



# **Guide to the J. Walter Thompson Company. Harry Clark Papers, 1945-1992 and undated**

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Harry Clark papers, 1945-1992 and undated

**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) is one of the largest and oldest enduring advertising agencies in the United States. Harry Clark was an advertising executive who served as Director of JWT's Frankfurt Office and eventually of JWT's New York Office; Managing Director of Landsdowne Advertising, a JWT subsidiary; and co-founder of Smith Clark Associates, a consulting firm based in Princeton, N.J. The Harry Clark Papers cover the years 1945-1992, with the bulk of materials dating from the 1970s, the period during which Clark served as Director of the JWT Frankfurt Office, and during 1984-1986, when he served as Director of JWT in New York. The collection primarily consists of correspondence, administrative forms, presentations, speeches, meeting files, proofs, and financial reports, with extensive records from the Frankfurt Office. Companies represented include Braun, Chevron, De Beers, Eastman Kodak Company, Kellogg Company, Pan American Airways, PepsiCo, Rustenburg Platinum Mines, and Unilever. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

16.85 Linear Feet  
12,640 Items

**Language:**

Material in English, Spanish, French, Portuguese, Norwegian, Japanese, German.

**Collection ID:**

RL.00695

**Permalink:**

<https://idn.duke.edu/ark:/87924/m13053>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Harry Clark Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The Harry Clark Papers cover the years 1945-1992, with the bulk of materials dating from the 1970s, the period during which Clark served as Director of the JWT Frankfurt Office, and during 1984-1986, when he served as Director of JWT in New York. The collection primarily consists of correspondence, administrative forms, presentations, speeches, meeting files, proofs, and financial reports, with extensive records from the Frankfurt Office. The collection also includes agency slide presentations, tear sheets, as well as photographs and other memorabilia of advertising events. Companies represented include Braun, Chevron, De Beers, Eastman Kodak Company, Kellogg Company, Pan American Airways, PepsiCo, Rustenburg Platinum Mines, and Unilever. Correspondence and other items exist in several languages and have not been translated into English.

### Biographical/Historical

Date	Description
1935, Sept. 5	Born Harold Frank Clark, Jr., Norwalk, Conn.
1957	BA, Amherst College, Amherst, Mass.
1957-1959	MA, English Literature, Stanford University
1959	International Representative, JWT New York Office
1965	Account Supervisor, JWT Frankfurt Office
1967	PhD, English Literature, Columbia University; dissertation titled Dickensian Journalism: A Study in "Household Words"

<b>Date</b>	<b>Description</b>
1969	Director, JWT Frankfurt Office
1970	Managing Director, JWT Frankfurt Office; Management Supervisor on major accounts
1974	Senior Vice President of JWT, relocated to New York
1977	Group Account Director on Labatts, Reader's Digest and, in 1979, Burger King accounts
1983	Managing Director, Landsdowne Advertising, a division of JWT-USA
1984	Senior Vice President, Director of Communications and Development.
1988	Retired from JWT; co-founded Smith Clark Associates, a consulting firm based in Princeton, N.J.
2009 Feb. 4	Died, Princeton, N.J.

Clark served on the Princeton (N.J.) Borough Zoning Board, the Amenia (N.Y.) Zoning Board of Adjustment and the Master Planning Committee; member of the Board of Directors of the McCarter Theatre, Princeton Singers and Trenton Children's Chorus. He was also active in the theater and appeared in several local productions. [Sources: J. Walter Thompson Company Biographical Information; [Princeton Town Topics obituary Feb. 18, 2009](#)]

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## Arrangement

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The collection is arranged into eleven series: **General Office Files**, **Client Files**, **Correspondence**, **Frankfurt Office**, **International Offices**, **Meetings**, **New Business**, **Reports**, **Writings and Speeches**, **Audiovisual Materials**, and **Oversize Materials**. **General Office Files** contain administrative forms, personnel lists, financial records, and other files related primarily to the running of JWT's U.S. offices. **Client Files** include correspondence, contracts, marketing plans, presentations, and promotional materials relating to domestic and international accounts. **Correspondence** includes Clark's correspondence with JWT employees, as well as with charitable and other organizations. **Frankfurt Office** files include client files, correspondence, and new business files relating to Clark's career as Managing Director of the Frankfurt Office, 1970-1973.

**International Offices** files contain correspondence, marketing plans, and other documents related to JWT's international offices. **Meetings** consist of charts, presentation scripts, memoranda and logistical information, and notes pertaining to various JWT meetings and general advertising events. **New Business** files contain presentations, plans, meeting files, and marketing plans related to JWT new accounts prospects. **Reports** consist of annual reports and operations reviews documenting the financial and organizational performance of JWT domestic and international offices. **Writings and Speeches** include primarily printed texts of speeches given by Clark and other JWT advertising executives.

**Audiovisual Materials** consist of audio cassettes related to the 1984 World Advertising Forum. **Oversize Materials** include large-format items removed from the previous series.

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## Administrative Information

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### Publication Statement

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411 Chapel Drive

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Durham 27708

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

## **Access Restrictions**

Collection is open for research.

However, original audiovisual materials are closed to researchers until Use Copies can be produced.

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. Harry Clark Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as gifts in 1987 and 1993.

## **Processing Information**

Processed by Kai Evers, August 1996; additional processing by Jessica Wood, March 2010

Encoded by Stephen Douglas Miller, 1996; Jessica Wood, April 2010

Accessions 791114B, 820712, 830202, 830502, 830718, 830817, 830819, 831130, 870807, 93-043 were merged into one collection, described in this finding aid.

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## Related Materials

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### Related Material

Related materials may be found in the following Hartman Center collections of the **J. Walter Thompson Company Archives**:

<http://library.duke.edu/rubenstein/findingaids/jwtbartosrena/>

<http://library.duke.edu/rubenstein/findingaids/jwtdawkins/>

<http://library.duke.edu/rubenstein/findingaids/jwtjohnstondon/>

<http://library.duke.edu/rubenstein/findingaids/jwtseymour/>

<http://library.duke.edu/rubenstein/findingaids/jwtsuttonthomas/>

<http://library.duke.edu/rubenstein/findingaids/jwtfrankfurtblack/>

<http://library.duke.edu/rubenstein/findingaids/jwtfrankfurthlefeld/>

<http://library.duke.edu/rubenstein/findingaids/jwtfrankfurtsiebel/>

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## Names and Subjects

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- Advertising agencies -- Germany
- Advertising agencies
- Advertising executives
- Advertising agencies -- United States
- Advertising -- Germany -- History -- 20th century
- Advertising -- Germany
- Advertising -- United States -- History -- 20th century
- Advertising -- United States
- Clippings (information artifacts)
- Photographic prints
- Advertising -- Management
- Audiocassettes
- Braun
- Chevron Corporation
- Unilever (Firm)
- Pan American Airways Corporation

- Kellogg Company
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Clark, Harry (Harold Frank, Jr.), 1935-2009
- De Beers Consolidated Mines
- Eastman Kodak Company
- J. Walter Thompson Company. Frankfurt Office

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## Collection Inventory

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### General Office Files, 1945-1986

**Physical Description:** 2 boxes

**Scope and Contents note**

Includes administrative forms, personnel lists, financial records, and other files related primarily to the running of JWT's U.S. offices. Original folder titles were maintained and items were arranged alphabetically.

Client-agency evaluations, 1985	Box 1
Committees, 1974-1975	Box 1
Effie Awards applications, 1984	Box 1
Financial papers	
Consolidated cost data, 1957-1972	Box 1
International cost data, circa 1958-1971	Box 1
Monthly assessment summaries, 1975	Box 1
New York Office	
Cost data, 1965-1974	Box 1
Profits and losses, 1965-1980	Box 1
<b>Physical Description:</b> 2 folders	
Profits and losses by client, 1975	Box 1
Profits by client, circa 1945-1964	Box 1
<b>Physical Description:</b> 1-2 of 3 folders	

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Profits by client, circa 1945-1964 (continued)	Box 2
<b>Physical Description:</b> 3 of 3 folders	
Profit-sharing trust, 1964, 1969	Box 2
Formal Reporting Procedures, all offices, 1974	Box 2
Formal Reporting Requirements	
Non-U.S. offices, 1976	Box 2
U.S. offices, 1976	Box 2
Internal and external communications, 1974-1975	Box 2
JWT Communications Program, Second Quarter Review, 1975	Box 2
JWT employees in commercials, 1975	Box 2
JWT mock résumé, circa 1986	Box 2
Management news summary, 1984-1987	Box 2
Media Department personnel, 1975	Box 2
Metric system, 1975	Box 2
New York Times Information Bank, 1975	Box 2
Organization chart, 1975	Box 2
Outside directors, 1975	Box 2
Pension Reform Act of 1974, 1975	Box 2
Strategic Services Department, 1986	Box 2
U.S. offices	
Atlanta, 1974	Box 2
Chicago, 1974-1975	Box 2
Detroit, 1974	Box 2
Indianapolis, 1974	Box 2

Los Angeles, 1974-1975	Box 2
San Francisco, 1974	Box 2
1976 calendar, 1975	Box 2

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## **Client Files, 1961-1987**

**Physical Description:** 6 boxes

### **Scope and Contents note**

Includes typed and handwritten, correspondence, telexes, notes, contracts, marketing plans, memoranda, presentations, promotional materials, reports, and research concerning the domestic and international accounts with which Clark was involved. Original folder titles were maintained and items were arranged alphabetically by client.

General	Box 3
Aligned Client List, 1976	Box 3
Client costing, 1974	Box 3
Client evaluation, 1973	Box 3
Client information search, 1973	Box 3
Cost Saving, 1987	Box 3
International clients, Summary of Account Reviews, 1976	Box 3
Miscellaneous clients, 1975	Box 3
Multinational clients, 1975	Box 3
U.S. client booklets, 1974	Box 3
Alpargatas, 1976	Box 3
AT&T, 1973	Box 3
Baker-Beech Nut Corporation General, 1973-1976	Box 3

**Physical Description:** 3 folders

"Happy Meal Times for Your Baby," 1976	Box 3
Bluebell, 1973, 1976	Box 3
<b>Physical Description:</b> 2 folders	
Braun, 1976	Box 3
British-American Tobacco Co., Ltd., 1976	Box 3
Brown & Williamson, 1976	Box 3
Caltex, 1976	Box 3
Carrier International General, 1974	Box 3
Summary of agency presentation, 1974	Box 3
Champion, 1976	Box 3
Chesebrough-Pond's, 1976	Box 3
Chevron General, 1976	Box 3
Draft for a Plans Board document: "Chevron of Europe: 1974 Considerations in Case of Gasoline Shortage," 1973	Box 3
Christian Dior, slides, undated	Box 3
Courvoisier, 1976	Box 3
De Beers General, 1974-1976	Box 3
<b>Physical Description:</b> 1-2 of 10 folders	
General, 1974-1976 (continued)	Box 4
<b>Physical Description:</b> 3-10 of 10 folders	
Gem Advertising, Publicity and Promotion, Spain, 1974-1975	Box 4
Gem Diamonds: Marketing Recommendations for 1976, 1975	Box 5

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Gem Diamonds: Marketing Recommendations for 1977, 1976	Box 5
Gem Diamonds: Proposals for Marketing Large Stones, 1975	Box 5
1977 Recommendation for De Beers Consolidated Mines, 1976	Box 5
Eastman Chemical, 1976	Box 5
Eastman Kodak General, 1976	Box 5
International Coordination of the Eastman Kodak Account, 1976	Box 5
Ford Motor Company, 1976	Box 5
Foreign Vintage, 1976	Box 5
Fund America, 1976	Box 5
Gillette, 1976	Box 5
Goldman Sachs, 1976	Box 5
Guinness, 1973-1976	Box 5
Hallmark, 1976	Box 5
Hills Bros., 1976	Box 5
Interbank, 1976	Box 5
Intercard, 1976	Box 5
Johnson & Johnson, 1974-1976	Box 5
Kawasaki, 1976	Box 5
Kellogg's General, 1976	Box 5
<b>Physical Description:</b> 2 folders	
Brochures, 1976	Box 5

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Distribution lists, 1976	Box 5
[Packaging folder removed to Oversize Materials.]	Box 5
Public Relations Education Program, 1977	Box 5
Hans Ruter Visit, 1976	Box 5
Key Biscayne	Box 6
General, 1974-1975	Box 6
Meeting, 1976	Box 6
Klaus Jacobs, 1976	Box 6
Knorr, 1976	Box 6
Kraft, 1976	Box 6
Lejaby, 1976	Box 6
<b>Scope and Contents note</b>	
[Some items removed to Oversize Materials.]	
Lever Brothers, "Analysis of Lever Brothers' and Competitive Promotions for 1958-1960," 1961	Box 6
Lyons Maid Ice Cream, 1976	Box 6
Malaysian Airways, 1976	Box 6
Mentholatum, 1976	Box 6
Milupa	
General, 1976	Box 6
<b>Physical Description:</b> 2 folders	
"Market Viability of Milupa Infant Food," 1975	Box 6
Nestlé, 1976	Box 6
Novamark, 1975-1976	Box 6
Pan American Airways	
General, 1976	Box 6

**Scope and Contents note**

[Some items removed to Oversize Materials.]

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Ad Kit, 1977	Box 6
PepsiCo, 1976	Box 6
RCA, "Marketing Concept of Campaign Planning," 1971	Box 6
Rustenburg Platinum Mines General, 1976	Box 6
<b>Physical Description:</b> 1-2 of 4 folders	
General, 1976 (continued)	Box 7
<b>Physical Description:</b> 3-4 of 4 folders	
Billings, 1976	Box 7
Matthey Bishop file, 1976	Box 7
Budget, 1976	Box 7
Call reports, 1976	Box 7
<b>Physical Description:</b> 2 folders	
Creative, 1976	Box 7
<b>Scope and Contents note</b>	
[Some items removed to Oversize Materials.]	
Letter of terms, 1976	Box 7
"Platinum in the U.S.," 1976 Presentation book	Box 7
Proposal	Box 7
Platinum News, 1976	Box 7
Presentations, 1976	Box 7
Reckitt & Colman file, 1976	Box 8
Retail decisions, 1975-1976	Box 8

Shearman & Sterling file, 1976	Box 8
Trip, 1976	Box 8
<b>Physical Description:</b> 2 folders	
Schering Plough, 1976	Box 8
S.C. Johnson, 1976	Box 8
Schweppes, 1976	Box 8
Scott, 1976	Box 8
Seven-Up, 1976	Box 8
Singer, 1976	Box 8
Scientifically Treated Petroleum (STP), 1976	Box 8
Studebaker-Worthington, 1976	Box 8
Teledyne Water Pik, 1976	Box 8
Unilever	
General, 1976	Box 8
<b>Physical Description:</b> 2 folders	
JWT Discussion Group, 1975, Nov. 6-7	Box 8
United States Marine Corps, Communications Plan, 1974	Box 8
Warner Lambert	
General, 1976	Box 8
Presentations, 1987	Box 8
<b>Physical Description:</b> 2 folders	
W.F. Young, 1976	Box 8
Whitehall, 1976	Box 8
Wimpy's, 1976	Box 8
Worthington Pump, 1976	Box 8
Wrangler, 1976	Box 8

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## Correspondence, 1973-1988

**Physical Description:** 4 boxes

### Scope and Contents note

Comprised of correspondence primarily between Harry Clark and other JWT employees, as well as Clark's communications with charitable and other organizations. Also contains interoffice communications such as notes, memoranda, and reports, as well as some personal correspondence. Some of the correspondence arrived grouped in Chronological Books ordered by date; these groupings were maintained. Original folder titles were maintained and items were arranged alphabetically.

Advertising Research Foundation, 1976	Box 8
American Marketing Association, 1976	Box 8
Blood Drive, 1976	Box 8
Bonus Payments Policy, 1976	Box 8
Century Lausanne, 1974	Box 8
"Challenges and Responses" letter, 1976	Box 8
Christmas gifts and cards, 1976	Box 8
Chronological memo file, 1974	Box 9
<b>Physical Description:</b> 6 folders	
Chronological memos to all managers, 1975	Box 9
Client-office assessment list, 1976	Box 9
Committees, miscellaneous files, 1974	Box 9
Company policy, 1974	Box 9
Dentsu Advertising, 1974	Box 10
Dialog (Public Communications Division of JWT) General, 1974	Box 10
Assessment letter, 1975	Box 10

Discovery Center, 1974	Box 10
European Association of Advertising Agencies, 1974	Box 10
European Central Services, 1974	Box 10
Euroscope, 1974	Box 10
Food Exhibits, 1973	Box 10
Ken Fraser visits, 1975-1976	Box 10
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents note</b>	
[Includes reports: "JWT-Unilever Worldwide Billings, Costs and Profits;" "Status of Commercial Radio Around the World." ]	
Roger Gould memoranda, 1978	Box 10
Lou Harris Studies memoranda, 1975	Box 10
Harvard University, 1975	Box 10
Jack Hilton, 1975	Box 10
International Advertising Association, 1974	Box 10
International art file, 1974	Box 10
International Marketing and Media (Media Decisions), 1974	Box 10
JWT Advertising Group, 1976	Box 10
JWT art collection, 1976	Box 10
JWT contract, 1974	Box 10
JWT corporate identity, 1975	Box 10
Dr. Christopher Lovelock correspondence, 1975	Box 10
Media Department memos, 1975	Box 10
Memos to international managers, 1974	Box 10

Miscellaneous correspondence, 1975	Box 10
Miscellaneous memoranda, 1973-1974, 1987-1988	Box 11
<b>Physical Description:</b> 2 folders	
Nassau Inn, 1975	Box 11
New York Advertising, 1974	Box 11
New York Jazz Museum, 1975	Box 11
Personal correspondence, 1975	Box 11
Public relations, 1975	Box 11
Henry Simmons memos, 1975	Box 11
Staff memos, 1976	Box 11
Tate & Lyle memos, 1976	Box 11
Michael Thomas Language Center, 1973-1975	Box 11
WPP-JWT takeover, 1987	Box 11

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### **Frankfurt Office, 1970-1973**

**Physical Description:** 8 boxes

#### **Scope and Contents note**

Includes material relating to Harry Clark's career at the J. Walter Thompson GmbH advertising agency while he was Managing Director of the Frankfurt, Germany office, 1970-1973. The papers document Clark's work with major clients at JWT's Frankfurt office. The materials primarily concern his work with international clients such as De Beers, Pan American, and Unilever, and provides insight into the close coordination and cooperation among JWT's international offices when working with such clients. The papers consist of correspondence, telexes, memoranda, notes, reports, photoboards, advertisements, photographs, clippings, and printed materials. Clients of the company represented in the collection include Braun, De Beers, Glücksklee, S.C. Johnson, Kellogg, Pan Am, and Unilever. Correspondents include clients such as Burda Du Pont, Eilebrecht, Ford, Maggi, Pan Am, and Wick Pharma; other JWT Offices; and JWT executives including Don Johnston, Peter Durham,

and Myron R. May. The majority the collection (approximately 70%) is in English, and the remainder is in German.

For related material, see the papers of other Frankfurt office executives, Frankfurt print advertisements, and the Frankfurt video collection.

The series has been arranged into four subseries: **Client files**, **Correspondence**, **International offices**, and **New business**. The original organization of the material has been retained in large parts. The only change that was made was to break up the strictly chronological arrangement of all records by business year so that the individual series could be brought together and would cover the entire range of years for which records exist. No documents have been removed. The client names have also been retained according to the filing system of the Frankfurt Office. All newsletters from other JWT Offices have been transferred to the newsletter collection.

## Client Files,

### Scope and Contents note

Documents Clark's day-to-day work for his clients; the development of campaigns and the production of advertisements; campaign presentations; and marketing schemes used by the Frankfurt office. Clark supervised the accounts for Braun, De Beers, Glücksklee, S.C. Johnson, Kellogg, Pan Am, and Unilever. From 1971-1973, the series contains detailed information about JWT Frankfurt's work for these clients. Included is the correspondence with clients, JWT Frankfurt's budget and campaign planning including scripts and layouts, Clark's attendance at client conferences, and his communication with other JWT Offices on behalf of these accounts. The Pan Am files reveal some of the particular German sensitivities in the advertising market (such as the 1972 "Luxembourg" advertisement). Almost half of this series concerns Clark's work for several Unilever accounts. Under the heading Unilever, insight is provided into his efforts for various Elida Gibbs and Lever-Sunlight products (Elidor, Harmony, Gloria, Es wirkt, Mentadent C, and Pepsodent).

### Braun

Correspondence, 1972-1973	Box 11
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**Physical Description:** 3 folders

Memoranda, 1972-1973	Box 11
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Reports, 1972-1973	Box 11
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### De Beers

Budget and campaign planning, 1971-1974	Box 11
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Conference papers, 1972-1973	Box 11
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Correspondence, 1971-1974	Box 12
<b>Physical Description:</b> 5 folders	
International Gold Corporation, 1972	Box 12
Memoranda, 1971-1973	Box 12
<b>Physical Description:</b> 2 folders	
<b>Glückslee</b>	
Call reports, 1971	Box 12
Correspondence, 1971	Box 12
Memoranda, 1971	Box 12
Reports, 1971	Box 12
Scripts, 1971	Box 12
<b>Johnson</b>	
Correspondence, 1969-1971	Box 12
<b>Physical Description:</b> 2 folders	
Memoranda, 1969-1971	Box 12
Reports, 1969-1971	Box 12
<b>Kellogg</b>	
Brochures and recipes, 1971	Box 13
Call reports, 1971	Box 13
Conferences, 1971-1972	Box 13
Correspondence, 1971	
Germany	Box 13
International	Box 13
Other JWT offices	Box 13
Memoranda, 1971	Box 13
Public relations correspondence, 1970-1971	Box 13
Scripts and Layouts, 1971	Box 13

Reports, 1971	Box 13
<hr/>	
Pan American Airways	
Advertising texts, 1973	Box 13
<hr/>	
Campaign (Luxemburg ad), 1972	Box 13
<hr/>	
Campaign planning, 1972-1973	Box 13
<hr/>	
Correspondence	
General, 1972-1973	Box 13
<hr/>	
<b>Physical Description:</b> 2 folders	
<hr/>	
Other JWT offices, 1971-1973	Box 13
<hr/>	
<b>Physical Description:</b> 1-2 of 3 folders	
<hr/>	
Other JWT offices, 1971-1973 (continued)	Box 14
<hr/>	
<b>Physical Description:</b> 3 of 3 folders	
<hr/>	
Memoranda, 1971-1973	Box 14
<hr/>	
Meeting, 1972	Box 14
<hr/>	
Unilever	
Central media buying, 1973	Box 14
<hr/>	
Conferences, 1972-1973	Box 14
<hr/>	
<b>Physical Description:</b> 2 folders	
<hr/>	
Correspondence, 1972	Box 14
<hr/>	
<b>Physical Description:</b> 2 folders	
<hr/>	
Memoranda, 1972	Box 14
<hr/>	
Unilever (Elida Gibbs)	
Correspondence, 1972-1973	Box 14
<hr/>	
<b>Physical Description:</b> 3 folders	
<hr/>	
Es Wirkt, 1973	Box 14
<hr/>	
Hair preparations	
Call reports, 1971	Box 14
<hr/>	
Campaign planning, 1972-1973	Box 14
<hr/>	
<b>Physical Description:</b> 3 folders	

Conference, 1971	Box 15
Correspondence, 1971	Box 15
<b>Physical Description:</b> 2 folders	
Memoranda, 1971	Box 15
Reports, 1971	Box 15
Scripts, 1971	Box 15
Memoranda, 1973	Box 15
<b>Mentadent C</b>	
Correspondence, 1973	Box 15
<b>Physical Description:</b> 2 folders	
Memoranda, 1972-1973	Box 15
<b>Physical Description:</b> 2 folders	
<b>Pepsodent</b>	
Call reports, 1971	Box 15
Correspondence, 1971	Box 15
<b>Physical Description:</b> 2 folders	
Memoranda, 1971	Box 15
Scripts and layouts, 1970-1971	Box 15
<b>Unilever (Lever-Sunlight)</b>	
Campaign planning, 1973	Box 15
Correspondence, 1972-1973	Box 15
<b>Physical Description:</b> 2 folders	

## Correspondence

### Scope and Contents note

Consists of both internal and external correspondence. The internal correspondence documents the flow of information from the executive level to the staff level (Haus-Mitteilungen), and provides insight into the daily operations in the Frankfurt Office. Frankfurt's internal communication discusses contacts with clients and the preparation of campaign presentations, conferences, market research, new policies on billings, advertising regulations, staff appointments, and news from other JWT offices. The external correspondence documents the communication with several

clients including Burda, Du Pont, Eilebrecht, Ford, Maggi, Pan Am, Rivella International, Savon Gayal, Vereinigte Papierwerke, Wick Pharma as well as an exchange of information with other JWT offices concerning clients, new business, and international markets. The correspondence with Don Johnston consists of a collection of Johnston's memoranda to JWT International Office Managers concerning the planning for the year ahead, appointments, inquiries and information about international clients as well as some direct correspondence between Clark and Johnston.

### Allgemein

General, 1970	Box 15
<b>Physical Description:</b> 1-3 of 5 folders	
General, 1970 (continued)	Box 16
<b>Physical Description:</b> 4-5 of 5 folders	
External, 1971-1973	Box 16
<b>Physical Description:</b> 5 folders	
Internal, 1970-1973	Box 16
<b>Physical Description:</b> 1-7 of 8 folders	
Internal, 1970-1973 (continued)	Box 17
<b>Physical Description:</b> 8 of 8 folders	
Memoranda, 1973	
Peter Dunham	Box 17
Don Johnston	Box 17
Myron R. May	Box 17
[Newsletters memoranda removed to Newsletter Collection.]	Box 17

### International Offices

#### Scope and Contents note

Comprised primarily of correspondence between Harry Clark and account supervisors in other J. Walter Thompson Company offices. The majority of items relate to the offices in London and New York. The communication with New York provides general insight into the exchange of information about clients. Extensive information is provided about Clark's visits in New York, the United States travel service (1973), Sony video tape recorders (1973), and the International Basic Economy Corporation (1973). The correspondence with the London Office provides an exchange of memoranda

and reports about issues with international clients including information about Reed International, the Braun account, and consumer attitudes to the soap "Fa" (Unilever) in Germany (1973). Correspondents include David Campbell-Harris (Milan), Constance B. Ivie (New York), Don Johnston (London and New York), Denis Lanigan (London), Julian Morrison (Chicago), Anthony Rau (London), Al Stridsberg (New York).

Amsterdam, 1972-1973	Box 17
Bombay, 1972-1973	Box 17
Brussels, 1972-1973	Box 17
Buenos Aires, 1973	Box 17
Chicago, 1972-1973	Box 17
Copenhagen, 1972	Box 17
Detroit, 1973	Box 17
Johannesburg, 1972-1973	Box 17
London, 1972-1973	Box 17
<b>Physical Description:</b> 5 folders	
Milan, 1972-1973	Box 18
New York, 1971-1973	Box 18
<b>Physical Description:</b> 3 folders	
Paris, 1972-1973	Box 18
San Francisco, 1973	Box 18
Sao Paulo, 1972	Box 18
Stockholm, 1972	Box 18
Sydney, 1972-1973	Box 18
Tokyo, 1972-1973	Box 18
Toronto, 1973	Box 18
Vienna, 1972-1973	Box 18

Zurich, 1972-1973

Box 18

### **New Business, 1971**

#### **Scope and Contents note**

Provides insight into JWT-Frankfurt's efforts to gain new clients. Documented are first contacts with prospective clients, market analyses, and information requests to JWT Offices that have already worked for the client or for other clients in the same market field. It should be noted that this series contains new business campaigns only for clients that JWT did not obtain. Among the courted clients are B.A.S.F., Commerzbank, Manpower, Red Barn Restaurants, Ranks Hovis McDougall-Foods, and the Württembergische Metallwarenfabrik.

New business files, A-Z

Box 18

**Physical Description:** 3 folders

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### **International Offices, 1967-1986**

**Physical Description:** 7 boxes

#### **Scope and Contents note**

Includes correspondence, financial reviews, marketing plans, meeting reports, travel documentation, presentation files, as well as general administrative memoranda for JWT's international offices. Original folder titles were maintained and items were arranged alphabetically by region, country or city, depending on the original designation.

### **General International Files,**

#### **Scope and Contents note**

Contains files relating to JWT international offices in general, and not to specific offices.

Adweek Video Reports presentation, 1986

Box 18

European Capabilities presentation, 1978

Box 18

Global marketing, 1987

Box 18

International area renovation, 1973-1974

Box 18

**Scope and Contents note**

[Some items removed to Oversize Materials.]

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International Management Group memoranda, 1973-1974	Box 19
<b>Physical Description:</b> 2 folders	
International presentation, 1973	Box 19
International service for clients, 1974	Box 19
International slide presentation, 1974	Box 19
Don Johnston international presentation, 1974	Box 19
Miscellaneous information, 1974	Box 19
Multinationals, background, 1983-1985	Box 19
Amsterdam, 1974-1975	Box 19
<b>Physical Description:</b> 2 folders	
Bombay, 1974	Box 19
Brussels	
General, 1974-1975	Box 19
<b>Physical Description:</b> 2 folders	
"Hardselling the Software: Some Interesting Opportunities for JWT," 1974	Box 19
Long Term Policies and Objectives, 1972	Box 19
Buenos Aires, 1974-1975	Box 19
<b>Physical Description:</b> 2 folders	
Caracas, 1974-1975	Box 19
<b>Physical Description:</b> 1 of 2 folders	
Caracas, 1974-1975 (continued)	Box 20
<b>Physical Description:</b> 2 of 2 folders	
Central America, 1974-1975	Box 20

Chile, 1974-1975	Box 20
<b>Physical Description:</b> 2 folders	
Copenhagen, 1974-1975	Box 20
<b>Physical Description:</b> 2 folders	
Europe	
Economic Background and Progress Report, 1975	Box 20
Progress Report and Preliminary Planning, 1975-1976	Box 20
Top 10 European Agencies, 1974	Box 20
Frankfurt	
General, 1973-1975	Box 20
<b>Physical Description:</b> 3 folders	
Annual Marketing Report, 1967	Box 20
Ausbildung, 1974	Box 20
Planungsberater, 1974	Box 20
Greece	
General, 1974-1975	Box 20
<b>Physical Description:</b> 3 folders	
Background information, 1975	Box 21
"Greece Again" report, 1975	Box 21
"Main Future" considerations, 1975	Box 21
Guatemala, 1975	Box 21
Indonesia, 1974	Box 21
Italy, 1971-1973	Box 21
<b>Physical Description:</b> 2 folders	
Jakarta, 1975	Box 21
Johannesburg, 1973-1975	Box 21
<b>Physical Description:</b> 2 folders	

Korea, "Opportunities for JWT in Korea," 1974	Box 21
Kuala Lumpur, 1975	Box 21
Latin America, Andean Pact, 1976	Box 21
<u>Lima</u>	
General, 1974-1975	Box 21
<b>Physical Description:</b> 2 folders	
New business procedures, 1974	Box 21
<u>Lisbon</u>	
General, 1973-1975	Box 21
<b>Physical Description:</b> 2 folders	
"JWT Expansion in the Seventies," 1973	Box 21
<u>London</u>	
General, 1973-1975	Box 21
<b>Physical Description:</b> 1 of 6 folders	
General, 1973-1976 (continued)	Box 22
<b>Physical Description:</b> 2-6 of 6 folders	
Annual Marketing Plan, 1973	Box 22
Elvira Bruhnsen file, 1974	Box 22
Employee satisfaction research, 1975	Box 22
Five Year Plan, 1972	Box 22
"Honda: Social Acceptance in Europe," 1975	Box 23
Lease, 1975	Box 23
London office announcement, 1975	Box 23
London office presentation, 1969	Box 23
New business chart, 1971	Box 23
Review of Communications and Communications Plan, 1975	Box 23

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Sales Promotion and New Products in Great Britain, 1975	Box 23
Madrid, 1974-1975	Box 23
Malaysia, 1974-1975	Box 23
Manila	
General, 1974-1975	Box 23
<b>Physical Description:</b> 2 folders	
Five Year Plan, 1974-1978	Box 23
Mexico City	
General, 1974-1975	Box 23
<b>Physical Description:</b> 2 folders	
Financial Review, 1973	Box 23
Middle East, Project Middle East, 1974	Box 23
Milan, 1975	Box 23
Montevideo, 1974	Box 23
New Holland, 1976	Box 23
New Zealand, 1975	Box 23
Paris, 1974-1975	Box 23
Rio de Janeiro, 1975	Box 23
Salisbury, 1974	Box 23
San Juan, 1974-1975	Box 23
<b>Physical Description:</b> 2 folders	
Sao Paulo	
General, 1975-1976	Box 23
Financial review, 1974	Box 23
Stockholm, 1975	Box 23
Sydney, 1974-1975	Box 23
Tehran	

General, 1975	Box 23
"Project Iran: Report on Preliminary Visit," 1975	Box 23
Tokyo, 1974-1975 <b>Physical Description:</b> 2 folders	Box 24
Toronto, 1974-1975 <b>Physical Description:</b> 2 folders	Box 24
Turkey, 1975	Box 24
Vienna, 1973, 1975 <b>Physical Description:</b> 2 folders	Box 24
Zurich, 1974	Box 24

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### **Meetings, 1973-1987**

**Physical Description:** 3 boxes

#### **Scope and Contents note**

Contains charts, presentation scripts, memoranda and logistical information, and notes pertaining to various JWT meetings and general advertising events. Includes extensive information and memorabilia regarding the 1984 Worldwide Advertising Meeting at the Epcot Center. Original folder titles were maintained and items were arranged alphabetically by meeting title.

Advertising Age International Seminar, 1976	Box 24
Advertising Management Group Group meeting, 1986, May	Box 24
Projects, 1984-1985	Box 24
American Association of Advertising Agencies (AAAA) Management Seminar, 1976	Box 24
Annual meeting, 1976 Memoranda	Box 24
Transcript	Box 24

Chicago Seminar, 1974	Box 24
Correspondence Course, Europe, 1975	Box 24
<b>European Managers Group Meetings</b> General, 1969-1973	Box 24
1973, Austria	Box 24
1973, Brussels	Box 24
1974, London	Box 25
1975, Barcelona	Box 25
1975, London	Box 25
1975, Vienna	Box 25
<b>European Planning Group</b> Committee meeting: International Group Network Presentation, 1974	Box 25
1978, general	Box 25
<b>Physical Description:</b> 4 folders	
Fifth European Management Symposium, 1975	Box 25
Future of the Advertising Agency Research Function Symposium, 1974	Box 25
International Management and Development Institute, 1974	Box 25
International Training Seminars, 1980-1982	Box 25
JWT Research Conference, 1975, Oct.	Box 25
Management Board Meeting on Management Succession, 1986, Mar.	Box 25
Noordwijk Seminar, 1975	Box 25
<b>Scope and Contents note</b> [Includes reports on dishwashing liquids campaigns.]	
North American Meeting, 1975, Sept.	Box 25

Presentation Workshop, Brazil, undated	Box 25
Project Galaxia Master Book, 1987	Box 26
<b>Physical Description:</b> 2 folders	
Unilever Innovations Conference, 1987	Box 26
World Advertising Forum, 1984	Box 26
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents note</b>	
[Includes slides of events, as well as musical score of the "JWT Song." Audio cassettes removed to Audiovisual Materials.]	
Worldwide Managers Meeting, 1978, Apr.	Box 26

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### **New Business, 1964-1988**

**Physical Description:** 2 boxes

**Scope and Contents note**

Contains presentations, plans, meeting files, and marketing plans related to JWT new accounts prospects. Includes scripts of general agency presentations, target plans (T-plans), and new business reports from specific JWT offices. Original folder titles were maintained and items arranged alphabetically.

Account planning, 1982	Box 26
Brand Strategy and Creative Brief, blank forms, undated	Box 26
Barry Clark, T-Plan slides, undated	Box 26
Guide to the T-Plan: Developing Effective Advertising Strategies, 1985	Box 26
Miscellaneous presentations, 1988	Box 26
<b>Physical Description:</b> 1 of 2 folders	
Miscellaneous presentations, 1988 (continued)	Box 27
<b>Physical Description:</b> 2 of 2 folders	
Miscellaneous slides, undated	Box 27

New business communications, 1975	Box 27
New business, Leadmen Status Report, 1975	Box 27
New business memoranda, 1975	Box 27
New York Management T-Plan, 1984, 1987	Box 27
New York Office slides, undated	Box 27
"Planning Advertising at JWT New York," 1986	Box 27
Planning Guide, 1974	Box 27
Planning materials, 1964-1986	Box 27
Positioning Strategy, 1985	Box 27
Thompson Way slide presentation, 1988	Box 27
<b>T-Plans</b>	
General, 1980	Box 27
London Office, 1964	Box 27
New York Office, undated	Box 27

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## **Reports, 1974-1981**

**Physical Description:** 2 boxes

### **Scope and Contents note**

Contains annual reports and operations reviews documenting the financial and organizational performance of JWT domestic and international offices. Also includes statistics on billings, expenditures, profits and overall personnel performance. Arranged alphabetically by report title.

Advertising Age Billings Report, 1976	Box 27
Annual Report materials, 1975-1976	Box 28
"Decimalization of Currency in Great Britain," Harvard study, 1975	Box 28
"Development of Men at JWT," 1966	Box 28

"Effect of Current and Future Economic Developments on Advertising and Marketing," 1974	Box 28
European Advertising and Operating Report, 1978, Oct.	Box 28
Executive Summary, 1976	Box 28
Fourth Quarter Increases, 1974	Box 28
International Bank Advertising report, 1975	Box 28
JWT target study, 1975	Box 28
Manager's Monthly Assessment, 1975, Sept.	Box 28
McKinsey study, 1975	Box 28
New York Advertising, payments and losses, 1980-1981	Box 28
"Study of the Reputation: JWT Co.," 1975	Box 28
Summary of 1976 Research and Development Activities, 1977	
London	Box 28
New York	Box 28
<b>Physical Description:</b> 2 folders	
Toronto and other offices	Box 29

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## Writings and Speeches, 1964-1992

**Physical Description:** 4 boxes

### Scope and Contents note

Includes primarily printed texts of speeches given by Clark and other JWT advertising executives. Also includes reprints of articles, reports, along with Clark's book manuscript, entitled Collective Experience. Topics include general trends in advertising and marketing, specific themes related to JWT's policies and philosophies, year-end reports, specific marketing strategies. Notable individuals represented include Rena Bartos, Jeremy Bullmore, Colin Dawkins,

Don Johnston, Stephen King, Denis Lanigan, Dan Seymour, and James Webb Young. Items arranged alphabetically by speech title.

"Account Planning: A Personal View," J. Bullmore, 1978 Box 29

"Advertising and the Role of Direct Marketing Today: An Overview," J. Bullmore, 1985 Box 29

"Agency Management Succession," 1964 Box 29

"Ain't it Hell on a Windy Day: Some Roots of the JWT Co. with Commentary by Colin Dawkins," 1981 Box 29

**Physical Description:** 3 folders

"Archimedes and the Efficacy of Prayer," J. Bullmore, 1985 Box 29

"Article of Federation," D. Johnston, 1975 Box 29

"Authority: Marketing's Magic Ingredient?," J. Bullmore, 1981 Box 29

"Become the Leading International Advertising Agency: A Plan," 1985 Box 29

Best from Around the World," J. Bullmore, 1976 Box 29

"Britain Through the Eyes of Its Advertising," J. Bullmore, 1977 Box 29

"British Admen Know People Better than Politicians," J. Bullmore, 1977 Box 29

J. Bullmore writings file, 1970-1991 Box 29

"Can T.V. Programmes and Advertising Live Happily Together?," J. Bullmore, 1985 Box 29

Chicago Ad Club speech, 1974 Box 29

Collective Experience manuscript, H. Clark, undated Box 29

**Physical Description:** 1 of 4 folders

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Collective Experience manuscript, H. Clark, undated (continued)	Box 30
<b>Physical Description:</b> 2-4 of 4 folders	
"Consumer Has a Mind As Well As a Stomach," J. Bullmore, 1972	Box 30
Consumer in Crisis booklet, 1975	Box 30
"Creative Responsibility," J. Bullmore, 1970	Box 30
"Creativity in International Advertising," J. Bullmore, 1969	Box 30
Adventures in the Ad Game manuscript, C. Dawkins, 1986-1987	Box 30
"Differences Between Male and Female Attitudes Toward Work," T. Atkinson, 1983	Box 30
"Ethics in Advertising" speech, 1985	Box 30
European Managers Meeting speech, R. Burns, 1992	Box 30
"Eyes on Thompson" video and essay, D. Seymour, 1975	Box 30
"Food, People and Advertising," J. Bullmore, circa 1981	Box 30
Ford Dealers Advertising Fund speech, D. Johnston, 1985	Box 30
"Getting Explicit About the Implicit," J. Bullmore, 1985	Box 30
"Globalization of Markets," T. Levitt, 1981	Box 30
"Happy Guy Fawkes Day," D. Campbell-Harris, 1982	Box 30
"Hidden Values of Advertising," J. Bullmore, 1980	Box 30

"H.M. Government Warning: Persuasion Can Seriously Damage Your Health" , J. Bullmore, 1978	Box 30
"How Are These Clients Coordinated or Organized on a Multinational Level?," J. Cronin, 1983	Box 30
"How to Become an Advertising Man or Woman and Other Sundry Topics," D. Johnston, 1986	Box 31
"How to Drive Brands Globally: Achieving Consistency in Planning Brand Strategies," undated	Box 31
"How JWT Stays Top," T. Lester, 1976	Box 31
"Humor and Advertising," J. Bullmore, 1971	Box 31
"If I Were...An Advertising Manager," J. Bullmore, 1969	Box 31
I-Group Network text, 1975, Aug.	Box 31
"Improving Advertising Decisions," S. King, 1977	Box 31
Industrial Marketing article, 1974	Box 31
International Advertising Association General, speech, 1974	Box 31
Mid-American Chapter speech, 1975	Box 31
International Advertising "Consumers: The Moving Targets," R. Bartos, 1984	Box 31
T. Gushee speech, 1974	Box 31
Project speeches, 1985-1986	Box 31
"It's a Long Way Down to the Creative Department," D. Lanigan, 1986	Box 31
"JWT: Evolution of an Owl to a Hawk," D. Robertson, 1983	Box 31

JWT "Roots" project, 1986-1988	Box 31
<b>Scope and Contents note</b>	
[Includes speech: "JWT a Legend in His Own Time," M. Howington, 1988.]	
Key Biscayne remarks, W.E. LaMothe, 1976	Box 31
"Listening Globally," Administrative Management Society, 1984	Box 31
"Look at the Company You Have Joined," D. Johnston trainee speech, 1984	Box 31
"Marketing in the Global Village," D. Johnston, 1984	Box 31
Marketing Society speech, J. Bullmore, 1973	Box 31
"Marketing to the Pacific Rim," R. Bartos, 1985	Box 31
"My Plans for JWT," D. Johnston, 1975	Box 31
"Next Decade: Jerry Bullmore on Agencies," J. Bullmore, 1976	Box 31
"Planning Advertising at JWT," 1986	Box 31
<b>Physical Description:</b> 2 folders	
"Planning Cycle: Developing Effective Advertising Strategies," 1985	Box 31
Primer of Capitalism Illustrated, 1975	Box 32
"Research for Advertising: How We See It," 1974	Box 32
"Role and Function of the International Leadman," 1978, May	Box 32
"Satellite Wars: The Brand Strikes Back," J. Bullmore, 1981	Box 32
"Some Basic Roots of the JWT Company," undated	Box 32
"Some Things I Have Found to be Important," D. Lanigan, 1986	Box 32

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"Some Things I Learned at Landsdowne," 1984	Box 32
Some Things We Believe in at JWT, D. Robertson, 1985	Box 32
"Some Things We Have Learned About Managing a JWT Office" Accounts version, 1985	Box 32
Management version, 1984-1985	Box 32
"Some Things We Have Learned About Starting New Agencies," 1985	Box 32
Some Unconventional Beliefs About Publicity, undated	Box 32
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents note</b>	
[In Spanish.]	
"Soul of a Company," B. Manning, 1988	Box 32
"Ten Tried-and-Tested methods of Getting the Least from Your Advertising Agency," J. Bullmore, 1978	Box 32
"Time Jerry Bullmore Took on the World, and Lost," J. Bullmore, undated	Box 32
"Towards Increased Flexibility in Compensation Arrangements," 1975	Box 32
"Understanding Buyer Behavior, Basic Concepts," 1977	Box 32
"Virtuous Journalist," M. Kirkhorn, 1982	Box 32
"What Do We Know About How Advertising Works?," T. Joyce, 1967	Box 32
"What Is Multinationality, Can It Be Cured?," D. Lanigan, 1983	Box 32
"What Jim Young Said - And What He Didn't Say," J. Bullmore, 1978	Box 32

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"What We Have Learned," J. Bullmore, 1984	Box 32
"What We Have Learned About Managing Global Brands," 1987	Box 32
"Why I Envy You Beginning Your Career at JWT," D. Lanigan, 1986	Box 32
James Young writings, 1987	Box 32
"Zen and the Value of an Idling Engine," D. Johnston, 1984	Box 32

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### **Audiovisual Materials, 1984**

**Physical Description:** 1 boxes

**Scope and Contents note**

[The following vinyl recordings were removed to the JWT Audiovisual Collection: The Christmas Sounds of San Francisco, 1966 Christmas Chorus, Johann Strauss 100th Anniversary Concert Produced by JWT, Vienna.]

**Access Restrictions:**

[**Restrictions on Access:** Cassettes need to be reformatted for patron use.]

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World Advertising Forum audio cassettes	
AV 1, J. Bullmore speech	Box 32
AV 2, "JWT Song"	Box 32

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### **Oversize Materials, 1970-1976**

**Physical Description:** 2 boxes

**Scope and Contents note**

Includes large format items removed from previous series.

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Client files	Box 33
Kellogg's, Japan, packaging, 1970, 1976	Box 33

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**Scope and Contents note**

[Includes Japanese cereal boxes for Corn Flakes, Frosted Flakes, Honey Smacks, and Corn Pops, among others.]

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Lejaby, tear sheets, 1975-1976 Box 33

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Pan American Airways, general, 1976 Box 33

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Rustenberg Platinum Mines, creative, 1976 Box 33

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**International offices**

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Johannesburg, general, 1973-1974 Box 33

**Scope and Contents note**

[Includes organization chart.]

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Mexico City, general, 1974 Box 33

**Scope and Contents note**

[Includes Ford brochure.]

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International Area Renovation, 1974 Box 34

**Scope and Contents note**

[Includes floor plans.]

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