



Guide to the J. Walter Thompson Company. Detroit Office. Blaise Newman papers, 1946-2002 and undated

This collection guide was produced in **2018 Dec.**
This PDF version was created on **April 3, 2026.**

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Table of Contents

Summary	3
Background	4
Arrangement	4
Administrative Information	5
Related Materials	6
Names and Subjects	6
Collection Inventory	7
Client Files	7
Correspondence	8
Events	9
General Office Files	10
Printed Materials	12
General	12
JWT Media Resources and Research Department Reports	14
Public Relations	15
Memorabilia	16
Audiovisual Materials	17

Summary

Collection Title:

J. Walter Thompson Company. Detroit Office. Blaise Newman papers, 1946-2002 and undated

Creator:

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. Blaise Newman was an executive with the JWT Detroit Office, Director of Corporate Communications and Special Projects. Collection includes account files, correspondence, memorabilia, newsletters, print advertisements, research reports, scripts and drafts of speeches and presentations, slides and photographs, videocassettes, and other printed materials. Companies represented include Champion Spark Plug, Ford, Health Alliance Plan, Holley, Red Cross and United Way. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

14.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11676

Permalink:

<https://idn.duke.edu/ark:/87924/m18p8p>

Preferred Citation

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

[Return to Table of Contents](#)

Background

Scope and Content

Collection includes account files, correspondence, memorabilia, newsletters, print advertisements, research reports, scripts and drafts of speeches and presentations, slides and photographs, videocassettes, and other printed materials. Companies represented include Champion Spark Plug, Ford, Health Alliance Plan, Holley, Red Cross and United Way. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

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. Blaise Newman was an executive with the JWT Detroit Office, Director of Corporate Communications and Special Projects. Born 1932, Iowa. U.S. Army 1952-1954; graduated Wayne State University 1955; Engineering Sales Representative, Ford Motor Company 1955-1958; Account Representative, JWT Detroit 1958-1964; Manager, JWT New Orleans 1964; Instructor, Loyola University Department of Communications 1967-1968; Manager and Account Supervisor, JWT Kansas City 1972-1973; JWT Chicago 1973-1974; JWT Detroit 1974-2001; faculty, Davenport University, Detroit College of Business; died 2002, Michigan.

[Return to Table of Contents](#)

Arrangement

Organized into the following series: Client Files; Correspondence; Events; General Office Files; Printed Material; Public Relations; Memorabilia; and Audiovisual Materials.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Access Restrictions

Collection is open for research.

However, original audiovisual materials are closed until use copies can be produced.

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. Detroit Office. Blaise Newman papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1993-2002.

Processing Information

Processed by Daniel Anderson, Dec. 2018;

Accessions described in this collection guide: 93-028, 93-033, 98-362,
2002-0227

[Return to Table of Contents](#)

Related Materials

Related Material

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

- J. Walter Thompson Company. Account Files;
- J. Walter Thompson Company. Corporate Anniversaries;
- J. Walter Thompson Company. Domestic Advertisements;
- J. Walter Thompson Company. Writings and Speeches

[Return to Table of Contents](#)

Names and Subjects

- Advertising
- Advertising -- United States -- History
- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising agencies -- Management
- Advertising executives -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- Burger King Corporation
- Champion Spark Plug (Company)
- Ford Motor Company
- American Red Cross

Collection Inventory

Client Files, 1970-2001, undated

AAA Michigan, 1985	Box 1
Ames Department Stores, 1990	Box 1
ANCO, 1981-1982, undated	Box 1
Physical Description: 2 folders	
Burger King--Photograph of presentation participants, undated	Box 1
Carhartt, 1983	Box 1
Champion Spark Plug, 1981- 1984, undated	Box 1
Physical Description: 5 folders	
Champion Spark Plug--Couponing exploration, 1981- 1984, undated	Box 1
Physical Description: 5 folders	
Chatham Store, 1979	Box 1
Colorado Lottery (JWT Denver), 1982	Box 1
Detroit Police Officers Association Safety Vest Fund, 1987	Box 1
First Michigan Bank, 1986	Box 1
Ford, 1970-1995	Box 1
Physical Description: 11 folders	
Ford Detroit International Jazz Festival, 2000-2001	Box 11
Health Alliance Plan, 1985-1991	Box 1
Physical Description: 3 folders	
Holley, 1983-1984	Box 1
Physical Description: 3 folders	

International Federation of Multiple Schlerosis pamphlet, 1998	Box 1
Kellogg, 1989	Box 1
Kohl's, 1996	Box 1
Michigan Consolidated Gas, 1976-1987	Box 2
Monroe, 1986	Box 2
New York State Lottery, 1987	Box 2
North American Clients, 2000	Box 2
Red Cross, 1988-1995 Physical Description: 2 folders	Box 2
Shopko, 1985	Box 2
Six Flags, 1983	Box 2
United Way, 1986-1987, 1997 Physical Description: 4 folders	Box 2
U.S. Clients, 1999	Box 2

[Return to Table of Contents](#)

Correspondence, 1973-1999

Hartman Center, 1997	Box 2
Internal memos, 1981-1996 Physical Description: 15 folders	Box 2
JWT external memos, 1989-1992 Physical Description: 4 folders	Box 2
JWT external memos, 1993	Box 3
Reader files, 1973-1984 Physical Description: 24 folders	Box 3

Reader files, 1984-1987	Box 4
Physical Description: 19 folders	
Reader files, 1987-1995	Box 5
Physical Description: 21 folders	
Reader files, 1995-1999	Box 6
Physical Description: 15 folders	

[Return to Table of Contents](#)

Events, 1965-2001, undated

Advertising student campaign contest (University of Detroit), 1988	Box 6
Automotive Aftermarket Seminar, 1983	Box 6
Awards, 1990, 1998	Box 6
Scope and Contents	
Includes nomination forms for 1990 Adcraft PM Award of Excellence (Joya Harris); 1998 Effie Awards (Ford Expedition, Monroe)	
Central America press reception, 1996	Box 6
Certificate of Appreciation from Detroit Mayor Dennis Archer to Blaise Newman/JWT, 1996	Box 11
Conferences, 1989	Box 6
Detroit 300 (tricentennial), 2001	Box 6
Detroit Historical Museum Motor City Exhibition, 1996	Box 6
Detroit International Croquet Tournament (benefit for Boy Scouts), 1994	Box 6
Detroit Office Christmas party, 1992	Box 6
Drug Enforcement Agency benefit, 2001	Box 6
Physical Description: 3 folders	

Drug Enforcement Agency benefit (disk with Survivors Logo), 2001	Box AV1
FDAF (Ford Dealer Advertising Fund) Critics Award to Blaise Newman, 1965	Box 6
JWT 125th anniversary, 1989 Physical Description: 2 folders	Box 7
JWT client Christmas party, 1989	Box 7
JWT Detroit Employees Anniversary Recognition Awards, 1988, 1990 Physical Description: 2 folders	Box 7
Montreux Detroit Jazz Festival, 1997	Box 7
Phantom of the Opera, 1992	Box 7
Presentations, 1976-1991	Box 7
Seville European Managers Meeting, 1995	Box 7
Slides from presentation on Ford in Europe, undated	Box 7
Speeches by Peter Schweitzer, 1986-1991 Physical Description: 2 folders	Box 7
Ted Gushee retirement, 1993	Box 7
Thompson Nights, 1987	Box 7
WPP Atticus Awards, 1996	Box 7

[Return to Table of Contents](#)

General Office Files, 1946-2002, undated

Administrative documents, 1989, undated	Box 7
Blaise Newman biographical, obituaries, 1958-2002 Physical Description: 2 folders	Box 7
Budget, 1983	Box 7

Check Requests, 1999-2001 Physical Description: 4 folders	Box 7
Clipping file--Interactive, 1995	Box 7
Clipping file--International advertising, 1988-1990	Box 7
Comparison Revenue/Direct Margins, 1982-1983	Box 7
Credentials, 1993	Box 7
Detroit office building, 1973-1974	Box 7
Employee benefits, 1990	Box 7
"Fieldmen" (account representatives), 1975 Physical Description: 2 folders	Box 7
J. Walter Online, 1991	Box 8
JWT Chicago 1994 Strategic Plan, 1993	Box 8
JWT company history, 1946-1995 Physical Description: 2 folders	Box 8
JWT company history--Detroit Office, 1987	Box 8
JWT company history--A Short History of the J. Walter Thompson Company Detroit Office, 2001	Box 8
JWT Detroit phone directory, 1995	Box 8
JWT direct mail program, 1985	Box 8
JWT employee survey, 1994 Physical Description: 2 folders	Box 8
Move to 1 Detroit Center Building, 1983	Box 8
New Business Marketing/Communication Action Plan, 1976	Box 8
Professional Development, 1971-1990, undated Physical Description: 4 folders	Box 8

Retail case histories, undated	Box 8
Roderick v. Ford Motor Company deposition documents, 1989	Box 8
Speech (Blaise Newman)--Michigan Organization of Private Schools, 1987	Box 8
Strategic planning, 1978-1990, undated	Box 8
Sue Savage--Guiding Organizational Change, 1984	Box 8
Thank Yous, 1968-2001 Physical Description: 3 folders	Box 8
The Golden Age of Radio, undated	Box 8
Writings and speeches by JWT staff, 1960-1990	Box 8
Worldwide Home Address List, 1999	Box 8
Worldwide Office Address List, 1999	Box 8
Yearbook, 1996	Box 8

[Return to Table of Contents](#)

Printed Materials, 1949-2002, undated

General

128 Years of Advertising Leadership, 1992	Box 8
Ad Day, 1988	Box 8
Adcrafter, 2001	Box 8
Advertising Age--JWT Centennial issue, 1964	Box 11
Advertising Production Club of Detroit--Galley Proof newsletter, 1983, 1990	Box 8
American Red Cross--Rhapsody in Red book, 1994	Box 8

Arthur White (Yankelovich)--The Charitable Behavior of Americans, undated	Box 8
Champion Spark Plug--Making Champions, 1949	Box 8
Communications Forum paper 6--Public Relations: What It Isn't and Is (Wallace Clayton), undated	Box 8
Crain's Detroit Business--Book of Lists, 2002	Box 11
Crain's Detroit Business--Detroit at 300, 2001	Box 11
Detroit College of Business Alumni Association quarterly report, 1989	Box 8
Detroit Country Day School newsletter, 1989	Box 8
Detroit Empowerment Zone pamphlets, approximately 1994	Box 8
Detroit News--Article on tree planting, 1995	Box 8
Detroit Police Officers Association--Tuebor newsletter with safety vest drive feature, 1987	Box 11
Detroit Thompson Times, 1979-1986	Box 8
Donovan Data Systems--DDS News, 1989	Box 11
Flippers: Changes in the Way Americans Watch TV, approximately 1986	Box 8
FOB Detroit, 1967-1973	Box 8
Ford World, 1988	Box 11
Greater Detroit Chamber of Commerce--Guide to Metro Detroit, 1982	Box 8
Henry Ford: We Had to Race commemorative edition 1897-1997, 1997	Box 8
J. Walter Merchandise catalogs, 1994-1997	Box 8

James B. Carl--Fish (for Epilepsy Foundation of Michigan), 1998	Box 8
JWT 125th Anniversary book, 1989	Box 9
JWT Advertising Leadership 1864-1989, 1989	Box 11
JWT Christmas songbook, undated	Box 9
JWT Media Negotiating: The Rites of March, 1989	Box 9
JWTimes, 1997-1998	Box 9
Michigan Opera Theatre special 1998 commemorative issue, 1998	Box 11
News from JWT Detroit, 1988-1993 Physical Description: 2 folders	Box 9
Recruitment book, 1992 Physical Description: 3 folders	Box 9
The Big Idea/Diary of a Concept--Iceland: It's Not Just for Bjork Anymore (Laura Monahan), 1998	Box 11
This Week in Detroit, 1956-1962 Physical Description: 3 folders	Box 9
United Foundation--Torchlighter newsletter, 1987	Box 11
White Paper v1 no. 2: Does Advertising Work? A Review of the Evidence, 1990	Box 9
Young & Rubicam Detroit--Window Ledge newsletter, 1990	Box 9

JWT Media Resources and Research Department Reports, 1988-1989, undated

1989-90 Program Schedule, 1989	Box 9
Barter Syndication, 1989	Box 9
In Defense of Mass Media, 1989	Box 9

Magazine Inserts, 1989	Box 9
Media Systems Catalogue, 1989	Box 9
Out of Home TV Viewing, 1989	Box 9
Predicting the "Useful" Future, 1989	Box 9
Quarterly television analyses, 1989	Box 9
The Impact of Network Revenues on TV Advertising, undated	Box 9
The World of Local Cable, 1989	Box 9
Top Executive Study, 1988	Box 9
Update on the Fox Network, 1989	Box 9
Update on the Viewership of Cable Networks, 1989	Box 9
VCRs Then and Now, 1989	Box 9
Year One of the People Meter, 1988	Box 9

[Return to Table of Contents](#)

Public Relations, 1980-1999, undated

Clippings, 1980-1999	Box 9
Physical Description: 5 folders	
How to Deal with Broadcast and Print Interviews, 1990	Box 9
JWT News Releases, 1993-1996	Box 9
Physical Description: 4 folders	
PR Council, 1995-1998	Box 10
Physical Description: 2 folders	
Press releases, 1991-1999	Box 10
Physical Description: 5 folders	

Van Patrick Memorial Invitational golf tournament, 1989 Box 10

Scope and Contents

Includes press release, photograph and biography of Miss America Gretchen Carlson

[Return to Table of Contents](#)

Memorabilia, 1989-2002, undated

Desk thermometer, undated Box 12

Diamond Crystal cuff link and tie pin set in box, undated Box 12

Ford Global Business Unit coffee mug, undated Box 12

Ford/JWT 50th anniversary paperweight, 1994 Box 12

JWT 125th anniversary license plate, 1989 Box 12

JWT baseball cap, undated Box 12

JWT belt buckle, undated Box 12

JWT dashlight, undated Box 12

JWT key fobs, undated Box 12

JWT owl bookmark and 125th anniversary tie pin (6 pieces), 1989 Box 12

JWT mission statement medal, 1989 Box 12

JWT plastic paper clip, undated Box 12

JWT tie pin, undated Box 12

Necktie, undated Box 12

Thunderbird bookends, 2002 Box 12

Toy car, undated Box 12

[Return to Table of Contents](#)

Audiovisual Materials, 1988-2002, undated

Ad Industry, Self Regulation, undated	Box AV1 > Video-cassette RL11676-VHS-001
Advertising Comments by Smithsonian, undated	Box AV1 > Video-cassette RL11676-VHS-002
Behind the Scenes, undated	Box AV1 > Video-cassette RL11676-VHS-003
Behind the Scenes (Campaign Development), undated	Box AV1 > Video-cassette RL11676-VHS-004
Cannes worldwide commercials, undated	Box AV1 > Video-cassette RL11676-VHS-005
Finding Solutions, undated	Box AV1 > Video-cassette RL11676-VHS-006
Finding Solutions (Campaign Development), undated	Box AV1 > Video-cassette RL11676-VHS-007
Research, undated	Box AV1 > Video-cassette RL11676-VHS-008
Cannes Awards: Worldwide Commercials, 1999	Box AV1 > Video-cassette RL11676-VHS-009
Client [see notes for contents], undated	Box AV1 > Video-cassette RL11676-VHS-010
Dallas Event: Goodyear Rolling Thunder Motorsports Marketing Program, 1999	Box AV1 > Video-cassette RL11676-VHS-011
Goodyear/JWT: "Jump" and "Serious Freedom", undated	Box AV1 > Video-cassette RL11676-VHS-012
JWT Heartboeat Logo, undated	Box AV1 > Video-cassette RL11676-Bcam-001

JWT Detroit--Advertising: A Commentary by the Smithsonian, undated	Box AV1 > Video-cassette RL11676-VHS-014
JWT Detroit--Funny Stuff - Dealer Bull, undated	Box AV1 > Video-cassette RL11676-VHS-015
JWT Detroit--Millennium, undated	Box AV1 > Video-cassette RL11676-VHS-016
JWT Detroit--Millennium, undated	Box AV1 > Video-cassette RL11676-VHS-017
JWT Detroit--Millennium, undated	Box AV1 > Video-cassette RL11676-VHS-018
JWT Detroit "Excellent Spots", undated	Box AV1 > Video-cassette RL11676-Umatic-001

Scope and Contents

Includes Sprint "Mothers and Sons"; Weather Channel "Evolution"; Miller Anthem; Ken-L Ration "Party Animal"; "Space Hyatt"; Marines "Swords"; Secretaries "Emery"; Chunky "Chunky's Back"; Vic Tanny/Cher; Smarties Candy (London); Ford Topaz (Mexico)

JWT New York Media Center Transfer Reel, 2002	Box AV1 > Video-cassette RL11676-VHS-019
Peter Schweitzer "Eyes on Thompson", 1988	Box AV1 > Video-cassette RL11676-Umatic-002

Scope and Contents

Includes Germany "Billboard"; U.S. Mustang "Time To", "Tough Trucks"; Europe Escort "Humps"; Brazil Salvation Army; Argentina "Air Drop", "Pianista", "Only You"; Venezuela "Sierra 280", "Best Thompson Yet"; Mexico "Cougar", "Palenque"; Australia Philishave "Bathroom Sink"; JWT/Ford "Winning"

Time Machine "Sell & Spin: A History of Advertising" Part 1, undated	Box AV1 > Video-cassette RL11676-Umatic-003
Time Machine "Sell & Spin: A History of Advertising" Part 2, undated	Box AV1 > Video-cassette RL11676-Umatic-004

[Return to Table of Contents](#)