



# **Preliminary Guide to the J. Walter Thompson Company. Detroit Office Records, 1947-1999 and undated**

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David M. Rubenstein Rare Book & Manuscript Library

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Detroit Office records, 1947-1999 and undated

**Source:**

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

**Creator:**

J. Walter Thompson Company. Detroit Office

**Extent:**

50 Linear Feet  
1.26 Gigabytes

**Language:**

English.

**Collection ID:**

RL.00682

**Permalink:**

<https://idn.duke.edu/ark:/87924/m14w74>

**Preferred Citation**

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

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## Background

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**Scope and Content**

Collection contains miscellaneous files from the Detroit office; tearsheets, client and competitive advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising and Marketing History.

## **Biographical/Historical**

The J. Walter Thompson Company was founded in New York, N.Y., in 1864, and is one of the world's largest advertising agencies.

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## **Administrative Information**

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### **Publication Statement**

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### **Access Restrictions**

Collection is open for research.

Access note. Some materials in this collection are electronic records that require special equipment. Contact Research Services with questions.

### **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 Co. Archives: Detroit Office Records was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1989-2002.

### **Processing Information**

Processed by Richard Collier; Rubenstein Library staff

Completed June 25, 2003

Encoded by Ruth E. Bryan; Richard Collier; Fuad Naeem

Materials may not have been ordered and described beyond their original condition.

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## Names and Subjects

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- Slides (photographs)
- Motion pictures (visual works)
- Automobiles -- United States
- Automobiles -- Marketing
- Photographic prints
- Ford automobile -- Marketing -- History
- Ford automobile -- Marketing
- Advertising -- Automobiles -- United States
- Advertising agencies -- History
- Color transparencies
- Advertising -- History
- United States. Environmental Protection Agency
- Ford Motor Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company
- J. Walter Thompson Company. Detroit Office

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## Collection Inventory

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### Accession 93-015

Historical Files. Ford truck components 1960s Box 5

**Scope and Contents note**

Engineering and standards information for axles, engines, misc. other components, and Recreational Vehicles.

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Competitive Advertisements, Trucks, 1970s-1980s Box 11

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Mack Box 11

Mazda	Box 11
Peterbuilt	Box 11
Plymouth	Box 11
Toyota	Box 11
Dodge	Box 11
GMC	Box 11
Datsun	Box 11
Miscellaneous	Box 11
Recreational Vehicles, Older Trucks	Box 11
Brockway	Box 11
Chevrolet	Box 11
Freight Linear	Box 11
Jeep	Box 11
Kenworth	Box 11
Competitive Advertisements, Trucks, 1970s-1980s (cont.)	Box 12
White	Box 12
Canadian Advertisements, Ford trucks Fleet	Box 12
Leasing	Box 12
Motor-Homes	Box 12
Rent-a-Car	Box 12
Campers	Box 12
Maximum Duty Trucks	Box 12
Heavy Duty Trucks	Box 12

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Ford historical ads	Box 74
Misc. slides and photographs, 1970s-1980s	Box 74

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**Accession 2002-0202**

**Processing Information:**

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

**Access Restrictions:**

Access note. Some materials are electronic records that require special equipment. Contact Research Services with questions.

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Contents of Box 5	Box 5
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**Processing Information:**

[Attention: Contains pictorial materials.]

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10693 J. Walter Thompson, 4-25-97, 1997	Digital-materials RL00682-SET-0001 Folder 1 > Optical-disc RL00682-OP-0001
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**Physical Description:** 265 Megabytes  
3 files

**Scope and Contents**

Contains still image files

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Untitled CD, 1997	Digital-materials RL00682-SET-0001 Folder 1 > Optical-disc RL00682-OP-0002
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**Physical Description:** 447 Megabytes  
1 file

**Scope and Contents**

Contains graphic design files

10693 Scans, 1997

Digital-materials RL00682-  
SET-0001  
Folder 1 > Optical-disc  
RL00682-OP-0003

**Physical Description:** 345 Megabytes  
2 files

**Scope and Contents**

Contains graphic design files

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Untitled ZIP disk, 1997

Digital-materials RL00682-  
SET-0001  
Folder 1 > Disk RL00682-  
ZIP-0001

**Physical Description:** 6 Megabytes  
1 file

**Scope and Contents**

Contains still image files

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Alan Jackson Two Photos, 1997

Digital-materials RL00682-  
SET-0001  
Folder 1 > Disk RL00682-  
ZIP-0002

**Physical Description:** 22 Megabytes  
2 files

**Scope and Contents**

Contains still image files

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Brophy 13, 1997

Digital-materials RL00682-  
SET-0001  
Folder 2 > Disk RL00682-  
ZIP-0003

**Physical Description:** 40 Megabytes  
8 files

**Scope and Contents**

Contains still image files

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Untitled ZIP disk, 1997

Digital-materials RL00682-  
SET-0001

Folder 2 > Disk RL00682-  
ZIP-0004

**Physical Description:** 22 Megabytes  
2 files

**Scope and Contents**

Contains still image files

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