



Guide to the J. Walter Thompson Company. Diamond Information Center Vertical File, 1930s-1980s

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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Summary

Collection Title:

J. Walter Thompson Company. Diamond Information Center Vertical File, 1930s-1980s

Source:

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

Creator:

J. Walter Thompson Company. Diamond Information Center

Abstract:

The J. Walter Thompson Company (JWT), founded in 1864, is one of the largest and oldest enduring advertising agencies in the United States. The Diamond Information Center (DIC) operates as the public relations division of the diamond marketing group at J. Walter Thompson on behalf of De Beers Consolidated Mines, Ltd. The Diamond Information Center Vertical File spans the years from the 1930s to the 1980s and is chiefly an informational file of printed materials. The file was originally created when the N.W. Ayers advertising agency handled the De Beers account. The vertical file was transferred to JWT along with the account. JWT currently handles the advertising for De Beers diamonds. The file is organized into numbered, topical sections that cover a broad range of subjects relating to diamonds, the diamond industry, and the fashion design industry. Topics include: famous diamonds; the annual Diamonds International Awards; diamonds, diamond mining and trade in Africa (especially Angola and South Africa), Brazil, India, Russia and the United States; the analysis, classification, grading and cutting of gem-quality and industrial diamonds; public and private collectors, collections and exhibitions of diamonds, gems, precious stones and jewelry, including the crown jewels of European (particularly Great Britain), Russian and Indian monarchies; the history, advertising and marketing of diamonds, gems, precious stones and jewelry; the manufacture and mechanical properties of artificial diamonds and other precious stones; and the history, cultural and social aspects of the clothing and fashion design industry, with folders on individual designers, merchandisers, and fashion shows.

Extent:

34.5 Linear Feet
About 31,050 Items

Language:

Material in English.

Collection ID:

RL.00684

Permalink:

Preferred Citation

[Identification of item], J. Walter Thompson Company. Diamond Information Center Vertical File, 1930s-1980s, David M. Rubenstein Rare Book & Manuscript Library.

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Background

Scope and Content

The Diamond Information Center Vertical File spans the years from the 1930s to the 1980s and is chiefly an informational file of printed materials. The file was originally created when the N.W. Ayers advertising agency handled the De Beers account. The vertical file was transferred to JWT along with the account. JWT currently handles the advertising for De Beers diamonds.

The file is organized into numbered, topical sections that cover a broad range of subjects relating to diamonds, the diamond industry, and the fashion design industry. The numbered subjects reflect the original classification schema used by the Diamond Information Center. Some high-level subjects have been added to improve readability; these have been inserted within brackets, and follow the numerical pattern previously established by the Center. Topics include: famous diamonds; the annual Diamond International Awards; diamonds, diamond mining and trade in Africa (especially Angola and South Africa), Brazil, India, Russia and the United States; the analysis, classification, grading and cutting of gem-quality and industrial diamonds; public and private collectors, collections and exhibitions of diamonds, gems, precious stones and jewelry, including the crown jewels of European (particularly Great Britain), Russian and Indian monarchies; the history, advertising and marketing of diamonds, gems, precious stones and jewelry; the manufacture and mechanical properties of artificial diamonds and other artificial precious stones; and the history, cultural and social aspects of the clothing and fashion design industry, with folders on individual designers, merchandisers, and fashion shows.

Biographical/Historical

The J. Walter Thompson Company (JWT), founded in 1864, is one of the largest and oldest enduring advertising agencies in the United States. The Diamond Information Center (DIC) operates as the public relations division

Guide to the J. Walter Thompson Company. Diamond Information Center Vertical File, 1930s-1980s
of the diamond marketing group at J. Walter Thompson on behalf of De Beers
Consolidated Mines, Ltd.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive
Duke University
Durham 27708

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

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in the Diamond Information Center Vertical File 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 Diamond Information Center Vertical File was transferred to the David M. Rubenstein Rare Book & Manuscript Library from the J. Walter Thompson Company in 1998.

Processing Information

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

Machine-readable finding aid created by: Angela McClendon

Accession 1998-0370 is described in this finding aid.

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- John W. Hartman Center for Sales, Advertising & Marketing History
- De Beers Consolidated Mines
- Diamonds International Awards

Collection Inventory

Vertical File

Physical Description: 78 boxes

Note: Files are arranged numerically by code assigned to each topic by the JWT Diamond Information Center, except where noted.

Processing Information:

Items in [brackets] indicate subject groupings or other descriptive information that has been assigned by author of this finding aid, not the Diamond Information Center.

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