



# **Preliminary Guide to the J. Walter Thompson Company. Frankfurt Office. Audiovisual Materials, 1956-1993 and undated**

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This collection guide was produced in **2012**.

This PDF version was created on **April 3, 2026**.

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## Summary

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### Collection Title:

J. Walter Thompson Company. Frankfurt Office. Audiovisual Materials, 1956-1993 and undated

### Source:

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

### Creator:

J. Walter Thompson Company. Frankfurt Office

### Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. The Frankfurt Office opened in 1952. The J. Walter Thompson Company Frankfurt Office Audiovisual Materials span the years 1956-1993 and consist of 16mm and 35mm films, videocassettes and slides that document print advertisements and television commercials produced by the Frankfurt Office for the German and continental European markets. Companies represented include Braun, De Beers, Elida Gibbs (Chesebrough-Pond's), Findus, Ford, Glückslee, Hoffman's, Jacobs (Kraft), Kellogg's, Kraft, Maggi, Pepsi, Sunlight (Unilever), and Wick. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

### Extent:

220 Linear Feet  
5178 Items

### Language:

Material in English, German

### Collection ID:

RL.00692

### Permalink:

<https://idn.duke.edu/ark:/87924/m1g63t>

### Preferred Citation

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

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## Background

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### Scope and Content

The J. Walter Thompson Company (JWT) Frankfurt Office Audiovisual Materials span the years 1956-1993 and consist of 16mm and 35mm films, videocassettes and slides that document print advertisements and television commercials produced by the Frankfurt Office for the German and continental European markets. Companies represented include Braun, De Beers, Elida Gibbs (Chesebrough-Pond's), Findus, Ford, Glückslee, Hoffman's, Jacobs (Kraft), Kellogg's, Kraft, Maggi, Pepsi, Sunlicht (Unilever), and Wick.

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## Arrangement

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Collection is arranged in five series: **Commercials by Client**; **Oversize Materials**; **Videocassettes**; **Slides**; and **Use Copies**.

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## Administrative Information

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### Publication Statement

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411 Chapel Drive

Duke University

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[askRL@duke.edu](mailto:askRL@duke.edu)

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

### Access Restrictions

Collection is restricted.

Original audiovisual materials are closed to patron use. Some use copies are available in the collection. Otherwise, Research Services staff need to produce use copies before contents can be accessed.

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. The library may require up to 48 hours to retrieve these materials for research use.

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. Frankfurt Office. Audiovisual Materials were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1996.

### **Processing Information**

Processed by Richard Collier, February 2012

Encoded by Richard Collier, February 2012

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

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## **Related Materials**

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### **Related Material**

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

[J. Walter Thompson Company Frankfurt Office Advertisements](#)

[J. Walter Thompson Company International Advertisements](#)

[J. Walter Thompson Company International Offices Records.](#)

[McCann-Erickson Audiovisual Collection](#)

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## **Names and Subjects**

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- Slides (photographs)
- 16mm (photographic film size)
- Television commercials -- Europe
- Television commercials -- Germany
- Advertising agencies -- Germany
- Advertising agencies -- Europe
- Advertising -- Germany -- History
- Advertising -- Germany
- Television advertising -- Germany
- Television advertising -- Europe
- Advertising campaigns -- Germany
- Advertising campaigns -- Europe
- Advertising -- Europe
- 35mm (photographic film size)
- Videocassettes
- Ford Motor Company
- De Beers Consolidated Mines
- Findus (Firm)
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kellogg Company
- J. Walter Thompson Company. Frankfurt Office
- J. Walter Thompson Company
- Pepsi-Cola Company
- Unilever (Firm)
- Kraft Foods Company
- Maggi AG
- Chesebrough-Pond's.
- Braun

## Collection Inventory

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### Commercials by Client, 1956-1992 and undated

#### Scope and Contents note

[Primarily 35mm and 16mm films with some early forms of video tape scattered throughout.]

3M (17 reels), 1961-1965	Box 1
Aluminum Secretariat, Ltd. (1 reel), 1960s	Box 1
After Eight: see Oversize Reels	Box 1
Adams/Pfeilring (16 reels), 1977-1980	Box 2
Apargatas (1 reel), 1980s	Box 2
Aqua Velva (3 reels), 1960s	Box 2
Baldur (2 reels), 1983	Box 3
Bausparkasse (1 reel), 1972	Box 3
Bennetton (2 reels), 1987	Box 3
Bissel (14 reels), 1961-1966	Box 3
Bayer (19 reels), 1959-1961	Box 4
Braun (21 reels), 1971-1973	Box 5
Braun (20 reels), 1973-1974	Box 6
Braun (20 reels), 1975-1976	Box 7
Braun (17 reels), 1977-1978	Box 8
Brinkmann (24 reels), 1958-1961	Box 9
Brinkmann (24 reels), 1961-1964	Box 10

#### Scope and Contents note

[Some items reformatted: See Use Copies series.]

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Brinkmann (11 reels), undated Box 11

**Scope and Contents note**

[Some items reformatted: See Use Copies series.]

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Buer (20 reels), 1973-1977 Box 12

---

Burger King (18 reels), 1976-1985 Box 13

---

Bristol-Myers (3 reels), 1963-1964 Box 14

---

Bundesbahn (1 reel), 1970s Box 14

---

Caltex-Boron (2 reels), 1960s Box 14

---

Campari (5 reels), 1981-1985 Box 14

---

Chesterfield (1 reel), 1971 Box 14

---

Charles Hosie (Bacardi): See also Oversize  
Reels (18 reels), 1972-1988 Box 15

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Charles Hosie (Bacardi): See also Oversize  
Reels (6 reels), 1985-1988 Box 16

---

Coop supermarket (1 reel), 1984 Box 16

---

Commodore (1 reel), 1980s Box 16

---

Dralon (1 reel), 1970s Box 16

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Chevron: See also Oversize Reels (19 reels),  
1965-1970 Box 17

---

DeBeers: See also Oversize Reels (7 reels),  
1960s Box 18

Digital-materials RL00692-  
SET-0001

**Access Restrictions:**

Digital preservation and use copies have been created for some of the film  
reels in this box. Contact Research Services for further information.

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DeBeers: See also Oversize Reels (6 reels),  
1960s-1970s Box 19

Digital-materials RL00692-  
SET-0001

**Access Restrictions:**

Digital preservation and use copies have been created for some of the film reels in this box. Contact Research Services for further information.

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DeBeers: See also Oversize Reels (18 reels),  
1977-1989 and undated

Box 20  
Digital-materials RL00692-  
SET-0001

**Access Restrictions:**

Digital preservation and use copies have been created for some of the film reels in this box. Contact Research Services for further information.

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Dortmunder (6 reels), 1970-1977	Box 21
DuBonnnett (1 reel), 1960	Box 21
Dt. Bundesbank (3 reels), 1966	Box 21
Dt. Wein (4 reels), 1969, 1978-1980	Box 21
Dt. Wein (19 reels), 1970-1978	Box 22
Dub Schultheis: See also Oversize Reels (21 reels), 1971-1977	Box 23
Elida (12 reels), 1960s, 1980-1981	Box 24
Elida (22 reels), 1960-1963	Box 25
Elida (23 reels), 1963-1966	Box 26
Elida (21 reels), 1967-1969	Box 27
Elida (21 reels), 1969-1973	Box 28
Elida (21 reels), 1973-1976	Box 29
Elida (18 reels), 1976-1979	Box 30
Elida (18 reels), 1979-1980	Box 31
Findus (17 reels), 1962-1966	Box 32

**Scope and Contents note**

[Some items reformatted: See Use Copies series.]

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Findus (17 reels), 1963-1970 Box 33

**Scope and Contents note**

[Some items reformatted: See Use Copies series.]

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Ford (24 reels), 1959-1972, 1982-1984 Box 34

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Ford (22 reels), 1959-1962 Box 35

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Ford (10 reels), 1960s, 1982 Box 36

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Ford (22 reels), 1962-1966 Box 37

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Ford (19 reels), 1966-1972 Box 38

---

Ford (19 reels), 1972-1983 Box 39

---

FAZ (10 reels), 1982-1986 Box 40

---

Florida (4 reels), 1959-1960s Box 40

---

Groome (1 reel), 1960s Box 40

---

Glücksklee (17 reels), 1969-1971 Box 41

---

Glücksklee (17 reels), 1972-1976 Box 42

---

Glücksklee (17 reels), 1977-1980 Box 43

---

Hoffman's (22 reels), 1962-1966 Box 44

---

Hoffman's (22 reels), 1967-1969 Box 45

---

Hoffman's (20 reels), 1969-1978 Box 46

---

IZE Strom (5 reels), 1980-1981 Box 47

---

JWT USA (2 reels), 1960s Box 47

---

Khasana (7 reels), 1960-1961 Box 47

---

Kodak (2 reels), 1959 Box 47

Jacobs: See also Oversize Reels (22 reels), 1965-1969	Box 48
Jacobs: See also Oversize Reels (22 reels), 1969-1974	Box 49
Jacobs: See also Oversize Reels (22 reels), 1974-1976	Box 50
Jacobs: See also Oversize Reels (19 reels), 1976-1977	Box 51
Jacobs: See also Oversize Reels (18 reels), 1977-1978	Box 52
Jacobs: See also Oversize Reels (18 reels), 1978-1979	Box 53
Jacobs: See also Oversize Reels (18 reels), 1979-1980	Box 54
Jacobs: See also Oversize Reels (15 reels), 1981-1983	Box 55
Jacobs: See also Oversize Reels (9 reels), 1987-1988	Box 56
Johnson (22 reels), 1964-1965	Box 57
Johnson (22 reels), 1966-1970	Box 58
Johnson (13 reels), 1969-1971, 1981-1983	Box 59
Johnson (11 reels), 1972-1983	Box 60
Jora (19 reels), 1963-1967	Box 61
Kellogg's: See also Oversize Reels (22 reels), 1959-1963	Box 62
Kellogg's: See also Oversize Reels (14 reels), 1960-1985	Box 63
Kellogg's: See also Oversize Reels (22 reels), 1963-1970	Box 64

Kellogg's: See also Oversize Reels (22 reels), 1973-1975	Box 65
Kellogg's: See also Oversize Reels (19 reels), 1976-1979	Box 66
Kellogg's: See also Oversize Reels (15 reels), 1979-1986	Box 67
Kellogg's: See also Oversize Reels (17 reels), 1979-1987	Box 68
Kellogg's: See also Oversize Reels (20 reels), 1980-1989	Box 69
Kellogg's: See also Oversize Reels (15 reels), 1960s-1991	Box 70
Kraft: See also Oversize Reels (15 reels), 1957-1990	Box 71
Kraft: See also Oversize Reels (22 reels), 1959-1960	Box 72
Kraft: See also Oversize Reels (15 reels), 1960-1990	Box 73a
Kraft: See also Oversize Reels (22 reels), 1960-1961	Box 73b
Kraft: See also Oversize Reels (22 reels), 1961	Box 74
Kraft: See also Oversize Reels (22 reels), 1961-1962	Box 75
Kraft: See also Oversize Reels (22 reels), 1962-1964	Box 76
Kraft: See also Oversize Reels (22 reels), 1964-1966	Box 77
Kraft: See also Oversize Reels (22 reels), 1966-1967	Box 78
Kraft: See also Oversize Reels (22 reels), 1967-1968	Box 79

Kraft: See also Oversize Reels (22 reels), 1968-1969	Box 80
Kraft: See also Oversize Reels (22 reels), 1969-1970	Box 81
Kraft: See also Oversize Reels (22 reels), 1970-1971	Box 82
Kraft: See also Oversize Reels (22 reels), 1971-1974	Box 83
Kraft: See also Oversize Reels (22 reels), 1973-1975	Box 84
Kraft: See also Oversize Reels (22 reels), 1976-1977	Box 85
Kraft: See also Oversize Reels (18 reels), 1977-1979	Box 86
Kraft: See also Oversize Reels (27 reels), 1979-1983 and undated	Box 87
Kraft: See also Oversize Reels (20 reels), 1986-1991	Box 88
Maggi (19 reels), 1956-1959	Box 89a
Maggi (19 reels), 1959-1960	Box 89b
Maggi (19 reels), 1960-1961	Box 90
Maggi (21 reels), 1961-1964	Box 91
Maggi (20 reels), 1964-1966	Box 92
Maggi (17 reels), 1967-1969	Box 93
Maggi (13 reels), 1971-1972	Box 94
Maggi (11 reels), 1960s	Box 95
Mattel (3 reels), 1987	Box 96
Mentadent (3 reels), 1987	Box 96

Milupa-Pauly GmbH (5 reels), 1965	Box 96
MiniMAL (9 reels), 1990-1991	Box 97
Murine (5 reels), 1960s	Box 97
Nestlé (1 reel), 1960s	Box 97
Pan Am (3 reels), 1960s or 1970s	Box 97
Pan Am (22 reels), 1968-1975	Box 98
Pepsi: See also Oversize Reels (6 reels), 1960s	Box 99
Pepsi: See also Oversize Reels (24 reels), 1961-1964	Box 100
Pepsi: See also Oversize Reels (24 reels), 1964-1969	Box 101
Pepsi: See also Oversize Reels (20 reels), 1970-1977	Box 102
Pepsi: See also Oversize Reels (18 reels), 1977-1978	Box 103
Pepsi: See also Oversize Reels (18 reels), 1979-1987	Box 104
Ponds (18 reels), 1959-1967	Box 105
<b>Scope and Contents note</b>	
[Some items reformatted: See Use Copies series.]	
Pott (6 reels), 1959	Box 106
Reese (5 reels), 1961	Box 106
Rowntree: See also Oversize Reels (7 reels), 1965-1982	Box 106
Rolex: See also Oversize Reels (11 reels), 1960s-1970s	Box 107
SAGA (4 reels), 1967-1968	Box 108
Suchard (1 reel), 1987	Box 108

Suwa (2 reels), 1960	Box 108
Swakara (4 reels), 1974-1975	Box 108
Schwartzkopf (18 reels), 1960-1963	Box 109
Seagram (14 reels), 1980-1987	Box 110
Sohnlein (20 reels), 1958-1964	Box 111
Singer (22 reels), 1966-1974	Box 112
Singer (1 reel), 1960s	Box 113
Sudmilch (9 reels), 1976-1977	Box 113
Sprengel (11 reels), 1963-1966	Box 113
Sprengel (21 reels), 1959-1963	Box 114
Sunlicht (11 reels), 1957-1960	Box 115a
Sunlicht (11 reels), 1960s-1984	Box 115b
Sunlicht (19 reels), 1960	Box 116
Sunlicht (21 reels), 1960	Box 117
Sunlicht (19 reels), 1961	Box 118
Sunlicht (21 reels), 1961-1963	Box 119
Sunlicht (22 reels), 1963-1964	Box 120
Sunlicht (22 reels), 1964-1965	Box 121
Sunlicht (21 reels), 1965	Box 122
Sunlicht (21 reels), 1965-1966	Box 123
Sunlicht (21 reels), 1966	Box 124
Sunlicht (21 reels), 1966-1967	Box 125a
Sunlicht (21 reels), 1967	Box 125b
Sunlicht (19 reels), 1968	Box 126

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Sunlicht (21 reels), 1968-1969	Box 127
Sunlicht (19 reels), 1969-1970	Box 128
Sunlicht (21 reels), 1971-1972	Box 129
Sunlicht (20 reels), 1973-1976	Box 130
Sunlicht (17 reels), 1976-1979	Box 131
Sunlicht (20 reels), 1981-1983 and undated	Box 132
Triumph (20 reels), 1962-1965	Box 133
Triumph (4 reels), 1960s	Box 134
V fz (?): See also Oversize Reels (3 reels), 1960s	Box 134
Waschmittel (1 reel), 1960s	Box 134
Wrigley's (1 reel), 1960s	Box 134
Vereinigte Papierwarenfabriken/Camflia (20 reels), 1968-1981	Box 135
Vileda (8 reels), 1963-1964	Box 136
Wolf (13 reels), 1965-1966	Box 136
Wick (21 reels), 1957-1960	Box 137
Wick (13 reels), 1960s-1986	Box 138
Wick (23 reels), 1961-1963	Box 139
Wick (20 reels), 1964-1968	Box 140
Wick (21 reels), 1968-1975	Box 141
Wick (19 reels), 1975-1977	Box 142
Wick (19 reels), 1977-1979	Box 143
Wick (18 reels), 1979-1980	Box 144
Wick (17 reels), 1980-1984	Box 145

Compilation reels (Musterolles): See also  
Oversize Reels (8 reels), 1960s-1970s Box 146

**Scope and Contents note**

[Multiple clients and numerous commercials on each reel presumably used for corporate or new business presentations.]

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Compilation reels (Musterolles): See also  
Oversize Reels (15 reels), 1960s-1970s Box 147

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Corporate presentations: See also Oversize  
Reels (10 reels), 1960s-1970s Box 148

**Scope and Contents note**

[Mainly 16mm and video reels]

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Unidentified (10 reels), 1960s-1970 Box 149

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Unidentified (12 reels), 1960s-1970s Box 150

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Unidentified (9 reels), 1960s-1980s Box 151

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### **Oversize Reels, 1968-1991 and undated**

After Eight, 1980-1981 Box 152

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After Eight, 1980-1981 Box 153

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After Eight, 1980 Box 154

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Charles Hosie (Bacardi), undated Box 155

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Charles Hosie (Bacardi), undated Box 156

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Chevron, undated Box 157

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DeBeers, undated Box 158

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DeBeers, 1980 Box 159

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DeBeers, 1982-1983 Box 160

---

Jacobs, 1968 Box 161

Kraft (Miracoli), 1990	Box 162
Kraft (Miracoli), undated	Box 163
Kraft, undated	Box 164
Pepsi, undated	Box 165
Dub Schultheis, undated	Box 166
Kellogg's, 1973	Box 167
Rountree, 1991	Box 168
Rolex (Traveling Through Time), undated	Box 169
Rolex, undated	Box 170
Rolex (A Strange Planet), undated	Box 171
Suchard, 1987	Box 172
V fz, undated	Box 173
Compilation reels (Musterrolles), undated	Box 174
Corporate presentations, undated	Box 175
Unidentified, undated	Box 176a
Unidentified (Berlin Wall), undated	Box 176b

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## **Video, 1980s-1993 and undated**

### **Scope and Contents note**

[Mainly Umatic and PAL format]

Commercials by client including Dt. Bank, Mentdarent, ATM/Mr. Cash, Jacobs TV history, De Beers, Andrex, Kraft, DEA, Elida, Bacardi.

Box 177

Commercials by clients and competitors including Lowenbrau, Perrier, MRM's TV history, Young & Rubicam's Amaretto (1988), Bacardi TV history, CD case history, Tires for

the World, Nestle's chocolate eggs, various Easter Egg commercials, 1980s	Box 178
Compilations of commercials including fruit drinks, Russian compilation, and several JWT highlights (1988, 1992, undated). Also contains 1 audio cassette of radio spots for various products, circa 1992	Box 179
Mostly showreels (presumably compilations of commercials used for various presentations) including Effective Creativity Showreel (1992), JWT Europe Multinational clients (1993), EuroMontage (1989), circa 1993	Box 180
Corporate presentations including Satellite Wars (1989), JWT-London An Approach to New Business, Windows of Change: Key social Trends in Developing Nations (1988), A Country Called Deutschland (1991), Eyes on Thompson (1991-1992), JWT--A Worldwide Powerhouse, The Brain Game, circa 1990	Box 181

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## **Slides, 1980s and undated**

### **Scope and Contents note**

[Images of print advertisements used in various corporate or new business presentations. While most are arranged by client, others appear to be a mix of clients (JWT and competitive). There may also be slides of statistics, charts, etc. which were used in presentations as well.]

Includes Braun, Dt. Wein, and Alpi, undated	Box 182
Includes De Beers, Platin, Glucksklee, Wick, and Johnson.	Box 183
Includes case history or credential presentations for Bacardi, CD, Platin, Ford, Phillips, and De Beers.	Box 184
Includes Ford, undated	Box 185
Includes Ford, Kraft, Hercules, undated	Box 186

Miscellaneous, undated	Box 187
Miscellaneous, undated	Box 188
Corporate presentations related to JWT history, Phillips, plus some miscellaneous, undated	Box 189
Corporate presentations including BOR presentation, Okal case history, and various miscellaneous and unidentified, undated	Box 190
Includes case histories for Mr. Cash, pet food, Andrex, and Wick; UK print ads, the New German; Joe O'Donnell visit in 1986 History and Today's Management. Also contains the audio cassette tape Deutschlands Jingle-Hits (3 sets) and an audio record for Friskies (6 copies), circa 1986	Box 191

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## Use Copies

**Physical Description:** 1 box

### Scope and Contents note

[Reformatted commercials open for researchers.]

DVD 1 Box 192

### Scope and Contents note

[From box 11: Brinkman 13 F15-8-Co2 Nach Hause Kommender Munn; Marlboro TV spot 1315-O-M-98 Feitung 20"; Brinkman M8 Mischury der TV spots 1-6. From box 105: Kruse Film No. 638 Pond's Q-Tips 1-2; Q-Tips 3115-5-Q-40; Q-Tips 3115-9-Q-41. From box 10: Brinkman No. 193 Marlboro 1-2, No. 194 Marlboro 1-2, No. 8 Marlboro 1-2, No. 396 Gloria 1-2. From box 33: Findus Schlemmer flet II 1-2, Findus No. 761 1-2. From box 32: Findus No. 343, No. 517 1-3, No. 228 1-3.]

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