



# **Guide to the J. Walter Thompson Company. Colin Dawkins Papers, 1776-1986**

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Colin Dawkins papers, 1776-1986

**Creator:**

J. Walter Thompson Company

**Source:**

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

**Extent:**

7.9 Linear Feet  
circa 3,800 Items

**Language:**

English.

**Collection ID:**

RL.00679

**Permalink:**

<https://idn.duke.edu/ark:/87924/m15w49>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Colin Dawkins Papers, 1776-1986. David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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**Scope and Content**

The papers of Colin Dawkins, a former Vice President of the J. Walter Thompson (JWT) advertising agency, span the years 1776 to 1986 with the bulk of the papers being dated between 1920 and 1981. The collection consists of Dawkins's research files, gathered for a proposed book on the history of the advertising business as it paralleled and was influenced by the growth and international development of JWT. These files contain correspondence, printed materials (including JWT newsletters), articles, clippings, speeches, writings, advertisements, reports, oral interview transcripts and cassette tapes. Clients

represented in this collection include primarily the Ford Motor Company but also Kraft, Chesebrough-Ponds, Pan American, and Lever Brothers, and JWT executives represented include James Walter Thompson, Stanley Resor, Howard Kohl, Sam Meek, Helen Lansdowne Resor, Edward G. Wilson, Shirley Woodell, James Webb Young, and Dan Seymour. Much of the collection duplicates material found elsewhere in the extensive J. Walter Thompson Company Archives and many items are photocopies; however, the collection does contain unique material specifically in the Oral Interview Series and items throughout the collection which Colin Dawkins collected.

In October 1978, Dawkins began his advertising history project. During the next two years, he wrote to "JWT vets" requesting information about people and places, letters and memos, excerpts from speeches, artifacts, advertisements, pictures, and information on JWT offices.

The Officers and Staff Series contains information by and about key personalities who contributed to the development of the J. Walter Thompson Company. The JWT employees represent the majority of the company's departments: broadcast, research, creative, international, publicity and public relations, and the executive administration. Especially well-documented individuals include Gelston Hardy, Kennett Hinks, Howard Kohl, Sam Meek, John Monsarrat, Helen Lansdowne Resor, Stanley Resor, Dan Seymour, Norman H. Strouse, James Walter Thompson, Edward G. Wilson, Shirley Woodell, and James Webb Young.

The Clients Series consists of background information on a limited number of major and minor JWT clients, including Kraft, Pan American, Chesebrough-Ponds, Lever Brothers, and Ford Motor Company. Dawkins worked for many years on the Ford account, for which there is extensive information in this series. The Ford files document the 1957 "Around the World" campaign, international campaigns, background information on campaigns for Mustang and Maverick models, the history of JWT's relationship with Ford, presentations made to Ford, and Ford firsts in advertising.

The Alphabetical Files Series is the largest series in the collection. The majority of information focuses on JWT through short company histories, the establishment and growth of departments (such as Broadcast and Radio), and both domestic and international offices, especially New York and London. The Alphabetical Files Series also documents JWT's innovations in the advertising business in the use of market research, testimonials, and women's perspective in advertising. The series contains some information about other advertising agencies in particular Batten, Barton, Durstine, Osborn; Lord & Thomas; Foote, Cone & Belding; and N. W. Ayer. Other topics in this series include general advertising history and economic comparisons of advertising agencies. Dawkins's research notes and correspondence files he kept for his advertising history project are in this series also.

Dawkins travelled to visit key officers and staff members and recorded and transcribed their conversations. The cassettes and transcripts from these interviews are in the Oral Interview Series in both the Audio Subseries and the Transcripts Subseries. They provide personal insights into the history of the J. Walter Thompson Company.

After three years of researching, Dawkins set out to write a history of advertising focussing on the J. Walter Thompson Company. The resulting text, entitled "Ain't It Hell On A Windy Day" was not published. The manuscript copy is in the Writings Series and is CLOSED except to the members of the J. Walter Thompson Company.

The Advertisements Series is filed with the Oversize Material and contains the advertisements associated with specific Officers and Staff, Clients, and files in the Alphabetical Files. Also in this series are advertisements from Dawkins's Advertisement Portfolio.

### **Biographical/Historical**

<b>Date</b>	<b>Description</b>
1922, Sept. 8	Born on an Indian reservation near Tulsa, Oklahoma
1930s	Grew up in New York City, where he studied art and planned to be a portrait painter
1943, March - Sept.	Worked with WABC radio's wartime all-night record operation
1943, Sept. 10 - 1946, Mar. 8	In the Air Corps; advanced from private to corporal; worked in public relations and on corps newspapers
1947	Began his 34 year career at the J. Walter Thompson Company (JWT) as a mailroom messenger in the New York office. He shortly thereafter advanced to be a market research clerk.

<b>Date</b>	<b>Description</b>
1949, Jan.	Appointed Junior Copywriter, assistant to Larry D'Aloise at JWT
1949, Sept. - 1951, Feb.	Assigned to JWT-London's copy group; first American to join the London office after the WWII hiatus; worked on Pan American and Parker Pen accounts
1950, Dec.	Started JWT/BMRB (British Market Research Bureau) News, renamed Round the Square, the London office's house publication
ca. 1950	Married Patricia Horan, an American who worked in the London office's Art Department
1951	Returned to New York Office
1952, April - 1953, Mar.	Worked in Montreal office on Barrett and Dominion Glass accounts
1953	Rejoined New York office, writing on a variety of accounts including Ford international, Mosler Safe Co., Blue Cross, and J B. Williams
1953-1971	Worked on Ford account
1962-ca. 1978	Principal assignments consisted of Ford-Ford Division Magazine, Outdoor, Advance Projects and International
1965	Named a Vice President
1972, Oct.	Sent to Paris office as Creative Director

<b>Date</b>	<b>Description</b>
1978	Proposed writing a history of JWT which he worked on for several years as a part-time JWT employee
1981	Retired from J. Walter Thompson Company
1986 November 27	Died in Pennsylvania

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## **Administrative Information**

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### **Publication Statement**

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### **Access Restrictions**

Access to portions of The Colin Dawkins Papers 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 the J. Walter Thompson Company Archives have not been transferred to Duke University. For further information, see the section on

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

## **Acquisition Information**

The Colin Dawkins Papers were transferred to the David M. Rubenstein Rare Book & Manuscript Library from the J. Walter Thompson Company in 1987. Processing of this collection was supported in part by gifts from the J. Walter Thompson Company Fund and the John and Kelly Hartman Foundation.

## **Processing Information**

Processed by: Katherine Hufstetler, Janie Morris, Phoebe Evans, Charn Reid

Completed June, 1996

Encoded by Stephen Douglas Miller

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## **Names and Subjects**

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- Advertising -- Management
- Advertising executives
- Advertising -- History
- Advertising agencies -- New York (State)
- Ford Motor Company
- Dawkins, Colin, 1922-1986
- J. Walter Thompson Company
- Resor, Helen Lansdowne, 1886-1964
- Meek, Samuel W. (Samuel Williams), 1895-
- John W. Hartman Center for Sales, Advertising & Marketing History
- Resor, Stanley Burnet, 1879-1962
- Seymour, Dan, 1914-

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## **Collection Inventory**

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### **Officers and Staff Series, 1873-1986 (bulk 1920s-1979)**

**Scope and Contents note**

Includes correspondence, biographical information, clippings, notes, photographs, and articles about or by JWT staff members. Employees represented are primarily from the U. S. offices; however, William Hinks, Douglas Saunders, and Rae Smith are from the London office, and the James Hamilton Russell and Timothy Hamilton Russell files contain information about the South Africa office.

Arranged alphabetically by last name of employee. See also [Oversize Materials](#).

Adams, Taylor, 1979	Box 1
Carlton, William J., 1873-1874, 1902, 1961-1965 and undated	Box 1
<b>Physical Description:</b> 2 folders	
Carroll, Carroll, 1952, 1957, 1964-1967, 1971-1972, 1977-1978	Box 1
Cherington, Paul, 1922-1929, 1931, 1939, and undated	Box 1
Connell, Louise Fox, 1923, 1979	Box 1
D'Aloise, Larry, 1960, 1962-1963, 1966-1967 and undated	Box 1
Day, William, 1928, 1936	Box 1
Dennison, Robert E., 1979	Box 1
Elton, Wallace, 1949, 1958-1959, 1979-1980	Box 1
Fielden, E.J., 1959 and undated	Box 1
Flower, Henry, 1930, 1947, 1954, 1979 and undated	Box 1
Francisco, Don, 1945-1949, 1952, 1973 and undated	Box 1
Graham, William J., undated	Box 1
Hamilton Russell, James, 1920s-1956	Box 1
Hamilton Russell, Timothy, 1970, 1979-1980	Box 1

Hardy, Gelston, 1907, 1930, 1944-1945, 1948, 1953, 1956, 1958, 1966, 1979-1983	Box 1
<b>Physical Description:</b> 2 folders	
Henderson, Howard, 1920, 1928-1938 and undated	Box 1
Hinks, Kennett, 1925, 1930, 1947, 1949, 1963-1966, 1978-1979, 1982, 1985 and undated	Box 1
Hinks, William, 1940, 1960, 1967 and undated	Box 1
Hobbs, Arthur E., 1931, 1979	Box 1
Jaccaci, Thayer, 1980	Box 1
Jessup, John K., undated	Box 1
Johnson, Arno H., 1947, 1960-1964	Box 1
Johnston, Don, See Oversize Material	Box 1
King, Peggy, 1928, 1963, 1979	Box 1
Kinney, Gilbert, 1924, 1930, 1938, 1952, 1985 and undated	Box 2
Kohl, Howard, 1906, 1926, 1948, 1956-1957, 1978-1979	Box 2
Lanigan, Denis, speeches, 1984, 1986	Box 2
Marquand, John, 1972	Box 2
McKee, Rudyard C., 1959, 1962	Box 2
Meek, Sam, 1917, 1919, 1924-1925, 1929-1973, 1977-1982, 1984 and undated	Box 2
<b>Physical Description:</b> 7 folders	
Merrick, Robert, 1929, 1980 and undated	Box 2
Monsarrat, John, 1955, 1960-1979	Box 2
<b>Physical Description:</b> 2 folders	
Odell, John A., undated	Box 2

Olson, Sidney, 1961, 1974, 1979 and undated	Box 2
O'Meara, Walter, 1930-1952	Box 2
Raymond, Charles E., 1890s, 1920-1930, 1956	Box 2
Reber, John, 1930-1931, 1947, 1958, 1971, 1978-1979 and undated	Box 3
Reed, Vergil D., 1949, 1979 and undated	Box 3
Reese, Florence, 1959, 1979-1980 and undated	Box 3
Resor, Helen, 1920, 1924, 1936, 1963-1964 and undated	Box 3
Resor, Helen and Stanley, 1917, 1927-1928, 1937-1938, 1947, 1955, 1963, 1968, 1983 and undated	Box 3
Resor, Helen; her sister Therese Lansdowne Duple, 1968, 1981 and undated	Box 3
Resor, Stanley, 1901-1983 and undated	Box 3
<b>Physical Description:</b> 3 folders	
Richardson, George, 1948, 1978-1979	Box 3
Richey, Hunter, 1949, 1977	Box 3
Saunders, Douglas, 1946, 1949, 1957, 1961	Box 3
Schachte, Henry, 1963-1964, 1969, 1972, 1974	Box 3
Senior, Raimond del Noce, 1965-1966, 1973, 1976	Box 3
Seymour, Dan, 1958-1979	Box 3
Seymour, Dan, speeches, 1966-1972	Box 4
Smith, Rae, 1924, 1930, 1938	Box 4
Stansbury, Harold, 1921, 1924, 1954, 1955 and undated	Box 4

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Stanton, Henry T., 1924, 1927, 1940s, 1954 and undated	Box 4
Steichen, Edward, 1927-1928, 1963 and undated	Box 4
Strouse, Norman, 1956, 1964-1976, 1979, 1984 and undated	Box 4
Taylor, Winfield, 1949, 1957, 1979	Box 4
Thompson, James Walter, 1893-1907, 1921, 1926, 1928, 1930, 1935-1937, 1950, 1958, 1962, 1964, 1968, 1976, 1979 and undated	Box 4
<b>Physical Description:</b> 2 folders	
Watson, John B., 1921-1929, 1958, 1979 and undated	Box 5
Wilson, Edward B., 1964, 1973, 1985	Box 5
Wilson, Edward G., 1930-1986 and undated	Box 5
<b>Physical Description:</b> 2 folders	
Woodell, Shirley, 1947-1980	Box 5
<b>Physical Description:</b> 5 folders	
Young, James Webb, 1916-1965	Box 5
Young, James Webb, 1922-1982 and undated	Box 6
<b>Physical Description:</b> 5 folders	

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### **Clients Series, 1895-1979 (bulk 1957-1960s)**

#### **Scope and Contents note**

Contains printed materials, correspondence, articles, clippings, press releases, and account histories of JWT clients that Dawkins researched for his book.

Arranged alphabetically by client's name. See also Oversize Materials.

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Clients Lists, 1920-1978 and undated	Box 6
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American Memorial Chapel Committee, (London Office), 1959 and undated	Box 6
Cheek-Neal Coffee Company, (Maxwell House), 1925-1927	Box 6
Chesebrough-Pond's, 1916, 1940, 1950, 1959, 1963 and undated	Box 6
Fleischmann Company, 1925-1926 and undated	Box 6
Ford Motor Company, <b>Physical Description:</b> 38 folders	
General, 1908, 1928, 1943-1960, 1978 and undated	Box 6
<b>Physical Description:</b> 2 folders	
Argentina: Falcon, Futura and Taunus, 1963, 1976	Box 6
Around the World Campaign 1948, 1957,	Box 6
<b>Physical Description:</b> 1 folder	
Around the World Campaign 1957, 1979	Box 7
<b>Physical Description:</b> 7 folders	
Campaign Themes, 1957-1979	Box 7
Code Name Fox : The Story of Ford Fairmont and Mercury Zephyr, 1978	Box 8
Fairlane, 1966 Nov. 15	Box 8
Cortina, 1969 and undated	Box 8
Ford and JWT: a dialogue prepared as an orientation for Bunky Knudson, 1968, Aug. 8	Box 8
The Ford Book of Styling, 1963	Box 8
Ford dealers' Closed Circuit Television Conference, 1954, Jan. 28	Box 8
The Ford Image in Europe, 1976, Sept. 15	Box 8

Ford International : Considerations for Strengthening Ford's Position in the Expanding European Market, 1966	Box 8
Ford International : Product Value Campaign, 1963, Dec. 5	Box 8
Germany, 1966 and undated	Box 8
History, 1961, 1963, 1969, 1977	Box 8
Iacocca's Questions, 1970, Jan. 10	Box 8
Magazine and Newspaper Follow-ups for 1965, 1964, Aug. 4	Box 8
Maverick, 1964, 1968, 1969 and undated	Box 8
Mustang, 1963-1966	Box 9
<b>Physical Description:</b> 5 folders	
Newark Ford Dealer Advertising Association fires JWT, 1970	Box 9
Organizational Chart, undated	Box 9
Printed Materials, 1964, 1966, 1970, 1978	Box 9
Product Value Campaign, 1962	Box 9
A Quick Look at Maverick on Brazil, 1977, Sept. 26	Box 10
The Reality Project, 1968, June	Box 10
"Understanding Pop Culture in the Marketplace," presentation by Ford Creative Group for Don Frey, 1966 and undated	Box 10
Franklin Baker Co., Baker's Coconut, 1924	Box 10
General Cigar Company, 1942	Box 10
Grand Rapids Refrigerator Co., 1916 and undated	Box 10
Henry McKenna bourbon, 1967, June 13	Box 10

Irving Trust Company, 1925	Box 10
Kraft, 1904, 1959, 1964, 1972, 1977 and undated	Box 10
Lever Brothers : Lux and Rinso, 1925, 1935, 1950, 1966 and undated	Box 10
Pabst Malt, 1895	Box 10
Pan American World Airways, (campaigns 1943-1969), 1956, 1959 and undated	Box 10
Prudential Insurance Company, 1960	Box 10
Shell Oil Company, 1930, 1938, 1942, 1952-1953, 1960 and undated	Box 10

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### **Alphabetical Files Series, 1776, 1912-1985 (bulk 1950s-1970s)**

#### **Scope and Contents note**

Consists of articles, clippings, printed materials, chronologies, notes and excerpts from publications, correspondence, writings, and speeches. In this series exists a unique history of JWT's offices in Spain.

Materials are arranged alphabetically by folder title. See also [Oversize Materials](#).

Advertisements (primarily photocopies), 1912-1948, 1950 and undated	Box 10
Advertising & Marketing History Articles by Richard W. Pollay, 1976-1978	Box 10
Advertising Hall of Fame, 1973-1979	Box 10
Advertising History from Babylonian times through the 1980s, 1857, 1959-1980	Box 10
Agency Rankings, 1916-1980	Box 10
American Business History, excerpts from, undated	Box 10

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Batten, Barton, Durstine, Osborn, History of Company, 1954, 1961-1962, 1966	Box 10
"British Admen Know People Better than Politicians," by Jeremy Bullmore, 1977, May 25	Box 10
British Market Research Bureau, London, 1960, 1964	Box 10
Broadcast Advertising--Radio, 1895-1978 and undated	Box 11
Broadcast Advertising--Television, 1937-1979	Box 11
"Close-up : London" (speech, author unidentified), 1985	Box 11
Competitive Advertising Agencies, 1955-1979	Box 11
Dawkins' Chronological Research Notes, 1864-1980	Box 11
Dawkins' Project Correspondence, 1979-1981	Box 11
Dawkins' Project Notes, ca. 1979-1981	Box 11
Expenditure Data, 1956-1960	Box 11
Freedom of Choice Campaign of the Magazine Publishers Association, 1966-1968	Box 11
Historical Exhibit on the 11th Floor, New York office, 1977 and undated	Box 11
The History of Advertising Archives (Vancouver, Canada), 1978-1979	Box 11
The History of Advertising Trust (London), 1977-1979	Box 11
History of the J. Walter Thompson Company, 1864-1962 by Frankie McKee Robins, 1962, Jan.	Box 11
Internal and External Communications Recommended Plan, 1976	Box 11

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The J. Walter Thompson Company: An Advertising History, 1979	Box 11
JWT Handbook, 1976, Oct. 26	Box 11
JWT Historical Project (Archives), 1977	Box 11
JWT History Presentation, 1980, April 22	Box 11
JWT: Article written for the Book of Knowledge Encyclopedia, 1978, Sept. 27	Box 11
JWT: Articles about the Company, 1916-1972	Box 11
JWT: Broadcast Advertising, 1926-1962	Box 11
JWT: Copy Analysis--Bourbon Print Advertising, 1967	Box 12
JWT: Copy and Plan Department Policy, 1915, 1930 and undated	Box 12
JWT: Creativity, 1917, 1957, 1960, 1964-1965, 1971 and undated	Box 12
JWT: Handbook for Personnel, 1947-1961	Box 12
<b>Physical Description:</b> 2 folders	
JWT: House Ads, 1889, 1917, 1953-1960, 1970 and undated	Box 12
JWT: Howard Henderson Documents, 1904-1962	Box 12
JWT: Howard Henderson Documents v. 2, 1939-1980	Box 12
JWT: International Advertising Agency, 1937	Box 12
JWT: International Expansion, 1927-1980	Box 12
JWT: Jokes from other countries, 1966	Box 12
JWT: Management Transition clippings, 1974-1979 and undated	Box 13
JWT: Memorabilia, pictures of, undated	Box 13

JWT: Motion Picture Department, 1930, 1947	Box 13
JWT: New Business Presentations, 1952, 1958, 1971	Box 13
JWT: New Business speech, "An Opportunity for J. Walter Thompson To Become Identified as the Leading Factor in Today's 'New Product' Economy," author unknown, 1957, July 17	Box 13
JWT: Newsletters (originals and copies), 1928, 1963-1966	Box 13
JWT: Personnel Data, 1931, 1952, 1975-1977 and undated	Box 13
JWT: Personnel Lists and addresses, 1924-1980	Box 13
JWT: Radio Department, 1928-1978	Box 13
JWT: Resor Library, What is the, 1927, Dec. 26	Box 13
JWT: Research and Planning Department, 1923, 1932, 1953-1954, 1956-1960, 1969, 1978-1980 and undated	Box 13
JWT: Retirement Trust and Stockholders Information, 1972-1979	Box 13
JWT: Some Basic Roots of the J. Walter Thompson Company: A Starting Point for Future Growth, 1959	Box 13
JWT: Some Basic Roots of the J. Walter Thompson Company: A Starting Point for Future Growth, 1959, 1972 revisions	Box 13
JWT: Some Basic Roots of the J. Walter Thompson Company: A Starting Point for Future Growth, condensed for Howard Henderson's opening talk to the "Eyes on Thompson" group, 1960	Box 13
JWT Staff Quotes, undated	Box 13
JWT: TV and Radio Department, 1930-1964 and undated	Box 14

JWT: Testimonial Advertising, 1930, 1935	Box 14
JWT: Wartime Advertising, undated	Box 14
JWT: Women In Advertising, clippings, 1928-1931, 1938, 1948, 1951, 1963, 1975	Box 14
Lord & Thomas-Albert Lasker-Foote, Cone & Belding, 1929, 1959-1962, 1968-1972 and undated	Box 14
Magazines, History of, 1925-1930 and undated	Box 14
Marschner, Don, Birth of a Giant (The economic aspects of the early history of advertising agencies.), 1962	Box 14
Munro, Dave, clippings about libel suits against Munro, then editor of Space & Time, 1940-1946, 1961	Box 14
N.W. Ayer, History of Company, 1967, 1969, 1973 and undated	Box 14
Newspapers, History of, 1935, 1978 and undated	Box 14
Offices: Australia, 1930, 1931, 1937, 1957, 1962, 1965	Box 14
Offices: Caracas, 1964	Box 14
Offices: Canada, 1932, 1958, 1965	Box 14
Offices: Chicago, 1926-1927, 1935, 1946, 1948, 1959, 1962-1969, 1979	Box 14
Offices: Cincinnati, 1930 and undated	Box 14
Offices: Detroit, 1916, 1965 and undated	Box 14
Offices: Domestic and International Lists, 1927-1937	Box 14
Offices: Frankfurt, 1964	Box 14

Offices: Hollywood, 1938, 1956-1957, 1961, 1976	Box 14
Offices: India, 1949-1950, 1962	Box 14
Offices: London, 1919, 1921, 1925, 1928, 1930-1931, 1948-1951, 1953-1954, 1959-1962, 1964-1965, 1969, 1971, 1976, 1978-1979, 1985, 1986 and undated <b>Physical Description:</b> 3 folders	Box 14
Offices: Los Angeles, 1965	Box 15
Offices: Mexico, 1952	Box 15
Offices: New York, 1917-1929, 1932, 1937, 1946, 1953, 1957-1958, 1961-1965, 1975, 1979-1980 and undated	Box 15
Offices: Paris, 1959, 1965	Box 15
Offices: Peru, 1957-1958	Box 15
Offices: Philippines, 1960, 1974-1977 and undated (includes Ford campaign research and advertisements)	Box 15
Offices: Regions: Asia/Pacific, 1956 and Latin America, 1962	Box 15
Offices: St. Louis, 1930	Box 15
Offices: Sao Paulo, 1959	Box 15
Offices: South Africa, 1933, 1977, 1979	Box 15
Offices: Spain: "J. Walter Thompson España from 1927 to 1936," by Julian Bravo, ca. 1976	Box 15
Offices: Toyko, 1959	Box 15
Offices: Washington, D. C., 1960, 1963, 1980	Box 15
Peoria Journal Star Project, (re: newspaper design and function), 1969	Box 15

Picture Sources for Dawkins's Book, 1978-1979 and undated	Box 15
The Philosophy of Advertising (typescript preface to a book), by Garritt Lydecker, 1962	Box 15
Quotations and Anecdotes about the Advertising Industry, ca. 1924-1985	Box 15
Research in Advertising Awards, 1925-1931 and undated	Box 15
Townsend & Townsend, advertising evaluations company, 1938, 1947, 1978 and undated	Box 15
Unilever Conference on Creative Advertising Principles ; "Some Things We Have Learned," a speech, presented by Dan Seymour, 1962, Nov. 29	Box 15

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### **Oral Interviews Series, 1979-1980**

Consists of two subseries: Transcripts and Audio.

#### **Transcripts Subseries, 1977, 1979-1980**

##### **Scope and Contents note**

Consists of interviews conducted by Dawkins either in person or over the telephone. Don Johnston's interview was conducted by others in Bombay, India and there are two interviews with Louise Fox Connell, one by Dawkins and another by Rosamond Hartshorn in 1977. Some files contain multiple transcripts that are annotated by the interviewee.

Arranged alphabetically by interviewee's name.

Adams, Taylor, 1979	Box 16
Connell, Louise Fox, 1977, 1979	Box 16
D'Aloise, Larry, 1979, June 20	Box 16
Devine, Jack, 1979, Aug. 14	Box 16

Elton, Wallace, 1979	Box 16
Flower, Henry, 1979	Box 16
Hamilton Russell, Timothy, 1979, Oct. 30	Box 16
Hardy, Gelston, 1979	Box 16
<b>Physical Description:</b> 3 folders	
Henderson, Howard, 1979	Box 17
Hinks, Kennett, 1979	Box 17
Hobbs, Arthur E., 1979	Box 17
Johnston, Don, 1980, Dec. 3	Box 17
King, Peggy, 1979	Box 17
Kohl, Howard, 1979, June 21 and Nov. 8	Box 17
Lanigan, Denis, 1979, Oct. 19	Box 17
Lord, Walter, 1979	Box 17
Meek, Sam, 1979-1980	Box 17
Moloney, Ted, see Mygatt, Phil and Ted Moloney, 1979, Nov. 13	Box 17
Monsarrat, John, 1979	Box 17
Mygatt, Phil and Ted Moloney, 1979, Nov. 13	Box 17
Olson, Sidney, 1979	Box 17
Reese, Florence, 1979	Box 17
Strouse, Norman, 1979, Oct. 23	Box 18
Tempest, Margaret, 1979	Box 18
Thompson, Mrs. (Adele) Walter Roosevelt, 1979, Mar. 19	Box 18
Wilson, Edward G., 1979	Box 18

Subject Index, 1979 Box 18

**Physical Description:** 2 folders

**Audio Subseries, 1976, 1979**

**Scope and Contents note**

Consists of a recording tape and cassette tapes of Dawkins's notes and interviews he conducted for his book.

Tapes are arranged alphabetically.

**Access Restrictions:**

Entire subseries is RESTRICTED until written permission received from interviewee or their descendents.

Adams, Taylor, 7 Jun., 13 July 1979 Box 19

**Physical Description:** 2 tapes

Connell, Louise, 22 Jun., 12 July 1979 Box 19

**Physical Description:** 2 tapes

D'Aloise, Lawrence, 20 June 1979 Box 19

**Physical Description:** 2 tapes

Elton, Wallace, 1 Aug. 1979 Box 19

Flower, Henry, 20 July, 16 Oct, 1979 Box 19

**Physical Description:** 3 tapes

Hamilton Russell, Timothy, 30 Oct. 1979 Box 19

Hardy, Gelston, 18-20 Sept. 1979 Box 19

**Physical Description:** 4 tapes

Hinks, Kennett, 12 Sept. 1979 Box 19

**Physical Description:** 2 tapes

King, Peggy, 19 Oct. 1979 Box 20

Kohl, Howard, 8 Nov. 1979 see Sam Meek 8  
Nov. 1979 Box 20

Lanigan, Denis, 19 Oct. 1979 Box 20

Lord, Walter, 13 Oct. 1979	Box 20
Meek, Sam 8, 10 Nov. 1979	Box 20
<b>Physical Description:</b> 3 tapes	
Moloney, Ted, 13 Nov. 1979 see Mygatt, Phil, 13 Nov. 1979	Box 20
Monsarrat, John, 6 Aug 1979	Box 20
<b>Physical Description:</b> 2 tapes	
Mygatt, Phil and Ted Moloney, 13 Nov. 1979	Box 20
<b>Physical Description:</b> 2 tapes	
Olson, Sidney, 19 July, 28 Aug. 1979	Box 20
<b>Physical Description:</b> 2 tapes	
Reese, Florence, 2 Aug. 1979	Box 20
Strouse, Norman, 23 Oct. 1979	Box 20
Taylor, Winfield, 20 June, 16 July, 1979	Box 21
<b>Physical Description:</b> 2 tapes	
Tempest, Margaret, 9 Aug. 1979	Box 21
<b>Physical Description:</b> 2 tapes	
Thompson, Mrs. W. Roosevelt, (J. Walter Thompson's daughter-in-law), 19 Mar. 1979	Box 21
Wilson, Edward G., 24 Oct. 1979	Box 21
<b>Physical Description:</b> 2 tapes	
Luncheon Meeting: Dawkins, Sharon Gordon, Ginny Bahr, Gene Scarito, Emma Paggioli, and Mary Ellen Evan, 1979, Oct. 17	Box 21
<b>Physical Description:</b> 7.5 lps recording tape	
Notes: Howard Henderson Albums	Box 21
<b>Physical Description:</b> 4 tapes	
Notes: On Interviews [ Flower, Kohl, Wilson]	Box 21
<b>Physical Description:</b> 3 tapes	

Notes: Miscellaneous

Box 21

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## Writings Series, 1927-1986, undated (bulk 1981-1986)

### Scope and Contents note

Contains several drafts of sections and sidebars for Dawkins's book. Also has two smaller drafts of manuscripts Dawkins wrote using the materials found in this collection.

### Access Restrictions:

These drafts were never published and remain CLOSED except to the members of the J. Walter Thompson Company.

Drafts for Sections in Dawkins's book and a capsule history of JWT, undated	Box 15
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Sidebars for Dawkins's book, 1927-1980 and undated	Box 15
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Ain't It Hell On A Windy Day, 1981	Box 22
<b>Physical Description:</b> 5 folders	

Adventures in the Ad Game by Colin Campbell Dawkins, 1986 and undated	Box 22
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A Very Interesting Company in a Very Interesting Business, undated	Box 22
<b>Physical Description:</b> 2 folders	

Ain't It Hell on a Windy Day, 1981	Box 24
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Johnston, Don, 1981, April 13	Box 23
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King, Peggy, undated	Box 23
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Meek, Sam, 1968, 1974	Box 23
Olson, Sidney, 1970	Box 23
Resor, Helen, her sister, Therese Lansdowne Duble, 1920, 1973	Box 23
Resor, Helen and Stanley, 1951	Box 23
Resor, Stanley, 1950-1951, 1956, 1962, 1980 and undated	Box 23
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Woodell, Shirley, 1947, 1958, 1960	Box 23
Young, James Webb, 1959, 1973	Box 23
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Advertisements, 1912, 1929 and undated	Box 23
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Batten, Barton, Durstine, Osborn, Company History, 1974	Box 23
Broadcast Advertising: Radio, 1937	Box 23
Broadcast Advertising: Television, 1979	Box 23
Competitive Advertising Agencies, 1979	Box 23
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"Does it pay to advertise," 1924, April-May	Box 23
Expenditure Data, 1957	Box 23
JWT: Advertising Billings, undated	Box 23

JWT Historical Project, 1984 and undated	Box 23
JWT: Some Basic Roots of the J. Walter Thompson Company, undated	Box 23
Lord & Thomas, Lasker, Foote, Cone & Belding, 1965, 1973, 1976	Box 23
N.W. Ayer, 1976	Box 23
Offices: Hollywood, 1959	Box 23
Offices: London, 1985; Round the Square, 1978-1979	Box 23
Offices: Los Angeles, 1959	Box 23
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Quotations and Anecdotes about the Advertising Industry, 1982, 1984 and undated	Box 23
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### **Miscellaneous**

Miscellaneous Oversize Material

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