



Guide to the J. Walter Thompson Company. Denis Lanigan papers, 1955-1986

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

J. Walter Thompson Company. Denis Lanigan papers, 1955-1986

Creator:

J. Walter Thompson Company. Frankfurt Office

Source:

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

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. Denis Lanigan was an executive who managed JWT Offices in Frankfurt, London and New York before being named Vice Chairman and Chief Operating Officer. Collection includes correspondence and memoranda, policy manuals and reports, account files and research reports that document Lanigan's career in JWT offices in Frankfurt and New York. Companies represented include Chevron, Kellogg, Kodak, Kraft, Nestle, Pepsi, R.J. Reynolds and Unilever. Acquired as part of the John. W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

29.0 Linear Feet

Language:

English, Spanish, Thai and German.

Collection ID:

RL.00699

Permalink:

<https://idn.duke.edu/ark:/87924/m1k042>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Denis Lanigan papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Includes correspondence and memoranda, policy manuals and reports, account files and research reports that document Lanigan's career in JWT offices in Frankfurt and New York. Companies represented include Chevron, Kellogg, Kodak, Kraft, Nestle, Pepsi, R.J. Reynolds and Unilever. Acquired as part of the John. W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Date	Description
1926 January 25	Denis George Lanigan born in London, England
1939-1944	Attended Drayton Manor School
1945-1948	Served in the Royal Air Force
1950	Received Master of Arts Degree in Economics from Kings College, Cambridge
1950-1952	Worked in Bank of England Overseas and Foreign Department
1952-1956	Joined Marketing Department of JWT Worked as an Account Representative for Unilever
1957 January	Transferred to JWT-Frankfurt as Management Supervisor
1959 March	Moved to New York Office as Account Supervisor for Unilever
1959 October 5	Married Jean Sanderson

Date	Description
1960-1964	Worked at JWT-Frankfurt as Joint Manager
1964-1966	Appointed Director of JWT-London, responsible for coordinating Unilever accounts worldwide
1966 February	Succeeded Tom Sutton as Managing Director of JWT-London
1969	Elected Senior Vice-President of JWT parent corporation
1974	Named Executive Vice-President of JWT-Europe and elected to Board of Directors
1975 March	Became Chairman of JWT-London Group Subsidiaries
1976 October	Promoted to Chairman of JWT United Kingdom Group and President of European Division
1980 August	Became a Vice Chairman in New York Office, responsible for finance and personnel worldwide
1982 January	Named Vice Chairman-Chief Operating Officer, JWT-New York
1982	Elected to the Board of Directors of JWT Group, Inc.
1986 Dec.	Retired from JWT

Denis and Jean Lanigan had two children, Mark born in 1960 and Katherine in 1962. Mr. Lanigan currently resides in London.

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Arrangement

Organized into two series: Frankfurt Office; and New York Office.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in the J. Walter Thompson Company Archives have not been transferred to Duke University. For further information, see the section on copyright in the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Denis Lanigan Papers were transferred to the David M. Rubenstein Rare Book & Manuscript Library from the J. Walter Thompson Company (JWT) Archives in 1987 and from the JWT Frankfurt Office in 1995.

Processing Information

Frankfurt Office series processed by: Sylvia Pfeiffenberger; Completed December 1996.

Additions processed by Richard Collier, March 2017

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Names and Subjects

- Advertising -- Germany
- Television advertising
- Advertising executives
- Advertising agencies -- Germany
- Advertising -- Management
- Advertising agencies -- United States
- Advertising agencies -- Management
- Pepsi-Cola Company
- Kraft Foods Company
- Lanigan, Denis, 1926-
- John W. Hartman Center for Sales, Advertising & Marketing History
- Eastman Kodak Company
- Lever Brothers
- Unilever (Firm)

Collection Inventory

Frankfurt Office, 1958-1964

Scope and Contents

The Frankfurt Office series spans the years 1958 to 1964, with the bulk of the material dating from 1959 to 1960 and from 1963 to 1964. The papers primarily document activities of JWT's Frankfurt Office during the years Lanigan served as Joint Manager. Specific topics covered are efforts to increase and improve the use of television and print advertising in Europe, especially England and Germany; to improve coordination of international JWT Offices to better serve client interests; to increase European business; and to handle a variety of personnel, public relations, and marketing concerns. The papers consist of typed and handwritten correspondence, telexes and telegrams, memoranda, notes, reports, one photograph, press releases, speeches,

contracts, newsletters, clippings, product samples, collateral literature and advertisements. Clients of the company represented in the collection include Chesebrough-Pond's, Findus, Ford, Johnson Wax (or Johnson-Gruenol), Kaufhof, Kraft, Lever-Sunlicht, Pan American Airways, Pepsi, Rowntree, Singer, Triumph, Warner-Lambert, Wick, and others. Correspondents include clients; executives from JWT offices such as George Black, David Campbell-Harris, Bill Hinks, Constance B. Ivie, Don Johnston, Jens von Leutzendorff, Sam Meek, D. M. Saunders, Lubertus Smilde, Norman Strouse, Thomas Sutton, and Edward G. Wilson; media consultants such as Eric Boden; and persons affiliated with various companies and organizations.

Approximately 70 percent of the collection is in English and the remainder is in German, with the exception of very small amounts of French, Italian, and Dutch. English is the sole language of the Articles subseries and the Layton Awards subseries, and the predominant language in the Correspondence subseries, the Other JWT Offices subseries, and the Meetings subseries. English and German are used in roughly equal amounts in the Clients subseries, the New Business subseries and the Marketing and Research/Abteilung Marktforschung subseries. German is the predominant language in the Memoranda/Haus-Mitteilungen subseries.

The Correspondence subseries documents Lanigan's transition from JWT's New York Office to the Frankfurt office, coordination between the Frankfurt and London Offices, Frankfurt's day-to-day operations, German and American attitudes toward advertising, and reviews of a German-made film on U.S. advertising called "Bilder aus der neuen Welt" ("Pictures from the New World)." The film profiles JWT, Benson and Mather, Dr. Dichter, Ogilvy, and McCann-Erickson advertising agencies. The subseries also contains information on accounts, including market strategies, difficulties in dealing with the European management of Playtex, the coordination of Unilever, acquisition of the Pan Am account in Vienna, and the production of television ads for various clients. Correspondents from the New York office include Paul Albright, George Black, Aldis Butler, M. Lee Calvert, Robert Carman, Malcolm Davis, Peter Dunham, Robert Hawes, William Hinks, Connie Ivie, Sam Meek, O'Neill Ryan, Norman Strouse, Clifford Snyder, and Lubertus Smilde, and from the London office Thomas G. Hardie and D.M. Saunders. Other correspondents in this subseries include persons affiliated with various media consulting firms; economic research organizations; the advertising agencies Troost and McCann-Erickson; and Booz, Allen, and Hamilton International; and organizations such as Advertiser's Weekly, the American Chamber of Commerce in Germany, and the Gesellschaft Werbeagenturen.

The Other J. Walter Thompson Offices subseries consists of correspondence between Denis Lanigan and executives from JWT's international offices. Files for the London and New York Offices contain the most material, while Amsterdam, Milan, and Paris are also substantial among the thirty-five offices documented. Topics include aspects of film production for clients, the impact of legislation and public perception on advertising internationally, training

and personnel matters, Frankfurt Office visitors, and international public relations for JWT. Some issues that are covered specifically include 1962 total advertising expenditures in the UK; Lord Robens' speech on advertising and politics; a major German exhibit on advertising and the consumer ("Der unworbene Mensch"); information on outdoor advertising in Italy; market research on the German beer and bread markets; the need for establishing a JWT Office in Vienna; the development, testing and introduction of new Lever products in Germany such as CD and SIGNAL; efforts to improve the overall quality of film advertising in Germany including the unsuccessful attempt to recruit well-known theater director Peter Zadek; and an evaluation of the need for better assessing client conflicts of interest, arising in part from the conflict between Canada Mink and the Swedish SAGA Mink as JWT clients in Europe. Correspondents from the London Office include James Archibald, Jeremy Bullmore, Christopher Cross, Bill Hinks, Norman Basset, Carl Ivens, Elizabeth Oxley, Michael Patmore, Douglas Saunders, and Tom Sutton; and from the New York Office, Gordon Conley and Edward Wilson among others. Current and prospective accounts discussed in this subseries include Alcan, Brinkmann, Bristol Myers, Burroughs, Braemar, Brillo, Canada Mink, Champion, Chesebrough-Ponds, Dunlop, Eastman Kodak, Findus, Ford, Kaufhof, Kelloggs, Kraft, Lintex, Lux, Merrill Lynch, Nestle, Oxo, Singer, Scott, Therachemie, Triumph, and Vic's (UK name of Vick's/Wick).

The Clients subseries consists of materials pertaining to JWT's day-to-day work for its clients, including market strategies, campaign development, and the production of advertisements. It includes background information on JWT's relationship with Ford in Germany and Switzerland, a review of Kraft advertising in Germany, and information on special promotions for Pepsi in Europe. Well-documented accounts in this subseries include: Chesebrough Pond's, Dunlop, Ford, Intercontinental Hotels, Johnson Wax, Litton Industries, Kaufhof, Kraft, Maggi, Merrill Lynch, Norda, Playtex, Pepsi, SAGA, SIGNAL (a Lever product), Triumph, Warner-Lambert, and Wrigley.

The New Business subseries documents Frankfurt's strategies to acquire new clients. The subseries includes both successful and unsuccessful new business presentations for the following companies and organizations: Beecham/Ribena, Constructa, Dow Chemical, Eastman Kodak, Famous Artist Schools, FAZ, Horlicks, Jopa, Langeberg Sales, Oetker, Osram, Philips, Lever, SEL, Singer, and the World Coffee Promotion Committee.

The Memoranda/Hausmitteilungen subseries offers insight into the internal policy and communications of the Frankfurt Office. The subseries specifically documents shifts in the Marketing Department's organization and training, information on television advertising, art-buying, the company's media archive, personnel policies, and daily operations. Clients discussed in this subseries include Findus, Florida Citrus Growers, Nordsee, RCA, SIGNAL, and Scott.

The Meetings subseries documents Lanigan's participation in JWT European Managers' Meetings. Topics discussed at the meetings include JWT's

international public relations, management coordination of international accounts, ideas for new business presentations, the economic implications of the European common market, and interoffice communication and exchange of personnel.

The Articles subseries contains advertising and promotional plans for JWT agricultural clients (California Raisin Advisory Board, Pineapple Growers Association, Olive Advisory Board). Other topics include copy research and grocery trade; advertising effects on economic growth; and international advertising markets and campaigns.

The Marketing and Research/Abteilung Marktforschung subseries documents research projects, correspondence (primarily with the New York Office), and memoranda of Frankfurt's Marketing and Research division (Abteilung Marktforschung).

The Layton Awards Series consists of materials relating to the annual Layton Awards for British advertising, an event sponsored by the graphics firm C and E Layton.

Related Material:

For related material, see other collections in the J. Walter Thompson Company Archives, especially the papers of other Frankfurt office executives, the Frankfurt advertisements collection, and the Frankfurt video collection.

Correspondence, 1959-1964 (bulk 1959-1960)

Scope and Contents note

Consists of letters to and from Lanigan as well as copies of correspondence from or to other executives of the Frankfurt Office, including Peter Gilow. Also contains interoffice communications such as notes, memoranda, and reports, as well as some personal correspondence.

Although Lever-Sunlight is a 100% subsidiary of Unilever, JWT-Frankfurt's correspondence with this client is filed under the letter "L" and not "U." Similarly Eastman Kodak Company is referred to in correspondence as "Kodak," and files under "K," and special to the German filing system are the entries of "Sch" and "St" following "S." Arranged chronologically by year, then alphabetically by correspondent.

1959, March-Sept. Whitbread	Box 1
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1959-1960, A-Z	Box 1
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Physical Description: 4 folders

1959-1960,A-Z	Box 1
Physical Description: 4 folders	

1963-1964,A-Z	Box 1
Physical Description: 4 folders	

Other J. Walter Thompson Offices, 1958-1964 (bulk 1959-1960, 1963-1964)

Scope and Contents note

Constitutes Denis Lanigan's incoming and outgoing correspondence with over thirty-five JWT offices worldwide. It contains letters, telexes and telegrams, memoranda, notes, clippings, client lists, printed materials, policy statements, reports, drafts of speeches, and meeting minutes.

Arranged alphabetically by city, then chronologically.

Amsterdam, 1959-1960, 1963-64	Box 1
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J. Walter Thompson Amsterdam Newsletter, "JWT News - Amsterdam," 1960-1964 (transferred to JWT Newsletter Collection)	Box 1
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Antwerp, 1959-1960, 1963-1964 J. Walter Thompson Antwerp Newsletter, " JWT Company Belgian Bulletin," 1960-1961 (transferred to JWT Newsletter Collection)	Box 1
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Bombay, 1960, 1963	Box 1
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Buenos Aires, 1963	Box 1
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Calcutta, 1959-1960	Box 1
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Cape Town, 1959, 1963-1964	Box 1
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Caracas, 1963	Box 1
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Chicago, 1959-1960, 1963-1964	Box 1
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Columbo, 1960, 1963	Box 1
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Detroit, 1960, 1963	Box 1
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Durban, 1960	Box 1
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Johannesburg, 1959-1960	Box 1
Karachi, 1960	Box 1
Lima, 1960, 1964	Box 1
London:	
1958 Dec.-1959 Sept.	Box 1
1959-1960,A-Z	Box 1
Physical Description: 7 folders	
1963-1964,A-Z	Box 1
Physical Description: 4 folders	
Los Angeles, 1959-1960, 1963	Box 2
Madras, 1963	Box 2
Manila, 1960, 1963	Box 2
Mexico City, 1963	Box 2
Milan:	
1959-1960	Box 2
1963-1964	Box 2
J. Walter Thompson Milan Newsletters, "Notizario J.W.T. - Italia" and "Qui...Thompson -Italia" (transferred to the JWT Newsletter Collection)	Box 2
Montevideo, 1960, 1963	Box 2
Montreal, 1960	Box 2
New Delhi, 1960, 1963	Box 2
New York:	
1959	Box 2
1963-1964,A-Z	Box 2
Physical Description: 5 folders	

J. Walter Thompson New York Newsletter, "JWT Company News," 1959-1962 (transferred to JWT Newsletter Collection)	Box 2
Paris, 1958-1960, 1963-1964 J. Walter Thompson Paris Newsletter, "Informations JWT Paris," 1961 and 1963 (transferred to JWT Newsletter Collection)	Box 2
Rio de Janeiro, 1960, 1963	Box 2
Salisbury, 1960	Box 2
San Francisco, 1959-1960, 1963-1964	Box 2
San Juan, 1960-1961, 1963	Box 2
Santiago de Chile, 1963	Box 2
Sydney, 1960, 1963 J. Walter Thompson Sydney Newsletter, "JWT Company Australian News" (transferred to JWT Newsletter Collection)	Box 2
Tokyo, 1960, 1963	Box 2
Toronto, 1959-1960, 1963-1964	Box 2
Vancouver, 1963	Box 2
Vienna: Correspondence, 1963, A-Z	Box 2
Memoranda/Haus-Mitteilungen, 1963-1964	Box 2
Zurich, 1963-1964	Box 2

Clients, 1959-1964 (bulk 1959-1960, 1963-1964)

Scope and Contents note

Comprised of call reports (Kontaktberichte), market research, minutes (Protokolle), clippings, invitations, contracts, letters of terms, purchase orders, articles, speeches, bills, ads, graphs, and correspondence with and regarding JWT clients.

Although Lever-Sunlight is a 100% subsidiary of Unilever, JWT-Frankfurt's correspondence with this client is filed under the letter "L" and not "U."

Similarly Eastman Kodak Company is referred to in correspondence as "Kodak," and files under "K." Arranged chronologically, then alphabetically by client.

1959-1960,A-T Box 2

Physical Description: 3 folders

1963-1964 Box 2

1963-1964,A-W Box 2

Physical Description: 2 folders

1963-1964,A-Fi Box 2

1963, Ford Box 2

Physical Description: 2 folders

1963-1964,H-K Box 2

1963-1964,M-Pe Box 3

1963-1964,Po-T Box 3

New Business, 1963-1964

Scope and Contents note

Comprised of correspondence, notes, sample contracts, charts, memos, public relations action proposals, articles, advertisements, speeches, proxies, consumer surveys, and research policy statements relating to the acquisition of new business accounts for JWT.

Arranged chronologically, then alphabetically by company or organization.

1963-1964,A-Z Box 3

Physical Description: 5 folders

Memoranda/Haus-Mitteilungen, 1959-1962

Scope and Contents note

Consists of internal correspondence, statements of company policy, drafts of speeches, newsletters, other publications of JWT's Presse- und Informationsdienste (media and information services), and lists of print media in the company archive. Also includes the charter of the "JWT Dinner-Club," an organization for JWT's male executives.

Arranged chronologically.

1959-1960

Physical Description: 4 folders

Box 3

"JWT Report Frankfurt," 1959 Apr.-1962 Feb., and "Common Market Newsletter," 1960 Box 3

J. Walter Thompson London Newsletter, "Round the Square," 1960, Oct. (transferred to JWT Newsletter Collection) Box 3

Meetings, 1962-1964

Scope and Contents note

Comprised of agendas, minutes, memos, correspondence, and one photograph relating to European Managers' Meetings. Includes a list of dates and locations of all European Managers' Meetings that took place from 1958 to 1964.

Arranged chronologically.

European Managers Meeting:

Box 3

1962, Feb., London Box 3

1962, June, Frankfurt Box 3

1962, Oct., Milan Box 3

1963, Jan., Amsterdam Box 3

J. Walter Thompson Amsterdam Newsletter, "JWT News - Amsterdam," 1963 (transferred to JWT Newsletter Collection) Box 3

1963, June, Frankfurt Box 3

Physical Description: 2 folders

1963, Oct., Brussels Box 3

1964, Feb., London Box 3

Articles, 1958-1961

Scope and Contents note

Includes JWT Research Department's bulletins, JWT news releases, speeches, writings, copies of JWT house advertisements, a report on copy research, clippings, articles, newsletters, and an international advertising convention's program.

Arranged chronologically.

1958-1962

Box 3

Physical Description: 4 folders

Marketing and Research/Abteilung Marktforschung, 1959-1960

Scope and Contents note

Comprised of European Research Meeting minutes, research projects, speeches, reports, minutes (Protokolle), correspondence, and memoranda. Includes a 1960 speech by Norman H. Strouse which introduced a series of marketing seminars; monthly reports on work for clients and products such as Dunlop, Elida, Ford, Kraft, Lux, Nordsee, Pepsi, Ponds, and Wick; and a memo on the 1960 Esomar Conference.

Arranged chronologically.

1959-1960, Correspondence

Box 3

1959-1960, Memoranda

Box 3

Layton Awards, 1960-1962

Scope and Contents note

Contains notes, invitations, letters, exhibit catalogs, rules and entry forms, speeches, articles and correspondence relating to the Layton Awards. Includes a 1960 speech by Prince Philip criticizing the current state of British advertising.

Arranged chronologically.

1960-1962

Box 3

Physical Description: 3 folders

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New York Office, 1970-1986

J. Walter Thompson, 1955-1986

1982 in Review, 1983	Box 4
1983 Plan, 1982-1983	Box 4
Physical Description: 3 folders	
1984 Company Plan, 1983	Box 4
1984 Plan, 1983	Box 4
420 Lexington (Greybar Bldg.), 1981-1983	Box 4
Physical Description: 2 folders	
420 Lexington (Greybar Bldg.)--Tenants, 1980-1982	Box 4
466 Lexington--21st and 3rd floor projects, 1981	Box 4
466 Lexington--Budget, 1980-1981	Box 5
466 Lexington--Events press, 1981-1982	Box 5
466 Lexington--Executive dining room, 1983	Box 5
466 Lexington--Floor plans, 1980-1982	Box 5
466 Lexington--General, 1979-1983	Box 5
Physical Description: 2 folders	
466 Lexington--Move meetings, 1981-1982	Box 5
466 Lexington--Office move press, 1981-1982	Box 5
466 Lexington--Olympia & York, 1983	Box 5
466 Lexington--Phone plans, 1980-1982	Box 5
466 Lexington--Postal address, 1981-1982	Box 5
466 Lexington--Real estate and acquisition selection criteria, 1980-1982	Box 5
466 Lexington--Rent allocation, 1981-1982	Box 5

466 Lexington--Rent and leases, 1981-1982	Box 5
466 Lexington--Status reports, 1980-1981	Box 5
466 Lexington--Work area requests, 1981	Box 6
Account planning, 1975-1983	Box 6
Agencies going public, 1980	Box 6
Agency brand names, 1984	Box 6
Agency compensation, 1980-1981	Box 6
Agency compensation study, 1980	Box 48
Agency performance evaluations, 1981	Box 6
AMI database, 1981	Box 6
Appointment of Lanigan as Vice Chairman, 1980	Box 6
Asia-Pacific, 1984-1985	Box 6
Physical Description: 2 folders	
Australia, 1981-1985	Box 6
Physical Description: 2 folders	
Australia--Acquisitions, 1983	Box 7
Australia--Acquisitions--Begg, Dow, Friday, 1983	Box 7
Australia--Acquisitions--Kestell McManus, Lloyd Graham, 1983	Box 7
Australia--Restructure, 1985	Box 7
Awards concept, 1983-1985	Box 7
Board meetings, 1982-1985	Box 7
Physical Description: 4 folders	
Brouillard Communications, 1982-1985	Box 7
Physical Description: 2 folders	

Cable Capsules, 1982-1983	Box 7
CableShop, 1982-1983	Box 7
Canada, 1980-1981	Box 7
Physical Description: 2 folders	
Canada, 1981-1985	Box 8
Physical Description: 7 folders	
Canada--Acquisition--Watson Advertising, 1981	Box 8
Canada--Board meeting, 1981	Box 8
Canada--Montreal Board meeting, 1982	Box 8
Canada--Operational Review, 1983	Box 8
Canada--Toronto, 1982	Box 9
Canada--Watson Advertising lease, 1980	Box 48
Caracas, 1982-1985	Box 9
Chicago office space--John Buck report, 1981	Box 9
Chile, 1982	Box 9
Company priorities, 1984	Box 9
Computers, 1982-1984	Box 9
Copies of mailings, 1982	Box 9
Corporate culture, 1982	Box 9
Credit policy, 1984	Box 9
Data processing, 1980-1981	Box 9
David Campbell Harris trip to Turkey, 1985	Box 9
Dividend policy, 1980	Box 9
Don Johnston, 1985-1986	Box 9

EPCOT (World Advertising Forum), 1983-1984	Box 10
Physical Description: 4 folders	
Ethics Committee, 1982	Box 10
Europe Operational Review, 1983	Box 10
Europe professional development, 1983	Box 10
Europe region, 1984	Box 10
European Managers Meeting, 1981-1986	Box 11
Physical Description: 5 folders	
European Regional Operating Committee (EROCC), 1983-1986	Box 11
Physical Description: 3 folders	
EROCC position paper on sponsorships	Box 11
Executive Committee, 1981-1985	Box 12
Physical Description: 2 folders	
France, 1980-1983	Box 12
Physical Description: 2 folders	
Germany, 1980-1982	Box 12
Physical Description: 6 folders	
Germany, 1983-1985	Box 13
Physical Description: 2 folders	
Germany--Dusseldorf Office opening, 1983	Box 13
Germany--Frankfurt press, including 30th anniversary (German), 1982	Box 48
Germany--Hamburg Office opening (English and German), 1983	Box 48
Germany--Markenplan, 1981	Box 13
Germany--Vitasound, 1981	Box 13
Goals and objectives, 1981-1983	Box 13

Greece--Spot Thompson, 1980-1983	Box 13
Growth statement, 1982	Box 13
Hong Kong, 1985	Box 13
India, 1984-1986	Box 13
James Heekin, 1981	Box 14
Japan, 1983	Box 14
Japan, Korea, 1985	Box 14
Latin America--Managers Meeting, 1981-1984	Box 14
Physical Description: 4 folders	
Latin America--Operational Review, 1983	Box 14
Latin America--Propaganda Magazine, 1982	Box 14
Letters to retiring staff, 1985	Box 14
London Office (includes Europe materials), 1980	Box 14
London Office (includes Europe materials), 1981-1982	Box 15
Physical Description: 7 folders	
London Office (includes Europe materials), 1983-1985	Box 16
Physical Description: 8 folders	
London Office (includes Europe materials), 1981	Box 48
London Office--David Holmes, 1985	Box 17
London Office--Europe research, 1981	Box 17
Physical Description: 2 folders	
London Office--Ian Bruce, John Lindsay- Bethune, 1981	Box 17
London Office--Research, 1978	Box 17

London Office--Restrictions on Transfer of Advertising Material Between Countries, 1983	Box 17
London Office--Stock options, 1984-1985	Box 17
London Office--Stock purchase plans, 1982	Box 17
London Office--Survival Anglia, 1981	Box 48
London Office--The Case for Advertising, 1975-1976	Box 48
London Office--Trip, 1983	Box 17
Lord Geller Federico Einstein, 1985	Box 17
Management Development Program (Troutbeck), 1982-1983	Box 17
Physical Description: 5 folders	
Management Development Program (Troutbeck), 1982-1983	Box 18
Physical Description: 3 folders	
(Management Information Systems) MIS Coordinating Committee, 1981	Box 18
(Management Information Systems) MIS Steering Committee, 1982	Box 18
Manila, 1985	Box 18
Media, 1982-1984	Box 18
Memos, 1983-1986	Box 18
Physical Description: 4 folders	
Mexico City, 1980-1983	Box 18
Mexico Creative Forum, 1983	Box 19
Mexico Earthquake, 1985	Box 19
Monitoring Group, 1985	Box 19
Morgan Stanley, 1983	Box 19

Multinational Client Services, 1983	Box 19
New York Office pep rally, 1983	Box 19
News, 1984-1986	Box 19
Operations Committee, 1982-1984	Box 19
Physical Description: 3 folders	
Personnel--Compensation, 1981-1982	Box 19
Personnel--Drinks with Denis, 1983	Box 19
Personnel--Employee Attitude Surveys (includes Australia, Canada), 1980-1981	Box 19
Physical Description: 2 folders	
Personnel--Employee benefits, 1981-1984	Box 20
Physical Description: 2 folders	
Personnel--Management change, 1982	Box 20
Personnel--Management succession, 1986	Box 20
Personnel--Marketing plan for recruitment, 1982	Box 20
Personnel--Recruitment, 1985	Box 20
Personnel--Retired Directors, 1984-1985	Box 20
Personnel--Retirement seminar, 1985	Box 20
Personnel--"Stars and Keepers" retention ideas, 1981	Box 20
Philosophy of JWT, 1955-1983	Box 20
Philosophy of JWT, 1955-1983	Box 21
Rena Bartos--Communications Plan, 1982	Box 21
Rena Bartos--Speakers program (English and Spanish), 1980	Box 21
Rena Bartos--Speakers program Chile (Spanish), 1980	Box 48

Saatchi & Saatchi, 1984-1986	Box 21
Saatchi & Saatchi, 1984-1986	Box 48
Sam Meek, 1981-1984	Box 21
Sam Meek Seminar, 1985-1986	Box 21
Physical Description: 2 folders	
Sample letter of terms, 1981	Box 21
San Francisco, 1985-1986	Box 21
Physical Description: 2 folders	
Seminars, 1983-1986	Box 22
Seminars and meetings, 1980-1985	Box 22
SMRB/MRI (market research firms), 1982-1983	Box 22
Thailand (English and Thai), 1984	Box 22
"The Plan" (Thompson Plan) Task Force, 1984-1985	Box 22
Physical Description: 2 folders	
Thompson Recruitment, 1982-1986	Box 22
Physical Description: 3 folders	
Turkey, 1984-1985	Box 22
USA administration correspondence, 1984-1986	Box 23
Wall Street Transcript, 1981	Box 23
Washington, 1980-1981	Box 23
JWT Group, 1980-1986	
Annual meeting, 1981-1984	Box 23
Physical Description: 4 folders	
Annual report, 1984-1985	Box 23

Banking and borrowing policy, 1980-1982	Box 23
Board meetings, 1983-1985	Box 23
Chairman's letter, 1983-1984	Box 23
Chairman's meetings, 1982-1983	Box 23
Chairman's meetings, 1984-1985	Box 24
Physical Description: 2 folders	
Corporate communications, 1981-1985	Box 24
Data processing study, 1980-1983	Box 24
Physical Description: 3 folders	
Europe reports, 1982	Box 24
Expense policy, 1981-1985	Box 24
Physical Description: 2 folders	
Goals and objectives, 1981-1983	Box 24
Goals and objectives, 1982-1983	Box 25
Physical Description: 2 folders	
Growth statement, 1982	Box 25
London Stock Exchange listing, 1983	Box 25
Press review, 1986	Box 25
Review, 1981	Box 25
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