Elgin
(1933-1943)

AD15. Elgin National Watch through
Employers Mutuals of Wausau. 35mm
microfilm, 1929-1965 Box AV15

Scope and Contents

Includes Elgin (1944-1961); Emery Candles (1929); Employers Mutuals of
Wausau (1953-1965)

AD16. Employers Mutual of Wausau through
Ford Motor Company. 35mm microfilm,
1917-1968 Box AV15

Scope and Contents

Includes Employers Mutual of Wausau (1965-1968); Felt & Tarrant
(1917-1931); Ferro-Concrete (see AD17); First Federal Savings
(1965-1968); Fleischmann (1924); Fleischmann Malting (1959-1965); Ford
(1944-1946)

AD17. Ford Dealers Advertising Fund through
Griesedieck Brewing. 35mm microfilm,
1914-1968 Box AV15

Scope and Contents

Includes FDAF (1946-1968); Ferro-Concrete (1915-1916); Freeman Shoe (1961-1962); Geier (1921-1923); General Shoe (1939-1940); Gill Brothers (1914); Graham-Paige (1937-1939); Griesedieck Brewing (1936-1938)

AD18. Griesedieck Brewing through Hammond Organ. 35mm microfilm, 1917-1940

Box AV15

Scope and Contents

Includes Griesedieck (1939-1940); Gruen Watch (1917-1932; see also AD19); Gulbransen Piano (1926-1927); Hammond Organ (1936-1937)

AD19. Hammond Organ through Illinois Power. 35mm microfilm, 1914-1968

Box AV15

Scope and Contents

Includes Hammond (1938-1968); Harvey Federal Savings (1934); Hassler Manufacturing (1927-1929); Gruen Watch (1930-1932); Heisey's Glassware (1914-1920); Hellmann's Mayonnaise (1927-1929); Histon Products (1938); Hixson Products (1947); H.H. Hixson (1954-1956); Hoosier Manufacturing (1923-1927); Hooven & Allison (1920-1926); Horlick's Malted Milk (1915-1929); Illinois Power (1939-1940)

AD20. Illinois Power through Indiana Bell. 35mm microfilm, 1941-1961

Box AV15

Scope and Contents

Includes Illinois Power (1941-1949); Indiana Bell (1948-1961)

AD21. Indiana Bell through Johnson Motors. 35mm microfilm, 1921-1968

Box AV15

Scope and Contents

Includes Indiana Bell (1962-1968); Indiana Motor Truck Association (1953-1954); International Mineral & Chemical (1948-1950); International Packers (1961-1967); Iron Mountain (1927); Jackson Piano (1921-1922); Japan Tea Growers (1926-1929); Johnson Motors (1956-1964)

AD22. Johnson Motors through Kellogg. 35mm microfilm, 1915-1966

Box AV15

Scope and Contents

Includes Johnson Motors (1965-1966); Outboard Marine International/
Johnson-Evinrude (1964-1966); Robert A. Johnston (1956-1957); Julius
Kayser (1915); Kellogg (1938-1941)

AD23. Kellogg through Kraft. 35mm microfilm,
1922-1946 Box AV15

Scope and Contents

Includes Kellogg (1942-1943); Kent Products (1946); Klearflax
(1922-1925); Kraft (1930-1931)

AD24. Kraft. 35mm microfilm, 1931-1934 Box AV15

AD25. Kraft. 35mm microfilm, 1935-1944 Box AV15

AD26. Kraft. 35mm microfilm, 1944-1949 Box AV15

AD27. Kraft. 35mm microfilm, 1949-1952 Box AV15

AD28. Kraft. 35mm microfilm, 1952-1956 Box AV15

AD29. Kraft Foods. 35mm microfilm,
1956-1959 Box AV13

AD30. Kraft Foods. 35mm microfilm,
1959-1963 Box AV13

AD31. Kraft Foods. 35mm microfilm,
1963-1966 Box AV13

AD32. Kraft Foods through Lewis-Howe.
35mm microfilm, 1916-1968 Box AV13

Scope and Contents

Includes Kraft (1966-1968); Lever Brothers (1916-1950); Lewis-Howe
(1941)

AD33. Libby McNeil & Libby. 35mm microfilm,
1912-1922 Box AV13

AD34. Libby McNeil & Libby. 35mm microfilm,
1922-1926 Box AV13

AD35. Libby McNeil & Libby. 35mm microfilm,
1927-1930 Box AV13

AD36. Libby McNeil & Libby. 35mm microfilm,
1931-1936 Box AV13

AD37. Libby McNeil & Libby. 35mm microfilm,
1937-1942 Box AV13

AD38. Libby McNeil & Libby. 35mm microfilm,
1943-1948 Box AV13

AD39. Libby McNeil & Libby. 35mm microfilm,
1948-1953 Box AV13

AD40. Libby McNeil & Libby. 35mm microfilm,
1953-1960 Box AV13

AD41. Libby McNeil & Libby through Lowrey
Organ. 35mm microfilm, 1922-1968 Box AV13

Scope and Contents

Includes Libby (1961-1968); Log Cabin (1922-1925); Lowrey (1959-1963)

AD42. Madison-Kipp through Oscar Mayer.
35mm microfilm, 1911-1968 Box AV13

Scope and Contents

Includes Madison-Kipp (1921-1922); Maish, Chas. (1911); Marsh &
McLennan (1968); Maxwell House (1925-1928); Oscar Mayer (1960-1962)

AD43. Oscar Mayer through Mobile Homes.
35mm microfilm, 1934-1968 Box AV13

Scope and Contents

Includes Oscar Mayer (1963-1968); Mayonnaise Institute (1934); McGraw-
Edison (1960-1963); Milk Mineral Co. (1937); Miller's National Federation
(1947-1950); Mobile Homes (TCMA; 1950-1965)

AD44. Mobile Homes through Nash Motor.
35mm microfilm, 1915-1968 Box AV13

Scope and Contents

Includes Mobile Homes (1966-1968); Moorman (1928-1930); Morris, Mann
& Reilly (1922); Morten Milling (1936-1937); Morton International (1968);
Morton's Salt (1940-1943); Mullens (1915); Murine (1956-1968); Mystic
Adhesive (1953); Nash (1934-1935)

AD45. Nash Motor through Northern Trust.
35mm microfilm, 1927-1963

Box AV13

Scope and Contents

Includes Nash (1936-1937); National Broadcasting Company (1944-1945); National Car Rental (1961-1963); National Dairy Products (1946-1948); Norge (1950-1954); Northern Pacific (1927); Northern Trust (1929-1933)

AD46. Northern Trust through Northwestern Mutual Life. 35mm microfilm, 1934-1955

Box AV13

Scope and Contents

Includes Northern Trust (1934-1953); Northwestern Mutual (1948-1955)

AD47. Northwestern Mutual through Parker Pen. 35mm microfilm, 1913-1968

Box AV13

Scope and Contents

Includes Northwestern Mutual (1956-1968); Odorono (1913-1925); Omar Bakeries (1937); Omar Mills (1937); Orange Crush (1933-1937); Chicago Community Fund (1933); Central Manufacturing District (1959-1961); Chicago Association for Commerce and Industry (1959-1961); Parker Pen (1942-1945)

AD48. Parker Pen through Pennsylvania Railroad. 35mm microfilm, 1924-1955

Box AV13

Scope and Contents

Includes Parker Pen (1946-1955); Penick & Ford (1924); Pennsylvania Railroad (1926-1929)

AD49. Pennsylvania Railroad through Portland Cement. 35mm microfilm, 1914-1967

Box AV13

Scope and Contents

Includes Pennsylvania Railroad (1930-1934); Perkins-Campbell (1914-1917); Pfeiffer Brewing (1965-1967); Pharma-Craft (1956-1959); Phoenix Hosiery (1922-1936); Pineapple Producers Association (1932-1934); Portland Cement (1957)

AD50. Portland Cement. 35mm microfilm, 1958-1960

Box AV13

AD51. Portland Cement. 35mm microfilm, 1960-1964

Box AV13

AD52. Portland Cement through Quaker Oats.
35mm microfilm, 1910-1968

Box AV13

Scope and Contents

Includes Portland Cement (1965-1968); Postum Cereal (1924); Ferry Process Screws (1920); Printz Biederman (1921-1922); Procter & Gamble (1910-1911); Public Health Institute (1942-1946); Quaker Oats/Aunt Jemima (1917-1919)

AD53. Quaker Oats/Aunt Jemima. 35mm
microfilm, 1919-1934

Box AV13

AD54. Quaker Oats. 35mm microfilm,
1953-1963

Box AV13

AD55. Quaker Oats through Rice Council.
35mm microfilm, 1914-1968

Box AV13

Scope and Contents

Includes Quaker Oats (1963-1968); Lewis Manufacturing (1920); Rand McNally (1926-1934); Real Silk Hosiery (1928-1931); Realty Guarantee Trust (1914); Red Cross (1920-1921); Rice Industry (1959-1960); Rice Council (1961)

AD56. Rice Council through Schlitz. 35mm
microfilm, 1915-1968

Box AV13

Scope and Contents

Includes Rice Council (1962-1968); Richardson Roofing (1923-1926); Roddis Plywood (1957-1961); Quaker Oats/Muffets (1927-1928); Ronald Press (1915-1916); Savage Arms (1924); Schlitz (1956)

AD57. Schlitz through Schmidt. 35mm
microfilm, 1957-1968

Box AV13

Scope and Contents

Includes Schlitz (1957-1961); Schmidt Brewing (1966-1968)

AD58. Dr. Scholl's through Seven-Up. 35mm
microfilm, 1911-1968

Box AV13

Scope and Contents

Includes Dr. Scholl (1919-1924); Sealy (1958-1961); Sears Roebuck (1967-1968); Sechler (1916); Sentanel Remedies (1911); Seven-Up (1942-1944)

AD59. Seven-Up. 35mm microfilm, 1945-1955 Box AV13

AD60. Seven-Up through Shaw-Walker. 35mm microfilm, 1954-1968 Box AV13

Scope and Contents

Includes Seven-Up (1956-1968); Shaw-Walker (1954-1964)

AD61. Shaw-Walker through Swift & Co.. 35mm microfilm, 1914-1968 Box AV13

Scope and Contents

Includes Shaw-Walker (1965-1968); Shell Petroleum (1931); Shellmar Production (1949-1951); Simoniz (1967-1968); Sophie Mae Candy (1952-1958); Sta-Nu (1953-1954); Sterling Brewers (1962-1968); Storkline Furniture (1945-1950); S.W. Straus (1930); Successful Farming (1968); Superior Paper (1959-1960); Superior Underwear (1914-1915); Supervised Investors Service; Seven-Up (1968); Swift & Co. (1916-1922)

AD62. Swift & Co.. 35mm microfilm, 1922-1931 Box AV13

AD63. Swift & Co.. 35mm microfilm, 1931-1937 Box AV13

AD64. Swift & Co.. 35mm microfilm, 1937-1940 Box AV13

AD65. Swift & Co.. 35mm microfilm, 1933-1944 Box AV13

AD66. Swift & Co.. 35mm microfilm, 1944-1947 Box AV13

AD67. Swift & Co.. 35mm microfilm, 1948-1950 Box AV13

AD68. Swift & Co.. 35mm microfilm, 1951-1953 Box AV13

AD69. Swift & Co. through J. Walter Thompson. 35mm microfilm, 1943-1958 Box AV13

Scope and Contents

Includes Swift (1954-1958); J. Walter Thompson (1943-1947)

AD70. J. Walter Thompson through Union
Central Life Insurance. 35mm microfilm,
1911-1968

Box AV13

Scope and Contents

Includes J. Walter Thompson (1948-1967); Toni (1945-1946); Trailways (1951-1967); Tromite (1924); Trus-Con Laboratory (pre-1916); Uncle Ben (1968); Union Central Life (1911-1934)

AD71. Union Central Life through Wadsworth
Watch Case. 35mm microfilm, 1918-1960

Box AV13

Scope and Contents

Includes Union Central Life (1935-1945); Union National Bank (1918); United Airlines (1934-1938); U.S. Yards and Transit (1959-1960); Vauv (1924); Wadsworth Watch Case (1919-1921)

AD72. Wadsworth Watch Case through Weco
Products. 35mm microfilm, 1921-1955

Box AV13

Scope and Contents

Includes Wadsworth Watch Case (1923-1934); War Savings Staff (1942-1943); Ward-Stillson (1921); Washington State Apples (1936); WBBM (1933); Webster Loose Leaf Filing (1922); Wells Organization (1954-1955); Weco (1926-1933)

AD73. Weco Products. 35mm microfilm,
1928-1937

Box AV13

AD74. Weco Products. 35mm microfilm,
1938-1959

Box AV13

AD75. Weco Products through Webb Young.
35mm microfilm, 1914-1967

Box AV13

Scope and Contents

Includes Weco (1960-1962); Western Stationery (1922-1923); Weyerhaeuser (1930-1932); Wheatley Pottery (1914); Window Shade Institute (1942-1949); Wohl Shoe (1936); Woodbury/Andrew Jergens (1921-1929); Worcester Salt (1943); Wrigley (1931-1934); YMCA (1967); Yuban Coffee (1914-1921); Webb Young (1941)

AD76. Alberto Culver through Kraft. 35mm
microfilm, 1960-1969

Box AV13

Scope and Contents

Includes Alberto Culver (1969); Better Homes & Gardens (1969); Campbell Taggart Bakery (1969); Chicago Milwaukee Railroad (1969); Chicago Tribune (1969); Employers Insurance of Wausau (1969); Ford Dealers (1969); Hamm's Beer (1969); Hammond Organ (1969); Kraft Foods (1969); Kraft International (1960-1967)

AD77. Kraft International. 35mm microfilm,
1959-1968

Box AV13

AD78. Libby McNeil & Libby through YMCA.
35mm microfilm, 1962-1969

Box AV13

Scope and Contents

Includes Libby (1969); March & McLennan (1969); Oscar Mayer (1969); Morton International (1969); Murine (1969); Northwestern Mutual (1969); Parker Pen (1969); Quaker Oats (1969); Rand-McNally (1962); Sears Roebuck (1969); Seven-Up (1969); Shaw-Walker (1969); Simoniz (1969); Successful Farming (1969); J. Walter Thompson (1969); Uncle Ben (1969); YMCA (1969)

RE1. T11.12-A11 through T21.4-C4.5 . 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Swift

RE2. T21.4-C5 through T35.5-C2.3-vol.2.
16mm microfilm, undated

Box AV14

Scope and Contents

Includes reports on Borg-Warner, Weco, Pharmacraft

RE3. T35.5-C2.3-vol. 3 through T36.3-C39.
16mm microfilm, undated

Box AV14

Scope and Contents

Includes reports on Pharmacraft, Helene Curtis, Parker Pen

RE4. T36.3-C39.1 through T38.4-C11.1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Parker Pen, P. Ballantine and Sons, Schlitz

RE5. T38.4-C11.2 through T38.4-M4.1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Schlitz

RE6. T38.4-M8 through T38.8-C4. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Schlitz, Sterling Co., Associated Brewing

RE7. T38.8 through T52.2-C2.1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Schmidt, Sears, Sealy Mattress, Lowrey Organ, Ekco,
Johnson Co.

RE8. T52.2-C3 through T58.1-A.1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Northwestern Mutual, First Federal, Credit Union
National Association, Blue Cross-Blue Shield

RE9. T58.1-A1 through T63-A10.4. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Roddis Plywood, Portland Cement, Bowman, Kraft

RE10. T63-A11 through T63.1-M18.1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Kraft

RE11. T63.11-A1 through T63.3-A2.1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Kraft

RE13. T63.5-A.1 through T63.94-C4. 16mm
microfilm, undated Box AV14

Scope and Contents

Includes reports on Kraft

RE14. T63.94-C5 through T64-C25. 16mm
microfilm, undated Box AV14

Scope and Contents

Includes reports on Kraft, Libby

RE15. T64-C27 through T64.5-C10. 16mm
microfilm, undated Box AV14

Scope and Contents

Includes reports on Libby

RE16. T64.5-M4 through T65.44-A24. 16mm
microfilm, undated Box AV14

Scope and Contents

Includes reports on Libby, Swift

RE17. T65.44-A25 through T66-M1. 16mm
microfilm, undated Box AV14

Scope and Contents

Includes reports on Swift, Oscar Mayer

RE18. T66-M2 through T66.32-C1.4. 16mm
microfilm, undated Box AV14

Scope and Contents

Includes reports on Quaker Oats

RE19. T66.32-H1-vol.1 through T66.7-A8.
16mm microfilm, undated Box AV14

Scope and Contents

Includes reports on Quaker Oats, Rice Council, American Bakeries

RE20. T66.7-C.1 through T67.7-C4. 16mm
microfilm, undated Box AV14

Scope and Contents

Includes reports on American Bakeries, Chun King

RE21. T67.7-C5 through T67.7-C69.2. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Chun King

RE22. T67.7-C70 through T69.33-H1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Chun King, Brach, 7-Up; last report continued on RE23

RE23. T69.33-H1 through T71.63-H1a. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on 7-Up, Morton International, Continental Airlines

RE24. T71.63-M.1 through T83-A5. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Continental Airlines, Trailways, Folding Paper Box Association of America, Wells Organization, Johnson Motors

RE25. T83-A5.1 through T83.1-M2. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Johnson Motors

RE26. T83.1-M3 through T88-RT6. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Outboard Motors, Elgin National Watch Company

RE27. T89.1-C1 through T95.1-M1. 16mm
microfilm, undated

Box AV14

Scope and Contents

Includes reports on Sears, Roebuck & Co., National Restaurant Association

Audiovisual Materials, 1974-2005, undated

2002 Let's Holiday, 2002 Box AV1 > Video-cassette
RL11121-Umatic-001

Account Videos from World Partners Council
Meeting 55:00, 1995 Box AV1 > Video-cassette
RL11121-Umatic-002

Scope and Contents

Includes Ford, DeBeers, Nestle, Kellogg, Kraft, Sprint

Agency Meeting/Holiday Party Reel, 2001 Box AV1 > Video-cassette
RL11121-Umatic-003

Audio Studio presentation tape with 7-11 spot,
undated Box AV1 > Video-cassette
RL11121-Umatic-004

Bars and 1kHz tone 20:00, undated Box AV1 > Video-cassette
RL11121-Umatic-005

Bars and 1kHz tone, undated Box AV1 > Video-cassette
RL11121-Umatic-006

Best of #2, 1990 Box AV1 > Video-cassette
RL11121-Umatic-007

Scope and Contents

Includes 7-Eleven, Brookfield Zoo, Gerber, Oscar Mayer, Quaker, Kellogg,
Bristol Myers, Kraft, Northwestern Mutual Life, Sherwin Williams

Best of #4, 1991 Box AV1 > Video-cassette
RL11121-Umatic-008

Scope and Contents

Includes 7-Eleven, Lowenbrau, Quaker, Kraft, Sherwin Williams, Oscar
Mayer, McDonnell Douglas, Premier Cruise Line, Brookfield Zoo, Life
Source, Gerber

Bill Thompson, The Big Picture, 1995 Box AV1 > Video-cassette
RL11121-Umatic-009

Brand Vision 22:00, 2000 Box AV1 > Video-cassette
RL11121-Umatic-010

BrandZ, Comments from Malachy Walsh,
Strategic Planning Director 3:00, 1999 Box AV1 > Video-cassette
RL11121-Umatic-011

Butterfinger Crisp/Tollhouse compilation
rough cuts, 2004 Box AV1 > Video-cassette
RL11121-Umatic-012

Scope and Contents

Includes Marriage Proposal, Press Conference

Butterfinger Historical Reel 1989-1997, 1997 Box AV1 > Video-cassette
RL11121-Umatic-013

Capabilities presentation tape with presenters,
1993 Box AV1 > Video-cassette
RL11121-Umatic-014

CEC Day One: Kids' Buying System, undated Box AV1 > Video-cassette
RL11121-Umatic-015

China: J. Walter Thompson and the People's
Republic (John Mayer), 1985 Box AV1 > Video-cassette
RL11121-Umatic-016

Christmas Town Meeting video, 1994 Box AV2 > Video-cassette
RL11121-Umatic-017

Christmas video master, undated Box AV2 > Video-cassette
RL11121-Umatic-018

Come Together, undated Box AV2 > Video-cassette
RL11121-Umatic-019

Consumer Immersions, undated Box AV2 > Video-cassette
RL11121-Umatic-020

Scope and Contents

Includes Gerber: Project Marriott; Motorola Day One

Consumer insight presentation reel, 2000 Box AV2 > Video-cassette
RL11121-Umatic-021

Corporate Sameness, undated	Box AV2 > Video-cassette RL11121-Umatic-022
Creative Planning Reel, 2000	Box AV2 > Video-cassette RL11121-Umatic-023
Creative Planning Reel, 2000	Box AV2 > Video-cassette RL11121-Umatic-024

Scope and Contents

Includes Miller Genuine Draft, Miracle Whip, Blockbuster, Philly, Triscuit,
Gap Heineken, First Union

Day One How To, undated	Box AV2 > Video-cassette RL11121-Umatic-025
Day One Seducing the Muse, 1995	Box AV2 > Video-cassette RL11121-Umatic-026
Eyes on Thompson: Bill Thompson "JWT a Worldwide Powerhouse", undated	Box AV2 > Video-cassette RL11121-Umatic-027
Eyes on Thompson: Bill Thompson "JWT a Worldwide Powerhouse", undated	Box AV2 > Video-cassette RL11121-Umatic-028
Eyes on Thompson: Chris Jones, Donald Kerr, JWT London, 1991	Box AV2 > Video-cassette RL11121-Umatic-029
Ford F-Series spots, 1997	Box AV2 > Video-cassette RL11121-Umatic-030

Scope and Contents

Includes Launch, Canyon, Tough Is/3rd Door, Working Harder/Toughness

Fox Kids Network: Fox Kids, Rox Kids, undated	Box AV2 > Video-cassette RL11121-Umatic-031
Haagen-Dazs video :40 avid rough cut, 2003	Box AV2 > Video-cassette RL11121-Umatic-032
Holiday video print, undated	Box AV3 > Video-cassette RL11121-Umatic-033

Ivan Arthur presentation, James Webb Young Workshop (Hindustan Thompson), undated	Box AV3 > Video-cassette RL11121-Umatic-034
J. Walter Does That, 1997	Box AV3 > Video-cassette RL11121-Umatic-035
J. Walter Does That, 1996	Box AV3 > Video-cassette RL11121-Umatic-036
J. Walter Does That/Kids Version, 1997	Box AV3 > Video-cassette RL11121-Umatic-037
J. Walter Does That/Kids Version, 1995	Box AV3 > Video-cassette RL11121-Umatic-038
John Furr presentation, Asia/Pacific Managers Meeting, 1992	Box AV3 > Video-cassette RL11121-Umatic-039
John Furr remarks, Training Creative People, 1992	Box AV3 > Video-cassette RL11121-Umatic-040
JWT Chicago 100th Anniversary: 100 Years of Making Ads and Making History, 1991	Box AV3 > Video-cassette RL11121-Umatic-041
JWT Chicago 100th Anniversary: Coverage by Fox "9:30", 1991	Box AV3 > Video-cassette RL11121-Umatic-042
JWT Chicago 100th Anniversary: Videotaped anniversary greetings from JWT offices worldwide, 1991	Box AV3 > Video-cassette RL11121-Umatic-043
JWT Chicago 100th Anniversary: Worldwide Happy Birthday short and long versions, 1991	Box AV3 > Video-cassette RL11121-Umatic-044
JWT Chicago creative showcase reel, undated	Box AV3 > Video-cassette RL11121-Umatic-045

Scope and Contents

Includes Miracle Whip, Oscar Mayer, PTA, Western Union, Wheat Thins, Salton, Nestle, Ritz Chips, Breakstone's, Butterfinger, Triscuit

JWT Summer Part SPF, 2002	Box AV3 > Video-cassette RL11121-Umatic-046
JWT Tweens Overview presentation reel, 1999	Box AV3 > Video-cassette RL11121-Umatic-047
JWT World Partners Council "The Big Picture" issue 2, 1995	Box AV3 > Video-cassette RL11121-Umatic-048
JWTV Asia Pacific Round Up "In Rome" 34:00, 1995	Box AV4 > Video-cassette RL11121-Umatic-049
Kellogg's Rome presentation, 1995	Box AV4 > Video-cassette RL11121-Umatic-050
The Kid Conundrum: How Do You Connect? Creative reel presented to Oscar Mayer, 2001	Box AV4 > Video-cassette RL11121-Umatic-051

Scope and Contents

Includes Blockbuster, Gatorade, McDonald's, Kellogg, Macromedia.com, Burger King, Wheaties, Barbie, Adidas, ONDCP, Pac Man, Gap, Dairylea, Hostess, Playland, Power Rangers, Domino, Budweiser, Pepsi, Taco Bell, Snickers

Kraft Advertising Review: Health and Wellness Video, 2003	Box AV4 > Video-cassette RL11121-Umatic-052
Kraft: Breakstone Cottage Doubles, 2001	Box AV4 > Video-cassette RL11121-Umatic-053
Kraft: Cheez Whiz, 2001	Box AV4 > Video-cassette RL11121-Umatic-054
Kraft: Miracle Whip sales video, 2002	Box AV4 > Video-cassette RL11121-Umatic-055
Kraft: Miracle Whip sales video, 2003	Box AV4 > Video-cassette RL11121-Umatic-056

Kraft: Oscar Mayer "So Much Love", 2003	Box AV4 > Video-cassette RL11121-Umatic-057
Kraft: Philadelphia agency versions, 2002	Box AV4 > Video-cassette RL11121-Umatic-058
Kraft: Philadelphia Livomatics, 2002	Box AV4 > Video-cassette RL11121-Umatic-059
Kraft: Philly on Toast, 1996	Box AV4 > Video-cassette RL11121-Umatic-060
Kraft: Singles "Flying Carpet" animatic, 1994	Box AV4 > Video-cassette RL11121-Umatic-061
Kraft: Teaching American Women How to Cook 4:38, 2001	Box AV4 > Video-cassette RL11121-Umatic-062
Kraft: Teaching American Women How to Cook 4:38, 2001	Box AV4 > Video-cassette RL11121-Umatic-063
Leo Burnett Creative Exchange: Cannes Lions winners reel 1 of 2, 1999	Box AV4 > Video-cassette RL11121-Umatic-064
Leo Burnett Creative Exchange: Cannes Lions winners reel 2 of 2, 1999	Box AV5 > Video-cassette RL11121-Umatic-065
Lucy's Birthday Marathon, WFLD-TV, 1986	Box AV5 > Video-cassette RL11121-Umatic-066
Movietone News, Roaring 20s #3, undated	Box AV5 > Video-cassette RL11121-Umatic-067
Movietone News, Roaring 20s #4, undated	Box AV5 > Video-cassette RL11121-Umatic-068
Miller Genuine Draft, 2001	Box AV5 > Video-cassette RL11121-Umatic-069
Miller Genuine Draft: Never Miss a Genuine Opportunity, undated	Box AV5 > Video-cassette RL11121-Umatic-070

Nestle, undated	Box AV5 > Video-cassette RL11121-Umatic-071
Nestle: Butterfinger spots, 2002	Box AV5 > Video-cassette RL11121-Umatic-072
Nestle: Butterfinger spots, 2002	Box AV5 > Video-cassette RL11121-Umatic-073
Nestle: Candy bars sales video, 2003	Box AV5 > Video-cassette RL11121-Umatic-074
Nestle: Cookie Dough historical reel (McCann Erickson), undated	Box AV5 > Video-cassette RL11121-Umatic-075
Nestle: Haagen-Dazs Explainomats, 2002	Box AV5 > Video-cassette RL11121-Umatic-076
Nestle: Haagen-Dazs Explainomats, 2002	Box AV5 > Video-cassette RL11121-Umatic-077
Nestle: Signature sales video "A Day in the Life of Jean", 2003	Box AV5 > Video-cassette RL11121-Umatic-078
Nestle: Television spots, 2003	Box AV5 > Video-cassette RL11121-Umatic-079
Nestle: Tollhouse TV and Radio Historical Creative 1974-Present, 2000	Box AV5 > Video-cassette RL11121-Umatic-080
Nestle: Tollhouse TV on-air versions, 2004	Box AV6 > Video-cassette RL11121-Umatic-081
North America Board Presentation: Training (John Furr), 1993	Box AV6 > Video-cassette RL11121-Umatic-082
Northwestern Mutual Life competitive montage 5:37, 2003	Box AV6 > Video-cassette RL11121-Umatic-083
New Work reel 1, undated	Box AV6 > Video-cassette RL11121-Umatic-084

Scope and Contents

Includes Kellogg, Bristol Myers, Southland, Northwestern Mutual, Oscar Mayer, Sherwin Williams, McDonnell Douglas

New Work reel 2, undated

Box AV6 > Video-cassette
RL11121-Umatic-085

Scope and Contents

Includes Kellogg, Kraft, Oscar Mayer, Southland, Miller, Quaker, Bristol Myers

New Work reel 3, undated

Box AV6 > Video-cassette
RL11121-Umatic-086

Scope and Contents

Includes Kraft General Foods, Kellogg, Sherwin Williams

New Work reel 4, undated

Box AV6 > Video-cassette
RL11121-Umatic-087

Scope and Contents

Includes Kraft General Foods, Kellogg, Quaker, Oscar Mayer, Sherwin Williams, Northern Telecom

New Work reel 5, undated

Box AV6 > Video-cassette
RL11121-Umatic-088

Scope and Contents

Includes Kraft General Foods, Southland, Bristol Myers, Ford, Sherwin Williams, Northwestern Mutual

New Work reel 6, undated

Box AV6 > Video-cassette
RL11121-Umatic-089

Scope and Contents

Includes Southland, Kraft General Foods, Chuck E Cheese, Quaker, Bristol Myers, Motorola

New Work reel 8, undated

Box AV6 > Video-cassette
RL11121-Umatic-090

Scope and Contents

Includes Kraft, La Quinta, Nortel, Florsheim, Chuck E Cheese, Heinz, Southland, Bristol Myers, Second Harvest, Saban

New Work reel 9, undated Box AV6 > Video-cassette
RL11121-Umatic-091

Scope and Contents

Includes Kraft, Heinz, Southland, Bandai, Midas, Nortel

New Work reel 11, undated Box AV6 > Video-cassette
RL11121-Umatic-092

Scope and Contents

Includes Heinz, Kraft, Office Depot, Motorola, Princess Cruises, Oscar Mayer, Southland, PageNet

New Work reel 12, undated Box AV6 > Video-cassette
RL11121-Umatic-093

New Work reel 13, undated Box AV6 > Video-cassette
RL11121-Umatic-094

Scope and Contents

Includes Kraft, Oscar Mayer, Heinz, Dell, Blockbuster

New Work reel 14, undated Box AV6 > Video-cassette
RL11121-Umatic-095

Scope and Contents

Includes PDFA, Princess Cruises, Kraft, Knudsen, Blockbuster, Oscar Mayer, Claussen, Nabisco

New Work reel 15, undated Box AV6 > Video-cassette
RL11121-Umatic-096

Scope and Contents

Includes Nestle, Kraft, Nabisco, Knudsen

New Work reel 16, undated Box AV7 > Video-cassette
RL11121-Umatic-097

Scope and Contents

Includes Blockbuster, Miller, Oscar Mayer, Heinz, Kraft

New Work reel 17 Box AV7 > Video-cassette
RL11121-Umatic-098

Scope and Contents

Includes Salon Selectives, Northwestern, Blockbuster, Nabisco, Heinz, Nestle, Oscar Mayer, Louis Rich, Kraft

New Work reel 18, undated

Box AV7 > Video-cassette
RL11121-Umatic-099

Scope and Contents

Includes Nabisco, Helene Curtis, Kraft, VSDA, Oscar Mayer, Foster's

New Work reel 19, undated

Box AV7 > Video-cassette
RL11121-Umatic-100

Scope and Contents

Includes PDFA, Miller, Northwestern Mutual, Nestle, Nabisco, Salton, Foster's, Blockbuster

New Work reel 20, undated

Box AV7 > Video-cassette
RL11121-Umatic-101

Scope and Contents

Includes, Kraft, Nabisco, Miller, Oscar Mayer, Northwestern Mutual, Blockbuster, Nestle

New Work reel 21, undated

Box AV7 > Video-cassette
RL11121-Umatic-102

Scope and Contents

Includes Kraft, Salton, Nestle, Oscar Mayer, Nabisco, Western Union, PTA

New Work reel 22, undated

Box AV7 > Video-cassette
RL11121-Umatic-103

Scope and Contents

Includes Kraft, Northwestern Mutual, Nabisco, Oscar Mayer, Nestle, Western Union, Blockbuster, Illinois Bureau of Tourism

New Work reel 23, undated

Box AV7 > Video-cassette
RL11121-Umatic-104

Scope and Contents

Includes Oscar Mayer, Western Union, Stouffer's, Salton, Kraft, Nestle

Office Services presentation, 1993	Box AV7 > Video-cassette RL11121-Umatic-105
Oscar Mayer TV creative, 1995	Box AV7 > Video-cassette RL11121-Umatic-106
Princess Cruises sales video, 1999	Box AV7 > Video-cassette RL11121-Umatic-107
Princess Cruises sales video, 1999	Box AV7 > Video-cassette RL11121-Umatic-108
Ralph Rydholm: International advertising reel (from Information Center research reports X8.4-4-A), 1984	Box AV7 > Video-cassette RL11121-Umatic-109
Ralph Rydholm: Judging Creative Effectively part 1 (from Information Center research reports X8.4-3-B), 1984	Box AV7 > Video-cassette RL11121-Umatic-110
Ralph Rydholm: Judging Creative Effectively part 2 (from Information Center research reports X8.4-3-B), 1984	Box AV7 > Video-cassette RL11121-Umatic-111
Simpsons Total Branding Video, 1999	Box AV7 > Video-cassette RL11121-Umatic-112
Spencer Stuart H&H Full Build 06 10:15, 2001	Box AV8 > Video-cassette RL11121-Umatic-113
Steppenwolf Theatre TTB video, 2001	Box AV8 > Video-cassette RL11121-Umatic-114
Super Bowl commercials part 1, 1997	Box AV8 > Video-cassette RL11121-Umatic-115
Super Bowl commercials part 2, 1997	Box AV8 > Video-cassette RL11121-Umatic-116
Super Bowl commercials, 2002	Box AV8 > Video-cassette RL11121-Umatic-117
Thompson Total Branding Workshop reel, 1997	Box AV8 > Video-cassette RL11121-Umatic-118

Thompson Way of Planning and Creating Advertising, 1987

Box AV8 > Video-cassette
RL11121-Umatic-119

Total Branding, 1996

Box AV8 > Video-cassette
RL11121-Umatic-120

Total Branding, 1996

Box AV8 > Video-cassette
RL11121-Umatic-121

Scope and Contents

Includes Kodak, U.S. Marines, Motorola

Total Branding Cases, 1996

Box AV8 > Video-cassette
RL11121-Umatic-122

Scope and Contents

Includes Celpa, Esso, Heineken, Jaguar, Karwei, KPSM, Kellogg, Kenya Airways, Lux, Mango, Postcheque

Total Branding Workshop film version a, 1996

Box AV8 > Video-cassette
RL11121-Umatic-123

Scope and Contents

Includes DeBeers, Motorola, White Castle, Marine Corps, Ford, Oscar Mayer, Radio 3 Amsterdam, Nutri-Grain, Sprint

Total Branding Workshop film version b, 1996

Box AV8 > Video-cassette
RL11121-Umatic-124

Scope and Contents

Includes DeBeers, Motorola, White Castle, Marine Corps, Ford, Oscar Mayer, Radio 3 Amsterdam, Nutri-Grain, Sprint

Tough Brand Cluster Video, undated

Box AV8 > Video-cassette
RL11121-Umatic-125

TTB Awards Finalists, 1998

Box AV8 > Video-cassette
RL11121-Umatic-126

TTB Case Histories "Making TTB Happen: Tape 1, 1998

Box AV8 > Video-cassette
RL11121-Umatic-127

TTB Case Histories "Making TTB Happen: Tape 1, 1998	Box AV8 > Video-cassette RL11121-Umatic-128
TTB Workshop, 2001	Box AV9 > Video-cassette RL11121-Umatic-129
Untitled master, undated	Box AV9 > Video-cassette RL11121-Umatic-130
Website studies: HeleneCurtis.com, Cheezguy.com, 2001	Box AV9 > Video-cassette RL11121-Umatic-131
WRFF sales video, 2004	Box AV9 > Video-cassette RL11121-Umatic-132
Compilation tape, undated	Box AV9 > Video-cassette RL11121-VHS-001
Scope and Contents	
Includes Hasbro, Stouffer's, Hamburger Helper, Campbell Soup, McDonald's	
Consumer insight presentation reel, 2000	Box AV9 > Video-cassette RL11121-VHS-002
Conversation with James Webb Young to be used in the speech "Ideas in the Year 2000", undated	Box AV9 > Video-cassette RL11121-VHS-003
Day One Seducing the Muse, 1995	Box AV9 > Video-cassette RL11121-VHS-004
Diamond Solitaire Product Trend, undated	Box AV9 > Video-cassette RL11121-VHS-005
Dunlop Corbin Communications: JWT Total Branding presentation, 1998	Box AV9 > Video-cassette RL11121-VHS-006
Einson Freeman: JWT promotional training video, 1997	Box AV9 > Video-cassette RL11121-VHS-007

Ford Focus press conference 30:00, undated	Box AV9 > Video-cassette RL11121-VHS-008
Improv Mom presentation, 1998	Box AV9 > Video-cassette RL11121-VHS-009
JWT Chicago beer spots, undated	Box AV9 > Video-cassette RL11121-VHS-010
Kellogg's Rome presentation, 1995	Box AV9 > Video-cassette RL11121-VHS-011
Kids Gender presentation, 1998	Box AV9 > Video-cassette RL11121-VHS-012
Nestle (JWT London), undated	Box AV9 > Video-cassette RL11121-VHS-013
Nestle Butterfinger Trends video, 2005	Box AV9 > Video-cassette RL11121-VHS-014
Nestle Tollhouse Morsels Creative History 1974-1994, 1995	Box AV9 > Video-cassette RL11121-VHS-015
Ralph Rydholm: How to Make Client Presentations More Effective (from Information Center research reports X8.4-2-A), 1984	Box AV9 > Video-cassette RL11121-VHS-016
Ralph Rydholm: Judging Creative Effectively part 1 (from Information Center research reports X8.4-3-A), 1984	Box AV9 > Video-cassette RL11121-VHS-017
Stephen King: What Is a Brand?, 1974	Box AV9 > Video-cassette RL11121-VHS-018
Stouffer's reel, 2005	Box AV9 > Video-cassette RL11121-VHS-019
The Real Thing DSN compilation tape 1:50, 1997	Box AV9 > Video-cassette RL11121-VHS-020

Thompson Total Branding JWT Showreel (JWT Bangkok), undated	Box AV9 > Video-cassette RL11121-VHS-021
Thompson Total Branding video (JWT Bangkok), undated	Box AV9 > Video-cassette RL11121-VHS-022
Thompson Total Branding video parts 1 and 2, undated	Box AV9 > Video-cassette RL11121-VHS-023
Western Union, 2002	Box AV9 > Video-cassette RL11121-VHS-024
Thompson Total Branding (JWT Bangkok), undated	Box AV9 > Audio-cassette RL11121-CS-001
Clio Radio Winners, 1977	Box AV9 > Audio-reel RL11121-RR-001
Blockbuster Aliens and Cinderella layoff and archives, 2004	Box AV10 > Video-cassette RL11121-Bcam-001
Bubble Quandary film short, undated	Box AV10 > Video-cassette RL11121-Bcam-002
Butterfinger sales video, 2003	Box AV10 > Video-cassette RL11121-Bcam-003
Cheez Whiz Gen Y Campaign 9:10 (2000-2485), 2000	Box AV10 > Video-cassette RL11121-Bcam-004
Cheryl Miller b-roll, undated	Box AV10 > Video-cassette RL11121-Bcam-005
Christmas layoffs and archives, 2004	Box AV10 > Video-cassette RL11121-Bcam-006
Dip Dip Dip layoff and archives, 2004	Box AV10 > Video-cassette RL11121-Bcam-007

Donor: Blockbuster "Introducing Dorothy Dandridge" :30, 1999	Box AV10 > Video-cassette RL11121-Bcam-008
Holiday Fund Raisers, 2002	Box AV10 > Video-cassette RL11121-Bcam-009
Illinois Lottery "A Day in the Life" 3:15, 2002	Box AV10 > Video-cassette RL11121-Bcam-010
Illinois Lottery "Where Everybody Knows Your Game", 2002	Box AV10 > Video-cassette RL11121-Bcam-011
J. Walter Thompson "Heartbeat", 2003	Box AV10 > Video-cassette RL11121-Bcam-012
J. Walter Thompson "Heartbeat" logo, undated	Box AV10 > Video-cassette RL11121-Bcam-013
James Webb Young Awards 12:00, 2002	Box AV10 > Video-cassette RL11121-Bcam-014
Kellogg's Cornflakes/Lego Vroom (JWT London), 1998	Box AV10 > Video-cassette RL11121-Bcam-015
Kellogg's Frosties "Canyon" (JWT London), 1998	Box AV10 > Video-cassette RL11121-Bcam-016
Kellogg's Frosties "Tiger Slam" (JWT London), undated	Box AV10 > Video-cassette RL11121-Bcam-017
Kellogg's Rice Krispies Eek a Mouse (JWT London), undated	Box AV10 > Video-cassette RL11121-Bcam-018
Kraft Color Ums, 2002	Box AV10 > Video-cassette RL11121-Bcam-019
Kraft Health Archive, 2003	Box AV10 > Video-cassette RL11121-Bcam-020

Kraft Kool Aid "Gimme Some of that Smile", 1999	Box AV10 > Video-cassette RL11121-Bcam-021
Kraft Mayonnaise "Big Mouth", 2004	Box AV10 > Video-cassette RL11121-Bcam-022
Kraft Miracle Whip Taste Challenge 2:00, 2003	Box AV10 > Video-cassette RL11121-Bcam-023
Kraft Miracle Whip sales video, 2003	Box AV10 > Video-cassette RL11121-Bcam-024
Kraft Oscar Mayer "So Much to Love", 2003	Box AV10 > Video-cassette RL11121-Bcam-025
Kraft Shreds Archive, 2003	Box AV10 > Video-cassette RL11121-Bcam-026
Scope and Contents	
Also Blockbuster, Oscar Mayer "So Much to Love"	
Kraft Philly Cream Cheese "Heavenly Wake- Up", 2002	Box AV10 > Video-cassette RL11121-Bcam-027
Lady Sings the Blues trailer, 2000	Box AV10 > Video-cassette RL11121-Bcam-028
Liz Masakayan footage Hawaii, 1997	Box AV10 > Video-cassette RL11121-Bcam-029
Losing Isaiah trailer, 2000	Box AV10 > Video-cassette RL11121-Bcam-030
Miller Genuine Draft "Foley Artist", 2000	Box AV10 > Video-cassette RL11121-Bcam-031
Miracle Whip sales video, 2002	Box AV11 > Video-cassette RL11121-Bcam-032
Nestle Butterfinger Crisp, 2004	Box AV11 > Video-cassette RL11121-Bcam-033
Nestle Butterfinger Crisp sales video, 2004	Box AV11 > Video-cassette RL11121-Bcam-034

Nestle candy bars sales video, 2003	Box AV11 > Video-cassette RL11121-Bcam-035
Nestle Signatures sales video "A Day in the Life of Jean", 2003	Box AV11 > Video-cassette RL11121-Bcam-036
Nestle Stix spots, 2006	Box AV11 > Video-cassette RL11121-Bcam-037
Nestle Tollhouse boards and archives, 2004	Box AV11 > Video-cassette RL11121-Bcam-038
Nestle Wonderball Cartoon Network sales video 2:00, 2002	Box AV11 > Video-cassette RL11121-Bcam-039
Northwestern Mutual Life submasters 18 spots, undated	Box AV11 > Video-cassette RL11121-Bcam-040
Oscar Mayer animation examples, 2004	Box AV11 > Video-cassette RL11121-Bcam-041
Oscar Mayer Employee Offsite V, 2004	Box AV11 > Video-cassette RL11121-Bcam-042
Oscar Mayer "Oh I Wish" layoff and archives, 2004	Box AV11 > Video-cassette RL11121-Bcam-043
Oscar Mayer Talent Search, 2004	Box AV11 > Video-cassette RL11121-Bcam-044
Perrigo: Cheryl Miller Back on the Court 8:06, 1997	Box AV11 > Video-cassette RL11121-Bcam-045
Perrigo: Cheryl Miller Back on the Court 8:06, 1997	Box AV11 > Video-cassette RL11121-Bcam-046
Perrigo: Cheryl Miller Back on the Court 8:06, 1997	Box AV11 > Video-cassette RL11121-Bcam-047

PetSmart RFP agency reel and case studies, undated	Box AV11 > Video-cassette RL11121-Bcam-048
Philadelphia Best Foods examples, undated	Box AV11 > Video-cassette RL11121-Bcam-049
Philly website archive, 2002	Box AV11 > Video-cassette RL11121-Bcam-050
True Crime trailer 2:55, 2000	Box AV11 > Video-cassette RL11121-Bcam-051
The Wood trailer, 2000	Box AV11 > Video-cassette RL11121-Bcam-052
Tim's reel archive, 2004	Box AV11 > Video-cassette RL11121-Bcam-053
Today's Ritziest Toons Nabisco animation, 2004	Box AV11 > Video-cassette RL11121-Bcam-054
Western Union "Behind the Scenes" 9:38, 2003	Box AV11 > Video-cassette RL11121-Bcam-055
Western Union campaign archive, 2004	Box AV11 > Video-cassette RL11121-Bcam-056
Western Union sales video 3:03, 2003	Box AV11 > Video-cassette RL11121-Bcam-057
Western Union show reel, 2003	Box AV11 > Video-cassette RL11121-Bcam-058
WRFF sales video, 2004	Box AV11 > Video-cassette RL11121-Bcam-059
Butterfinger Crisp sales video, 2004	Box AV12 > Video-disc RL11121-OP-001
Christmas archives and files, 2004	Box AV12 > Video-disc RL11121-OP-002
Dip Dip Dip archive and work files, 2004	Box AV12 > Video-disc RL11121-OP-003

Illinois Lottery additional files, undated	Box AV12 > Video-disc RL11121-OP-004
Illinois Lottery archive plus additional files, 2004	Box AV12 > Video-disc RL11121-OP-005
Kraft Health and Wellness, undated	Box AV12 > Video-disc RL11121-OP-006
Kraft May Tag, 2004	Box AV12 > Video-disc RL11121-OP-007
Kraft Miracle Whip sales video, 2003	Box AV12 > Video-disc RL11121-OP-008
Kraft Philly Duo, 2004	Box AV12 > Video-disc RL11121-OP-009
Kraft Shreds Archive, 2003	Box AV12 > Video-disc RL11121-OP-010
Nabisco animation archives, 2004	Box AV12 > Video-disc RL11121-OP-011
Nestle "A Day in the Life of Jean", undated	Box AV12 > Video-disc RL11121-OP-012
Nestle Haagen-Dazs archive plus render files, 2003	Box AV12 > Video-disc RL11121-OP-013
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Philadelphia Best Foods archives, 2004	Box AV12 > Video-disc RL11121-OP-019
Philly website archive, 2002	Box AV12 > Video-disc RL11121-OP-020
Sony: Key Insights from Total Branding Intelligence, undated	Box AV12 > Video-disc RL11121-OP-021
TD Movies, 2003	Box AV12 > Video-disc RL11121-OP-022
Tim's reel archive, 2003	Box AV12 > Video-disc RL11121-OP-023
Western Union Blowout archives and files, undated	Box AV12 > Video-disc RL11121-OP-024
Western Union campaign archive, undated	Box AV12 > Video-disc RL11121-OP-025
Western Union show reel, 2003	Box AV12 > Video-disc RL11121-OP-026
Western Union show reel, 2002	Box AV12 > Video-disc RL11121-OP-027
WRFF archives and files, undated	Box AV12 > Video-disc RL11121-OP-028
WRFF sales video, 2004	Box AV12 > Video-disc RL11121-OP-029

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