



Guide to the J. Walter Thompson Company. Detroit Office audiovisual materials, 1967-2003 and undated

This collection guide was produced in **February 2017**.
This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

J. Walter Thompson Company. Detroit Office audiovisual materials, 1967-2003 and undated

Creator:

J. Walter Thompson Company; J. Walter Thompson Company. Detroit 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. It is headquartered in New York. JWT maintained an office in Detroit from 1909-1920 and reopened it in 1944. Collection includes videocassettes, CDs and DVDs of advertisements, speeches, presentations, historical campaign compilations; awards submissions, training materials and other materials. Companies represented include American Red Cross, Burger King, Delta Sigma Phi, Ford, Goodyear, Ogilvy & Mather, United Way, White Castle, and Young & Rubicam. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

24.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11360

Permalink:

<https://idn.duke.edu/ark:/87924/m1sp9q>

Preferred Citation

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

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Background

Scope and Content

Includes videocassettes, CDs and DVDs of advertisements, speeches, presentations, historical campaign compilations; awards submissions, training materials and other materials. Companies represented include American Red Cross, Burger King, Delta Sigma Phi, Ford, Goodyear, Ogilvy & Mather, United Way, White Castle, and Young & Rubicam. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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Arrangement

Arranged by format and resource item number.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

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Durham 27708

askRL@duke.edu

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

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

Guide to the J. Walter Thompson Company. Detroit Office audiovisual materials, 1967-2003 and undated the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The J. Walter Thompson Company. Detroit Office audiovisual materials were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1993-2004.

Processing Information

Processed by Richard Collier, Jan. 2017.

Accessions described in this collection guide: 93-014; 96-167; 2003-0256; 2004-085; 2004-086; 2004-0350

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Related Materials

Related Material

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

Account Files; Domestic Advertisements; Denis Lanigan papers; New York Media Center Audiovisual Materials.

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Names and Subjects

- Advertising agencies
- Advertising agencies -- Michigan -- Detroit
- Detroit (Mich.)
- John W. Hartman Center for Sales, Advertising & Marketing History
- American Red Cross
- Burger King Corporation
- Delta Sigma Phi Fraternity
- Ford Motor Company
- Goodyear Tire and Rubber Company

- Ogilvy & Mather
- White Castle (Restaurant)
- Young & Rubicam

Collection Inventory

Video Materials, 1967-2003, undated

| | |
|--|--|
| 1984 Car Historical Reel; 46 spots, 1984 | Box 1 > Video-cassette RL11360-UMATIC-001 |
| 1988 Advertising, 1988 | Box 1 > Video-cassette RL11360-UMATIC-002 |
| 1998 Compilation Reel #1a, 1998 | Box 1 > Video-cassette RL11360-UMATIC-003 |
| Action Sports Adventure Demo Reel, Undated | Box 1 > Video-cassette RL11360-UMATIC-004 |
| Adcrafter JWT Day Reel, 1992 | Box 1 > Video-cassette RL11360-UMATIC-005 |
| Advertising Age Best TV Commercials of 1990, 1991 | Box 1 > Video-cassette RL11360-UMATIC-006 |
| Advideo Journal Issue 1, Undated | Box 1 > Video-cassette RL11360-UMATIC-007 |

Scope and Contents

Contents: Introducing Diet Coke; Animation the State of the Art;
Kronenbourg (beer) Launch; Commercial Resource New Visual Techniques

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|----------------------------------|--|
| Advideo Journal Issue 1, Undated | Box 1 > Video-cassette RL11360-UMATIC-008 |
|----------------------------------|--|

Scope and Contents

Contents: Introducing Diet Coke; Animation the State of the Art;
Kronenbourg (beer) Launch; Commercial Resource New Visual Techniques

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|----------------------------------|--|
| Advideo Journal Issue 2, Undated | Box 2 > Video-cassette RL11360-UMATIC-009 |
|----------------------------------|--|

Scope and Contents

Contents: AIS/American Bell, O&M's Winning Presentation; Special Events Sponsorship Extending Your Advertising Dollar

Adweek Reel, 12 spots, 1991

Box 2 > Video-cassette
RL11360-UMATIC-010

Scope and Contents

Includes Ford, Goodyear, Silk Green House, Monroe, TMI, Akzo, Delta Dental

Adweek Reel, 12 spots, 1991

Box 2 > Video-cassette
RL11360-UMATIC-011

Scope and Contents

Includes Ford, Goodyear, Silk Green House, Monroe, TMI, Akzo, Delta Dental

Adweek Report Card, 1992

Box 2 > Video-cassette
RL11360-UMATIC-012

Scope and Contents

Includes Ford, Akzo Salt, Ford Dealer Association, Goodyear, Payless

All Staff Meeting Creative Spots, 1992

Box 2 > Video-cassette
RL11360-UMATIC-013

All Staff Meeting Diversified Accounts (Bosch, Delta, Speedy, Monroe), 1990

Box 2 > Video-cassette
RL11360-UMATIC-014

Allen Thomas Adcrafter Presentation, 1992

Box 2 > Video-cassette
RL11360-UMATIC-015

Allen Thomas Adcrafter Presentation, 1992

Box 2 > Video-cassette
RL11360-UMATIC-016

Allen Thomas Adcrafter Presentation, 1992

Box 2 > Video-cassette
RL11360-UMATIC-017

American Management Association, The Thompson Way, 1991

Box 3 > Video-cassette
RL11360-UMATIC-018

American Red Cross: Buddies for Life, 1988

Box 3 > Video-cassette
RL11360-UMATIC-019

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| American Red Cross: Corporate Campaign, 1990 | Box 3 > Video-cassette RL11360-UMATIC-020 |
| American Red Cross: Presentation to Southeastern Michigan Region Buddies for Life Campaign, 1988 | Box 3 > Video-cassette RL11360-UMATIC-021 |
| An Inside Look at Outdoor Advertising parts 1-4, Undated | Box 3 > Video-cassette RL11360-UMATIC-022 |
| Automotive Aftermarket Council; excerpts from jobber sessions, 1984 | Box 3 > Video-cassette RL11360-UMATIC-023 |
| Scope and Contents | |
| Topics: Clinics, counterfeit parts, discount stores, brand names, carb kits, co-op, factory reps | |
| Beard Elementary School; Regional Advertising Group volunteer project, 1992 | Box 3 > Video-cassette RL11360-UMATIC-024 |
| BHTC spots, 1990 | Box 3 > Video-cassette RL11360-UMATIC-025 |
| The Big Picture #2, 1995 | Box 3 > Video-cassette RL11360-UMATIC-026 |
| Bill Thompson presentation to Board of Directors, 1992 | Box 4 > Video-cassette RL11360-UMATIC-027 |
| Blaise Newman reel for anniversary recognition dinner (spots from 1958-1983), 1989 | Box 4 > Video-cassette RL11360-UMATIC-028 |
| Blaise Newman reel (old spots), Undated | Box 4 > Video-cassette RL11360-UMATIC-029 |
| Board Meeting--Kellogg's, Warner-Lambert and Kodak, 1988 | Box 4 > Video-cassette RL11360-UMATIC-030 |

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|---|--|
| Boston Pulse Focus Groups Reaction to Chevy S-10 4WD Commercial, 1989 | Box 4 > Video-cassette RL11360-UMATIC-031 |
| Brad Lachman Productions: A Word from Our Sponsors, Undated | Box 4 > Video-cassette RL11360-UMATIC-032 |
| Brand Image presentation (11 spots), Undated | Box 4 > Video-cassette RL11360-UMATIC-033 |
| BTAA Winners, 1989 | Box 4 > Video-cassette RL11360-UMATIC-034 |
| Burger King: Simulation Spot-Buy Negotiation, Undated | Box 4 > Video-cassette RL11360-UMATIC-035 |
| Burt Manning: Full Line Car Winning, 1990 | Box 5 > Video-cassette RL11360-UMATIC-036 |
| Can't Touch That: Tom Robertson on JWT Detroit, 1990 | Box 5 > Video-cassette RL11360-UMATIC-037 |
| Case History Reel, Undated | Box 5 > Video-cassette RL11360-UMATIC-038 |
| CBS This Morning: Bill Thompson on European Advertising, 1990 | Box 5 > Video-cassette RL11360-UMATIC-039 |
| Champion Promotion, Undated | Box 5 > Video-cassette RL11360-UMATIC-040 |
| Champion Spark Plugs co-op program 19:25, 1984 | Box 5 > Video-cassette RL11360-UMATIC-041 |
| Channel 7 News with Bill Bonds and Robbie Timmons on Neon Art, 1990 | Box 5 > Video-cassette RL11360-UMATIC-042 |
| Chuck Balestrino Eyes on Thompson tape, Undated | Box 5 > Video-cassette RL11360-UMATIC-043 |

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| Chuck Balestrino Eyes on Thompson tape, Undated | Box 5 > Video-cassette RL11360-UMATIC-044 |
| Coca-Cola Mean Joe Green, Undated | Box 6 > Video-cassette RL11360-UMATIC-045 |
| Compilation reel, 1989 | Box 6 > Video-cassette RL11360-UMATIC-046 |
| Commercials 1947-1982, Undated | Box 6 > Video-cassette RL11360-UMATIC-047 |
| Commercials Compilation Reel 1, 1998 | Box 6 > Video-cassette RL11360-UMATIC-048 |
| Commercials Compilation Reel 2, 1998 | Box 6 > Video-cassette RL11360-UMATIC-049 |
| Commercials 1948-1982, Undated | Box 6 > Video-cassette RL11360-UMATIC-050 |
| Consumer Behavior--All in the Family Funeral 20:00, Undated | Box 6 > Video-cassette RL11360-UMATIC-051 |
| DeBeers "Infatuation", Undated | Box 6 > Video-cassette RL11360-UMATIC-052 |
| Delta/HAP spots, Undated | Box 6 > Video-cassette RL11360-UMATIC-053 |
| Delta Sigma Pi--Career Planning for the 90s, 1991 | Box 7 > Video-cassette RL11360-UMATIC-054 |
| Desensitization of America (Arnold Grisman), 1976 | Box 7 > Video-cassette RL11360-UMATIC-055 |
| Detroit Center For All Staff Meeting, 1992 | Box 7 > Video-cassette RL11360-UMATIC-056 |
| Detroit Center Video for All Staff Meeting, 1992 | Box 7 > Video-cassette RL11360-UMATIC-057 |

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| Detroit Employee Anniversary Recognition Awards, 1989 | Box 7 > Video-cassette RL11360-UMATIC-058 |
| Detroit Employee Anniversary Recognition Awards, 1990 | Box 7 > Video-cassette RL11360-UMATIC-059 |
| Detroit Institute of the Arts history reel, Undated | Box 7 > Video-cassette RL11360-UMATIC-060 |
| Dick Howting Presentation (Ford), Undated | Box 7 > Video-cassette RL11360-UMATIC-061 |
| Dick Van Dyke Show, Undated | Box 7 > Video-cassette RL11360-UMATIC-062 |
| Don't Quit Your Day Job Talent Show, 1992 | Box 8 > Video-cassette RL11360-UMATIC-063 |
| Doug and the Slugs, Undated | Box 8 > Video-cassette RL11360-UMATIC-064 |
| Effective Advertising presentation by McCollum Spielman Research, 1989 | Box 8 > Video-cassette RL11360-UMATIC-065 |
| First Moments, Undated | Box 8 > Video-cassette RL11360-UMATIC-066 |
| Flippers: Changes in the Way Americans Watch TV, Undated | Box 8 > Video-cassette RL11360-UMATIC-067 |
| Ford Motor Company 1970 Historical "Nitro", 1991 | Box 8 > Video-cassette RL11360-UMATIC-068 |
| Ford 2000 MY Explorer Sport Trac: Sport Trac Challenge Video, 1999 | Box 8 > Video-cassette RL11360-UMATIC-069 |
| Ford, American Lung Association, Akzo spots, Undated | Box 8 > Video-cassette RL11360-UMATIC-070 |

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| Ford Automotive Creative (6 spots), Undated | Box 8 > Video-cassette RL11360-UMATIC-071 |
| Ford 1991 Crown Victoria Animatics "Last Laugh", 1990 | Box 9 > Video-cassette RL11360-UMATIC-072 |
| Ford Crown Victoria Spot "Last Laugh", Undated | Box 9 > Video-cassette RL11360-UMATIC-073 |
| Ford Escort, Ranger spots, 1989 | Box 9 > Video-cassette RL11360-UMATIC-074 |
| Ford Explorer spots, 1990 | Box 9 > Video-cassette RL11360-UMATIC-075 |
| Ford Explorer "Valley" spot, 1991 | Box 9 > Video-cassette RL11360-UMATIC-076 |
| Ford Dealer Association weekly reels 5/12-7/21, 2003 | Box 9 > Video-cassette RL11360-UMATIC-077 |
| Ford Fiesta, 1999 | Box 9 > Video-cassette RL11360-UMATIC-078 |
| Ford Historical Spots, 1995 | Box 9 > Video-cassette RL11360-UMATIC-079 |
| Ford/JWT 50th Anniversary Observance (Peter Schweitzer, Burt Manning, Alex Trotman, Red Poling), 1993 | Box 9 > Video-cassette RL11360-UMATIC-080 |
| Ford/JWT 50th Anniversary Observance (Peter Schweitzer, Burt Manning, Alex Trotman, Red Poling), 1993 | Box 10 > Video-cassette RL11360-UMATIC-081 |
| Ford/JWT 50th Anniversary Observance (Peter Schweitzer, Burt Manning, Alex Trotman, Red Poling), 1993 | Box 10 > Video-cassette RL11360-UMATIC-082 |
| Ford Media Presentation Part 1, 1998 | Box 10 > Video-cassette RL11360-UMATIC-083 |

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| Ford Media Presentation Part 2, 1998 | Box 10 > Video-cassette RL11360-UMATIC-084 |
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| Ford Motorsports and other clients compilation, 1991 | Box 10 > Video-cassette RL11360-UMATIC-085 |
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Scope and Contents

Includes: Ford Motorsports, Goodyear, Monroe, Delta Dental, Akza Salt, Bosch, Silk Green House, international commercials

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| Ford Mustang 35th anniversary montage, 1989 | Box 10 > Video-cassette RL11360-UMATIC-086 |
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| Ford Mustang Historical Part 1, 1993 | Box 10 > Video-cassette RL11360-UMATIC-087 |
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| Ford Mustang Historical Part 1, 1993 | Box 10 > Video-cassette RL11360-UMATIC-088 |
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| Ford Mustang Loop, Undated | Box 10 > Video-cassette RL11360-UMATIC-089 |
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| Ford Ranger video, Undated | Box 11 > Video-cassette RL11360-UMATIC-090 |
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| Ford Star Response Comedy Central, Undated | Box 11 > Video-cassette RL11360-UMATIC-091 |
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| Ford 1956 Thunderbird Announce (also 1964 Falcon, Mustang), Undated | Box 11 > Video-cassette RL11360-UMATIC-092 |
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| Ford Thunderbird, Escort, 1990 | Box 11 > Video-cassette RL11360-UMATIC-093 |
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| Ford Thunderbird "Words" Campaign 1983-1986, Undated | Box 11 > Video-cassette RL11360-UMATIC-094 |
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| Ford Truck, Explorer spots, Undated | Box 11 > Video-cassette RL11360-UMATIC-095 |
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| Ford Truck Man F-150, Undated | Box 11 > Video-cassette RL11360-UMATIC-096 |
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| Ford Truck WCF, Focus, Thunderbird, Explorer, Undated | Box 11 > Video-cassette RL11360-UMATIC-097 |
| Ford Worldwide Direct Market Operations, Dubai International Auto Show Media Ride and Drive, 2001 | Box 12 > Video-cassette RL11360-UMATIC-098 |
| Ford "Under Here" Aerostar, 1990 | Video-cassette RL11360-UMATIC-099 |
| Gannet Outdoor Best National and International Spots, 1987 | Box 12 > Video-cassette RL11360-UMATIC-100 |
| George Black Review of European Advertising, 1986 | Box 12 > Video-cassette RL11360-UMATIC-101 |
| Good Old Days of Dealer TV, 1967 | Box 12 > Video-cassette RL11360-UMATIC-102 |
| Goodyear spots, Undated | Box 12 > Video-cassette RL11360-UMATIC-103 |
| Grace and Wild Studios Graphics and Paint Reel, 1990 | Box 12 > Video-cassette RL11360-UMATIC-104 |
| Grand Prix Promotion; Champion Spark Plug Trade Video, Undated | Box 12 > Video-cassette RL11360-UMATIC-105 |
| Highlights Review "Expectations of Our People" EPCOT Address by Joe O'Donnell, Undated | Box 13 > Video-cassette RL11360-UMATIC-106 |
| Holiday Health Spa Spots, 1990 | Box 13 > Video-cassette RL11360-UMATIC-107 |
| International Commercials Compilation, 1988 | Box 13 > Video-cassette RL11360-UMATIC-108 |
| JWT Can't Touch That and Other Spots, Undated | Box 13 > Video-cassette RL11360-UMATIC-109 |

Scope and Contents

Includes: Ford, Bosch, Detroit Police; Monroe, Delta Dental, Speedy

JWT Peter Schweitzer Speech, Advertising
Research Foundation, 1990

Box 13 > Video-cassette
RL11360-UMATIC-110
Digital-materials RL11360-
SET-0001 > Video-file
RL11360-UMATIC-110.mkv

J. Walter Does That!, Undated

Box 13 > Video-cassette
RL11360-UMATIC-111

Scope and Contents

Includes: Flippers, DeBeers, Kodak, Reebok, Teledyne, Vic Tanny
international commercials

J. Walter Did That? Peter Schweitzer ARF
Speech, 1990

Box 13 > Video-cassette
RL11360-UMATIC-112
Digital-materials RL11360-
SET-0001 > Video-file
RL11360-UMATIC-112.mkv

J. Walter Did That? and other spots, 1990

Box 13 > Video-cassette
RL11360-UMATIC-113
Digital-materials RL11360-
SET-0001 > Video-file
RL11360-UMATIC-113.mkv

Scope and Contents

Includes: Mueslix, Kodak, Sheena Easton international commercials

J. Walter Does That!, 1990

Box 14 > Video-cassette
RL11360-UMATIC-114

J. Walter Does That!, 1988

Box 14 > Video-cassette
RL11360-UMATIC-115

Scope and Contents

Includes: Chicago Health Clubs, Mueslix, Trident, Kodak, Matilda Bay, King
Tuts

JWT 125th Anniversary Reel, 1989

Box 14 > Video-cassette
RL11360-UMATIC-116

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| JWT 1985-1955, 1991 | Box 14 > Video-cassette RL11360-UMATIC-117 |
| JWT Archive Video "NYO", Undated | Box 14 > Video-cassette RL11360-UMATIC-118 |
| JWT Board Meeting: Ford A Brief History 11:47, Undated | Box 14 > Video-cassette RL11360-UMATIC-119 |
| JWT Ideas and Information: Managing Change The Role of Communications (Bill Ross, 1977 | Box 14 > Video-cassette RL11360-UMATIC-120 |
| JWT Learning Series: The Moving Target (Rena Bartos), 1977 | Box 14 > Video-cassette RL11360-UMATIC-121 |
| JWT Learning Series: Sales Promotion Trends in the United States (Jack Scollay), 1977 | Box 14 > Video-cassette RL11360-UMATIC-122 |
| JWT Learning Series: TV Violence in the Eyes of the Beholders (Joel Baumwoll, John Treasure), 1977 | Box 15 > Video-cassette RL11360-UMATIC-123 |
| JWT Learning Series: Management Report (Don Johnston, Ted Wilson, Alun Jones, John Treasure), 1977 | Box 15 > Video-cassette RL11360-UMATIC-124 |
| JWT Learning Series: JWT in the United States Creative Reel 1976, 1977 | Box 15 > Video-cassette RL11360-UMATIC-125 |
| JWT Managers Interviewing Techniques for Careers in Advertising, 1986 | Box 15 > Video-cassette RL11360-UMATIC-126 |
| JWT New York Talen Show Highlights, 1992 | Box 15 > Video-cassette RL11360-UMATIC-127 |
| JWT TV, Undated | Box 15 > Video-cassette RL11360-UMATIC-128 |

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| Kodak spots, Undated | Box 15 > Video-cassette RL11360-UMATIC-129 |
| Layman's National Bible Committee "Excuses", 1991 | Box 15 > Video-cassette RL11360-UMATIC-130 |
| Layman's National Bible Committee "Knowledge" done by Grey Advertising, 1991 | Box 15 > Video-cassette RL11360-UMATIC-131 |
| Lincoln LS spots, Undated | Box 16 > Video-cassette RL11360-UMATIC-132 |
| Madison Ave. Satire Joe Pytka 3:30, Undated | Box 16 > Video-cassette RL11360-UMATIC-133 |
| Madison Ave. Satire Joe Pytka 3:30, Undated | Box 16 > Video-cassette RL11360-UMATIC-134 |
| Mazda Moodfilm "Japan" (JWT Frankfurt), 2000 | Box 16 > Video-cassette RL11360-UMATIC-135 |
| Mod Squad, Undated | Box 16 > Video-cassette RL11360-UMATIC-136 |
| New Business--8 Regional Spot Buyers Profiled, Undated | Box 16 > Video-cassette RL11360-UMATIC-137 |
| North American Board Meeting, 1994 | Box 16 > Video-cassette RL11360-UMATIC-138 |
| Old Commercials 1947-1982, Undated | Box 16 > Video-cassette RL11360-UMATIC-139 |

Scope and Contents

Includes: Lucky Strike, Hamm's, Falcon Convertible, Simoniz, Xerox,
Commodore

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| Old JWT, Undated | Box 16 > Video-cassette RL11360-UMATIC-140 |
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Scope and Contents

Includes: Lux, Kraft, Pan Am, Ken-L-Ration, Oscar Mayer, Kodak

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| Orientation Week Part II, Undated | Box 17 > Video-cassette RL11360-UMATIC-141 |
| Peggy, Carlos, Peter Kim, Mel, John, Dr. Jeckyl, Frankenstein, Undated | Box 17 > Video-cassette RL11360-UMATIC-142 |
| Peter Kim on Copy Testing, 1990 | Box 17 > Video-cassette RL11360-UMATIC-143 |
| Peter Schweitzer speech Asia Pacific, 1989 | Box 17 > Video-cassette RL11360-UMATIC-144 |
| Peter Schweitzer speech Newark FDAF, 1989 | Box 17 > Video-cassette RL11360-UMATIC-145 |
| Presentation to University of Northern Iowa Advertising and Promotion Management Class (3), Undated | Box 17 > Video-cassette RL11360-UMATIC-146 |
| Ralph Rydholm AAAA Presentation, 1985 | Box 17 > Video-cassette RL11360-UMATIC-147 |
| Recognition Award Dinner Master, 1990 | Box 17 > Video-cassette RL11360-UMATIC-148 |
| Regional Advertising Group All Staff Meeting, 1990 | Box 18 > Video-cassette RL11360-UMATIC-149 |
| Selection Reel, Undated | Box 18 > Video-cassette RL11360-UMATIC-150 |
| Smithsonian--On Advertising 60:00, Undated | Box 18 > Video-cassette RL11360-UMATIC-151 |
| Smithsonian--On Advertising 60:00, Undated | Box 18 > Video-cassette RL11360-UMATIC-152 |
| Society Bank spots, 1992 | Box 18 > Video-cassette RL11360-UMATIC-153 |
| Speedy Muffler King spots, 1990 | Box 18 > Video-cassette RL11360-UMATIC-154 |

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| Talent Demo Examples, Undated | Box 18 > Video-cassette RL11360-UMATIC-155 |
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| Terror in the Aisles part 1/Ford Motor Company Car Reel, 1990 | Box 18 > Video-cassette RL11360-UMATIC-156 |
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| Terror in the Aisles part 2/Ford Truck vs. the Competition 42:00, 1990 | Box 18 > Video-cassette RL11360-UMATIC-157 |
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| This Is J. Walter Detroit 6:00, 1988 | Box 18 > Video-cassette RL11360-UMATIC-158 |
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| Tokyo Office 1985 and 1988, 1991 | Box 19 > Video-cassette RL11360-UMATIC-159 |
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Scope and Contents

Includes: DeBeers, Kodak, Kellogg's, Reynolds, Suntory, Lever, Warner-Lambert, Toyo Jozo, Ford, Christian Dior, Cigna

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|------------------------------|---|
| Tokyo Office 1989-1991, 1991 | Box 19 > Video-cassette RL11360-UMATIC-160 |
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Scope and Contents

Includes: Toyo Jozo, Esso, Unilever, American Drug, Warner-Lambert, Kellogg's, DeBeers, Suntory, Kodak

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|------------------------------|---|
| Tourism Spots 20:00, Undated | Box 19 > Video-cassette RL11360-UMATIC-161 |
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| Turning Home Runs into Grand Slams: The Role of PR at JWT, 1993 | Box 19 > Video-cassette RL11360-UMATIC-162 |
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| Toys R Us: Born to Ride, Undated | Box 19 > Video-cassette RL11360-UMATIC-163 |
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| TV Advertising Seduction :30, Undated | Box 19 > Video-cassette RL11360-UMATIC-164 |
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| TV Reel, Undated | Box 19 > Video-cassette RL11360-UMATIC-165 |
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Scope and Contents

Includes: Ford, Bosch, Delta Dental, HAP, Pep Boys, Carhartt, Ames, Monroe

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| TV Show Compilation Reel, 1998 | Box 19 > Video-cassette RL11360-UMATIC-166 |
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Scope and Contents

Includes: Bing Crosby, Louis Armstrong, Honeymooners, I Love Lucy

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| United Foundation "Crisis", 1988 | Box 19 > Video-cassette RL11360-UMATIC-167 |
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| United Foundation spots, 1987 | Box 20 > Video-cassette RL11360-UMATIC-168 |
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| United Way spots, 1992 | Box 20 > Video-cassette RL11360-UMATIC-169 |
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| United Way spots, 1992 | Box 20 > Video-cassette RL11360-UMATIC-170 |
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| University Presentation, Undated | Box 20 > Video-cassette RL11360-UMATIC-171 |
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Scope and Contents

Includes: Ford, Nespray, IWS, Kraft, Nestle, Rowntree, Oxo, Persil DeBeers international commercials

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| Untouchables, Undated | Box 20 > Video-cassette RL11360-UMATIC-172 |
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| Which Commercials Are Winners or Losers?, Undated | Box 20 > Video-cassette RL11360-UMATIC-173 |
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Scope and Contents

Includes: Lipton, Nissan, Heinz, Plymouth, Seagrams, Kronenbourg, Carrier, Geo, Starkist, Coca-Cola

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| Video Reel of Chatham Spots, Undated | Box 20 > Video-cassette RL11360-UMATIC-174 |
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| Video Tape Do Not Xray, Undated | Box 20 > Video-cassette RL11360-UMATIC-175 |
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| Weekly Reel--1/13-1/27, 2003 | Box 20 > Video-cassette RL11360-UMATIC-176 |
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| Version for Bank One, Undated | Box 21 > Video-cassette RL11360-UMATIC-177 |
| Weekly Reel--2/3-3/31, 2003 | Box 21 > Video-cassette RL11360-UMATIC-178 |
| Weekly Reel--4/7-5/5, 2003 | Box 21 > Video-cassette RL11360-UMATIC-179 |
| White Castle spots, 1994 | Box 21 > Video-cassette RL11360-UMATIC-180 |
| Young and Rubicam--Ford "Back to Basics", 1999 | Box 21 > Video-cassette RL11360-UMATIC-181 |
| Ford Explorer "Sin Limites", Undated | Box 21 > Video-cassette RL11360-BCAM-001 |
| TV Show Compilation Reel, 1998 | Box 21 > Video-cassette RL11360-BCAM-002 |
| FCN England--Ford Puma, Undated | Box 22 > Video-cassette RL11360-BCAM-003 |
| FCN Germany--Ford Mondeo Launch Sardegna, 2000 | Box 22 > Video-cassette RL11360-BCAM-004 |
| Ford Explorer Master of What Isn't New :30, 2002 | Box 22 > Video-cassette RL11360-BCAM-005 |
| Ford Mustang Running Footage 9:38, Undated | Box 22 > Video-cassette RL11360-BCAM-006 |
| Ford WCF Built Ford Tough; Focus; Thunderbird; Explorer, F-Series, Undated | Box 22 > Video-cassette RL11360-BCAM-007 |
| Lincoln LS spots, 1999 | Box 22 > Video-cassette RL11360-BCAM-008 |
| Lincoln LS spot adaption, 1999 | Box 22 > Video-cassette RL11360-BCAM-009 |

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| Ogilvy & Mather England--Ford of Europe TV Spots, Undated | Box 22 > Video-cassette RL11360-BCAM-010 |
| Ogilvy & Mather England--Ford Puma TV, Undated | Box 22 > Video-cassette RL11360-BCAM-011 |
| TMI Cairo (Egypt)--Ford Courier/Ford Transit TV, Undated | Box 22 > Video-cassette RL11360-BCAM-012 |
| Young and Rubicam--Lincoln Mercury, 2000 | Box 22 > Video-cassette RL11360-BCAM-013 |
| Young and Rubicam--Lincoln Mercury, 2000 | Box 22 > Video-cassette RL11360-BCAM-014 |
| Young and Rubicam--Lincoln Mercury 19 spots, 2001 | Box 22 > Video-cassette RL11360-BCAM-015 |
| Ford Explorer "Sin Limites", Undated | Box 22 > Video-cassette RL11360-BCAM-016 |
| Hawaii "What Isn't New" Graphic Elements, 2001 | Box 22 > Video-cassette RL11360-BCAM-017 |
| 1987 Advertising Worldwide, 1987 | Box 23 > Video-cassette RL11360-VHS-001 |
| 1988 Advertising, 1988 | Box 23 > Video-cassette RL11360-VHS-002 |
| Ad Council: Finding Solutions 23:25, 1981 | Box 23 > Video-cassette RL11360-VHS-003 |
| Advertising Age Best TV Commercials of 1988, 1988 | Box 23 > Video-cassette RL11360-VHS-004 |
| Advertising Age Best TV Commercials of 1990, 1990 | Box 23 > Video-cassette RL11360-VHS-005 |

AdVideo Issue 1, 1988 Box 23 > Video-cassette
RL11360-VHS-006

Scope and Contents

Contents: Introducing Diet Coke; Animation the State of the Art;
Kronenbourg (beer) Launch; Commercial Resource New Visual Techniques

Advideo Issue 3, 1983 Box 23 > Video-cassette
RL11360-VHS-007

Scope and Contents

Contents: Role of Advertising in Chrysler's Turnaround; Commercial
Resource A Selection of 1983 International TV Clio Award Winners

Advertising Industry: The Case for Self-
Regulation 24:00, 1983 Box 23 > Video-cassette
RL11360-VHS-008

Adweek Best Spots, 1983 Box 23 > Video-cassette
RL11360-VHS-009

Akzo Salt/Diamond Crystal "New Bag", Undated Box 23 > Video-cassette
RL11360-VHS-010

American Management Association, The
Thompson Way, 1991 Box 23 > Video-cassette
RL11360-VHS-011

American Express: The Essence of the Brand
7:38, Undated Box 23 > Video-cassette
RL11360-VHS-012

American Red Cross: Presentation to
Southeastern Michigan Region Buddies for Life
Campaign, 1988 Box 23 > Video-cassette
RL11360-VHS-013

American Red Cross Video Network, 1993 Box 23 > Video-cassette
RL11360-VHS-014

Art of Network Negotiating, Undated Box 23 > Video-cassette
RL11360-VHS-015

Art of Network Negotiating, Undated Box 23 > Video-cassette
RL11360-VHS-016

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| Board Meeting Chile, 1988 | Box 23 > Video-cassette RL11360-VHS-017 |
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| board Meeting Italy, 1988 | Box 23 > Video-cassette RL11360-VHS-018 |
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Scope and Contents

Includes: Kodak, Presto, Osella, Philips, Hunter, Technics, Diamonds

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| Boca Raton Presentation, 1990 | Box 23 > Video-cassette RL11360-VHS-019 |
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| Board of Directors Video, 1993 | Box 23 > Video-cassette RL11360-VHS-020 |
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| BTAA Winners, 1989 | Box 24 > Video-cassette RL11360-VHS-021 |
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| Bullitt chase scene, Undated | Box 24 > Video-cassette RL11360-VHS-022 |
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| Cannes Winners Part 1, 1993 | Box 24 > Video-cassette RL11360-VHS-023 |
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| Cannes Winners Part 2, 1993 | Box 24 > Video-cassette RL11360-VHS-024 |
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| Channel 4 News--Kinder Essington, 1992 | Box 24 > Video-cassette RL11360-VHS-025 |
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| Channel 4 News--Kinder Essington, 1992 | Box 24 > Video-cassette RL11360-VHS-026 |
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| Channel 7 News with Bill Bonds and Robbie Timmons on Neon Art, 1990 | Box 24 > Video-cassette RL11360-VHS-027 |
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| Channel 7 News with Bill Bonds and Robbie Timmons on Neon Art, 1990 | Box 24 > Video-cassette RL11360-VHS-028 |
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| Co-Op--Doner-Produced work for Champion Spark Plugs, 1983 | Box 24 > Video-cassette RL11360-VHS-029 |
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| Commercials 1948-1982, 1982 | Box 24 > Video-cassette RL11360-VHS-030 |
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Commercials Compilation Reel 2, 1998 Box 24 > Video-cassette
RL11360-VHS-031

Compilation reel, Undated Box 24 > Video-cassette
RL11360-VHS-032

Scope and Contents

Includes: Ford International commercials

Compilation reel, Undated Box 24 > Video-cassette
RL11360-VHS-033

Scope and Contents

Includes: Ford, Bosch, HAP, Goodyear, Red Cross, Akzo, Teledyne, Reebok, DeBeers, United Way, Kodak, Vic Tanny

Compilation reel, 1989 Box 24 > Video-cassette
RL11360-VHS-034

Scope and Contents

Includes: Ford, Carhartt, Ames, Delta Dental, Bill Knapp, HAP, DPOA, Bosch, Goodyear

Compilation reel, 1989 Box 24 > Video-cassette
RL11360-VHS-035

Scope and Contents

Includes: Ford, Carhartt, Ames, Delta Dental, Bill Knapp, HAP, DPOA, Bosch, Goodyear

Compilation reel, Undated Box 24 > Video-cassette
RL11360-VHS-036

Scope and Contents

Includes: Monroe, Akzo, Ford, DPOA, Delta Dental, Vic Tanny, United Foundation, Kodak

Computer Graphics and Animation, 1993 Box 24 > Video-cassette
RL11360-VHS-037

Consumer Behavior--All in the Family Funeral
20:00, Undated Box 24 > Video-cassette
RL11360-VHS-038

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| Creative Campaign Development, Undated | Box 24 > Video-cassette RL11360-VHS-039 |
| Creative Campaign Development, Undated | Box 24 > Video-cassette RL11360-VHS-040 |
| CT-120 GT 4:00, 1986 | Box 25 > Video-cassette RL11360-VHS-041 |
| DeBeers spots, 1994 | Box 25 > Video-cassette RL11360-VHS-042 |
| Destined to Live, Undated | Box 25 > Video-cassette RL11360-VHS-043 |
| Detroit Police Officers Association TV News Coverage, 1987 | Box 25 > Video-cassette RL11360-VHS-044 |
| Diversified Accounts Reel, 1993 | Box 25 > Video-cassette RL11360-VHS-045 |
| Scope and Contents | |
| Includes: FTD, Goodyear, Payless, Vehicle Maintenance Council, Society Bank, Monroe, Walker, Delta Dental, Bosch | |
| Douglas Vs. Holyfield, Undated | Box 25 > Video-cassette RL11360-VHS-046 |
| Dream Cars of the 50s and 60s: Vintage TV Commercials and Sales Films, Undated | Box 25 > Video-cassette RL11360-VHS-047 |
| Everit Herter International 30:00, Undated | Box 25 > Video-cassette RL11360-VHS-048 |
| Eyes on Thompson: Steve Davis, Mike Kalasunas, Malachy Walsh, 1993 | Box 25 > Video-cassette RL11360-VHS-049 |
| Famous Quotes, Undated | Box 25 > Video-cassette RL11360-VHS-050 |
| Flippers, Undated | Box 25 > Video-cassette RL11360-VHS-051 |

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| Flippers, Undated | Box 25 > Video-cassette RL11360-VHS-052 |
| Flippers: Changes in the Way Americans Watch TV, Undated | Box 25 > Video-cassette RL11360-VHS-053 |
| Focus in Film; Gulp; Little Man on Campus; The Kiss, 2001 | Box 25 > Video-cassette RL11360-VHS-054 |
| Ford: 1. Ford and the American Century module and air spots A-39, Undated | Box 25 > Video-cassette RL11360-VHS-055 |
| Ford: 2. Henry Ford and Wife with Quadracycle, Undated | Box 25 > Video-cassette RL11360-VHS-056 |
| Ford: 3. Historical Auto Show Background, Undated | Box 25 > Video-cassette RL11360-VHS-057 |
| Ford: 4. Heritage, Undated | Box 25 > Video-cassette RL11360-VHS-058 |
| Ford: 5. Outfitters Campaign, Undated | Box 25 > Video-cassette RL11360-VHS-059 |
| Ford: 6. Global Anthem, Undated | Box 26 > Video-cassette RL11360-VHS-060 |
| Ford: 8. 1998-1995 International Reel, 1998 | Box 26 > Video-cassette RL11360-VHS-061 |
| Ford: 9. Car Historical Reel, 1996 | Box 26 > Video-cassette RL11360-VHS-062 |
| Ford: 10. Car Historical Reel, 1997 | Box 26 > Video-cassette RL11360-VHS-063 |
| Ford: 11. Car Historical Reel, 1998 | Box 26 > Video-cassette RL11360-VHS-064 |
| Ford: 12. Truck Historical Reel, 1996 | Box 26 > Video-cassette RL11360-VHS-065 |

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| Ford: 13. Truck Historical Reel, 1997 | Box 26 > Video-cassette RL11360-VHS-066 |
| Ford: 14. Truck Historical Reel, 1998 | Box 26 > Video-cassette RL11360-VHS-067 |
| Ford Blue Oval Certified Program, 2001 | Box 26 > Video-cassette RL11360-VHS-068 |
| Ford Crown Victoria Spot "Last Laugh", Undated | Box 26 > Video-cassette RL11360-VHS-069 |
| Ford Crown Victoria Spot "Last Laugh", Undated | Box 26 > Video-cassette RL11360-VHS-070 |
| Ford Communications Network (FCN) Ford/JWT 50th Observance, 1993 | Box 26 > Video-cassette RL11360-VHS-071 |
| Ford Communications Network (FCN) News, 1993 | Box 26 > Video-cassette RL11360-VHS-072 |
| Ford Dealer Association Chairman's Convention Reel 1: Hugh Trenkamp, Ron Burns, 1990 | Box 26 > Video-cassette RL11360-VHS-073 |
| Ford Dealer Association Weekly reels 3/25, 2002 | Box 26 > Video-cassette RL11360-VHS-074 |
| Ford Focus TV (London), Undated | Box 26 > Video-cassette RL11360-VHS-075 |
| Ford/JWT 50th Anniversary Observance: Speeches by Peter Schweitzer, Burt Manning, Alex Trotman, Red Poling 20:00, 1993 | Box 26 > Video-cassette RL11360-VHS-076 |
| Ford Funding Expedition videos 19:24, 2003 | Box 26 > Video-cassette RL11360-VHS-077 |
| Ford Germany--Ford at the Geneva Motorshow, 2001 | Box 26 > Video-cassette RL11360-VHS-078 |

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| Ford Germany--Ford Mondeo Brand Film, 2001 | Box 27 > Video-cassette RL11360-VHS-079 |
| Ford Germany--Ford of Europe Mondeo spots, Undated | Box 27 > Video-cassette RL11360-VHS-080 |
| Ford Germany--Ford of Europe Norwegian Voiceovers, 2001 | Box 27 > Video-cassette RL11360-VHS-081 |
| Ford Historical Compilation, 1993 | Box 27 > Video-cassette RL11360-VHS-082 |
| Ford Historical Compilation, 1993 | Box 27 > Video-cassette RL11360-VHS-083 |
| Ford Historical Compilation, 1993 | Box 27 > Video-cassette RL11360-VHS-084 |
| Ford Japan "My First Ford" Campaign, Undated | Box 27 > Video-cassette RL11360-VHS-085 |
| Ford JWT/Ford 50th Anniversary, 1993 | Box 27 > Video-cassette RL11360-VHS-086 |
| Ford Look Again Randy Newman Version, 2003 | Box 27 > Video-cassette RL11360-VHS-087 |
| Ford Look Again spots, 2003 | Box 27 > Video-cassette RL11360-VHS-088 |
| Ford Making Life Easier, 1988 | Box 27 > Video-cassette RL11360-VHS-089 |
| Ford Mondeo Brand Film, 2001 | Box 27 > Video-cassette RL11360-VHS-090 |
| Ford Motorsports and other clients compilation, Undated | Box 27 > Video-cassette RL11360-VHS-091 |

Scope and Contents

Includes: Ford Motorsports, Goodyear, Monroe, Delta Dental, Akza Salt, Bosch, Silk Green House, international commercials

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| Ford Mustang Historical Part 1, 1993 | Box 27 > Video-cassette RL11360-VHS-092 |
| Ford Mustang Historical Reel, 1993 | Box 27 > Video-cassette RL11360-VHS-093 |
| Ford Mustang Historical Reel, 1993 | Box 27 > Video-cassette RL11360-VHS-094 |
| Ford Taurus, Focus, Racing, 2003 | Box 27 > Video-cassette RL11360-VHS-095 |
| Ford Thunderbird/Bond, Undated | Box 27 > Video-cassette RL11360-VHS-096 |
| Ford Thunderbird "Unforgettable", 1981 | Box 27 > Video-cassette RL11360-VHS-097 |
| Ford Today Europe compilation, 1994 | Box 28 > Video-cassette RL11360-VHS-098 |
| Ford Today Europe Cycle 9 Inserts, 1995 | Box 28 > Video-cassette RL11360-VHS-099 |
| Ford Today Europe Cycle 11 Inserts, 1996 | Box 28 > Video-cassette RL11360-VHS-100 |
| Ford Today Europe Cycle 12 Inserts, Undated | Box 28 > Video-cassette RL11360-VHS-101 |
| Ford WCF Spots, Undated | Box 28 > Video-cassette RL11360-VHS-102 |
| George Black Review of European Advertising, 1986 | Box 28 > Video-cassette RL11360-VHS-103 |
| Good Old Days of Dealer TV, 1967 | Box 28 > Video-cassette RL11360-VHS-104 |
| Goodyear Aquatred "Tires of the Future", Undated | Box 28 > Video-cassette RL11360-VHS-105 |
| Goodyear Aquatred "Tires of the Future", Undated | Box 28 > Video-cassette RL11360-VHS-106 |

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| Goodyear Rolling Across America Music Videos, Undated | Box 28 > Video-cassette RL11360-VHS-107 |
| Goodyear Rolling Across America Music Videos, Undated | Box 28 > Video-cassette RL11360-VHS-108 |
| Greening of Detroit, Undated | Box 28 > Video-cassette RL11360-VHS-109 |
| Greening of Detroit, Undated | Box 28 > Video-cassette RL11360-VHS-110 |
| Hines Interests Limited Partnership--One Detroit Center 14:30, 1990 | Box 28 > Video-cassette RL11360-VHS-111 |
| An Hour of the Growth of Modern Advertising, Undated | Box 28 > Video-cassette RL11360-VHS-112 |
| An Hour of the Growth of Modern Advertising, Undated | Box 28 > Video-cassette RL11360-VHS-113 |
| How to Stand Out in the Crowd--Burt Manning, 1984 | Box 28 > Video-cassette RL11360-VHS-114 |
| I Can't Get No Satisfaction, Undated | Box 28 > Video-cassette RL11360-VHS-115 |
| International Reel, 1985 | Box 29 > Video-cassette RL11360-VHS-116 |
| J. Walter Does That!, 1993 | Box 29 > Video-cassette RL11360-VHS-117 |
| J. Walter Does That!, 1994 | Box 29 > Video-cassette RL11360-VHS-118 |
| J. Walter Thompson 1988 Advertising, 1988 | Box 29 > Video-cassette RL11360-VHS-119 |
| Jamie Lee Curtis BOC Press Coverage, Undated | Box 29 > Video-cassette RL11360-VHS-120 |

John O'Toole--The Future's Not What It Used to Be (AAAA), 1990

Box 29 > Video-cassette
RL11360-VHS-121

Jumpstarting the Motor City: A Visual Guide to Detroit's Empowerment Zone as Seen By the People Who Live There 11:00, 1994

Box 29 > Video-cassette
RL11360-VHS-122

JWT Can't Touch That and Other Spots, Undated

Box 29 > Video-cassette
RL11360-VHS-123

Scope and Contents

Includes: Ford, Bosch, Detroit Police; Monroe, Delta Dental, Speedy

JWT Worldwide Reel, 2002

Box 29 > Video-cassette
RL11360-VHS-124

Kellogg's, Undated

Box 29 > Video-cassette
RL11360-VHS-125

Scope and Contents

Includes: Complete Bran Flakes, Mueslix, Frosted Bran, Nutri-Grain

Kellogg's: Profile of Kelloggs Objectives 15:00, Undated

Box 29 > Video-cassette
RL11360-VHS-126

Larry Light, Horst Schulze, Maryann Keller--Chairman Convention, 1990

Box 29 > Video-cassette
RL11360-VHS-127

Let Us Talk To You 8:10, 1995

Box 29 > Video-cassette
RL11360-VHS-128

Lincoln LS Car of the Year, Undated

Box 29 > Video-cassette
RL11360-VHS-129

Madden, Undated

Box 29 > Video-cassette
RL11360-VHS-130

Madden, Undated

Box 29 > Video-cassette
RL11360-VHS-131

Madison Ave. Satire Joe Pytka 3:30, Undated

Box 29 > Video-cassette
RL11360-VHS-132

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| Many Faces of Marketing: Changing American Lifestyles and Social Trends, 1984 | Box 29 > Video-cassette RL11360-VHS-133 |
| Many Faces of Marketing: Changing American Lifestyles and Social Trends, 1984 | Box 30 > Video-cassette RL11360-VHS-134 |
| Marketing and Advertising Function, Undated | Box 30 > Video-cassette RL11360-VHS-135 |
| Marketing and Advertising Function, Undated | Box 30 > Video-cassette RL11360-VHS-136 |
| Media Planning and Implementation, Undated | Box 30 > Video-cassette RL11360-VHS-137 |
| Media Planning and Implementation, Undated | Box 30 > Video-cassette RL11360-VHS-138 |
| More Creative the Ad, The Harder It Works Part II 26:45, 1985 | Box 30 > Video-cassette RL11360-VHS-139 |
| More Creative the Ad, The Harder It Works, Undated | Box 30 > Video-cassette RL11360-VHS-140 |
| New Life in the City: The Greening of Detroit, Undated | Box 30 > Video-cassette RL11360-VHS-141 |
| New Life in the City: The Greening of Detroit, Undated | Box 30 > Video-cassette RL11360-VHS-142 |
| North American Board Meeting, 1994 | Box 30 > Video-cassette RL11360-VHS-143 |
| North America Reel, 1992 | Box 30 > Video-cassette RL11360-VHS-144 |
| North America Reel, 1992 | Box 30 > Video-cassette RL11360-VHS-145 |
| Old Commercials 1947-1982, 1989 | Box 30 > Video-cassette RL11360-VHS-146 |

Scope and Contents

Includes: Lucky Strike, Hamm's, Falcon Convertible, Simoniz, Xerox, Commodore

Old Commercials 1947-1982, 1989 Box 30 > Video-cassette
RL11360-VHS-147

Scope and Contents

Includes: Lucky Strike, Hamm's, Falcon Convertible, Simoniz, Xerox, Commodore

Old JWT Commercials, Undated Box 30 > Video-cassette
RL11360-VHS-148

ON-Screen Entertainment--Lisa Muscio, Undated Box 30 > Video-cassette
RL11360-VHS-149

Orientation Week Part II, 1994 Box 30 > Video-cassette
RL11360-VHS-150

Orientation Week Part I, 1994 Box 30 > Video-cassette
RL11360-VHS-151

Peter Schweitzer Speech to Advertising Research Foundation, 1990 Box 30 > Video-cassette
RL11360-VHS-152

Peter Schweitzer Brand Speech, Adcraft, 1993 Box 30 > Video-cassette
RL11360-VHS-153

Problem Commercials: Low Awareness and Attitude Shift, 1990 Box 31 > Video-cassette
RL11360-VHS-154

Red Cross focus group #2, 1993 Box 31 > Video-cassette
RL11360-VHS-155

Red Cross segment "Boy is Bill Bonds Brutal", Undated Box 31 > Video-cassette
RL11360-VHS-156

Regional Advertising Group--Creative Product, Randy Albright, 1994 Box 31 > Video-cassette
RL11360-VHS-157

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| Regional Advertising Group--Creative Product, Randy Albright, 1994 | Box 31 > Video-cassette RL11360-VHS-158 |
| Regional Advertising Group--Volunteer Program for Beard Elementary School, 1992 | Box 31 > Video-cassette RL11360-VHS-159 |
| Regional Advertising Group--Volunteer Program for Beard Elementary School, 1992 | Box 31 > Video-cassette RL11360-VHS-160 |
| Representative Public Service Spots, 1988 | Box 31 > Video-cassette RL11360-VHS-161 |
| Scope and Contents | |
| Includes: Van Patrick Memorial Invitational; Meadowbrook Music Festival; Detroit Police Safety Vest Fund; United Fund Torch Drive | |
| Research Methodologies and Use, Undated | Box 31 > Video-cassette RL11360-VHS-162 |
| Research Methodologies and Use, Undated | Box 31 > Video-cassette RL11360-VHS-163 |
| Roger Stempel News Conference, Undated | Box 31 > Video-cassette RL11360-VHS-164 |
| Ron Burns Address to National FDAF Chairman's Meeting, 1990 | Box 31 > Video-cassette RL11360-VHS-165 |
| Sam Snead (VPMI XII), 1988 | Box 31 > Video-cassette RL11360-VHS-166 |
| Segments with new EPT Commercials, 1992 | Box 31 > Video-cassette RL11360-VHS-167 |
| Smithsonian--On Advertising 60:00, Undated | Box 31 > Video-cassette RL11360-VHS-168 |
| Start Me Up, Undated | Box 31 > Video-cassette RL11360-VHS-169 |
| Talent Show Clips, New York Office 120:00, 1993 | Box 31 > Video-cassette RL11360-VHS-170 |

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| Tier I and II spots, Undated | Box 31 > Video-cassette RL11360-VHS-171 |
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| Turning Home Runs into Grand Slams: The Role of PR at JWT, 1993 | Box 31 > Video-cassette RL11360-VHS-172 |
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| Toys R Us: Born to Ride, Undated | Box 31 > Video-cassette RL11360-VHS-173 |
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| TV Advertising Seduction, Undated | Box 32 > Video-cassette RL11360-VHS-174 |
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| TV Reel, 1990 | Box 32 > Video-cassette RL11360-VHS-175 |
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Scope and Contents

Includes: Ford, Bosch, Delta Dental, HAP, Pep Boys, Carhartt, Ames, Monroe

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| TV Show Compilation Reel, 1998 | Box 32 > Video-cassette RL11360-VHS-176 |
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| United Foundation Documentary 10:00, 1986 | Box 32 > Video-cassette RL11360-VHS-177 |
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| United Foundation spots, 1987 | Box 32 > Video-cassette RL11360-VHS-178 |
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| Van Patrick Memorial Invitational Preview 28:00, 1987 | Box 32 > Video-cassette RL11360-VHS-179 |
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| Van Patrick Memorial Invitational Preview 28:00, 1987 | Box 32 > Video-cassette RL11360-VHS-180 |
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| Van Patrick Memorial Invitational Preview: This is VPMI, 1987 | Box 32 > Video-cassette RL11360-VHS-181 |
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| Van Patrick Memorial Invitational VPMI XIII TV and Radio Arnold Palmer, Undated | Box 32 > Video-cassette RL11360-VHS-182 |
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| Van Patrick Memorial Invitational VPMI XIII TV and Radio Arnold Palmer, Undated | Box 32 > Video-cassette RL11360-VHS-183 |
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| Variety of Factors Influencing Consumer Behavior--Burial Arrangement for Family Member, Undated | Box 32 > Video-cassette RL11360-VHS-184 |
| Victor Forbes: 4 Season Fashion Wear, Undated | Box 32 > Video-cassette RL11360-VHS-185 |
| Videolink Demo Tape, Undated | Box 32 > Video-cassette RL11360-VHS-186 |
| Walker/Madden Bus Television Coverage Channel 2 WJBK Detroit, 1991 | Box 32 > Video-cassette RL11360-VHS-187 |
| Wanaume: A Voyage of Discovery (Dubai) 56:40, 2002 | Box 32 > Video-cassette RL11360-VHS-188 |
| WDMO Export Seminar, Undated | Box 33 > Video-cassette RL11360-VHS-189 |
| White Castle spots, Undated | Box 33 > Video-cassette RL11360-VHS-190 |
| White Castle What You Crave Club, 1994 | Box 33 > Video-cassette RL11360-VHS-191 |
| White Castle What You Crave Club, 1994 | Box 33 > Video-cassette RL11360-VHS-192 |
| White Castle What You Crave Club, 1994 | Box 33 > Video-cassette RL11360-VHS-193 |
| White Lace (Musical group with Don Fichter), Undated | Box 33 > Video-cassette RL11360-VHS-194 |
| WPP Presentation, 1988 | Box 33 > Video-cassette RL11360-VHS-195 |
| Young & Rubicam--Ford Compilation, 1999 | Box 33 > Video-cassette RL11360-VHS-196 |
| Young & Rubicam--Lincoln LS spots, 2000 | Box 33 > Video-cassette RL11360-VHS-197 |

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| Young & Rubicam--Lincoln-Mercury Ties, 2000 | Box 33 > Video-cassette RL11360-VHS-198 |
| Young & Rubicam--Lincoln spots, 2002 | Box 33 > Video-cassette RL11360-VHS-199 |
| Zubi/Hispanic Ford Advertising, 2003 | Box 33 > Video-cassette RL11360-VHS-200 |

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Optical Media (CDs, DVDs), 1999-2003

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|--|--|
| Ford--Dealer Ad Planner: Vehicle Art A Pictorial CD Index. Disc 1: Car/SUV, 2001 | Box 34 > Video-disc RL11360- OP-001 |
| Ford--Dealer Ad Planner: Vehicle Art A Pictorial CD Index. Disc 2: Truck, 2001 | Box 34 > Video-disc RL11360- OP-002 |
| Ford--Explorer Ads, 2002 | Box 34 > Video-disc RL11360- OP-003 |
| Ford--Explorer Artwork, Sin Limites, 2002 | Box 34 > Video-disc RL11360- OP-004 |
| Ford--Ford Dealer Advertising Planner CD Pictorial Index. Disc One: Cars, 2000 | Box 34 > Video-disc RL11360- OP-005 |
| Ford--Ford Dealer Advertising Planner CD Pictorial Index. Disc Two: Trucks, 2000 | Box 34 > Video-disc RL11360- OP-006 |
| Ford--No boundaries Ford Outfitters Model Year 2000, 1999 | Box 34 > Video-disc RL11360- OP-007 |
| Ford--Spring Madness Sales Event Advertising Support, 2003 | Box 34 > Video-disc RL11360- OP-008 |
| Ford--WDMO Ford Company Art, 1999 | Box 34 > Video-disc RL11360- OP-009 |

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| Lincoln--Ad Planner, 2001 | Box 34 > Video-disc RL11360-OP-010 |
| Lincoln--Ad Planner, 2002 | Box 34 > Video-disc RL11360-OP-011 |
| Mercury--Ad Planner, 2001 | Box 34 > Video-disc RL11360-OP-012 |
| Mercury--Ad Planner Supplement Including 2002 Mountaineer and New Action Photography, 2001 | Box 34 > Video-disc RL11360-OP-013 |
| Mercury--Ad Planner, 2002 | Box 34 > Video-disc RL11360-OP-014 |

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Documents and supporting materials, 1967-2003, undated

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|--|--------|
| Miscellaneous notes, undated | Box 34 |
| RL11360-BCAM-013, 2000 | Box 34 |
| RL11360-UMATIC-001 through UMATIC-178, 1967-2003, undated | Box 34 |
| RL11360-UMATIC-054, 1991 | Box 34 |
| RL11360-VHS-005 through VHS-196, 1967-2003, undated | Box 34 |

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