



Guide to the J. Walter Thompson Company. Sharon Gordon papers, 1955-1979

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Summary

Collection Title:

J. Walter Thompson Company. Sharon Gordon papers, 1955-1979

Creator:

J. Walter Thompson Company

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. Sharon Gordon worked as an assistant to Colin Dawkins in the New York Office.

Extent:

0.8 Linear Feet

Language:

English

Language:

Materials in English

Collection ID:

RL.11161

Permalink:

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

Preferred Citation

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

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Background

Scope and Content

Collection spans 1955-1979 and includes photographs, correspondence, biographical sketches, press releases, presentations and other printed materials Submitted to Ms. Gordon as part of her duties relative to assisting Colin

Dawkins and the production of the JWT News publication. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

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Arrangement

Arranged into two series: JWT News Files; and Offices.

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Administrative Information

Publication Statement

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Access Restrictions

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Use Restrictions

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Guide to the J. Walter Thompson Company. Sharon Gordon papers, 1955-1979
the Regulations and Procedures of the David M. Rubenstein Rare Book &
Manuscript Library.

Acquisition Information

The J. Walter Thompson Company. Sharon Gordon papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987.

Processing Information

Processed by Richard Collier, Mar. 2016

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Related Materials

Related Material

Related materials may be found in the following J. Walter Thompson Company Archives collections held by the Hartman Center: Newsletters; Iconographic Collection; Colin Dawkins papers; International Offices

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Names and Subjects

- Advertising agencies -- Employees
- Advertising agencies -- United States
- J. Walter Thompson Company

Collection Inventory

JWT News Files, 1975-1979

Book of Knowledge, 1978	Box 1
Desensitization of America, 1975-1978	Box 1

JWT London--Queen Elizabeth II Silver Jubilee, 1977	Box 1
Management changes, circa 1979	Box 1
Photographs, circa 1975-1979 Physical Description: 2 folders	Box 1
Press releases, 1977	Box 1
Rena Bartos, 1976	Box 1
Retired JWT letters, 1975-1978	Box 1

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Offices, 1955-1979

Amsterdam, 1975-1978	Box 1
Argentina, 1976-1977	Box 1
Australia, 1976-1977	Box 1
Austria, 1975-1977	Box 1
Brazil, 1975-1977	Box 1
Brussels, 1975-1977	Box 1
Caribbean, 1977-1978	Box 1
Germany, 1955-1977	Box 2
Greece, 1975-1977	Box 2
Indonesia, 1976	Box 2
Italy, 1975-1977	Box 2
Japan, 1975-1977	Box 2
London, 1976-1978	Box 2
Malaysia, 1976-1978	Box 2
Mexico, 1975-1977	Box 2

Peru, 1975-1977	Box 2
Philippines, 1977	Box 2
South Africa, 1976-1977	Box 2
Spain, 1976-1977	Box 2
Sweden, 1978	Box 2
Switzerland, 1975	Box 2
United States--Atlanta, 1976-1977	Box 2
United States--Chicago, 1975-1977	Box 2
United States--Detroit, 1977-1978	Box 2
United States--JWT West, 1976-1977	Box 2
United States--New York, 1976-1977	Box 2
Uruguay, 1977	Box 2
Venezuela, 1975-1977	Box 2

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