



# **Guide to the J. Walter Thompson Company. Nan Findlow Papers, 1930-1995 and undated, bulk 1959-1967**

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Nan Findlow papers, 1930-1995 and undated, bulk 1959-1967

**Creator:**

J. Walter Thompson Company

**Source:**

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

**Abstract:**

Nan Findlow was an advertising executive and entrepreneur. She was Creative Director for major retail companies, including Bamberger's and Macy's department stores, and held executive positions with the Ross Roy and J. Walter Thompson Company advertising agencies before founding her own consulting agency, Nan Findlow Creative Services. The Nan Findlow Papers span the years 1930-1995, the bulk of which document the period 1959-1967, and include clippings, photographs, advertising scripts for television commercials, print advertisements, story boards, marketing reports, correspondence, corporate memoranda, trade literature, speeches, and company newsletters. The bulk of the materials represents Findlow's time as an executive at the J. Walter Thompson Company (JWT), where her client assignments included American Home Products (Boyle-Midway), Chesebrough-Pond's, Lever Brothers Company, McCall's, Prince Matchabelli perfume, Revlon, and Scott Paper Company. In addition, there are brochures from Macy's and Georg-Jensen Inc., proofs, tear sheets, and artwork from L. Bamberger & Co. and Ross Roy of New York. The collection also includes writings, press releases, and account-history reports prepared by Nan Findlow Creative Services, the marketing consultant firm Findlow founded upon leaving JWT.

**Extent:**

4.6 Linear Feet  
405 Items

**Language:**

Material in English

**Collection ID:**

RL.00690

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1qp8q>

### Preferred Citation

[Identification of item], J. Walter Thompson Co. Nan Findlow Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The Nan Findlow Papers span the years 1930-1995, the bulk of which document the period 1959-1967, and include clippings, photographs, advertising scripts for television commercials, print advertisements, story boards, marketing reports, correspondence, corporate memoranda, trade literature, speeches, and company newsletters. The bulk of the materials represents Findlow's time as an executive at the J. Walter Thompson Company (JWT), where her client assignments included American Home Products (Boyle-Midway), Chesebrough-Pond's, Lever Brothers Company, McCall's, Prince Matchabelli perfume, Revlon, and Scott Paper Company. In addition, there are brochures from Macy's and Georg-Jensen Inc., proofs, tear sheets, and artwork from L. Bamberger & Co. and Ross Roy of New York. The collection also includes writings, press releases, and account-history reports prepared by Nan Findlow Creative Services, the marketing consultant firm Findlow founded upon leaving JWT.

The collection is organized into two series: **General Files**, including correspondence, clippings, and memoranda, which represents Findlow's career in market research and advertising; and **Proofs & Tear Sheets**, which represents some of the print advertising campaigns Findlow generated, primarily while working at JWT.

### Biographical/Historical

Date	Description
1910	Born Nancy Findlow, Paterson, N.J.
ca.1937-1939	Apprentice and copywriter, J. Walter Thompson Company

<b>Date</b>	<b>Description</b>
1939-1940	Creative Group Head, The Texas Company (Texaco)
1940-1941	Manager of Publicity Department, L. Bamberger & Company (Newark, NJ)
1941-1945	Free publicity and special events, Feature Advertising Manager, L. Bamberger & Company.
1943	Initiated Bamberger's Womanpower Council (war industries recruiting program, used subsequently by the Office of War Information as a model in retail stores nationwide).
1945	Advertising Director, Bamberger's. First woman to occupy this role in the history of L. Bamberger & Co.
1948	Taught the inaugural Public Relations for Retailing evening course at New York University's School of Retailing
1951-1955	Copy Director and Creative Head of Advertising, Macy's
1955	Vice President-Copy Supervisor, Women's Copy Group, J. Walter Thompson Company
1967	President, Nan Findlow Creative Services (retailing and merchandising strategy). Associated with Bennett, Newbery & Cowan. Vice President, Barnum Communications.

<b>Date</b>	<b>Description</b>
1976	"Andy Award of Excellence" (given by the Advertising Club of New York).
1995 Feb 3	Died, Rutherford, N.J.

During her career with Bamberger's and Macy's department stores, Findlow won numerous advertising industry awards, including ones from Seklemian, the National Retail and Dry Goods Association (NRDGA) and Harvard Business School.

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## **Administrative Information**

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### **Publication Statement**

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### **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 the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The Nan Findlow Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2002 and 2004.

## Processing Information

Processed by Stacy Lavin, September 2006

Encoded by Stacy Lavin

Completed September 2006

Accessions 2002-0192 and 2004-0009 were merged into one collection, described in this finding aid.

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## Related Materials

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### Related Material

Other materials relating to this collection may be found in the **J. Walter Thompson Company Archives**, including the **Account Files Collection**, the **Corporation Vertical Files**, the **Domestic Advertising Collection**, the **Information Center Records**, the **Review Board Records**, the **Sidney Ralph Bernstein Papers**, the **Colin Dawkins Papers**, the **John F. Devine Papers**, the **Wallace Elton Papers**, the **Dan Seymour Papers**, and the **Shirley F. Woodell Papers**. In addition, materials relating to Revlon advertising may be found in the **Gene Federico Papers** and the **Sheldon Sosna Papers**. Materials relating to Lever Brothers advertising may be found in the **Bates Worldwide, Inc. Records**, and the **David B. McCall Papers**. Materials relating to Macy's Department Store advertising may be found in the **Margaret Fishback Papers**; other retail advertising may be found in the **Giant Food Stores Advertising Circulars**, and the **Dayton Company Advertising Scrapbooks**. Additional related materials may be located by searching the Finding Aids of the Rare Books, Manuscripts and Special Collections Library.

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## Names and Subjects

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- Proofs (printed matter)
- Advertising agencies

- Clippings (information artifacts)
- Newsletters
- Women in the advertising industry
- Advertising executives -- United States
- Advertising executives
- Television advertising
- Perfume industry
- Marketing consultants -- United States
- Advertising agencies -- United States
- American Home Products Corporation
- Chesebrough-Pond's. Prince Matchabelli
- Chesebrough-Pond's.
- Findlow, Nan
- Georg-Jensen Inc.
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- L. Bamberger & Co
- Lever Brothers Company
- Macy's (Firm)
- Revlon, Inc.
- Ross Roy of New York
- Scott Paper Company

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## Collection Inventory

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### General Files Series, 1938-1981 and undated

**Physical Description:** 1 box

**Scope and Contents note**

Contains materials relating to Findlow's career, including resumes, biographical sketches, business reports, speeches and articles, corporate newsletters and publications, and advertisement scripts. Arranged alphabetically.

Biographical information, 1945-1995 and undated

Box 1

**Scope and Contents note**

Includes clippings related to Findlow's life, resumes, testimonials, and obituaries.

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### Clippings

J. Walter Thompson Company News,  
1955-1967

Box 1

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**Scope and Contents note**

Selected issues that contain articles relating to campaigns with which Findlow was associated.

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Marketing research articles, 1962-1974	Box 1
Memoranda on marketing research, 1967-1974 and undated	Box 1
Print advertising, 1938-1981	Box 1
Television commercials--scripts and storyboards, 1959-1979	Box 1
<b>Scope and Contents note</b>	
Clients include Boyle-Midway (Sani-Flush), Lever Brothers, and Scott Paper Company.	
Writings, 1960-1966 and undated	
"10 Ways to Ease that Pain in Your Neck," by Nan Findlow with Edward P. Whelan, M.D., F.A.C.S. undated	Box 1
Drafts of an untitled speech, undated	Box 1
"Ending Eventlessness in Our Parents' Lives" published in Family Circle Magazine, 1973	Box 1
"Notes for the CW and AD who clings to the secret hope there is more excitement in the product than the client knows," 1966	Box 1

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## **Proofs & Tear Sheets Series, 1930-1967**

**Physical Description:** 2 boxes

**Scope and Contents note**

Contains artwork and printed proofs and magazine and newspaper tear sheets for advertising work that Findlow did for various clients, predominantly included here are those for Prince Matchabelli and Scott Paper Company. Arranged alphabetically by client and product

### **Chesebrough-Pond's, 1959**

Box 2

Dry Skin Cream, circa 1959	Box 2
<b>Georg Jenson, Inc., 1940</b>	
"An American Institution," 1940	Box 2
Brochure, "From the Collections of...," circa 1940	Box 2
<b>L. Bamberger &amp; Co., 1939-1940</b>	
"Danger Men at Play," circa 1939	Box 2
"Merry Christmas to All," undated	Box 2
"His Heart's Desire," 1939	Box 2
"A Little Lady Encounters Fashion," 1940	Box 2
"Neither Rain Nor Wind Nor Dates Nor School," circa 1940	Box 2
"My Spanking Name Was 'Josephine'," circa 1940	Box 2
"Father Isn't Merely 'Father'," 1940	Box 2
"The Pinafore Goes Out to Play," undated	Box 2
<b>McCall's Magazine, 1967</b>	
"Paper Wrap-up," 1967	Box 2
"McCall's Treasure of Italian Cooking," undated	Box 2
"Summer When it Sizzles: From the Food Pages of McCall's," undated	Box 2
<b>Prince Matchabelli, 1959-1965</b>	
Abano Perfume Oil, 1959-1965	Box 2
Aziza, 1964	Box 2
Golden Autumn, 1964	Box 2
"Prophecy," 1962-1965	Box 2

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"Windsong," 1960-1964 and undated Box 2

**Scope and Contents note**

Windsong was the first advertising campaign in the perfume industry to feature images solely of men.

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Other Materials 1964 and undated  
Charts of competitive perfume brands,  
undated Box 2

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"The House that Success Built," 1964 Box 2

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**Revlon , circa 1930-1940**

Box 3

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Salon Nail Polish, circa 1930-1940 Box 3

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**Scott Paper Company , circa 1953-1967**

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"Color Explosion," 1966 Box 3

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Family Placemats, 1966-1967 Box 3

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New Waldorf, circa 1953 Box 3

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Scott Towels, 1962-1966 Box 3

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