



Guide to the J. Walter Thompson Company. Domestic advertisements, part 2, 1903-2009

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Summary

Collection Title:

J. Walter Thompson Company. Domestic advertisements, part 2, 1903-2009

Creator:

J. Walter Thompson Company

Source:

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

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. In 2023 the agency was absorbed into marketing and communications firm VML. Collection includes posters, proofs, tearsheets, design elements, and digital files that represent the creative work products of JWT's various U.S. offices for its client accounts. Companies represented include Bell Atlantic, Bristol-Myers, Chevron, Ford, Goodyear, Kraft, McDonnell Douglas, Northern Telecom, Oscar Mayer, Quaker Oats, Southland (7-Eleven), Sprint, and the U.S. Marine Corps. This collection represents a continuation of the J. Walter Thompson Company domestic advertisements, part 1. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

70.0 Linear Feet

4.3 Gigabytes (1373 files)

Language:

Materials in English, Arabic, French, Portuguese, Spanish, Russian

Collection ID:

RL.13038

Permalink:

<https://idn.duke.edu/ark:/87924/m1q16d>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Domestic advertisements, part 2, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes posters, proofs, tearsheets, design elements, and digital files that represent the creative work products of JWT's various U.S. offices for its client accounts. Companies represented include Bell Atlantic, Bristol-Myers, Chevron, Ford, Goodyear, Kraft, McDonnell Douglas, Northern Telecom, Oscar Mayer, Quaker Oats, Southland (7-Eleven), Sprint, and the U.S. Marine Corps. This collection represents a continuation of the J. Walter Thompson Company domestic advertisements, part 1.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. In 1986 JWT was acquired by British holding company WPP. JWT merged with direct marketing firm Wunderman in 2018 to form Wunderman Thompson, which was absorbed into marketing and communications firm VML in 2023.

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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askRL@duke.edu

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

Access Restrictions

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 Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The J. Walter Thompson Company. Domestic advertisements, part 2 were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from J. Walter Thompson Company in periodic shipments between 1991 and 2009.

Processing Information

Processed by Richard Collier, November 2023. Electronic records processed by Kelly Gaussaint and Mary Mellon, June 2024.

Accessions described in this collection guide: 2004-0010, 2004-0029, 2004-0030, 2004-0031, 2004-0070, 2004-0108, 2005-0077, 2005-0082, 2005-0201

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Related Materials

Related Material

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

D'Arcy Masius Benton & Bowles archives;

Gary P. and Sandra G. Baden collection of print advertisements;

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Domestic advertisements part 1;

J. Walter Thompson Company. New business records.

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Names and Subjects

- Advertising -- United States -- History
- Advertising -- Brand name products -- United States
- Advertising agencies -- United States -- History
- Bell Atlantic Corporation
- Bristol-Myers Company
- Chevron Corporation
- Ford Motor Company
- Goodyear Tire and Rubber Company
- Kraft Foods Company
- McDonnell Douglas Aerospace (Firm)
- Northern Telecom Inc.
- Oscar Mayer & Co.
- Quaker Oats Company
- Southland Corporation
- Sprint Corp
- United States. Marine Corps
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

7-Up, 1960s	Box 70
7-Up, 1970	Box 61
7-Up, 1970s	Oversize-folder 2
Akzo Nobel, 1980s	Oversize-folder 2
Akzo Salt, 1991	Box 8
American Gas Association, 1961	Oversize-folder 2
American Gas Association, 1990-1996	Box 8

American Greetings, 1987-1988	Box 61
American Greetings, 1989	Box 6
American Library Association, 1989	Oversize-folder 2
American Library Association, 1989	Box 62
American Petroleum Institute--Discover America by Car, 1967	Box 72
American Physical Therapy Association, approximately 1990	Box 56
American Re, 1996	Box 8
American Red Cross, 1970	Box 56
American Red Cross, 1980	Oversize-folder 2
America's Community Bankers, approximately 1995	Box 8
Ameritech, 1987-1988	Box 58
Ameritech, 1988	Box 64
Ames Department Stores, 1986-1987	Box 1
Ames Department Stores, 1987	Box 8
Ames Department Stores, 1988	Box 51
Arrowhead Water, 1986	Box 58
Atlanta Magazine, 2005	Box 29
Atlantic Mutual, 1990	Box 8
Aunt Jemima, 1960	Box 61
Australian Beef, 1995	Box 51
Australian Meat and Livestock, 1991	Box 55
Australian Meat and Livestock, 1991	Box 64
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Automate Tape Player, 1964	Box 64
Bali Blinds, 1986	Box 6
Ballantine, 1952-1953	Box 55
Ballantine, 1953	Box 61
Bally's/Health & Tennis/Life & Fitness, 1989-1990	Box 13
Bandai, 1996-1997	Box 55
Bandai, 1996-1998	Box 54
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Bank of Montreal (English, French), 1988-1990	Box 58
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Bank of Montreal (English, French)	Box 64
Beaulieu Vineyards, 1999	Box 20
Bell Atlantic, 1980s	Box 55
Bell Atlantic, 1989	Oversize-folder 2
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Benetton/Sisley, 1986-1988	Box 58
Benetton/Sisley, 1986-1988	Box 61
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Boysville, 1991	Box 51
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Bristol Myers (Gerber, Boost), 1989-1994	Box 51
Bristol Myers (Gerber, Boost), 1989-1994	Box 1
Bristol Myers (Nuprin, Enfamil, Tempra), 1991-1995	Box 8
Brookfield Zoo, 1989-1991	Box 51
Brookfield Zoo, 1989-1993	Box 1
Burger King, approximately 1975	Box 20
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Burger King, 1987	Box 61
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California Lottery, 1994	Box 9
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Chicago free-standing inserts, 1986, 1993 Jan.-Feb.	Box 65
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Chicago free-standing inserts, 1996 July-1997 July	Box 67
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Chicago free-standing inserts--Contests, 1986	Box 68
Physical Description: 2 folders	
Chicago free-standing inserts--Premiums, 1986	Box 68
Chicago free-standing inserts--Special offers, 1983	Box 68
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Childrens Hospital, 2002	Box 54
Childrens Hospital, 2002	Box 55
Chipsoft, 1990	Box 9
Christian Dior, 1983-1985	Box 29
Christian Dior, 1984	Box 55
Chrysler--Triple Crown Challenge, 1989	Box 70
Chuck E. Cheese, 1994-1995	Box 51
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Circle Line, 1986	Box 64
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Emery & Purolator, 1987-1988	Box 61
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Ford, 2000	Oversize-folder 8
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Physical Description: 9 folders	

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Physical Description: 12 folders	
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Physical Description: 11 folders	
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Physical Description: 3 folders	
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Ford--Toys for Tots, 2000	Box 64
Ford--Trucks, 1986-1993	Box 4
Ford--Trucks, 1986-1993	Box 6
Ford--Trucks, 1987-1993	Box 51
Ford--Trucks, 1992-1995	Box 34
Ford--Trucks, 2004	Box 63
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Ford Dealer Association, 1986-1989	Box 6
Ford Dealer Association, 1987-1988	Box 3
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Ford Dealer Association, 2005	Box 62
Ford Dealer Association, 2005	Box 64
Ford Dealer Association--Craftsman tie-in, 2005	Box 60
Ford Dealer Association--Focus launch, 1999	Box 58
Ford Dealer Association--New York Yankees tie-in, 2005	Box 60
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Ford Dealer Association--University of Illinois sports tie-in, 2005	Box 60
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Goodyear, 1987	Box 51
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Goodyear, 1987-1989	Box 7
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Goodyear, 1987-1996	Box 10
Goodyear, 1988	Oversize-folder 12
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Greenpoint Bank, 1995	Box 10
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Guerlain, 1988-1989	Box 58
Health & Tennis, 1988	Box 13

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Health Alliance Plan, 1987-1989	Box 51
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Health Alliance Plan, 1987-1989	Box 1
Health Alliance Plan, approximately 1988	Box 64
Heinz Pet Products, 1997	Box 55
Heinz Pet Products, 1997-2000	Box 54
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Hi-Tec Badwater 146, 1988	Box 64
Hi-Tec Badwater 146, 1989	Box 58
Holey Bagel, 1992	Box 10
Hyatt, 1983-1987	Box 64
Hyatt, 1984-1987	Box 58
Hyatt, 1984-1987	Box 61
IBM, 1985	Oversize-folder 3
IBM, 1988	Box 61
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Indiana Bell, 1965	Oversize-folder 12
Indiana Bell, 1965	Oversize-folder 13
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Intrepid Sea, Air and Space Museum, 1993	Box 10
Ixtapa/Zihuatanejo, approximately 1999	Box 54
J. Walter Thompson, 1917-1993	Box 64
Physical Description: 4 folders	

J. Walter Thompson, 1927-1996	Oversize-folder 14
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J. Walter Thompson, 1965-1994	Box 10
J. Walter Thompson, 1984-1988	Box 58
J. Walter Thompson, 1984-1989	Box 61
J. Walter Thompson, 1985, 1991	Box 31
Scope and Contents	
Includes: Commodore and the multinationals; Mayor Koch, J. Walter People	
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Scope and Contents	
Commodore and the Multinationals series	
J. Walter Thompson, 1991-1993	Box 13
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J.B. Williams (Aqua Velva), 1946	Box 54
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Jenny Craig, 1989, 1993	Oversize-folder 15
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Jenny Craig, 1990-1993	Box 13
Jenny Craig, 1990-1994	Box 55
Jewett Six/American Face Brick Association, 1924	Box 64
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Jovan, 1980 Box 55

Juvenile Diabetes Research Foundation, 2004 Box 62

JWT Atlanta--1st quarter creative submissions,
2001 Box 69 > Optical-disc RL13038-
OP-0001
Digital-materials RL13038-
SET-0001

Physical Description: 32 Megabytes
16 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Atlanta--2nd quarter creative submission,
2000 Box 69 > Optical-disc RL13038-
OP-0002
Box 69 > Optical-disc RL13038-
OP-0003
Digital-materials RL13038-
SET-0001

Physical Description: 3 Megabytes
31 files ; 2 copies

JWT Atlanta--Quarterly creative submissions,
2000 Box 69 > Optical-disc RL13038-
OP-0004
Digital-materials RL13038-
SET-0001

Physical Description: 63 Megabytes
66 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Atlanta--2nd quarter creative submission,
2001 Box 69 > Optical-disc RL13038-
OP-0005

Digital-materials RL13038-
SET-0001

Physical Description: 26 Megabytes
18 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Atlanta--3rd quarter creative submission,
2001

Box 69 > Optical-disc RL13038-
OP-0006
Digital-materials RL13038-
SET-0001

Physical Description: 27 Megabytes
21 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Atlanta--4th quarter creative submission,
2001

Box 69 > Optical-disc RL13038-
OP-0007
Digital-materials RL13038-
SET-0001

Physical Description: 29 Megabytes
14 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Atlanta--U.S. Marine Corps recruiting "Class
of Tomorrow", 2003

Box 69 > Optical-disc RL13038-
OP-0008
Box 69 > Optical-disc RL13038-
OP-0009
Digital-materials RL13038-
SET-0001

Physical Description: 75 Megabytes

38 files ; 2 copies

JWT Chicago--PDF CD, 2001

Box 69 > Optical-disc RL13038-
OP-0010
Digital-materials RL13038-
SET-0001

Physical Description: 0.23 Megabytes
3 files

JWT Chicago--PDF CD, 2002

Box 69 > Optical-disc RL13038-
OP-0011
Digital-materials RL13038-
SET-0001

Physical Description: 159 Megabytes
29 files

JWT Chicago--Ads PDF, 2002

Box 69 > Optical-disc RL13038-
OP-0012
Digital-materials RL13038-
SET-0001

Physical Description: 108 Megabytes
18 files

JWT Chicago--Art studio shuttle disk--Print, 2000

Box 69 > Disk RL13038-ZIP-0001
Digital-materials RL13038-
SET-0001

Physical Description: 33 Megabytes
13 files

JWT Detroit, 1987

Box 51

JWT Detroit, 2006

Box 61

Scope and Contents

Includes: Caddy ad; Lunacy program; Tom Doctoroff event

JWT Detroit--Office move, 1993

Box 64

JWT Los Angeles--3rd quarter creative
submissions, 2002

Box 69 > Optical-disc RL13038-
OP-0013
Digital-materials RL13038-
SET-0001

Physical Description: 637 Megabytes
20 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Ads for New York office, 2001 Box 69 > Optical-disc RL13038-
OP-0014
Digital-materials RL13038-
SET-0001

Physical Description: 163 Megabytes
122 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Bandai, 2002 Box 69 > Optical-disc RL13038-
OP-0015
Digital-materials RL13038-
SET-0001

Physical Description: 197 Megabytes
126 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Bandai for archiving, 2002 Box 69 > Optical-disc RL13038-
OP-0016
Digital-materials RL13038-
SET-0001

Physical Description: 75 Megabytes
86 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Children's Hospital B&W ads,
2001 Box 69 > Optical-disc RL13038-
OP-0017

Digital-materials RL13038-
SET-0001

Physical Description: 296 Megabytes
169 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Children's Hospital color ads,
2001

Box 69 > Optical-disc RL13038-
OP-0018
Digital-materials RL13038-
SET-0001

Physical Description: 232 Megabytes
107 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Children's Hospital print
archives, 2002

Box 69 > Optical-disc RL13038-
OP-0019
Digital-materials RL13038-
SET-0001

Physical Description: 488 Megabytes
106 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Creative ad samples, 2001

Box 69 > Optical-disc RL13038-
OP-0020
Digital-materials RL13038-
SET-0001

Physical Description: 18 Megabytes
11 files

JWT Los Angeles--Surebeam quarterly print
archives, 2002

Box 69 > Optical-disc RL13038-
OP-0021
Digital-materials RL13038-
SET-0001

Physical Description: 674 Megabytes
173 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Surebeam 2, 2002

Box 69 > Optical-disc RL13038-
OP-0022
Digital-materials RL13038-
SET-0001

Physical Description: 204 Megabytes
39 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Surebeam, 2002

Box 69 > Optical-disc RL13038-
OP-0023
Digital-materials RL13038-
SET-0001

Physical Description: 32 Megabytes
27 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Symantec ads for JWT archives,
2002

Box 69 > Optical-disc RL13038-
OP-0024
Digital-materials RL13038-
SET-0001

Physical Description: 617 Megabytes
88 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT Los Angeles--Symantec "Reflections", 2002	Box 69 > Optical-disc RL13038- OP-0025
	Digital-materials RL13038- SET-0001

Physical Description: 35 Megabytes
15 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

JWT North America, approximately 1990	Box 18
---------------------------------------	--------

JWT Obie Award winners, approximately 1996	Box 20
--	--------

JWT PDF CD, 2002	Box 69 > Optical-disc RL13038- OP-0026
	Digital-materials RL13038- SET-0001

Physical Description: 118 Megabytes
11 files

JWT Total Branding, approximately 2000	Box 54
--	--------

Kaiser Permanente, 1990-1993	Box 10
------------------------------	--------

Kawasaki, 1977-1982	Box 21
---------------------	--------

Kawasaki, 1981-1982	Box 70
---------------------	--------

Kellogg's (Leo Burnett), 1952-1957	Box 55
------------------------------------	--------

Kellogg's (Smart Start), 1999	Box 57
-------------------------------	--------

Key Bank, 1994	Box 1
----------------	-------

Kraft, 1944-1984	Box 52
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Kraft, 1948-1949	Box 22
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Kraft, 1949-2003	Box 64
Physical Description: 5 folders	
Kraft, 1957, 1997-1999	Box 55
Kraft, 1958-1959	Box 23
Kraft, 1989	Box 7
Kraft, 1992-1994	Box 10
Kraft, 1994-1998	Box 13
Kraft, 1997-2002	Box 54
Kraft, 1998-2002	Box 56
Kraft (Claussen, Grey Poupon, Louis Rich), 1998-2001	Box 22
Kraft (Claussen, Knudsen/Breakstone, Philadelphia), 2001-2003	Box 52
Kraft (Knudsen/Breakstone, Philadelphia), 1999-2003	Box 22
Kraft (Spanish), 1982	Box 55
Kraft Philadelphia (Canada), approximately 1990	Box 18
Kraft--Buy-Lines by Nancy Sasser, 1950, 1953	Box 52
Kraft--Food service, 1978-1984	Box 27
Kraft--Military market, 1941-1944, 1960-1963	Box 19
Kraft--Military market, 1964-1981	Box 24
Kraft--Military market, 1965-1982	Box 27
Kraft--Newspaper, 1944-1984	Box 27
Kraft--Television, 1942-1968	Box 19
Kraft--Television, 1970-1984	Box 25
Kraft--Trade, 1948-1984	Box 27

La Choy, 1987	Box 58
La Quinta, 1994	Box 51
La Quinta, 1994	Box 5
Lane Bryant, 1973	Box 10
Lane Bryant, 1973	Box 11
LEAD (Local Educators Against Drugs) drug testing program, 2005	Box 61
Lensine (Murine), 1969	Box 51
Lever Brothers, 1990-1997	Box 11
Libbey Owens Ford, 1990-1991	Box 51
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Lifebuoy, 1903	Box 64
Lifebuoy, 1926	Box 54
Liggett & Myers, 1963-1965	Box 62
LOF Auto Glass Stores, approximately 1990	Box 11
Los Angeles City Museum of Art, 1988	Oversize-folder 13
Los Angeles County Museum of Art, 1988	Box 64
Los Angeles City Museum of Art, 1989	Box 11
Los Angeles Times, 1980s	Box 61
Louis Rich, 1999-2002	Box 54
Löwenbräu, 1986, 1990	Box 51
Löwenbräu, 1986, 1991-1993	Box 1
Löwenbräu, 1990-1994	Box 14
Löwenbräu, 1995	Box 16

Lux, 1930s-1940s	Box 54
Lux, 1951-1959	Box 54
Makers Diet Box, 2004	Box 62
Mario Olives, 1984	Box 51
Masco direct mail, 1989	Box 51
Matilda Bay, 1987	Box 58
Matilda Bay, 1988	Oversize-folder 13
Matilda Bay, 1987-1988	Box 62
Matilda Bay, 1987-1988	Box 64
McCulloch, 1986	Box 58
McDonnell Douglas, 1988	Oversize-folder 3
McDonnell Douglas, 1988-1992	Box 1
McDonnell Douglas, 1988-1994	Box 51
Physical Description: 3 folders	
McDonnell Douglas, 1988-1995	Box 7
McDonnell Douglas, 1989-1992	Box 11
McDonnell Douglas, 1990-1995	Box 14
McDonnell Douglas, 1993-1994	Box 2
McDonnell Douglas, 1994	Box 56
McDonnell Douglas, 1995	Box 55
McDonnell Douglas--A Company of Leaders campaign, 1989	Box 51
McDonnell Douglas--A Company of Leaders campaign, 1989	Box 7
Medalist Apparel co-op advertising campaign, 1988	Box 51

Merck (Ivomec), 1997	Box 11
Merrill-Lynch, approximately 1999	Box 54
Metedeconk National Golf Club, 1997	Box 21
Metedeconk National Golf Club, approximately 1996	Box 20
Metrecal, 1961	Box 55
Metro Achievement Center, 1988	Box 61
Mexicana Airlines, 1986	Box 58
Mexicana Airlines, 1986	Box 64
Mexicana Airlines, 1990-1991	Box 11
Michigan Parkinsons Foundation, 1994	Box 56
Miller Brewing, 1985	Box 62
Miller Brewing, 1985-1988	Box 58
Miller Brewing, 1986-1987	Box 2
Miller Brewing, 1986-1988	Box 61
Miller Brewing, 1986-1988	Box 64
Miller Brewing, 1987	Box 51
Miller Brewing, 1987	Box 7
Miller Brewing, 1988	Oversize-folder 3
Miller Brewing, 1999	Box 54
Miller Brewing, 1999	Box 55
Miller Brewing, 1999	Box 56
Miller Brewing, 1999	Box 57
Mink International, 1987	Box 58
Mink International, 1987	Box 61

Mink International, 1987	Box 64
Morgan Stanley, 1994-1997	Box 14
Motorola, 1990-1997	Box 14
Motorola, 1992-1996	Box 52
Motorola, 1993-1996	Box 16
Motorola, 1993-1997	Box 64
Physical Description: 2 folders	
Motorola, 1994	Box 51
Motorola, 1994	Box 2
Motorola, 1997	Box 56
Motorola/Pagenet, 1996-1997	Box 54
Motorola/Pagenet, 1997	Box 55
Munsingwear, 1982	Box 55
Nabisco, 2002	Box 54
National Shrimp Breaders Association, 1961	Box 54
Nature Baby Diaper Service, approximately 1990	Box 11
Naugles Tacos & Burgers, 1986	Box 58
Nestlé, 1990-1995	Box 11
Nestlé, 1997	Box 64
Nestlé, 1999	Box 56
Nestlé, 1999-2002	Box 54
Scope and Contents	
Includes Tollhouse, Butterfinger/Simpsons campaign	
Nestlé, 1999-2002	Box 55

Scope and Contents

Includes Butterfinger/Simpsons campaign

New Jersey Bell, 1988	Oversize-folder 3
New York Mercantile Exchange, 1994-1996	Box 11
New York Stock Exchange, 1990-1991	Box 11
Nike Represent event, approximately 1997	Box 56
Norfolk Southern, 1988	Oversize-folder 3
Norfolk Southern, 1988	Oversize-folder 13
Norfolk Southern, approximately 1990	Box 56
Norfolk Southern, 1990-1996	Box 14
Norfolk Southern, 1996	Box 20
Norfolk Southern, 1996	Box 21
Norfolk Southern, 2000-2001	Box 51
Northern Telecom, 1988	Oversize-folder 13
Northern Telecom, 1988-1989	Oversize-folder 3
Northern Telecom, 1988-1989	Box 5
Northern Telecom, 1988-1994	Box 51
Physical Description: 2 folders	
Northern Telecom, 1988-1996	Box 14
Northern Telecom, 1990	Oversize-folder 12
Northern Telecom, 1990-1994	Box 2
Northern Telecom, 1993-1998	Box 56
Northern Telecom, 1997	Box 54
Northern Trust Bank, 1987-1990	Box 14
Northern Trust Bank, 1988-1989	Oversize-folder 3

Northern Trust Bank, 1988-1992	Box 11
Northern Trust Bank, 1989-1992	Box 51
Northern Trust Bank, 1989-1992	Box 5
Northwest Airlines, 1991	Box 64
Northwest Airlines, 1991-1992	Box 14
Northwest Airlines, 1991-1992	Box 61
Northwest Airlines, 1992	Box 56
Northwest Mutual, 1992-1999	Box 11
Northwestern Mutual, 1996	Box 55
Northwestern Mutual, 1997-1998	Box 54
NYNEX, approximately 1990	Box 56
Office Shop Warehouse (Ames Department Stores), 1988	Box 61
Olive Oil from Spain (Asoliva), 1987	Box 58
Olive Oil from Spain (Asoliva), 1987	Box 64
Orkin, 1990-1991	Box 11
Orkin, 1997-2003	Box 51
Physical Description: 2 folders	
Orkin, 2000-2001	Box 29
Orkin, approximately 1996	Box 20
Oscar Mayer, 1988	Oversize-folder 3
Oscar Mayer, 1989-1997	Box 15
Oscar Mayer, 1990	Box 62
Oscar Mayer, 1996-2002	Box 64
Oscar Mayer, 1997-2002	Box 54

Oscar Mayer, 1998	Box 55
Oscar Mayer, 1998-2002	Box 56
Oscar Mayer--Nights to Remember, 1960s	Box 70
Outboard Marine, 1995	Box 11
Outboard Marine, 1995	Box 54
Pagenet, 1997	Box 11
Pan Am, 1954-1971	Box 64
Physical Description: 2 folders	
Pan Am newspaper, 1960	Box 55
Pan Am newspaper, 1969	Oversize-folder 12
Parke-Davis (Sinutab), 1989	Box 11
Parker Pen, 1950	Box 56
Partnership for Humanity, 2004	Box 61
Scope and Contents	
Includes: Alzheimer's Association; Holley Ear Institute; Juvenile Diabetes Research Foundation	
Passport Flowers, approximately 1990	Box 18
Pavilions, 1989-1990	Box 58
Pavilions, 1990	Box 64
Pay Less Drug Stores, approximately 1990	Box 18
Pay Less Drug Stores, 1993	Box 11
Pep Boys, 1989	Box 4
Plus System, 1990	Box 62
Praxair, 1997	Box 11
Precision Tune, 1989	Oversize-folder 3

Premier Cruise Lines, 1990-1991	Box 15
Premier Cruise Lines, 1990-1991	Box 51
Premier Cruise Lines, 1990-1991	Box 5
Premier Cruise Lines, 1990-1992	Box 12
Premier Cruise Lines, 1992	Box 56
Presto Foods, 1990	Box 64
Prince, 1991-1993	Box 12
Princess Cruises, 1995-1996	Box 12
Princess Cruises, 1997	Box 54
Princess Cruises, 1998	Box 56
Princess Cruises, 1998-1999	Box 55
Procter & Gamble--Crest, 1968-1969	Oversize-folder 16
Procter & Gamble--Zest, 1958	Oversize-folder 16
Prodigy, 1990-1991	Box 15
Public service advertising, 1993-1997	Box 12
Pylon, 1991	Box 2
Pylon (Lexor), 1991	Box 51
Quaker Oats, 1957	Box 52
Quaker Oats, 1989-1993	Box 51
Quaker Oats, 1989-1993	Box 7
Quaker Oats--Aunt Jemima, 1954-1958	Box 52
Quaker Oats--Aunt Jemima, 1954-1959	Box 26
Quaker Oats--Ken'l Ration, 1959	Box 26
Quaker Oats--Ken'l Ration, 1959	Box 52

Quaker Oats--Life, Macaroni, 1959	Box 26
Quaker Oats--Mary Alden Kitchen, 1955	Box 52
Quaker Oats--Newspaper, 1959	Box 26
Quaker Oats--Pet Division, 1994-1995	Box 64
Scope and Contents	
Includes: Kibbles n Bits; Snausage; Pup-peroni	
R.T. French, 1949	Box 12
Race for the Cure, 2005	Box 61
Race for the Cure, 2005	Box 62
Ragu Foods, 1992-1993	Box 15
Readers Digest, 1968	Box 56
Readers Digest, 1965-1968	Box 54
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Red Nose Day (AIDS), approximately 1990	Box 18
Reef mouthwash storyboard, 1967	Box 70
Regional Advertising Group, 1992-1993	Box 64
Physical Description: 2 folders	
Regional Advertising Group, 1993	Box 16
Reuters, 1990	Box 12
Reynolds, 1992-1994	Box 15
Robert Bosch, 1990-1999	Box 12
Rolex creative binder, 1990s	Box 64
Rolex "Equestrian" (MAC), 1999	Box 69 > Optical-disc RL13038-OP-0027

Digital-materials RL13038-
SET-0001

Physical Description: 49 Megabytes
6 files

Physical Characteristics and Technical Requirements

Technical Access Note. Contents include QuarkXPress document files, which require software to which the Rubenstein Library does not have access in order to render faithfully. Please contact Research Services with questions.

Rolux/Tudor watches, 1995-1997	Box 12
Royal Baking Powder, 1920s	Box 54
S.C. Johnson, 1985-1989	Box 51
S.C. Johnson, 1985-1989	Box 5
S.C. Johnson (Edge, Soft Sense), 1988	Box 58
S.C. Johnson (Soft Sense), 1988	Box 64
Salem, 1988	Oversize-folder 3
Samsonite, 1982-1983	Box 29
San Francisco AIDS Foundation, 1996	Box 54
San Francisco AIDS Foundation, 1996	Box 56
San Francisco AIDS Foundation, approximately 1996	Box 51
San Francisco Summer Jobs, 1987	Oversize-folder 13
Schick, 2000	Box 54
Schuller, 1996	Box 15
Scott Paper, 1966	Box 56
Scott Paper, 1988	Box 55
Scott Paper (Baby Fresh), 1987-1988	Box 61
Sears Payment Systems, 1986	Box 58

Sears/Discover Card, 1985-1987	Box 5
Sears/Discover Card, 1985-1988	Box 51
Sears/Discover Card, 1986	Box 64
Sears/Discover Card, 1986-1987	Box 58
Sherwin-Williams, 1992	Box 15
Sherwin-Williams, 1992	Box 5
Showbiz Pizza, 1995	Box 12
Siemens, 1989	Box 12
Siemens, 1999	Box 51
Silk Greenhouse, 1990	Box 17
Silk Greenhouse, 1990	Box 7
Six Flags (Includes Great Adventure), 1987-1988	Box 64
Six Flags (Includes Great Adventure), 1987-1989	Box 61
Slazenger, 1999	Box 57
Smirnoff, 2009	Oversize-folder 17
Society, 1993	Box 12
Southland (7-Eleven), 1989-1993	Box 51
Southland (7-Eleven), 1989-1993	Box 5
Southland (7-Eleven), 1991	Box 15
Southland (7-Eleven), 1992-1994	Box 52
Southland (7-Eleven), 1992-1995	Box 12
Speedy Muffler King, 1988	Box 64
Speedy Muffler King, 1988-1989	Box 58
Spring Air, 1984-1985	Box 5

Sprint, 1989, 1995	Oversize-folder 3
Sprint, 1990	Box 56
Sprint, 1990	Box 62
Sprint, 1995-1997	Box 21
Sprint, 1997	Box 20
Sterling Beer, 1960s	Box 20
Sun City West, 1987	Box 12
Sun City West, 1987	Box 61
Sun Microsystems, 1989	Box 55
Sun Microsystems, 1989	Box 58
Sun Microsystems, 1989-1990	Oversize-folder 3
Sun Microsystems, 1990	Box 62
Sun Microsystems, 1990-1996	Box 12
Sun Microsystems, 1995-1997	Box 21
Sun Microsystems, 1995-1997	Box 51
Sun Microsystems, 1997	Box 20
Sunsweet, 1997	Box 51
Sunsweet, approximately 1996	Box 20
Surebeam, 2002	Box 54
Surebeam, 2002	Box 55
Surebeam, 2002	Box 56
Swift, 1943	Box 55
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Tenneco, 1990, 1996	Box 12

Thepavement.com, 1999	Box 54
Thepavement.com, 1999	Box 55
Thepavement.com, 1999	Box 56
Thomson McKinnon, 1987	Box 61
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Tune-Up Manufacturers Institute, 1990	Box 51
Tune-Up Manufacturers Institute, 1990	Box 5
Uncle Ben's, 1984	Box 51
United Foundation--Miss Torchy, 1967	Box 54
United States Marine Corps, 1970	Box 61
United States Marine Corps, 1970s, approximately 1996	Box 20
United States Marine Corps, 1973-approximately 1995	Oversize-folder 16
United States Marine Corps, 1980s	Box 56
United States Marine Corps, 1984-1988	Box 55
United States Marine Corps, approximately 1995	Box 15
United States Marine Corps, 1996-1997	Box 21
United States Marine Corps, 1996-1997	Box 51
United States Marine Corps, 1997-2000	Box 64
United States Marine Corps, 1998-2006	Box 29
United States Marine Corps, 1999	Box 57
United Technologies, 1995-1996	Box 15
USS Hornet Museum, approximately 1996	Box 20

Van den Burgh Foods, 1994	Box 12
Vertical Club, 1990	Oversize-folder 3
Vic Tanny, 1975	Oversize-folder 1
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Visa/Plus, 1996	Box 12
Vista Maria, 2006	Box 61
Vons, 1988-1989	Box 12
Walker Manufacturing, 1989-1993	Box 12
Wall Street Journal, 1990-1996	Box 15
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Warner-Lambert, 1990-1997	Box 15
Warner-Lambert (Listerine), 1964	Oversize-folder 3
Wedgwood, 1975-1985	Box 29
Wedgwood, 1981-1985	Box 58
Wedgwood, 1982	Box 64
Wedgwood, 1985-1986	Box 61
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Western Union, 2002	Box 54
Western Union, 2002	Box 55
Westwood, 1981-1983	Box 51
White Castle, 1994	Box 12
Wilton, 1980-1984	Box 51
Wilton, 1980-1985	Box 7
Wiper Hut, 1991	Box 7