



# **Guide to the J. Walter Thompson Company. Information Center Vertical Files, 1916-1999**

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## Table of Contents

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<a href="#">Summary</a> .....	3
<a href="#">Background</a> .....	4
<a href="#">Arrangement</a> .....	4
<a href="#">Administrative Information</a> .....	4
<a href="#">Related Materials</a> .....	5
<a href="#">Names and Subjects</a> .....	6
<a href="#">Collection Inventory</a> .....	6
<a href="#">Internal Documentation, 1916-1999 and undated</a> .....	6
<a href="#">Atlanta Office</a> .....	9
<a href="#">Chicago Office</a> .....	9
<a href="#">Denver Office</a> .....	11
<a href="#">Detroit Office</a> .....	11
<a href="#">Houston Office</a> .....	11
<a href="#">Los Angeles Office</a> .....	11
<a href="#">Miami Office</a> .....	12
<a href="#">San Francisco Office</a> .....	12
<a href="#">New York Office:</a> .....	12
<a href="#">Philadelphia Office</a> .....	12
<a href="#">Washington Office</a> .....	12
<a href="#">West (see also JWT/LA &amp; JWT/SFO)</a> .....	12
<a href="#">Foreign Offices</a> .....	12
<a href="#">Subject Files</a> .....	14
<a href="#">Justin White Files</a> .....	53

## Summary

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**Collection Title:**

J. Walter Thompson Company. Information Center Vertical Files, 1916-1999

**Source:**

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

**Creator:**

J. Walter Thompson Company

**Abstract:**

Established in 1864, the J. Walter Thompson Company is one of the oldest and largest enduring advertising agencies in the United States. The Information Center served as a corporate research library and reference center for the agency. Collection spans the years 1916-1999 and consists of subject files containing clippings, published articles, internal documentation, memoranda, research reports and other materials. The bulk of materials originated at the Chicago Office; the Justin White Files arrived from the New York Office. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

79 Linear Feet  
56,000 Items

**Language:**

Material in English

**Collection ID:**

RL.00714

**Permalink:**

<https://idn.duke.edu/ark:/87924/m17k9q>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Information Center Vertical Files, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

## Background

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### Scope and Content

Collection spans the years 1916-1999 and consists of subject files containing clippings, published articles, internal documentation, memoranda, research reports and other materials. The bulk of materials originated at the Chicago Office; the Justin White Files arrived from the New York Office.

[Return to Table of Contents](#)

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## Arrangement

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Arranged into three series: Internal Documentation; Subject Files; and Justin White Files. The Internal Documentation series contains materials relevant to the history and operations of the agency. It includes files on domestic and foreign offices, company organization, and background information on company departments, subsidiaries and parent companies. The Subject Files is a large alphabetical file covering a wide range of topics, from types of advertising to product categories and market demographics. The Justin White Files contain a smaller subject file from the New York Office.

[Return to Table of Contents](#)

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## Administrative Information

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### Publication Statement

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411 Chapel Drive

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

## **Access Restrictions**

Collection is open for research.

## **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

## **Acquisition Information**

The J. Walter Thompson Company. Information Center Vertical Files were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1996 and 2008.

## **Processing Information**

Processed by Richard Collier, August 2013

Encoded by Richard Collier, October 2013

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

[Return to Table of Contents](#)

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## **Related Materials**

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### **Related Material**

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

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

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

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

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

[Return to Table of Contents](#)

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## Names and Subjects

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- Advertising -- Research
- Advertising -- History
- Advertising agencies -- History
- Pamphlets
- Vertical files
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company
- J. Walter Thompson Company. Chicago Office
- J. Walter Thompson Company. New York Office

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## Collection Inventory

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### Internal Documentation, 1916-1999 and undated

"Went to archives" in 1984, undated	Box 1
Addresses and articles, 1980-1989	Box 1
<b>Physical Description:</b> 8 folders	
Advertising accounts, 1970s	Box 1
<b>Physical Description:</b> 1 of 9 folders	
Advertising accounts, 1970s	Box 2
<b>Physical Description:</b> 2-9 of 9 folders	
Advertising accounts, 1980s	Box 3
<b>Physical Description:</b> 8 folders	
Advertising/Marketing Intelligence, undated	Box 3
Archives, undated	Box 3
<b>Physical Description:</b> 2 folders	
Art, undated	Box 4

Awards, undated	Box 4
<b>Physical Description:</b> 3 folders	
Billings, undated	Box 4
Brouillard Communications, undated	Box 4
<b>Physical Description:</b> 2 folders	
The Cable Shop, undated	Box 4
<b>Physical Description:</b> 2 folders	
Computer installations	Box 4
Corporate communications (sa Brouillard communications), undated	Box 4
Creative Standards Committee	Box 4
Deltakos	Box 5
Direct (incl. Soskin Thompson Associates)	Box 5
Direct response	Box 5
Entertainment group, 1979-1983	Box 5
Euro-Advertising Agencies	Box 5
Financial aspects	
JWT, 1969-1979	Box 5
<b>Physical Description:</b> 11 folders	
JWT, 1980-1985	Box 6
<b>Physical Description:</b> 7 folders	
WPP, 1991-1995	Box 7
<b>Physical Description:</b> 6 folders	
Hill and Knowlton, undated	Box 8
<b>Physical Description:</b> 3 folders	
History:	
General, 1980-1990s, undated	Box 8
<b>Physical Description:</b> 1-3 of 12 folders	

General, 1980-1990s, undated	Box 9
<b>Physical Description:</b> 4-12 of 12 folders	
Ad Age, 1959	Box 10
C. E. Raymond (Kenneth Ward Edition), undated	Box 10
100th Anniversary, undated	Box 10
<b>Physical Description:</b> 4 folders	
Organization charts, undated	Box 10
Organizational structure, undated	Box 10
International Department, undated	Box 10
Lansdowne Advertising, undated	Box 10
Learning Series, undated	Box 10
Legal Department, undated	Box 10
Lord, Allen, Federico, undated	Box 10
Management Reference Center, undated	Box 10
<b>Physical Description:</b> 2 folders	
Management Reference Center, undated	Box 11
<b>Physical Description:</b> 2 folders	
Media organization:	
General	Box 11
Media resources and research	Box 11
Programming	Box 11
SPOT Broadcasting Syndication	Box 11
<b>Physical Description:</b> 3 folders	
Medical Research Bureau	Box 11
Media research and resources	Box 12
<b>Physical Description:</b> 6 folders	

Miscellaneous	Box 12
Organizational structure: JWT, pre 1987-1990	Box 13
<b>Physical Description:</b> 4 folders	
WPP, 1987	Box 13
<b>Physical Description:</b> 3 folders	
Public relations	Box 13
Public service activities	Box 13
Soskin Thompson Associates	Box 14
Target Group Index	Box 14
<b>Physical Description:</b> 2 folders	
Thompson Recruitment Advertising	Box 14
World Wide Agency (see JWT-Thompson Recruitment Advertising)	Box 14
WPP General, 1980s-1990s	Box 14
<b>Physical Description:</b> 3 folders	
Einson Freeman	Box 14
<b>Atlanta Office</b>	
General, undated	Box 14
<b>Chicago Office</b>	
Account Management Assignments	Box 14
<b>Physical Description:</b> 2 folders	
Account responsibilities	Box 15
<b>Physical Description:</b> 2 folders	
Advertising Services Management Training Manual	Box 15
Accounts	Box 15
<b>Physical Description:</b> 2 folders	

Ad Services Department	Box 15
Awards	Box 15
Bloomingdales	Box 15
Consumer Affair	Box 15
Consumer in Crisis Seminar, 1974	Box 16
Employee Assistance Program	Box 16
Creative Department	Box 16
General files, 1920s-1950s	Box 16
Hancock Center <b>Physical Description:</b> 2 folders	
General, 1960s-1980s <b>Physical Description:</b> 1-5 of 6 folders	Box 16
General, 1960s-1980s <b>Physical Description:</b> 6 of 6 folders	Box 17
Growth force	Box 17
History: Original	Box 17
Howington <b>Physical Description:</b> 2 folders	Box 17
History:	Box 17
History and articles	Box 17
Holidays	Box 17
Home Economic Center	Box 17
Information Center <b>Physical Description:</b> 2 folders	Box 18
History: Strable's chronology	Box 18

I.C. memos, 1980-1987	Box 18
<b>Physical Description:</b> 5 folders	
Management	Box 19
Marketing plans, 1970s	Box 19
<b>Physical Description:</b> 3 folders	
Media Department	Box 19
New Business	Box 19
Personnel, 1980-1990	Box 19
<b>Physical Description:</b> 1-2 of 5 folders	
Personnel, 1980-1990	Box 20
<b>Physical Description:</b> 3-5 of 5 folders	
Personnel manual, 1990	Box 20
Public Relations	Box 20
Research Department	Box 20
<b>Physical Description:</b> 2 folders	
Review Board	Box 20
"State of the Agency"	Box 20
Word Processing Center	Box 20
<b>Denver Office</b>	
General, undated	Box 20
<b>Detroit Office</b>	
General, undated	Box 20
<b>Houston Office</b>	
General, undated	Box 20
<b>Los Angeles Office</b>	
General, undated	Box 20

**Miami Office**

General, undated Box 21

**San Francisco Office**

General, undated Box 21

**Physical Description:** 2 folders

**New York Office:**

Information Center Box 21

International Department Box 21

Legal Department Box 21

Personnel recruitment ad, 1985 Box 21

Research Department Box 21

**Philadelphia Office**

General, undated Box 21

**Washington Office**

General, undated Box 21

**West (see also JWT/LA & JWT/SFO)**

General, undated Box 21

**Foreign Offices**

General, undated Box 21

**Physical Description:** 2 folders

Asia Box 21

Australia Box 21

Canada Box 21

Frankfurt Box 21

India Box 21

Italy	Box 22
London:	
London Office	Box 22
BMRB (British Market Research Bureau)	Box 22
Information Services	Box 22
Puerto Rico	Box 22
South Africa	Box 22
<b>Physical Description:</b> 2 folders	
Worldwide Office Address List	Box 22
<b>Physical Description:</b> 3 folders	
Company articles	Box 22
<b>Physical Description:</b> 2 folders	
Chicago	Box 23
Chicago Infocenter: Forms	Box 23
JWT Presentations	Box 23
Source	Box 23
New American Consumer, 1985	Box 23
WPP	Box 23
WPP Group: Atticus Awards	Box 23
YOU publication	Box 23
Chicago Advertising Process and Procedures, 1990	Box 23
Recruitment and Advertising	Box 24
The Wire	Box 24
Advertising Process and Procedures Manual, 1995	Box 25
Chicago Today Magazine, 1971	Box 25

New York Office	Box 25
<b>Physical Description:</b> 2 folders	
Accounts	Box 25
Articles distributed by Strouse	Box 25
Creative Library	Box 25
WPP Group:	
Annual reports, 1990s	Box 26
<b>Physical Description:</b> 8 folders	
Companies Book	Box 26
<b>Physical Description:</b> 2 folders	
Group Navigator	Box 26
Interim reports	Box 26

[Return to Table of Contents](#)

## Subject Files

Accidents	Box 27
Advertisements, Classifieds	Box 27
Advertisements, Famous	Box 27
Advertisements-Readership-Articles, 1990	Box 27
Advertisements-Repetition	Box 27
Advertisers-Agency Relations	Box 27
(See Also: Advertising Agencies-Client Relations)	Box 27
Advertising-Articles, 1950 and before	Box 27
Advertising-Articles, 1970s	Box 27
<b>Physical Description:</b> 3 folders	
Advertising-Articles, 1980s-1990s	Box 27

Advertising-Articles, 1990s	Box 27
Advertising Agencies-Articles, 1950s	Box 28
Advertising-Articles, 1960s	Box 28
Advertising Agencies-Articles, 1960s <b>Physical Description:</b> 4 folders	Box 28
Advertising Agencies-Articles, 1970s <b>Physical Description:</b> 2 folders	Box 28
Advertising Agencies-Articles, 1980s <b>Physical Description:</b> 2 folders	Box 28
Advertising Agencies-Articles, 1990s	Box 29
Advertising Agencies-Billings	Box 29
Advertising Agencies-Black Agencies	Box 29
Advertising Agencies-Client Relations <b>Physical Description:</b> 4 folders	Box 29
(See Also: Advertisers, Agencies Relations)	Box 29
Advertising Agencies-Compensation, 1980s <b>Physical Description:</b> 4 folders	Box 30
Advertising Agencies-Compensation, 1990s <b>Physical Description:</b> 1-3 of 7 folders	Box 30
Advertising Agencies-Compensation, 1990s <b>Physical Description:</b> 4-7 of 7 folders	Box 31
Advertising Agencies-Financial Aspects	Box 31
Advertising Agencies-House Agencies	Box 31
Advertising Agencies-Personnel <b>Physical Description:</b> 2 folders	Box 31
Advertising Agencies-Ratings <b>Physical Description:</b> 2 folders	Box 32

Advertising Agencies-Self Promotion	Box 32
Advertising Appeals-Children	Box 32
Advertising Appeals-Environment <b>Physical Description:</b> 2 folders	Box 32
Advertising Appeals-Fear	Box 32
Advertising Appeals-Health	Box 32
Advertising Appeals-Humor <b>Physical Description:</b> 2 folders	Box 32
Advertising Appeals-Interracial & Ethnic <b>Physical Description:</b> 2 folders	Box 33
Advertising Appeals-Misc.	Box 33
Advertising Appeals-Music, Jingles	Box 33
Advertising Appeals-Patriotic	Box 33
Advertising Appeals-Sex, prior to 1990	Box 33
Advertising Appeals-Sex, 1990s <b>Physical Description:</b> 2 folders	Box 33
Advertising as a Profession & Career	Box 33
Advertising, Attitudes toward-Articles, 1950s	Box 33
Advertising, Attitudes toward-Articles, 1960s <b>Physical Description:</b> 1 of 4 folders	Box 33
Advertising, Attitudes toward-Articles, 1960s <b>Physical Description:</b> 2-4 of 4 folders	Box 34
Advertising, Attitudes toward-Articles, 1970s <b>Physical Description:</b> 2 folders	Box 34
Advertising, Attitudes toward-Articles, 1980s <b>Physical Description:</b> 3 folders	Box 34
Advertising, Attitudes toward-Articles, 1990s	Box 34

Advertising Awards, prior to 1980	Box 35
Advertising Awards, 1980s <b>Physical Description:</b> 1-6 of 9 folders	Box 35
Advertising Awards, 1980s <b>Physical Description:</b> 7-9 of 9 folders	Box 36
Advertising Awards, 1990s	Box 36
Advertising Campaigns <b>Physical Description:</b> 3 folders	Box 36
Advertising-Chicago <b>Physical Description:</b> 2 folders	Box 37
Advertising-Chicago, Statistics	Box 37
Advertising-Color	Box 37
Advertising-Commodity	Box 37
Advertising-Continuity & Frequency	Box 37
Advertising-Cooperative	Box 37
Advertising Copy <b>Physical Description:</b> 3 folders	Box 38
Advertising Copy-Brand Comparisons, 1960-1979 <b>Physical Description:</b> 2 folders	Box 38
Advertising Copy-Brand Comparisons <b>Physical Description:</b> 3 folders	Box 38
Advertising Copy-Wearout	Box 38
Advertising, Corporate <b>Physical Description:</b> 2 folders	Box 39
Advertising, Costs <b>Physical Description:</b> 2 folders	Box 39
Advertising Expenditures	Box 39

Advertising Expenditures-Budgets <b>Physical Description:</b> 2 folders	Box 39
Advertising Expenditures-Budgets-Recession <b>Physical Description:</b> 1-2 of 3 folders	Box 39
Advertising Expenditures-Budgets-Recession <b>Physical Description:</b> 3 of 3 folders	Box 40
Advertising Expenditures-Statistics, Articles, 1960s and before <b>Physical Description:</b> 2 folders	Box 40
Advertising Expenditures-Statistics, Articles, 1970s <b>Physical Description:</b> 4 folders	Box 40
Advertising Expenditures-Statistics, Articles, 1980s <b>Physical Description:</b> 2 folders	Box 40
Advertising Expenditures-Statistics, Articles, 1990s	Box 40
Advertising-Exposure	Box 40
Advertising, History of <b>Physical Description:</b> 5 folders	Box 41
Advertising, Industrial	Box 41
Advertising, International Aspects, 1980s	Box 41
Advertising, International Aspects, 1990s	Box 41
Advertising, Legal Aspects	Box 42
Advertising Media	Box 42
Advertising Media-Aerial	Box 42
Advertising Media-Audience Measurement	Box 42
Advertising Media-Barter	Box 42

Advertising Media-Interactive	Box 42
Advertising Media-Research <b>Physical Description:</b> 2 folders	Box 42
Advertising Media-Shopping Carts	Box 42
Advertising Media-Specialty	Box 42
Advertising Media-Theatre Screen	Box 42
Advertising Media-Transit	Box 42
Advertising Media-Video	Box 42
Advertising Media-Yellow Pages/Directories	Box 42
Advertising Council <b>Physical Description:</b> 2 folders	Box 43
Advertising Council-Annual Reports <b>Physical Description:</b> 2 folders	Box 43
Advertising Council-Economic Communicator	Box 43
Advertising Council-Public Service Advertising Bulletin (2 years)	Box 43
Advertising-Crisis	Box 43
Advertising-Economic Aspects <b>Physical Description:</b> 2 folders	Box 43
Advertising Effectiveness, Articles, 1950s	Box 43
Advertising Effectiveness, Articles, 1960s <b>Physical Description:</b> 4 folders	Box 44
Advertising Effectiveness, Articles, 1970s <b>Physical Description:</b> 3 folders	Box 44
Advertising Effectiveness, Articles, 1980s <b>Physical Description:</b> 3 folders	Box 45

Advertising Effectiveness, Articles, 1990s	Box 45
<b>Physical Description:</b> 3 folders	
Advertising Ethics	Box 45
Advertising-Millennium	Box 46
Advertising, Political	Box 46
Advertising-Positioning	Box 46
Advertising-Public Service	Box 46
Advertising-Recall	Box 46
Advertising, Regional	Box 46
Advertising Research	Box 46
Advertising Research Foundation	Box 46
Advertising, Slogans	Box 46
Advertising, Subliminal	Box 46
Advertising-Success Stories	Box 46
<b>Physical Description:</b> 3 folders	
Advertising, Value of, 1980s	Box 46
<b>Physical Description:</b> 1 of 2 folders	
Advertising, Value of, 1980s	Box 47
<b>Physical Description:</b> 2 of 2 folders	
Advertising, Value of, 1990s	Box 47
<b>Physical Description:</b> 2 folders	
Advertising, Value of-Misc.	Box 47
<b>Physical Description:</b> 2 folders	
Advertorials	Box 47
Affinity Marketing	Box 47
Air Travel	Box 47

Air Travel-Aircraft	Box 47
Air Travel-Airlines	Box 47
Air Travel-Airlines-Articles	Box 48
Air Travel-Airlines-Food Service	Box 48
Air Travel-Cargo	Box 48
Air Travel-History	Box 48
Air Travel-Safety	Box 48
Alcoholic Beverages	Box 48
Alcoholic Beverages-Advertising	Box 48
Alcoholic Beverages-Historical	Box 48
<b>Physical Description:</b> 2 folders	
AAAA-Account Executive Series	Box 48
<b>Physical Description:</b> 1 of 2 folders	
AAAA-Account Executive Series	Box 49
<b>Physical Description:</b> 2 of 2 folders	
AAAA-General	Box 49
<b>Physical Description:</b> 2 folders	
AAAA-Indexes, 1978-1995	Box 49
<b>Physical Description:</b> 3 folders	
AAAA-NARB (National Advertising Review Board)	Box 49
AAAA-Personnel Studies	Box 50
AAAA-Rosters	Box 50
AAAA-Standards	Box 50
Animation	Box 50
Art & Arts	Box 50

Asian Market	Box 50
Association of National Advertisers	Box 50
Associations-Advertising	Box 50
Automotive Aftermarket	Box 50
Automotive Industry	Box 50
Automotive Industry-Advertising	Box 50
Automotive Industry-Driving Costs	Box 50
Automotive Industry-Driving Habits	Box 50
Automotive Industry-Electric Cars	Box 50
Automotive Industry-History	Box 50
<b>Physical Description:</b> 2 folders	
Automotive Industry-Safety Devices	Box 51
Automotive Industry-Statistics	Box 51
Baby Market	Box 51
Bagels	Box 51
Baking-Home	Box 51
Banks-Advertising	Box 51
Banks & Banking	Box 51
Banks & Banking-Electronic Banking	Box 51
Beverages-Advertising	Box 51
Bicentennial	Box 51
<b>Physical Description:</b> 2 folders	
Bicycles	Box 51
Black market	Box 51

Blacks-History	Box 52
<b>Physical Description:</b> 2 folders	
unspecified	Box 52
Blacks-Statistics	Box 52
Boats & Boating	Box 52
Books	Box 52
Boy Scouts	Box 52
Brand Image	Box 52
Brand Loyalty	Box 52
Brand Managers	Box 52
Brand Names	Box 52
Brands	Box 53
Brands, Advertised	Box 53
Brands, Private Label	Box 53
<b>Physical Description:</b> 2 folders	
Brands, Value of	Box 53
<b>Physical Description:</b> 3 folders	
Bread-History	Box 53
Breakfasts-Consumer Studies	Box 53
Breakfasts-History	Box 53
Business-American	Box 54
<b>Physical Description:</b> 2 folders	
Business Failures	Box 54
Business, Small	Box 54
<b>Physical Description:</b> 3 folders	
Business, Women	Box 54

Buying Habits	Box 54
Buying Habits, "Buy American"	Box 54
Buying Habits-Food-Recession	Box 54
Canned Foods-History	Box 55
Catalogs	Box 55
Cause Related Marketing	Box 55
Cereal-History	Box 55
Charities	Box 55
<b>Physical Description:</b> 2 folders	
Cheese	Box 55
<b>Physical Description:</b> 2 folders	
Cheese-Cheddar	Box 55
Cheese-Fondues	Box 55
Cheese-History	Box 55
Cheese-Parmesan	Box 55
Cheese-Roquefort & Blue	Box 55
Cheese-Swiss	Box 55
Chocolate & Cocoa Products	Box 56
Cholesterol	Box 56
<b>Physical Description:</b> 3 folders	
Cigarettes-Advertising	Box 56
Cigarettes-Generic	Box 56
Cigarettes-Health Aspects	Box 56
<b>Physical Description:</b> 2 folders	
Cleaning Products-Household Cleaners	Box 56

Clothing-History	Box 57
Cobranding	Box 57
Coffee	Box 57
Coffee-Advertising	Box 57
Coffee-Decaffeinated	Box 57
Coffee-Health Aspects	Box 57
Coffee-History	Box 57
Coffee-Instant	Box 57
Comics	Box 57
Computers-Advertising	Box 57
Computers-Electronic Mail	Box 57
Computers-History	Box 57
Computers-Multimedia (CD-ROMs, etc.)	Box 57
Computers-Networks (mainframes, etc.)	Box 57
Computers, Personal (includes stats.), 1990s on <b>Physical Description:</b> 4 folders	Box 58
Computers, Portable (Laptops)	Box 58
Computers-Software	Box 58
Confectionary	Box 58
Confectionary-Advertising	Box 58
Confectionary-Chewing Gum	Box 58
Confectionary-History	Box 58
Conference Board-Business Cycle Indicators	Box 58
Conference Board-Business Executives' Expectations	Box 58

Conference Board-Conferences/Seminars	Box 58
Conference Board-Consumer Confidence-European Union	Box 58
Conference Board-Consumer Confidence-U.S., Current (2 years)	Box 59
Conference Board-Consumer Confidence Survey, Historical	Box 59
<b>Physical Description:</b> 2 folders	
Conference Board-Consumer Market Watch	Box 59
Conference Board-Consumer Research Center-Background Reports for Sale Pubs.	Box 59
Conference Board-Demographics	Box 59
Conference Board-Forecasters' Forecasts	Box 59
Conference Board-Int'l Profiles	Box 59
Conference Board-Major Metropolitan Market Series	Box 59
<b>Physical Description:</b> 2 folders	
Conference Board-Marketing Briefing	Box 59
Conference Board-Publications	Box 59
Conference Board-Regional Economies and Markets	Box 60
Conference Board-Special Consumer Survey Report	Box 60
Conference Board-Spending	Box 60
Conference Board-Studies	Box 60
<b>Physical Description:</b> 2 folders	
Consumer Electronics	Box 60
<b>Physical Description:</b> 2 folders	
Consumer Expenditures	Box 60

Consumer Protection-Articles, 1970s <b>Physical Description:</b> 6 folders	Box 61
Consumer Protection-Articles, 1980s	Box 61
Consumer Research	Box 61
Consumers-Millennium	Box 62
Contests	Box 62
Contraceptives <b>Physical Description:</b> 2 folders	Box 62
Cooking	Box 62
Corporate Image <b>Physical Description:</b> 2 folders	Box 62
Corporate Image-Corp. vs. Product (Umbrella) <b>Physical Description:</b> 2 folders	Box 62
Coupons-Articles, 1970s <b>Physical Description:</b> 2 folders	Box 63
Coupons-Articles, 1980s	Box 63
Coupons-Articles, 1990s	Box 63
Coupons-Consumer Studies	Box 63
Coupons-Redemption <b>Physical Description:</b> 2 folders	Box 63
Credit Cards <b>Physical Description:</b> 3 folders	Box 63
Crime & Criminals (See Also: Geog.-Chicago-Crime)	Box 64
Crisis Advertising	Box 64
Customer Service	Box 64
Dairy-Dairy Council Digest	Box 64

Dairy Industry	Box 64
Dairy Products	Box 64
Dairy Products-Consumption-Historical	Box 64
<b>Physical Description:</b> 2 folders	
Dairy Products-Dips	Box 64
Dairy Products-Statistics	Box 64
Database Marketing	Box 64
Dentistry	Box 64
Diets & Dieting-1970-1989	Box 64
Diets & Dieting, 1990s	Box 64
Diets & Dieting-Weight Control Aids, 1980s	Box 65
Diets & Dieting-Weight Control Aids, 1990s	Box 65
Digestion	Box 65
Dining Out	Box 65
Direct Mail Advertising	Box 65
Direct Marketing	Box 65
Discount Stores	Box 65
"Do-It-Yourself" Market	Box 65
Drugs-Aspirin	Box 65
Drug Stores	Box 65
Eating Habits	Box 65
Eating Outdoors	Box 65
Ecology	Box 65
<b>Physical Description:</b> 1 of 2 folders	

Ecology	Box 66
<b>Physical Description:</b> 2 of 2 folders	
Economic Conditions	Box 66
<b>Physical Description:</b> 2 folders	
Education	Box 66
Education-College Market	Box 66
Eggs	Box 66
Electrical power	Box 66
Electronics	Box 66
<b>Physical Description:</b> 2 folders	
Emotions	Box 66
Employees	Box 67
Eyes	Box 67
Facsimile Machines	Box 67
Fads	Box 67
<b>Physical Description:</b> 2 folders	
Fairs & Expositions-Chicago World's Fair, 1992	Box 67
Fairs & Expositions-Knoxville World's Fair, 1982	Box 67
Fairs & Expositions-New York World's Fair, 1964	Box 67
Fashion & Fashion Designers	Box 67
Fats & Oils-Fat Substitutes	Box 67
Federal Reserve Bank of Chicago-Economic Perspectives, 1993-1999	Box 68
<b>Physical Description:</b> 7 folders	
Federal Reserve Bank of Chicago-Economic Literature, 1997-1998	Box 68
Financial Services	Box 69

Fireworks	Box 69
Flags	Box 69
Flavor	Box 69
Florist Industry & Trade	Box 69
Flour	Box 69
Flowers & Plants	Box 69
Food Additives	Box 69
Food Advertising	Box 69
Food Consumption-Historical	Box 69
Food, Convenience	Box 69
Food Expenditures-Historical	Box 69
Food, Fad	Box 70
Food, Forum	Box 70
Food-History	Box 70
Food Marketing	Box 70
Food, Nationality-Mexican	Box 70
Food, Natural/Organic	Box 70
Food-Nutritive Value	Box 70
Food-Nutritive Value-Fiber	Box 70
Food Poisoning	Box 70
Food Preservation	Box 70
Food Preservation-Dehydration	Box 70
Food-Private Label	Box 70
Food, Synthetic-Articles, 1976	Box 70

Foodtalk	Box 70
Foreign Language Market	Box 71
Foundation Garments	Box 71
Franchising	Box 71
Frozen Foods-History	Box 71
Fruits-Apples	Box 71
Fruits-Apricots	Box 71
Fruits-Avocados	Box 71
Fruits-Bananas	Box 71
Fruits-Berries	Box 71
Fruits-Cherries	Box 71
Fruits-Citrus	Box 71
Fruits-Cranberries	Box 71
Fruits-Dried	Box 71
Fruits-Grapes	Box 71
Fruits-Kiwi	Box 71
Fruits-Lemons	Box 71
Fruits-Mangos	Box 71
Fruits-Melons	Box 71
Fruits-Oranges	Box 72
Fruits-Peaches	Box 72
Fruits-Pears	Box 72
Fruits-Persimmons	Box 72
Fruits-Pineapples	Box 72

Fruits-Pomegranates	Box 72
Fruits-Prunes	Box 72
Fruits-Rhubarb	Box 72
Furniture and Furnishings	Box 72
Future	Box 72
Game as a Food	Box 72
Games	Box 72
Games-Pinball	Box 72
Games-Video Games	Box 72
<b>Physical Description:</b> 1-2 of 4 folders	
Games-Video Games	Box 73
<b>Physical Description:</b> 3-4 of 4 folders	
Gardens	Box 73
<b>Physical Description:</b> 2 folders	
Gelatin	Box 73
Genealogy	Box 73
Girl Scouts	Box 73
Glass and Glassware	Box 73
Gold	Box 73
Grain	Box 73
Grains, 1990s	Box 74
<b>Physical Description:</b> 2 folders	
Greeting Cards	Box 74
Grocery Stores-Convenience	Box 74
Grocery Stores-Delivery	Box 74

Grocery Stores-Food Service Departments	Box 74
Grocery Stores-Hypermarkets	Box 74
Grocery Stores-Sales	Box 74
Grocery Stores-Supermarkets	Box 74
Hair	Box 74
Hair Care-Beauty Shops	Box 74
Hardware Industry and Trade	Box 75
Health and Beauty Aids-Appliances	Box 75
Health and Beauty Aids-Bath Products	Box 75
Health and Beauty Aids-Feminine Hygiene Products	Box 75
Health and Beauty-Fragrances	Box 75
Health and Beauty Aids-Hands and Nails	Box 75
Health and Beauty Aids-History <b>Physical Description:</b> 2 folders	Box 75
Health and Beauty Aids-Hypoallergenic	Box 75
Health and Beauty Aids-Industry and Trade <b>Physical Description:</b> 2 folders	Box 75
Health and Beauty Aids-Skin Care, 1980s <b>Physical Description:</b> 1 of 2 folders	Box 75
Health and Beauty Aids-Skin Care, 1980s <b>Physical Description:</b> 2 of 2 folders	Box 76
Health and Beauty Aids-Skin Care, 1990s	Box 76
Health and Beauty Aids-Suntan Preparations	Box 76
Health and Exercise	Box 76
Health and Exercise-Equipment	Box 76

Heart Disease	Box 76
Highways	Box 76
Hispanic Americans	Box 76
Holidays	Box 76
Holidays-The Family Album	Box 76
Holidays-Chinese	Box 77
Holidays-Christmas	Box 77
<b>Physical Description:</b> 5 folders	
Holidays-Easter	Box 77
Holidays-Fourth of July	Box 77
Holidays-Halloween	Box 78
Holidays-Thanksgiving	Box 78
Holidays-Valentine's Day	Box 78
Holography	Box 78
Home Based Work	Box 78
Honey	Box 78
Hospitals	Box 78
Hotels	Box 78
<b>Physical Description:</b> 4 folders	
Housing, 1970-1978	Box 79
<b>Physical Description:</b> 2 folders	
Housing	Box 79
<b>Physical Description:</b> 1-5 of 8 folders	
Housing	Box 80
<b>Physical Description:</b> 6-8 of 8 folders	

Ice Cream	Box 80
<b>Physical Description:</b> 5 folders	
Ice Cream-Flavors	Box 81
Ice Cream-Historical Data	Box 81
Ice Cream-Ice Bars	Box 81
Ice Cream-Statistics	Box 81
Illinois Department of Employment Security-IL Labor Market Review	Box 81
Illinois Department of Employment Security-IL Monthly Statistical Summary	Box 81
Income, Consumer	Box 81
<b>Physical Description:</b> 1-2 of 4 folders	
Income, Consumer	Box 82
<b>Physical Description:</b> 3-4 of 4 folders	
Income-National (GNP)	Box 82
Income Tax	Box 82
<b>Physical Description:</b> 4 folders	
Insecticides	Box 82
Insurance-Automobile	Box 82
Insurance-Business	Box 82
Insurance-Health	Box 82
Insurance-Life	Box 83
<b>Physical Description:</b> 2 folders	
Insurance-Miscellaneous	Box 83
International Advertising Association	Box 83
Integrated Marketing	Box 83
International Trade-Asia	Box 83

International Trade-Asia-China	Box 83
International Trade-Canada	Box 83
International Trade-Europe, 1990s	Box 83
Internet	Box 83
<b>Physical Description:</b> 1-2 of 7 folders	
Internet	Box 84
<b>Physical Description:</b> 3-7 of 7 folders	
Inventions and Inventors	Box 84
<b>Physical Description:</b> 2 folders	
Japan	Box 84
Jewelry Industry & Trade	Box 85
Jewelry Industry & Trade-Diamonds	Box 85
Jewish Market-Customs	Box 85
Labor Force	Box 85
Laundry Products	Box 85
Law	Box 85
Leisure Market	Box 85
<b>Physical Description:</b> 3 folders	
Leisure Market-Work Week	Box 86
<b>Physical Description:</b> 2 folders	
Libraries	Box 86
<b>Physical Description:</b> 2 folders	
Life Span	Box 86
Light Productions-Prior to 1990	Box 86
Light Productions, 1990s	Box 86

Living Cost	Box 86
<b>Physical Description:</b> 2 folders	
Living Costs	Box 87
<b>Physical Description:</b> 2 folders	
(See Also: U.S. Department of Labor)	Box 87
Living Habits-Articles, 1990s	Box 87
Lunch	Box 87
Luxury Market	Box 87
Macaroni Products	Box 87
Macaroni Products-History	Box 87
Magazines-Advertising	Box 87
Magic	Box 87
Mail Order Business	Box 87
Malt Beverages	Box 88
<b>Physical Description:</b> 2 folders	
Malt Beverages-Advertising	Box 88
<b>Physical Description:</b> 1-5 of 6 folders	
Malt Beverages-Advertising	Box 89
<b>Physical Description:</b> 6 of 6 folders	
Malt Beverages-Bock Beer	Box 89
Malt Beverages-Consumption	Box 89
Malt Beverages-Cookery	Box 89
Malt Beverages-Draft Beer	Box 89
Malt Beverages-Dry	Box 89
Malt Beverages-History	Box 89
<b>Physical Description:</b> 3 folders	

Malt Beverages-Ice Beer	Box 89
Malt Beverages-Imported Beer, Prior to 1980s <b>Physical Description:</b> 1 of 3 folders	Box 89
Malt Beverages-Imported Beer, Prior to 1980s <b>Physical Description:</b> 2-3 of 3 folders	Box 90
Malt Beverages-Imported Beer, 1980s <b>Physical Description:</b> 2 folders	Box 90
Malt Beverages-Imported Beer, 1990s	Box 90
Malt Beverages-Industry and Trade, Prior to 1980 <b>Physical Description:</b> 1-2 of 3 folders	Box 90
Malt Beverages-Industry and Trade, Prior to 1980 <b>Physical Description:</b> 3 of 3 folders	Box 91
Malt Beverages-Industry and Trade, 1980s	Box 91
Malt Beverages-Industry and Trade, 1990s	Box 91
Malt Beverages-International Aspects	Box 91
Malt Beverages-Low Calorie <b>Physical Description:</b> 2 folders	Box 91
Malt Beverages-Packaging	Box 91
Malt Beverages-Premium Beers	Box 91
Malt Beverages-Statistics	Box 91
Malt Beverages-Technical Aspects	Box 91
Margarine	Box 92
Marketing-Success Stories	Box 92
(See Also: Advertising-Positioning; & Advertising-Success Stories)	Box 92
Marriage	Box 92

Mature Market	Box 92
Meals-Lunches	Box 92
(See Also: Lunch)	Box 92
Meat	Box 92
Meat, Beef	Box 92
Meat, Canned	Box 92
Meat, Consumption	Box 92
Meat-Cookery	Box 92
Meat-Frankfurters	Box 92
Meat, Ham	Box 92
Meat-Industry	Box 92
Meat-Nutritional Value	Box 92
Meat-Pork	Box 92
<b>Physical Description:</b> 2 folders	
Meat-Sausage	Box 93
Medical Care	Box 93
Middle-Age Market (45-64)	Box 93
Military Market	Box 93
<b>Physical Description:</b> 2 folders	
Milk	Box 93
Milk-Additives	Box 93
Milk-Consumption	Box 93
Milk-Distribution	Box 93
Milk, Evaporated	Box 93
Milk Industry Foundation-Milk Facts (5 Years)	Box 93

Milk-Nutritional Value	Box 94
(See Also: Misc. Data on Consumption Facts)	Box 94
Monosodium Glutamate	Box 94
Motion Picture Industry & Trade	Box 94
Motorcycles	Box 94
Moving	Box 94
Mushrooms-Includes Truffles)	Box 94
Music	Box 94
Music-Country Music	Box 94
Music-Jukeboxes	Box 94
Musical Instruments	Box 94
Mustard	Box 94
Names	Box 94
NASCAR	Box 94
National Dairy Council-Dairy Council Digest, 1973-1979	Box 94
National Dairy Council-Dairy Council Digest, 1982-19851982-1993	Box 95
<b>Physical Description:</b> 2 folders	
National Dairy Council-Dairy Council Digest, 1994+1994 on	Box 95
Native Americans	Box 95
<b>Physical Description:</b> 2 folders	
Newspapers	Box 95
Newspapers-Advertising Expenditures	Box 95
Newspapers-FSIs	Box 95

Niche Marketing	Box 95
Nielsen, A.C.-Drug	Box 95
Nielsen, A.C.-Grocery	Box 95
Nutrition	Box 95
(See Also: Vitamins; Food-Nutritive Value; & Advertising Appeals-Health)	Box 95
Nuts	Box 96
Odors	Box 96
Office Products	Box 96
Olives and Olive Oil	Box 96
Outdoor Advertising	Box 96
Packaging	Box 96
Packaging-Food, 1990s	Box 96
Paper Products	Box 96
Peanut Butter	Box 96
Pens	Box 96
Pesticides	Box 96
(See Also: Insecticides)	Box 96
Pet Food	Box 96
Pet Food-Statistics	Box 96
Pets	Box 96
Photography	Box 96
Pickles	Box 96
(See Also: Condiments)	Box 96
Pizza, 1990s	Box 96

Plastics	Box 96
Point of Purchase Advertising	Box 96
<b>Physical Description:</b> 2 folders	
Popcorn	Box 96
Population	Box 97
Potato Chips	Box 97
Pregnancy	Box 97
<b>Physical Description:</b> 2 folders	
Pretzels	Box 97
Prices	Box 97
Prices-EDLP	Box 97
<b>Physical Description:</b> 2 folders	
Print Advertising-Costs	Box 97
Products-Certification	Box 97
Products-Claims	Box 97
Products-Established	Box 97
Products, Names for	Box 97
Products, New	Box 97
Products, New-Development	Box 97
Products, New-Introduction	Box 97
Products, New-Management	Box 97
Products, New-Mortality	Box 97
Products, Quality	Box 98
Psychology	Box 98
Public Opinion Polls	Box 98

Public Opinion Poll-"The Public Pulse," 1992-1999	Box 98
<b>Physical Description:</b> 10 folders	
Public Relations	Box 98
Quality	Box 99
<b>Physical Description:</b> 2 folders	
Radio	Box 99
Radio Advertising Bureau	Box 99
Radio Commercials	Box 99
Railroads	Box 99
Railroads-Historical	Box 99
Real Estate	Box 99
Recreation-Gambling & Lotteries	Box 99
Relationship Marketing	Box 99
Restaurants	Box 99
Restaurants-Famous & Historical	Box 100
<b>Physical Description:</b> 2 folders	
Restaurants-Fast Food	Box 100
Retail	Box 100
Rice	Box 100
Rubber	Box 100
Salad Dressing	Box 100
<b>Physical Description:</b> 3 folders	
Salads	Box 101
<b>Physical Description:</b> 2 folders	
Sales Promotion, 1990	Box 101

Sales Promotion-Annuals	Box 101
<b>Physical Description:</b> 1-4 of 8 folders	
Sales Promotion-Annuals	Box 102
<b>Physical Description:</b> 5-8 of 8 folders	
Sales Promotion-Continuity	Box 102
Sales Promotion-Samples	Box 102
Sales Promotion-Telephones	Box 102
Salt	Box 102
Sandwiches	Box 102
<b>Physical Description:</b> 2 folders	
(See Also: Meals)	Box 102
Sandwiches, 1980 on	Box 103
(See Also: Meals)	Box 103
Sauces & Sauce Mixes	Box 103
<b>Physical Description:</b> 2 folders	
Sex Habits	Box 103
Shoes-History	Box 103
Shopping Centers	Box 103
Sleep	Box 103
Soap	Box 103
Soft Drinks-Advertising, 1982	Box 103
Soft Drinks	Box 103
Solar Energy	Box 103
Soup	Box 103
Space	Box 103
<b>Physical Description:</b> 1 of 4 folders	

Space	Box 104
<b>Physical Description:</b> 2-4 of 4 folders	
Spices & Herbs	Box 104
<b>Physical Description:</b> 2 folders	
Sponsorship	Box 104
<b>Physical Description:</b> 2 folders	
Sports & Sporting Goods	Box 105
<b>Physical Description:</b> 2 folders	
Sports & Sporting Goods-Baseball	Box 105
<b>Physical Description:</b> 2 folders	
Sports & Sporting Goods-Football	Box 105
<b>Physical Description:</b> 3 folders	
Sports & Sporting Goods-Golf	Box 106
Sports & Sporting Goods-Olympics, to 1980	Box 106
<b>Physical Description:</b> 2 folders	
Sports & Sporting Goods-Olympics, 1980-1984	Box 106
<b>Physical Description:</b> 2 folders	
Sports & Sporting Goods-Olympics, 1984	Box 106
<b>Physical Description:</b> 1-2 of 4 folders	
Sports & Sporting Goods-Olympics, 1984	Box 107
<b>Physical Description:</b> 3-4 of 4 folders	
Sports & Sporting Goods-Olympics, 1988-1996	Box 107
<b>Physical Description:</b> 5 folders	
Sports & Sporting Goods-Pan-American Games	Box 107
Sports & Sporting Goods-Statistics	Box 107
Sports & Sporting Goods-Super Bowl	Box 107
Steel	Box 108
Sugar & Sugar Substitutes	Box 108

Superstitions	Box 108
Symbols	Box 108
<b>Physical Description:</b> 2 folders	
Syrup	Box 108
<b>Physical Description:</b> 2 folders	
Taste	Box 108
Taste, Aesthetic	Box 108
Tattoos & Tattooing	Box 108
Tea	Box 108
Telecommunications-Fiberoptics	Box 108
Telecommunications-Papers	Box 108
Telecommunications-Service Providers, Local & Long-distance	Box 108
Telecommunications-The Yankee Group Research for Strategic Decisions-Data Communications	Box 109
Telecommunications-The Yankee Group-1996 TAF Survey	Box 109
Telecommunications-The Yankee Group Research for Strategic Decisions- Telecommunications	Box 109
Telecommunications-The Yankee Group Research for Strategic Decisions-Wireless/ Mobile	Box 109
<b>Physical Description:</b> 3 folders	
Telecommunications-Yankee Watch-Consumer Communications	Box 110
<b>Physical Description:</b> 3 folders	
Telecommunications-Yankee Watch-Data Communications	Box 110

Telecommunications-Yankee Watch-Internet Data Strategies	Box 110
Telecommunications-Yankee Watch-Telecommunications	Box 110
Telecommunications-Yankee Watch-Wireless/Mobile Communications	Box 110
<b>Physical Description:</b> 2 folders	
Telephones	Box 111
Telephones-Answering Devices	Box 111
Telephones-Cellular (Mobile)	Box 111
<b>Physical Description:</b> 3 folders	
Telephones-Long Distance	Box 111
Television Advertising	Box 111
Television Advertising-Commercials, 1980 on	Box 111
Television Advertising-Commercials-Children	Box 111
Television Advertising-Commercials-Costs	Box 112
<b>Physical Description:</b> 3 folders	
Television Advertising-Commercials-Infomercials	Box 112
<b>Physical Description:</b> 1-3 of 6 folders	
Television Advertising-Commercials-Infomercials	Box 113
<b>Physical Description:</b> 4-6 of 6 folders	
Television Advertising-Commercials-Length	Box 113
Television Advertising-Commercials-Video Storyboard Survey	Box 113
<b>Physical Description:</b> 2 folders	
Television Advertising-Interactive	Box 113
Television Audiences	Box 113

Television Audiences-Children-Articles, 1990	Box 113
(See Also: Television Advertising-Commercials-Children; & Television Programs-Children's)	Box 113
Television-Cable, 1990s	Box 113
Television-History <b>Physical Description:</b> 1 of 2 folders	Box 113
Television-History <b>Physical Description:</b> 2 of 2 folders	Box 114
Television Information Office Releases	Box 114
Television Programs-Children's <b>Physical Description:</b> 3 folders	Box 114
(See Also: Television Audiences-Children; & Television Advertising-Commercials-Children)	Box 114
Television-Rating Services	Box 114
Television Sets	Box 114
Testimonials, 1980 <b>Physical Description:</b> 1 of 3 folders	Box 114
Testimonials, 1980 <b>Physical Description:</b> 2-3 of 3 folders	Box 115
Time Magazine-Releases <b>Physical Description:</b> 2 folders	Box 115
Tobacco	Box 115
Tofu	Box 115
Tools	Box 115
Toothbrushes	Box 115
Toys, 1985 on	Box 116
(See Also: Games)	Box 116

Trade Characters, 1980 on <b>Physical Description:</b> 3 folders	Box 116
Trademarks	Box 116
Trade names	Box 116
(See Also: Corporate Image)	Box 116
Travel	Box 116
Travel, <b>Physical Description:</b> 2 folders	Box 117
Travel-Business	Box 117
Travel-Cruises <b>Physical Description:</b> 3 folders	Box 117
Travel-International	Box 117
Travel-Outlook for Travel & Tourism, 1990, 1995-1999 <b>Physical Description:</b> 6 folders	Box 118
Travel-Special Reports <b>Physical Description:</b> 1 of 2 folders	Box 118
Travel-Special Reports <b>Physical Description:</b> 2 of 2 folders	Box 119
Travel-Survey of State Travel Offices, 1993-1997 <b>Physical Description:</b> 2 folders	Box 119
Travel-Tourism Works for America	Box 119
Travel-Travel Industry Association of America <b>Physical Description:</b> 1-2 of 3 folders	Box 119
Travel-Travel Industry Association of America <b>Physical Description:</b> 3 of 3 folders	Box 120
Travel-Travel Industry Association of America- Directory, 1999	Box 120

---

Travel-Travel Industry Association of America- Economic Review of Travel in America	Box 120
Travel-Travel Industry Association of America- Impact of Travel on State Economies, 1992-1997	Box 120
Travel-Travel Industry Association of America- Newslines <b>Physical Description:</b> 2 folders	Box 120
Travel-Travel Industry Association of America- Traveler Profiles <b>Physical Description:</b> 2 folders	Box 121
Travel-Travel Industry Association of America- Travelometer	Box 121
Travel-Travel Industry Talking Points	Box 121
Travel-Travel Industry World Yearbook, 1986-1994 <b>Physical Description:</b> 4 folders	Box 121
Travel-Travel Industry World Yearbook, 1995-1998 <b>Physical Description:</b> 2 folders	Box 122
Travel-Travel Market Report, 1993-1997 <b>Physical Description:</b> 5 folders	Box 122
Travel-Travel Market Report, 1998	Box 123
Travel-Travel & Technology	Box 123
Travel-Travelometer	Box 123
Travel-U. S. <b>Physical Description:</b> 4 folders	Box 123
Umbrellas	Box 124
USDA-National Food Review <b>Physical Description:</b> 1-6 of 12 folders	Box 124

USDA-National Food Review	Box 125
<b>Physical Description:</b> 7-12 of 12 folders	
USDA-Food Review	Box 126
USDHHS-Monthly Vital Statistics Report	Box 126
<b>Physical Description:</b> 2 folders	
U. S.-Dept. of Labor	Box 126
United States-Historical	Box 126
<b>Physical Description:</b> 1-2 of 5 folders	
United States-Historical	Box 127
<b>Physical Description:</b> 3-5 of 5 folders	
United States-Money	Box 127
U. S.-Navy	Box 127
Vegetables	Box 127
<b>Physical Description:</b> 1 of 2 folders	
Vegetables	Box 128
<b>Physical Description:</b> 2 of 2 folders	
Vending Machines	Box 128
Vinegar	Box 128
Vitamins	Box 128
Wine	Box 128
Wine-Advertising	Box 128
Wine-California	Box 128
<b>Physical Description:</b> 2 folders	
Wine-Champagne & Sparkling Wines	Box 129
Wine-Cookery	Box 129
Wine-France	Box 129

Wine Industry & Trade	Box 129
<b>Physical Description:</b> 2 folders	
Women, 1980 on	Box 129
Women-Advertising Aspects	Box 129
<b>Physical Description:</b> 1 of 2 folders	
Women-Advertising Aspects	Box 130
<b>Physical Description:</b> 2 of 2 folders	
Women Workers	Box 130
<b>Physical Description:</b> 2 folders	
Wood & Wood Products	Box 130
<b>Physical Description:</b> 2 folders	
Wool	Box 130
Yogurt, 1980s	Box 131
<b>Physical Description:</b> 2 folders	
Yogurt, 1990s	Box 131
Yogurt-Frozen	Box 131
<b>Physical Description:</b> 2 folders	
Young Adult Market	Box 131
<b>Physical Description:</b> 2 folders	
Youth Market	Box 131
Youth Market-Children	Box 132
<b>Physical Description:</b> 2 folders	
Youth Market-Generation X (Baby Busters)	Box 132
<b>Physical Description:</b> 3 folders	
Youth Market-Generation Y	Box 132
Youth Markets-Teenagers, 1990s	Box 132
Zoos	Box 132

[Return to Table of Contents](#)

## Justin White Files

Advertising agencies--client relations Box 133

**Physical Description:** 4 folders

Advertising agencies--client relations--Agency of record Box 133

Advertising agencies--client relations--printed materials Box 133

**Physical Description:** 2 folders

Advertising agencies--client relations--Tenure Box 134

**Physical Description:** 2 folders

Advertising agencies--client relations--Tenure--Movement of accounts to independent or house agencies Box 134

Advertising agencies--Personnel--Articles Box 134

**Physical Description:** 3 folders

Advertising agencies--Personnel--Compensation Box 134

**Physical Description:** 1 of 4 folders

Advertising agencies--Personnel--Compensation Box 135

**Physical Description:** 2-4 of 4 folders

Advertising agencies--Personnel--Minority employment, 1969-1981 Box 135

Advertising agencies--Personnel--Salaries Box 135

**Physical Description:** 3 folders

Advertising and marketing bibliography, 1997 Box 136

Advertising: booklets (General Mills: Facts of Progress, 1936; General Mills: What's Back of Our Jobs? 1936; Institute of Life Insurance: Everyman's Primer of Life Insurance, 1939), 1936, 1939 Box 136

Advertising: Case for Advertising (JWT London), 1976	Box 136
Advertising: Copies of articles on agency income, 1987-1991 and undated <b>Physical Description:</b> 2 folders	Box 136
Advertising--Economic aspects, <b>Physical Description:</b> 3 folders	Box 136
Advertising--Economic aspects--Printed material <b>Physical Description:</b> 1 of 5 folders	Box 136
Advertising--Economic aspects--Printed material <b>Physical Description:</b> 2-5 of 5 folders	Box 137
Advertising--Economic aspects--Prices	Box 137
Advertising--Economic aspects--Recession <b>Physical Description:</b> 1 of 5 folders	Box 137
Advertising--Economic aspects--Recession <b>Physical Description:</b> 2-5 of 5 folders	Box 138
Advertising--Economic aspects--Securities values	Box 138
Advertising--King Papers (JWT London, 1988); Many Worlds of Sam Meek (1981)	Box 138
Advertising--Research--Copy	Box 138
Advertising--Research--Copy testing <b>Physical Description:</b> 1 of 3 folders	Box 138
Advertising--Research--Copy testing <b>Physical Description:</b> 2-3 of 3 folders	Box 139
Advertising--Research--Copy testing--Pre-testing	Box 139
Advertising--Research--Copy testing--Pre- testing--Psychometric methods	Box 139
Advertising--Research--Copy testing--Pre- testing--Townsend & Townsend	Box 139

---

Advertising--Research--Copy testing-- Readership	Box 139
<b>Physical Description:</b> 1 of 2 folders	
Advertising--Research--Copy testing-- Readership	Box 140
<b>Physical Description:</b> 2 of 2 folders	
Advertising--Research--Copy testing-- Readership--Business papers	Box 140
<b>Physical Description:</b> 2 folders	
Advertising--Research--Copy testing-- Readership--Methods	Box 140
<b>Physical Description:</b> 3 folders	
Advertising--Research--Copy testing-- Readership--Methods--Nielsen (1963); Research Foundation (1962),	Box 140
Advertising--Research--Copy testing-- Readership--Methods--Politz (1967); AMRB (1972)	Box 140
Advertising--Research--Copy testing-- Readership--Newspapers	Box 141
<b>Physical Description:</b> 3 folders	
Advertising--Research--Copy testing-- Readership--Printed material	Box 141
<b>Physical Description:</b> 1-3 of 5 folders	
Advertising--Research--Copy testing-- Readership--Printed material	Box 142
<b>Physical Description:</b> 4-5 of 5 folders	
Advertising--Research--Copy testing-- Readership--Starch tested copy	Box 142
Advertising--Seals of Approval--Good Housekeeping	Box 142
<b>Physical Description:</b> 2 folders	
Advertising--Seals of Approval--Parents' Magazine	Box 142

Advertising--Spending (Robert Coen, McCann-Erickson)	Box 143
Advertising--Techniques--Comparative, 1990-1995 <b>Physical Description:</b> 2 folders	Box 143
Advertising--Types--Multi-product	Box 143
Advertising--Types--Testimonial <b>Physical Description:</b> 1-4 of 5 folders	Box 143
Advertising--Types--Testimonial <b>Physical Description:</b> 5 of 5 folders	Box 144
Billboard Top Popular Records of the Year, 1946-1985 <b>Physical Description:</b> 3 folders	Box 144
Hot Creative Shop	Box 144
Improvement of Information Retrieval in JWT (Albert Stridsberg), 1970	Box 144
Improving Advertising Budgeting (AAAA), 1998	Box 144
Information Center Report, 1962	Box 144
Information Resources Inventory, 1980	Box 144
Joel Whitburn's Pop Annual, 1974-1976	Box 144
JWT history, 1974-1989	Box 144
Managing and Mastering Change (Roper Starch), 1998	Box 144
Morning in America	Box 145
Organization at JWT, 1916-1990 <b>Physical Description:</b> 1-11 of 24 folders	Box 145
Organization at JWT, 1916-1990 <b>Physical Description:</b> 12-24 of 24 folders	Box 146

---

Organization at JWT--New York Office <b>Physical Description:</b> 1-2 of 5 folders	Box 146
Organization at JWT--New York Office <b>Physical Description:</b> 3-5 of 5 folders	Box 147
Organization at JWT--New York Office--New business	Box 147
Organization at JWT--New York Office-- Representatives	Box 147
Sources of Information on European Countries (JWT London), 1969	Box 147
Technique for Producing Ideas (James Webb Young), 1960	Box 147
What's Cooking: A Perspective on Eating in America, 1996	Box 147
WPP, 1988-1991	Box 147
WPP/Ogilvy, 1989	Box 147
Yankelovich Monitor Data Run, 1999	Box 147

[Return to Table of Contents](#)