



# **Preliminary Guide to the J. Walter Thompson Company. Chicago Office. Records, 1908-2000 and undated**

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## Table of Contents

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<a href="#">Summary</a> .....	3
<a href="#">Background</a> .....	3
<a href="#">Administrative Information</a> .....	5
<a href="#">Names and Subjects</a> .....	6
<a href="#">Collection Inventory</a> .....	6
<a href="#">Accession 1994-0110</a> .....	6
<a href="#">Accession 99-130</a> .....	11
<a href="#">Accession 2002-0188</a> .....	13

## Summary

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**Collection Title:**

J. Walter Thompson Company. Chicago Office. records, 1908-2000 and undated

**Source:**

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

**Creator:**

J. Walter Thompson Company. Chicago Office

**Extent:**

161 Linear Feet (50,000 items)

11 Megabytes

**Language:**

English.

**Collection ID:**

RL.00675

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1334r>

**Preferred Citation**

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

[Return to Table of Contents](#)

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## Background

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**Scope and Content**

This collection (94-110) (27,000 items, 50 linear feet, dated 1908-1989) consists mostly of vertical files, including office newsletters, speeches and writings, publications, training and planning documents from Chicago and other JWT offices. There are also 78 reels of microfilm of Chicago office ads prior to 1970, as well as significant collections of proof files especially pertaining to major clients like Kraft, Quaker Oats, and Schlitz. In addition, the collection holds several hundred "Aber Reports" dating between 1950-1971, which were market

research summations of various product categories. A container list for this accession follows below.

Subsequent additions (96-169, 99-130, 99-239) (8514 items; dated 1970-1998) contain an item-level index to the massive library of research reports maintained by JWT's Chicago Office. Materials are arranged in alphabetical order; the largest alphabetical run is by company name. There are also cards for "X" and "AV" reports, general research reports, and an index to JWT People Profiles. Also included are printed proceedings from international symposia on magazine readership research for 1981, 1983, 1985, 1988, and 1991, including copies of some of the previously unpublished papers and related printed material (1998). These materials reveal the lengths to which advertisers go to gain insight into consumer thinking. Acquired as part of the John W. Hartman Center for Sales, Advertising and Marketing History. A container list for accession 99-130 follows below.

Addition (01-110) (70 items, .2 lin. ft.; dated [1980s]) consists of about 70 color slides depicting people, events, and locations within the company's Chicago offices.

Addition (02-0188) (397 items, 8.7 linear feet; dated 1980-2000 and undated) comprises primarily information on and examples of Thompson Total Branding (TTB), including in the US, England, Jamaica, and Asia. TTB began in 1996 and is JWT's method for addressing client marketing needs. Also includes copies of earlier methodologies, the T-Plan and Thompson Way; employee manuals; training material; J. Walter University intern/trainee manual (2000); information about the Lintas, McCann-Erickson, and Ogilvy and Mather agencies; material from JWT's World Partners Council meetings (Italy, 1995; Mexico, 1997) and marketing seminars held in the agency's Asia-Pacific region; six 3/4" U-matic SP and 11 VHS videocassettes, mainly of presentations and training material (1980s-1990s); 1 audiocassette; 47 color slides; and 208 electronic documents on 2 CD-ROMs. A container list for this accession follows below.

Several accessions of the JWT Chicago Office Records were completely or partially deaccessioned at the request of the JWT Chicago and returned to the JWT Record Center. These involved proprietary research in which the clients still retained an interest. The accessions involved were: 95-016 (10 boxes); 95-015 (7 boxes); 95-018 (2 boxes); 95-017 (1 box); and 99-0130 (28 boxes). For further information, contact Research Services.

## **Biographical/Historical**

Company founded in NY in 1864. The J. Walter Thompson company is one of the world's oldest and largest advertising firms.

[Return to Table of Contents](#)

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## **Administrative Information**

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### **Publication Statement**

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

### **Access Restrictions**

Collection is restricted.

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. There may be a 48-hour delay in obtaining these materials.

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

### **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. Records was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1994-2002.

### **Processing Information**

Processed by Rubenstein Library staff; Joshua Kaiser

Completed September 9, 2002

Additions processed by Richard Collier

Last updated August 26, 2004

Encoded by Joshua Kaiser, Ruth E. Bryan, and Richard Collier

This collection is unprocessed: materials may not have been ordered and described beyond their original condition.

[Return to Table of Contents](#)

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## **Names and Subjects**

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- Advertising agencies -- Management
- Advertising -- Research
- Employees -- Training of
- Brand name products -- Marketing -- Management
- CD-ROMs
- Advertising -- Management
- Readership surveys
- Audiocassettes
- Color slides
- Advertising -- History
- Advertising campaigns
- Periodicals -- Circulation
- electronic records (digital records)
- Marketing -- Asia
- Marketing -- Pacific Area
- Videocassettes
- Marketing research -- United States
- Advertising agencies -- History
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company. Chicago Office

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## **Collection Inventory**

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**Accession 1994-0110**

**Processing Information:**

Please contact Research Services staff before visiting the Rare Book, Manuscript, and Special Collections Library to use this collection.

**Access Restrictions:**

Unpublished materials less than 15 years old are closed to non-JWT researchers.

---

Market Research Department, NYO, "Aber Reports," 1950-1963 Box 1

**Scope and Contents note**

[Research reports on product categories, evidently named for a chief author, Caroline E. Aber]

---

Market Research Department, New York Office, "Aber Reports," 1964-1969 Box 2

---

Market Research Department, NYO, "Aber Reports," 1970-1971 Box 3

**Scope and Contents note**

[Now produced by the JWT "Reference Unit" ]

---

New York Office Newsletters (unbound), 1945-1965 Box 4

---

New York Office Newsletters (unbound), 1965-1983 Box 5

---

JWT Media Publications, Various, 1973-1981 Box 6

---

JWT News, 1984-1986 Box 7

---

JWT London Information Center Book News, 1982-1987 Box 7

**Scope and Contents note**

[Compiled by Bryan Way]

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JWT Media Publications, Various, [1980s] Box 8

**Scope and Contents note**

[Includes Cable Capsules, and Network Notes (Chicago)]

Writings and Speeches of JWT Personnel,  
1956-1962 Box 9

**Scope and Contents note**

[Mostly by N. Strouse and A. Johnson]

---

Writings and Speeches of JWT Personnel,  
1963-1975 Box 10

**Scope and Contents note**

[Includes clippings about JWT and JWT personnel]

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Writings and Speeches of JWT Personnel,  
1976-1979 Box 11

Chicago Office Microfilm, Nos. AD31-AD78,  
undated Box 12

Chicago Office Microfilm, Nos. AD1-AD21,  
AD24-AD30, undated Box 13

Aunt Jemima Ads, ca. 1989 Box 14

**Scope and Contents note**

[Includes Packaging, mechanicals, layouts and oversize]

---

Old Binders, [1984] Box 15

**Scope and Contents note**

[Includes records and contents of Chicago proof books; detailed lists of items filmed in reels AD1-AD78. Also includes some promotional materials, such as coupons for Kraft products.]

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Color Slides, [1980s] Box 16

**Scope and Contents note**

[Includes images of ads from Chicago proof books from the early 1900s on for multiple clients. Arranged by client/date per books. Also a binder relating to the records center storage of profs in the 1980s.]

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Booklet, "The Many Worlds of Sam Meek,"  
undated Box 17

Vertical Files on JWT Offices, [1930s-1980s] Box 18

---

<b>Scope and Contents note</b>	
[Includes, New York, San Francisco, Australia, Belgium, Germany, India, London, and others; miscellaneous newsletters]	
Vertical Files on Chicago Office, from 1924 on	Box 19
<b>Scope and Contents note</b>	
[Includes data and plan forms for advertising; files on Chicago office seminars [1970s]; TGI materials]	
JWT Speeches and Articles, 1971-1978	Box 20
Chicago Client Summaries, 1969	Box 20
Communications Plan, 1975-1976	Box 20
Axiom materials, [ca. 1980]	Box 20
Vertical Files, [ca. 1954-1975]	Box 21
<b>Scope and Contents note</b>	
[Includes Chicago office files; Communispond; Consumer Panel; Deltakos and other subsidiaries; financial records; compensation]	
Writings and Speeches, 1958-1970	Box 22
Publications and Speeches, [1960s-1970s]	Box 23
<b>Scope and Contents note</b>	
[JWT London, BMRB, South Africa]	
JWT Junior Forum Talks, 1951-1952	Box 23
Media Reports (Chicago office), 1970	Box 23
Chicago Office Account Files, undated	Box 24
<b>Scope and Contents note</b>	
[Includes research materials, ca. 1950s-1960s]	
Personnel Lists, undated	Box 24
Training Manual, 1921	Box 24
Kraft-Phenix Press Releases, [1930s]	Box 24

---

Writings and Speeches, 1908-1957	Box 25
Kraft Food Proofs, 1952-1956	Box 26
<b>Scope and Contents note</b> [Includes trade, newsprint, outdoor, and consumer advertisements]	
Kraft Food Proofs, 1950-1952	Box 27
Salada Tea Proofs, 1978	Box 28
Schlitz Proofs, 1956-1980	Box 28
Kraft, 1950, 1959	Box 29
Chicago Economic Development Commission, 1977-1979	Box 29
Chicago Health Club, 1977	Box 29
Vic Tanny, undated	Box 29
Quaker Oats, 1954-1959	Box 29
Kraft Proofs, 1944-1946	Box 30
<b>Scope and Contents note</b> [3 proof boxes]	
Kraft Proofs, 1955-1958	Box 31
<b>Scope and Contents note</b> [2 books in a proof box]	
Kraft Proofs, 1957-1958	Box 32
<b>Scope and Contents note</b> [3 proof books]	
Kraft Proofs, 1947-1951	Box 33
<b>Scope and Contents note</b> [3 proof boxes]	

[Return to Table of Contents](#)

## **Accession 99-130**

### **Processing Information:**

Please contact Research Services staff before visiting the Rare Book, Manuscript, and Special Collections Library to use this collection.

### **Access Restrictions:**

Unpublished materials less than 15 years old are closed to non-JWT researchers.

X Reports RCB 8126	Box 1
X Reports RCB 8127	Box 2
X Reports RCB 8128	Box 3
X Reports RCB 8129	Box 4
X Reports RCB 8130	Box 5
X Reports RCB 8132	Box 6
X Reports RCB 8133	Box 7
X Reports RCB 8134	Box 8
X Reports RCB 8135	Box 9
X Reports RCB 8136	Box 10
X Reports RCB 8137	Box 11
X Reports RCB 8138	Box 12
X Reports RCB 9363	Box 13
X Reports RCB 9364	Box 14
X Reports RCB 9365	Box 15
X Reports RCB 9366	Box 16
X Reports RCB 9367	Box 17

X Reports RCB 9368	Box 18
X Reports RCB 9369	Box 19
X Reports RCB 9370	Box 20
X Reports RCB 9371	Box 21
X Reports RCB 9372	Box 22
X Reports RCB 9373	Box 23
X Reports RCB 9374	Box 24
X Reports RCB 9375	Box 25
Research Reports RCB 9327	Box 26
Research Reports: Oscar Meyer RCB 9023	Box 27
Research Reports: Oscar Meyer RCB 9024	Box 28
Research Reports: Schlitz RCB 3718	Box 29
Research Reports: Schlitz RCB 4327	Box 30
Research Reports: Schlitz RCB 7209	Box 31
New Business RCB 5996	Box 32
New Business RCB 8569	Box 33
New Business RCB 8608	Box 34
New Business RCB 8609	Box 35
New Business RCB 9454	Box 36
Personnel RCB 8883	Box 37
Personnel RCB 8901	Box 38
Ameritech RCB 7424	Box 39
Ameritech RCB 7425	Box 40
Accounts RCB 2854	Box 41

Research Reports: Kraft RCB 5509	Box 42
Research Reports: Kraft RCB 6967	Box 43
Research Reports: Kraft RCB 7322	Box 44
Research Reports: Kraft RCB 7828	Box 45
Research Reports: Kraft RCB 7836	Box 46
Research Reports: Kraft RCB 8014	Box 47
Research Reports: Kraft RCB 8015	Box 48
Research Reports: Sears Hispanic RCB 8570	Box 49
Research Reports: Sears Hispanic RCB 8575	Box 50
Employee Handbooks no RCB #	Box 51
RCB 8181	Box 52

[Return to Table of Contents](#)

## **Accession 2002-0188**

### **Processing Information:**

Processing note: Any original titles for folder and binders have been reproduced in quotes.

Some of the materials in this accession are not immediately accessible because they require further processing before use. Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

### **Access Restrictions:**

Unpublished materials less than 15 years old are closed to non-JWT researchers.

Contents of Box 1: Box 1

### **Processing Information:**

[Technical Services staff need to format for use copies of videocassette tapes before use.]

---

"Sesame Steet Promotional Items" Box 1

**Processing Information:**

[Technical Services staff may need to process material in envelopes before use.]

---

"DSN-Ads, DeBeers Diamond [Solitare] case-see white box also" Box 1

**Processing Information:**

[2 VHS videocassettes removed to Box 7.]

---

"Ford Truck-DM" Box 1

**Processing Information:**

[2, 3/4" U-Matic sp videocassettes removed to Box 7.]

[Oversized material removed to Box 10 and 12.]

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DeBeers Box 1

---

Client Mailer regarding drug campaign Box 1

**Processing Information:**

[Contains 1 VHS videocassette and 1 compact disk (Disk 002). The contents of Disk 002 have been migrated to the electronic records server. A disk directories log exists. Contact Research Services staff. The physical Disk 002 (kept in the collection) may not be used by patrons.]

---

Drug campaign digital materials, 2001 Digital-materials RL00675-SET-0001  
Optical-disc RL00675-OP-0002

**Physical Description:** 3 Megabytes  
4 files

**Scope and Contents**

Includes document and audio files.

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Contents of Box 2: Box 2

**Processing Information:**

[Attention: Contains pictorial materials.]

[Presentations done by James Walker and others in London, 1996]	Box 2
Case studies and presentations <b>Physical Description:</b> 3 folders	Box 2
"Early TTB training Presentations developed by J. Furr, D. Baker and others"	Box 2
"JWT Asia training Program Presentations by Grace Atkinson"	Box 2
JWT License plate	Box 2
New Buisness mailers and promptional pieces from JWT Hong Kong, 1997	Box 2
Ford Focus Lanch "press list" <b>Processing Information:</b> [Contains 3 color slides.]	Box 2
"TTB case study for JWT affiliate agency in Jamaica" <b>Processing Information:</b> [1 VHS videocassette removed to Box 7.]	Box 2
Thompson Total Branding: Kraft	Box 2
"Work done by JWT Specialized," 1998	Box 2
Contents of Box 3:	Box 3
Material from JWT world council, 1995 <b>Physical Description:</b> 3 folders, 3 binders	Box 3
Ogilvy and Mather manual	Box 3
Contents of Box 4:	Box 4
Welcome box for 1995 world council meeting	Box 4
"Expertise and Experience" binder <b>Processing Information:</b>	Box 4

---

[Disk 001 removed and its contents migrated to the Special Collections Server. A disk directories log exists. Contact Research Services.]

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Digital Media in Lat. Am Release 1 ,  
1996-1998

Digital-materials RL00675-  
SET-0001  
Folder 1 > Optical-disc  
RL00675-OP-0001

**Physical Description:** 8 Megabytes  
208 files

**Scope and Contents**

Includes document and still image files.

---

Welcome box material for attendees at JWT  
Partners World Council in 1997

Box 4

**Physical Description:** 2 folders

**Processing Information:**

[Welcome box removed to Box 13.]

---

JWT informational material

Box 4

**Physical Description:** 2 folders, 1 binder

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Contents of Box 5:

Box 5

Presentation and printed material

Box 5

Material from JWT seminar in Malaysia

Box 5

"Japanese Version 2 TTB materials"

Box 5

"O and M"

Box 5

Printed material

Box 5

JWT employee benefits booklet

Box 5

Material used for Asia-Pacific region  
workshops

Box 5

**Physical Description:** 4 spiral binders

---

Contents of Box 6:

Box 6

**Processing Information:**

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[Technical Services staff need to format for use copies of videocassette tapes before use.]

[Attention: Contains pictorial materials.]

---

Board speech and slides	Box 6
Kraft Media Seminar	Box 6
Employee Handbook	Box 6
Workshop material	Box 6
Contents of Box 7:	Box 7

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**Processing Information:**

[Technical Services staff need to format for use copies of videocassette tapes before use.]

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TTB Case Histories	Box 7
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**Physical Description:** 2, 3/4"U-matic SP videocassettes

---

Tough Brand Cluster video	Box 7
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**Physical Description:** 1, 3/4" U-matic SP videocassette

**Processing Information:**

[Removed from Box 1.]

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1997 F-Series Spots	Box 7
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**Physical Description:** 1, 3/4" U-matic SP videocassette

**Processing Information:**

[Removed from Box 1.]

---

Diamond Solitaire Product Trend	Box 7
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**Physical Description:** 1 VHS videocassette

**Processing Information:**

[Removed from Box 1.]

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"The Real Thing" DSN Compilation Tape	Box 7
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**Physical Description:** 1 VHS videocassette

**Processing Information:**

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[Removed from Box 1.]

---

Dunlop Corbin Communications Box 7

**Physical Description:** 1 VHS videocassette

**Processing Information:**

[Removed from Box 2.]

---

Ford Focus Press Conference Box 7

**Physical Description:** 1 VHS videocassette

---

Thompson Total Branding Box 7

**Physical Description:** 2 VHS videocassettes

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Einson Freeman Box 7

**Physical Description:** 1 VHS videocassette

---

Kelloggs Rome Presentation Box 7

**Physical Description:** 1 VHS videocassette

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Nestle Box 7

**Physical Description:** 1 VHS videocassette

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Contents of Box 8: Box 8

**Processing Information:**

[Technical Services staff need to format for use copies of videocassette tapes before use.]

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Thompson Total Branding Box 8

**Physical Description:** 1 VHS videocassette, 1 audio cassette

**Processing Information:**

[Removed from Oversized Box 12.]

---

Total Branding cases Box 8

**Physical Description:** 1, 3/4" U-matic SP videocassette

---

Kellogg Box 8

**Physical Description:** 1, 3/4" U-matic SP videocassette

Nestle	Box 8
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
Worldwide Happy Birthday	Box 8
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
Account videos from 1995 World council meeting	Box 8
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
Bill Thompson	Box 8
<b>Physical Description:</b> 3, 3/4"U-matic SP videocassettes	
Contents of Box 9:	Box 9
<b>Processing Information:</b>	
[Technical Services staff need to format for use copies of videocassette tapes before use.]	
JWTV Asia Pacific 10EA Round Up, "In Rome"	Box 9
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
Bill Thompson, "Eyes On Thompson," "JWT, A Worldwide Powerhouse"	Box 9
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
John Furr Presentations	Box 9
<b>Physical Description:</b> 3, 3/4"U-matic SP videocassettes	
JWT World Partners Council, 1995	Box 9
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
"Eyes On Thompson" Presentation	Box 9
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
James Webb Young Workshop, Manila	Box 9
<b>Physical Description:</b> 1, 3/4" U-matic SP videocassette	
Contents of Oversized Box 10:	Box 10
Ford packing tube	Box 10
<b>Processing Information:</b>	

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[Removed from Box 1.]	
"Kraft Recruitment"	Box 10
Kelloggs Training Program	Box 10
<b>Physical Description:</b> 2 binders	
John Furr's basic training workshop presentation	Box 10
1997 Ford Expedition Launch	Box 10
Contents of Oversized Box 11:	Box 11
J. Walter University intern/trainee manual, 2000	Box 11
Ford	Box 11
Recruitment Advertising manual	Box 11
Contents of Oversized Box 12:	Box 12
Thompson Total Branding	Box 12
<b>Processing Information:</b> [1 videocassette and 1 audio cassette tape removed to Box 8.]	
Ford Calendar	Box 12
<b>Processing Information:</b> [Removed from Box 1.]	
Contents of Oversized Box 13:	Box 13
Welcome box from 1997 Partners World Council	Box 13
<b>Processing Information:</b> [Removed from box 4.]	

[Return to Table of Contents](#)