



Guide to the J. Walter Thompson Company. International Advertisements Collection, 1900-2004 and undated, bulk 1965-1990

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Summary

Collection Title:

J. Walter Thompson Company. International Advertisements collection, 1900-2006

Creator:

J. Walter Thompson Company

Source:

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

Abstract:

The J. Walter Thompson Company (JWT), founded in 1864, is one of the oldest and largest enduring advertising agencies in the world. It opened its first international office in London in 1899, and by 1930 the agency had established offices in some 30 countries. At present, JWT manages offices or partnership arrangements in approximately 90 countries. The J. Walter Thompson Company (JWT) International Advertisements Collection spans the years 1900-2004 and consists primarily of print advertisements, along with some transparencies, photocopies of advertising, and other collateral material that document some of JWT's international advertising campaigns through the 20th century. Clients include a variety of local, national and multinational commercial firms, as well as government institutions and public service organizations. The holdings of the collection are uneven, with the bulk of the advertisements dating from the mid-1960s up to about 1990. There are limited early advertisements from Chesebrough-Pond's, General Motors, and other clients dating from the late 1920s and early 1930s in print and on microfilm from the various offices established during those years. There are almost no international advertisements from roughly 1933 to the middle of the 1950s. The United Kingdom, the British Commonwealth countries, and Latin America account for most of the advertisements from the mid-1950s to the late 1970s. While the holdings since about 1980 are much larger than earlier holdings, they are by no means complete, and vary substantially from office to office. Key multinational clients represented in the collection include Chesebrough-Pond's, Eastman Kodak, Ford, General Motors, Kraft, IBM, Pepsi, R.J. Reynolds, and Unilever. English translations of foreign-language advertisements are often provided by JWT's Asian and Pacific Offices. European and Latin American Offices provided translations far less frequently. Advertisements for members of the British Commonwealth are generally available in English only or in both English and the local language. Spanish-language advertisements produced by JWT offices in the United States, intended for the domestic Spanish-speaking population as well as for Latin America, may be found in the J. Walter Thompson Company Domestic Advertisements Collection.

Extent:

43 Linear Feet

Language:

Guide to the J. Walter Thompson Company. International
Advertisements Collection, 1900-2004 and undated, bulk 1965-1990
Material in English, Dutch, French, German, Italian, Spanish, Chinese, Hindi,
Japanese, Thai

Collection ID:

RL.00715

Permalink:

<https://idn.duke.edu/ark:/87924/m13s6d>

Preferred Citation

[Identification of item], J. Walter Thompson Company. International
Advertisements Collection, David M. Rubenstein Rare Book & Manuscript
Library, Duke University.

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Background

Scope and Content

The J. Walter Thompson Company (JWT) International Advertisements Collection spans the years 1900-2004 and consists primarily of print advertisements, along with some transparencies, photocopies of advertising, and other collateral material that document some of JWT's international advertising campaigns through the 20th century. Clients include a variety of local, national and multinational commercial firms, as well as government institutions and public service organizations. The holdings of the collection are uneven, with the bulk of the advertisements dating from the mid-1960s up to about 1990. There are limited early advertisements from Chesebrough-Pond's, General Motors, and other clients dating from the late 1920s and early 1930s in print and on microfilm from the various offices established during those years. A larger selection of early advertisements may be found on Microfilm Reel #41 (35 mm). Contact Reference Staff for access.

There are almost no international advertisements from roughly 1933 to the middle of the 1950s. The United Kingdom, the British Commonwealth countries, and Latin America account for most of the advertisements from the mid-1950s to the late 1970s. While the holdings since about 1980 are much larger than earlier holdings, they are by no means complete, and vary substantially from office to office. Key multinational clients represented in the collection include Chesebrough-Pond's, Eastman Kodak, Ford, General Motors, Kraft, IBM, Pepsi, R.J. Reynolds, and Unilever.

English translations of foreign-language advertisements are often provided by JWT's Asian and Pacific Offices. European and Latin American Offices provided translations far less frequently. Advertisements for members of the British Commonwealth are generally available in English only or in both English and the local language. Spanish-language advertisements produced by JWT offices in the United States, intended for the domestic Spanish-speaking population as well as for Latin America, may be found in the **Domestic Advertisements Collection**.

The collection is organized into the following geographical series: **Africa**, **Asia/Pacific**, **Canada**, **Europe**, and **Latin America**. The multinational series are arranged alphabetically by country. For countries with multiple offices, the folders are arranged alphabetically by the office of origin. When it has been determined that more than one office within a country has been responsible for a client, the advertisements for that client are housed at the beginning of the country's collection in a "Multiple Office" group, listed alphabetically by product and the office involved as applicable (for exception, see below).

Advertisements are arranged according to the parent company of the product being marketed (i.e. Miracle Whip, Philadelphia cream cheese, Miracoli pasta and tomato sauce, and various salad dressings are all filed together under Kraft, within a given country). Because of corporate buyouts and name changes, it may be useful to search for a product under an older or more recent parent company (for example, Standard Brands and Nabisco, or Unilever and Brooke Bond Oxo). In some cases, the parent company may not be as well known as the brand name (such as Reckitt and Colman, parent company of Gerber Baby Foods), or could not be determined, so some flexibility in searching for products and companies is recommended.

The collection of advertisements from the Montreal Office is an exception to some of the notes and guidelines above. With 28 boxes of advertisements in French and English spanning 1921 to the 1990s, the **Montreal Office Subseries** is almost as large as the remainder of the entire collection. To maintain the integrity of these holdings, all advertisements from JWT/Montreal are housed together in the **Montreal Office Subseries**, even when Toronto and/or Vancouver also produced advertisements for the same client (for example, Labatt).

In addition, a small collection of international advertisements, mounted on foamboard for display purposes, is itemized at the end of this finding aid under the heading **Mounted Advertisements**.

Biographical/Historical

AFRICA

1 Egypt: Alexandria, 1927

- 2 South Africa: Cape Town, 1930
- 3 South Africa: Johannesburg/Sandton, 1932
- 4 South Africa: Port Elizabeth, 1928

ASIA/PACIFIC

- 1 Australia: Brisbane, 1984
- 2 Australia: Melbourne, 1929-1934, 1937
- 3 Australia: Perth, 1984
- 4 Australia: Sydney, 1929
- 5 Hong Kong, 1977
- 6 India: Bangalore, 1958-1959, 1979
- 7 India: Bombay, 1929
- 8 India: Calcutta, 1934
- 9 India: Madras, 1955
- 10 India: New Delhi, 1944
- 11 Indonesia: Jakarta, 1930, 1982
- 12 Japan: Osaka, 1931, 1957
- 13 Japan: Tokyo, 1956
- 14 Malaysia: Kuala Lumpur, 1975
- 15 New Zealand: Auckland, 1976
- 16 New Zealand: Wellington, 1930, 1974
- 17 Philippines: Manila, 1956
- 18 Singapore, 1978
- 19 Sri Lanka: Colombo, 1956, 1981
- 20 Taiwan: Taipei, 1983
- 21 Thailand: Bangkok, 1983

CANADA

- 1 Montreal, 1929
- 2 Toronto, 1911-1916, 1930
- 3 Vancouver, 1958

EUROPE

- 1 Austria: Vienna, 1930, 1960
- 2 Belgium: Antwerp, 1927
- 3 Belgium: Brussels, 1930, 1958
- 4 Denmark: Copenhagen, 1927, 1967
- 5 Finland: Helsinki, 1985
- 6 France: Paris, 1927-1940, 1949
- 7 Germany: Berlin, 1927
- 8 Germany: Düsseldorf, 1983
- 9 Germany: Frankfurt, 1952
- 10 Germany: Hamburg, 1983
- 11 Greece: Athens, 1974
- 12 Italy: Milan, 1951
- 13 Italy: Rome, 1962
- 14 Netherlands: Amsterdam, 1957

- 15 Netherlands: The Hague, 1928
- 16 Norway: Oslo, 1985
- 17 Poland: Warsaw, 1929
- 18 Portugal: Lisbon, 1929, 1967, 1973, 1981
- 19 Romania: Bucharest, 1929
- 20 Slovenia: 1993
- 21 Spain: Barcelona, 1932, 1966
- 22 Spain: Madrid, 1927, 1966
- 23 Sweden: Stockholm, 1927, 1969
- 24 Switzerland: Zug, 1964
- 25 Switzerland: Zurich, 1965
- 26 Turkey: Istanbul, 1930, 1985
- 27 United Kingdom: London, 1899-1916, 1919
- 28 United Kingdom: Manchester, 1980

LATIN AMERICA

- 1 Argentina: Buenos Aires, 1929
- 2 Bolivia: La Paz, 1978
- 3 Brazil: Rio de Janeiro, 1931
- 4 Brazil: São Paulo, 1929
- 5 Chile: Santiago, 1929, 1944
- 6 Colombia: Bogotá, 1944
- 7 Ecuador: Guayaquil, 1982
- 8 Ecuador: Quito, 1982
- 9 Mexico: Mexico City, 1943
- 10 Panama: Panama City, 1955
- 11 Puerto Rico: San Juan, 1955-1978
- 12 Uruguay: Montevideo, 1929
- 13 Venezuela: Caracas, 1955, 1964

Since the J. Walter Thompson Company opened its first international office in London in 1899, the agency has grown into a multinational company with offices in dozens of countries on every inhabited continent. To the general public, the most visible form of the agency's presence around the globe has been the advertisements themselves. In some cases, advertisements for the products of multinational corporations such as Eastman-Kodak, IBM, Kraft, Pepsico, R.J. Reynolds, and Unilever reflect the spread of American commercial culture and economic influence across the globe. Other advertisements promote local products, organizations, or public service campaigns. Whatever the subject matter, the advertisements usually reflect the synthesis of American and international advertising with local culture and fashions.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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. International Advertisements Collection were received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 1994, with additions in subsequent years.

Processing Information

Processed by Richard Collier, Elizabeth Frederick, Katherine Rose, April 1997.
Additional processing by Richard Collier in 2007.

Encoded by Richard Collier, Elizabeth Frederick, Katherine Rose

Completed October 2007

Accessions 97-097, 98-535, 99-244, 02-236 were merged into one collection, described in this finding aid.

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Related Materials

Related Material

Additional materials relating to this collection may be found in other Hartman Center collections. Advertisements from German and European advertising campaigns may be found in the **J. Walter Thompson Company. Frankfurt Office. Advertisements Collection**. Advertisements produced in the United States for use in international campaigns may be found in the **J. Walter Thompson Company. Domestic Advertisements Collection**.

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Names and Subjects

- Branding (Marketing)
- International business enterprises
- Advertising -- Europe
- Advertising -- Canada
- Advertising -- Latin America
- Advertising -- Australia
- Advertising -- India
- Advertising -- Asia
- Advertising -- History
- Advertising -- Africa
- Advertising -- Brand name products
- Advertisements
- Advertising, Public service
- Advertising -- Great Britain
- Advertising campaigns
- Advertising -- European Union Countries
- Microfilms
- Transparencies
- J. Walter Thompson Company
- Kraft Foods Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Ford Motor Company
- Eastman Kodak Company
- International Business Machines Corporation
- General Motors Corporation
- Chesebrough-Pond's.

- R.J. Reynolds Industries
- PepsiCo, Inc.
- Unilever (Firm)

Collection Inventory

Africa Series, 1920s-1990 and undated

Scope and Contents note

Arranged alphabetically by country, then office name and product.

Large-format materials have been removed to Oversize Materials. A dummy folder indicated by text in brackets has been inserted at the logical location of the removed material.

Egypt (Alexandria Office)

General Motors, circa 1920s (from microfilm) Box AF1

Nigeria (Lagos Office)

Eastman Kodak, consumer advertisements,
1965 Box AF1

South Africa

Capetown Office

Campari, 1981, 1984, 1987 Box AF1

Costantia carpets, 1982 Box AF1

Gants canned fruit, 1985 Box AF1

Martell (V.O. brandy), 1984 Box AF1

Petz (Pamper) cat food, 1982, 1987 Box AF1

Safren

Safcover computer back-up services, 1985 Box AF1

Safmarine shipping, 1985, 1987 Box AF1

Stellenbosch Farmers (See also Oversize
Folder OF1)

Physical Description: 2 folders

Autumn Harvest wine, 1985	Box AF1
Cresta Blanca wine, undated	Box AF1
Esprit fruit wine, 1987	Box AF1
La Vie wine, 1984	Box AF1
Lanzerac wine, 1984-1985	Box AF1
Mainstay cane spirits, 1974, 1981-1982	Box AF1
Stellenbosch Farmers Winery, 1980	Box OV1
Tasheimer wines, 1974	Box AF1
Three Ships whiskey, 1978, 1984	Box AF1
Truman's apple ale, 1984	Box AF1
Wisla vodka, 1987	Box AF1
Zonnebloem wine, 1984, 1985	Box AF1

Johannesburg Office

Barclays, 1974, 1980-1981	Box AF1
Barclays, 1981	Box OV1

Physical Description: oversize

Beecham/Dermacult, Ltd. Grand-Pa Honey and Menthol hot medication, circa 1980	Box AF1
Med-Lemon hot medication, 1977	Box AF1
Sally Hansen nail polish, 1982	Box AF1
Slim Shake, 1982	Box AF1
Eastman Kodak Developing services, 1982	Box AF1
Ektachrome/Kodachrome film, 1985, 1987	Box AF1
Ektalite 10 camera, circa 1980	Box AF1

Kodak Poly-Contrast paper, 1987	Box AF1
VR 35 camera, 1987	Box AF1
Ford (Sierra), 1988	Box AF1
Ford, 1990	Box OV1
Physical Description: oversize	
Grapetiser grape juice, 1987	Box AF1
ICL, 1984	Box OV1
Physical Description: oversize	
ICL computers, with documentation, 1984-1985	Box AF1
James Buchanan and Company (Black & White scotch whiskey), 1980-1982	Box AF1
Kellogg Company S.A. Rice Krispies, 1963	Box AF1
Various bran cereals, 1980, 1990	Box AF1
Kraft, 1985, 1990 Margarine, 1990	Box AF1
Miracle Whip, with documentation, 1985	Box AF1
Salad dressings, with documentation, 1985	Box AF1
Kraft, 1990	Box OV1
Physical Description: oversize	
MacDonald Green (Old Parr scotch whiskey), 1984	Box AF1
Marley flooring, 1982	Box AF1
Philips Kitchen Helper, 1980	Box AF1
Televisions, 1982	Box AF1
VHS video recorders, 1984	Box AF1

Roundtree Mackintosh (NUX) chocolate bars, 1963	Box AF1
Royal Beech Nut Bubble-Yum chewing gum, 1980	Box AF1
Super C candy, 1982	Box AF1
St. Christopher alcohol-free beer, 1984	Box AF1
Seiko, 1982	Box AF1
Seiko, 1985	Box OV1
Physical Description: oversize	
Sylvachen (Sylvascen) sun protection pills, circa 1980, 1982	Box AF1
Tiger Oats National Milling Company (Star Foods), 1985	Box AF1
Unilever, 1974	Box OV1
Physical Description: oversize	
Unilever, 1974-1990	
Physical Description: 3 folders	
Harmony, 1982-1983	Box AF1
Lipton SA Fray Bentos beefy spread, 1990	Box AF1
Pit Company tea, 1974, 1982, 1990	Box AF1
Lux soap, 1980, 1982, 1985	Box AF1
Mentadent, with documentation, 1985	Box AF1
Pears moisturizer, 1985	Box AF1
Riche hair conditioner, 1982	Box AF1
Second Debut lotion, undated	Box AF1
Warner-Lambert (Trident chewing gum), 1990	Box AF1

Witatersrand Agricultural Society (The Rand
Show), 1982 Box AF1

Port Elizabeth Office

Standard Brands (Royal baking powder),
1931-1932 Box AF1

Scope and Contents note

[See also Nabisco Brands in other countries]

Multiple Offices

Booth's Gin (Capetown and Johannesburg
Offices), 1981-1982 Box AF1

Reckitt-Coleman
Dettol antiseptic, 1987 (Johannesburg
Office) Box AF1

Dispirin analgesic, 1987 (Johannesburg
Office) Box AF1

Gerber/Purity Junior juice (Capetown
Office), 1987 Box AF1

Undetermined Office

American Chamber of Commerce in South
Africa (AMCHAM), 1986 Box AF1

American Chamber of Commerce in South
Africa (AMCHAM), 1986 Box OV1

Physical Description: oversize

Chesebrough-Pond's, 1962 Box AF1

Citrus Exchange (Citrus Seal), 1982 Box AF1

Eastman Kodak, 1962, 1965-1967 Box AF1

Kraft (Miracle Whip), 1998 Box AF1

Schafft beer, circa 1980 Box AF1

United, 1979 Box OV1

Physical Description: oversize

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Asia/Pacific Series, 1920-2003 and undated

Scope and Contents note

Arranged alphabetically by country, then office name and product. Contains advertisements, and documentation and negatives where noted. For geographic and thematic reasons, Australia and New Zealand are arranged at the end of the series.

Large-format materials have been removed to Oversize Materials. A dummy folder indicated by text in brackets has been inserted at the logical location of the removed material.

Multinational Campaigns, Undetermined Office

Chevron, 1996	Box AP1
Eastman Kodak, 1965-1969	Box AP1
Nike, 1997 and undated	Box AP1

Australia

Melbourne Office

Coats Patons	Box AP10
Bonds women's and childrens underwear, 1982, 1984, 1989-1990	Box AP10
Dri-Glo towels, circa 1984	Box AP10
Patons fashions, 1984	Box AP10
Sirdar knits, 1988	Box AP10
Sunioafa towels, 1984	Box AP10
Taeger menswear, 1984	Box AP10
Dynomax, 1997	Box AP10
Eastman Kodak (Kodacolor VR film and paper), 1984	Box AP10

Electrolux (Flymo XE 38 lawnmower), 1984	Box AP10
<hr/>	
Ford Motor Company	
Fairlane, 1984	Box AP10
<hr/>	
Falcon, 1984	Box AP10
<hr/>	
Festiva, circa 1996	Box AP10
<hr/>	
Spectron, 1984	Box AP10
<hr/>	
Herald Sun, 1995	Box AP10
<hr/>	
Interwest Hotels, 1988	Box AP10
<hr/>	
Kraft	
Cheestik, 1996	Box AP10
<hr/>	
Coon cheese, 1985	Box AP10
<hr/>	
Cracker Barrel cheese spread, 1984	Box AP10
<hr/>	
Dip 'n' Spread, 1984	Box AP10
<hr/>	
Light 'n' Lively, 1982-1985	Box AP10
<hr/>	
Miracle Whip, 1978, 1980	Box AP10
<hr/>	
Philadelphia cream cheese, 1983-1984	Box AP10
<hr/>	
Salad dressing, 1985	Box AP10
<hr/>	
Shredded cheese, 1984	Box AP10
<hr/>	
Singles, 1984	Box AP10
<hr/>	
Various cheese products, 1984	Box AP10
<hr/>	
Weight Watchers cheese, 1984	Box AP10
<hr/>	
National Australia Bank, 1982-1984	Box AP10
<hr/>	
National Australia Bank, 1988	Box OV3
<hr/>	
Physical Description: oversize	
<hr/>	
Nylex	
Contact brand contact paper, 1984	Box AP10

Micromagic microwave cookware, 1984 Box AP10

Scott Paper Company

Libra panty liners, 1984 Box AP10

Libra Fleur tampons, 1988 Box AP10

Scott Paper Company, 1985 Box OV3

Physical Description: oversize

Stolichnaya vodka, circa 2000 Box AP10

Sydney Office

Australia Writers and Art Directors
Association, 1987 Box OV3

Physical Description: oversize

[Australian Writers and Directors
Association: See Oversize Box OV3] Box AP10

British and American Tobacco (Benson &
Hedges), 1982, 1987-1988 Box AP10

Chesebrough-Pond's cold and vanishing
cream, 1931 Box AP10

DeBeers, circa 1980, 1989 Box AP10

Douwe Egberts (Drum tobacco), 1984 Box AP10

Dunlop Holidays Ltd.

Dunlop golf balls, 1981 Box AP10

Slazenger sports equipment, 1982 Box AP10

ICL computers, 1982-1983 Box AP10

Jantzen swimsuits, 1933 Box AP10

J. Walter Thompson Company, circa 1984 Box OV3

Physical Description: oversize

J. Walter Thompson Company, Christmas-
related materials, 1988 (See also Oversize
Box OV3) Box AP10

Kellogg Company

Health campaign, 1988	Box AP10
Nutri-Grain, 1988	Box AP10
Rice Bubbles, 1960, 1984	Box AP10
Unidentifiable advertisement, 1982	Box AP10
Kelvinator appliances, undated	Box AP10
Nestlé (Papa Giuseppi frozen foods), 1982	Box AP10
Reckitt and Colman Ltd. (Orlando wines), 1982, 1984	Box AP10
Schroder Darling and Company investment banking, 1984	Box AP10
The Smith Family (charity), 1988	Box AP10
Unilever	
Harmony hair color, 1984	Box AP10
Lan Choo tea (Bushell's), undated	Box AP10
Lux soap, 1985	Box AP10
Sunsilk hair care products, 1984	Box AP10
Timotei shampoo, circa 1980s	Box AP10
Union Carbide (Eveready batteries), 1982	Box AP10
Wittington Investments (Weston's biscuits), 1988 (See also Oversize Box OV3)	Box AP10
Wittington Investments Ltd., 1988	Box OV3

Physical Description: oversize

Undetermined Office

Chesebrough-Pond's, 1962	Box AP10
Kraft (Jacobs, Philadelphia cream cheese), 1998	Box AP10
Volta vacuum cleaners, 1984	Box AP10

Hawai'i (pre-statehood)

Chesebrough-Pond's (in Japanese), 1931 Box AP1

China

Hong Kong Office

Agnes Long Wooton, 1988 Box OV2

Physical Description: oversize

Alfa Romeo, 1987 Box OV2

Physical Description: oversize

Alfa Romeo (Milan Motors/Finaziaria
Meccanica), 1989 Box AP1

Arctic Video/Video 7, 1989 Box AP1

British Railways Board (Mass Transit Railway
Corp.), 1987, 1989-1990 Box AP1

British Railways, 1987-1989 Box OV2

Physical Description: oversize

China Light and Power Company and Ltd.,
1989 Box AP1

Citicorp, 1981, 1989-1990,
Physical Description: 2 folders

Citibank Services, 1981, 1989 Box AP1

Diner's Club, 1989, 1990 Box AP1

Citicorp, 1990 Box OV2

Physical Description: oversize

Club Med, 1984 Box AP1

Eastman Kodak, 1961-1967, 1987-1989
Consumer advertisements, 1961, 1964-1967 Box AP1

Kodacolor Gold film, 1987 Box AP1

Kodak paper, 1987, 1989 Box AP1

VR 35 camera, 1987, 1989 Box AP1

Eastman Kodak, 1989	Box OV2
Physical Description: oversize	
Ford Motor Company, 1989, 1996	Box OV2
Physical Description: oversize	
Government Information Services (Water pollution campaign), 1990	Box AP1
GTE (Yellow Pages), 1990	Box AP1
Hyatt Hotels, 1984-1985, 1988	Box AP1
Hong Kong Carpet Manufacturers (Tai Ping), 1984	Box AP1
Hong Kong Telecom (Integrated Business Systems), 1988	Box AP1
Hong Kong Telephone fax/minilink services, 1990	Box AP1
Hong Kong Yuen real estate, 1987	Box AP1
IBM, 1984-1985, 1987-1990	Box AP2
Physical Description: 9 folders	
IBM, 1989	Oversize-folder OF1
Physical Description: oversize	
IBM, 1989-1990	Box OV2
International Herald Tribune, 1988-1989	Box AP2
International Wool Secretariat (China Division), 1985	Box AP2
Jade Animation Production, 1988	Box AP3
James Lang Wooton International Real Estate, 1989	Box AP3
J. Walter Thompson Company, 1988-1989	Box AP3
Kraft, 1997	Box AP3

Lazare Diamonds, 1988	Box AP3
Lufthansa, 1982, 1985, 1987	
German National Tourism Office, 1987	Box AP3
Lufthansa Passenger and Cargo Services, 1982, 1985, 1987	Box AP3
Motorola, undated	Box OV2
Physical Description: oversize	
Nestlé (Nescafé), 1989	Box AP3
Nestlé, 1989-1990	Box OV2
Physical Description: oversize	
Pacific Link Communications Ltd. mobile phones, 1989	Box AP3
Pearl and Dean Advertising Agency, 1988-1989 (See also Oversize Box OV2)	Box AP3
Pearl and Dean, 1989	Box OV2
PepsiCo, 1987	Box OV2
Physical Description: oversize	
Philips, 1987-1989	
Microwave oven, 1989	Box AP3
Philishave, 1987	Box AP3
Space heater, 1988	Box AP3
Purolator Courier, 1985	Box AP3
Purolator Courier, 1985	Box OV2
Physical Description: oversize	
Red Cross, 1987	Box AP3
Reebok (Robert Stevens Holdings), 1984	Box AP3
Reuters Software, 1990	Box AP3
R.J. Reynolds (Salem), 1985, 1987-1989	Box AP3

R.J. Reynolds, 1988 Box OV2

Physical Description: oversize

Royal Dutch Petroleum (Shell), 1989 Box AP3

Physical Description: 2 folders

Scott Paper Company, 1990s Oversize-folder OF2

Physical Description: oversize

Shangri-La Hotels (China World Trade Center
Hotels, Beijing), 1990 Box AP3

Spanish Trade Commission, 1988 Box AP3

Standard Chartered Bank, 1987-1989 Box AP3

Physical Description: 3 folders

Standard Chartered Bank, 1988-1989 Box OV2

Physical Description: oversize

The Swank Shop, 1990 Box AP3

Warner-Lambert
Chiclets gum, 1990 Box AP3

Clorets breath mints, 1988 Box AP3

Shanghai Office

De Beers, 1997 Box AP3

San Miguel beer, 1997 Box AP3

Valor beer, 1997 Box AP3

Ying Xiong, 1997 Box AP3

India

Bangalore Office

Bharat Electronics, 1990 Box AP4

Designer Pavings and Tile Pvt. Ltd.,
cobblestones, 1990 Box AP4

Ganjam Nagappa and Son Pvt. Ltd., jewelry,
1989 Box AP4

Hindustan Aeronautics Ltd., 1984 Box AP4

ITC Ltd. (Crystal groundnut oil), 1990 Box AP4

Smithkline Beecham (Eskamer, Eskayef Ltd.),
1990 Box AP4

Unilever/Brooke Bond India, Ltd. (Taj Mahal
tea), 1985, 1990 Box AP4

Western Indian Vegetable Products (WIVPRO
- WIPRO Products Ltd.), 1982, 1989 Box AP4

Bombay (Mumbai) Office

Air India, 1982, 1984-1985, 1989-1990 Box AP4

Cadbury-Schweppes (Dollops ice cream),
1990 Box AP4

Citicorp, 1989 Box AP4

Colour Chemicals, dyes and pigments,
1984-1985 Box AP4

Eastman Kodak/India Photographic Company
Ltd., 1985 Box AP4

F. Hoffman Laroche and Company (Roche
vitamins), 1984 Box AP4

Godrej and Boyce Manufacturing Company
Pvt. Ltd., refrigerators, 1989 Box AP4

Hindustan Petroleum Corporation Ltd. (Flint
spray insecticide), 1990 Box AP4

Hindustan Thompson Associates, 60th
anniversary campaign, with documentation,
1989-1990 Box AP4

Inacco Ltd. (Carara) flooring, with
documentation, 1990 Box AP4

ITC Ltd. (Indian Heritage) agricultural exports, undated	Box AP4
Kemco Chemicals (Borphis) antiseptic cream, with documentation, 1985	Box AP4
Ministry of Health, Family Planning, and Urban Development, 1968	Box OV2
Physical Description: oversize	
Nestlé (Sunrise) instant coffee, 1984	Box AP4
Philips, light bulbs and lamps, 1982, 1985	Box AP4
Seiko (Allwyn Quartz), 1982	Box AP4
Tomco (501) soap, 1920	Box AP4
Unilever (Lux) soap, 1982, 1984, 1990 (with documentation)	Box AP4
W.H. Deeth Private Ltd. (Shayam Ahuja) textiles, 1982, 1984-1985 (with documentation)	Box AP4
Wiltech India Ltd. (Wilman II and Wilzor razors), 1982	Box AP4
World War II posters, 1942	Box AP4
Physical Description: [Includes explanatory essay by S.D. Khadilkar, an artist with JWT Bombay during the war years]	
Scope and Contents note	
[Includes explanatory essay by S.D. Khadlikar, an artist with JWT Bombay during the war years]	

Calcutta Office

ALCAN Aluminum (Indian Aluminum Company Ltd.), 1982	Box AP4
Bata India Canvas Shoe, 1990	Box AP4
North Star, 1985	Box AP4
British and American Tobacco	

Golf tournament, 1990	Box AP4
Olympic campaign, 1984	Box AP4
Willis cigarettes, 1984	Box AP4
C.K. Son and Company	
Basant Molati skin lotion, 1982	Box AP4
Jabakusum hair Oil, 1982	Box AP4
Dunlop Tires, 1982	Box AP4
G.D. Pharmaceuticals (Boroline) antiseptic, 1982, 1984	Box AP4
Gramophone Company of India, 1984	Box AP4
IEL Ltd./ICI Chemicals (Dulux Paints), 1989-1990	Box AP4
Kwality ice creams, 1990	Box AP4
Phipson and Company (Royal Preserve whiskey), 1985	Box AP4
Tata Iron and Steel Company Ltd., 1989	Box AP4
Madras Office	
Bombay Dyeing and Manufacturing Company saris, 1985	Box AP5
Chandamama Publications (The Heritage magazine), 1984	Box AP5
Dynavision (Dyanora TV), 1982	Box AP5
EID Parry (Parrywave) bathrooms, 1985 (with documentation)	Box AP5
General Time Corporation (Westclox), 1982	Box AP5
New Way chemicals and Polishes (Flush Kleen), 1984	Box AP5
TT Industries and Textiles (Tantex underwear), 1989	Box AP5

United India Insurance Company, 1982, 1985 Box AP5

New Dehli Office

Beecham Group (Horlicks nutritional beverage), 1982 Box AP5

DCM (Datal 220/Data Logger), 1982 Box AP5

Escorts Ltd., industrial and commercial machines and equipment, 1984 Box AP5

Government of India

Department of Tourism, "Keep India Beautiful" campaign, circa 1989 Box AP5

Ministry of Welfare, Anti-drug abuse campaign, circa 1980s Box AP5

Honda Motor Company (Hero Honda motorcycles), 1989-1990 Box AP5

Physical Description: 2 folders

India Today, 1982 Box AP5

IX Asian Games, 1982 Box AP5

Maruti Udyog (Maruti 1000 Automobile), 1989-1990 (with documentation) Box AP5

Modern Bakeries Ltd. (Tingler soft drink), 1984 Box AP5

National Cancer Foundation, 1989-1990 Box AP5

Nestlé, 1990 Box OV2

Physical Description: oversize

Pepsi (Lehar 7-Up), 1990 Box AP5

Petroleum Conservation Research Association, 1984 Box AP5

Multiple Offices

Chesebrough-Pond's, Box AP5

Cold cream/vanishing cream (Bombay Office), 1934 Box AP5

Pond's talc (Madras Office), 1984 Box AP5

Welcomegroup (Bombay and New Dehli Offices)
Sea Rock Hotel, 1984, 1988 Box AP5

Welcomegroup Executive Group, 1989 Box AP5

Undetermined Office

Chesebrough-Pond's, 1962 Box AP5

Indonesia (Jakarta Office)

Astra Credit Company, 1990 Box AP5

Bank Umum National, 1984 Box AP5

Chiki

Chitato Snacks, 1989 Box AP5

Jetz Snacks, 1990 Box AP5

Citicorp (Citibank Visa), 1989-1990 Box AP5

Eastman Kodak, 1989 Box OV2

Physical Description: oversize

Condensfabrick (Sumprima powdered milk),
1988-1989 Box AP5

Frasier and Neave (F&N sodas), 1984 Box AP5

IBM, 1988-1990 Box AP5

Jakarta Post, 1989-1990 Box AP5

Pasaraya department store, 1989-1990 Box AP5

Sandoz vitamin C tablets, 1990 Box AP5

Seiko, 1984 Box AP5

Sheraton Inn, 1990 Box AP5

Unilever

Pepsodent toothpaste, 1988-1989 Box AP5

Sunsilk shampoo, 1988-1990 Box AP5

Japan (Tokyo Office)

American Drug Corporation, 1988-1989 Box AP6

American Drug Corporation, 1988-1989 Box OV2

Physical Description: oversize

American Drug Corporation, 1990 Oversize-folder OF3

Physical Description: oversize

Asahi beer, 1984 Box AP6

Asahi beer, 1984 Oversize-folder OF3

Physical Description: oversize

Bell Atlantic, 1989 Box AP6

Burroughs, 1984 Oversize-folder OF3

Physical Description: oversize

Chiyoda Ear, Nose and Throat Clinic, circa
1950 Oversize-folder OF3

Physical Description: oversize

Christian Dior perfume, 1982 Box AP6

Citizen Sjoji, 1989 Box AP6

Converse sneakers, 1988 Box AP6

Daniel Diamond Legziel, 1982 Box AP6

Daniel Diamond Legziel, 1982 Oversize-folder OF3

Physical Description: oversize

DeBeers Consolidated Mines, 1966, 1982,
1984-1985, 1989-1990 Box AP6

Physical Description: 2 folders

DeBeers Consolidated Mines, 1982-1985, 1987-1990	Box OV2
Physical Description: oversize	
<hr/>	
Eastman Kodak Consumer Advertisements, 1971	Box AP6
Ektachrome, Ektar, 1989-1990	Box AP6
Kodachrome, 1987-1988	Box AP6
Kodacolor II, undated	Box AP6
<hr/>	
Ford Motor Company, 1989	Box OV2
Physical Description: oversize	
<hr/>	
Hi Liki, beverages, 1984	Box AP6
Hyatt International Corporation, 1984	Box AP6
<hr/>	
IBM General services, 1985-1986	Box AP6
JX Computer, 1985	Box AP6
<hr/>	
International Wool Secretariat, 1964, 1971, 1980	Box AP6
International Wool Secretariat, 1982-1985	Box OV2
Physical Description: oversize	
<hr/>	
Jaguar, 1996	Box OV2
Physical Description: oversize	
<hr/>	
Kuipo, 1989	Box AP6
<hr/>	
Marubeni Corporation, 1988	Box OV2
Physical Description: oversize	
<hr/>	
Parker Pen Company, circa 1969	Box AP6
<hr/>	
Pepsico, 1982	Oversize-folder OF3
Physical Description: oversize	
<hr/>	
R.J. Reynolds, 1988-1989 Salem, 1988-1989	Box AP6

Vantage, 1989	Box AP6
Winston, 1988	Box AP6
Yves Saint Laurent, cigarettes, 1988-1989	Box AP6
R.J. Reynolds, 1988	Box OV2
Physical Description: oversize	
Rolex, 1968, 1986	Box AP6
Rolex, 1986	Box OV2
Physical Description: oversize	
Rowntree Mackintosh, 1990	Box OV2
Physical Description: oversize	
Rustenberg Platinum Mines, 1984	Box OV2
Physical Description: oversize	
Suchiro Shuzu, 1989	Box AP6
Suchiro Shuzo, 1989-1990	Box OV2
Physical Description: oversize	
Suchiro Shuzo, 1990	Oversize-folder OF3
Physical Description: oversize	
Trafalgar, 1989	Box AP6
Unilever (Nippon-Lever; Timotei hair care products), 1987	Box AP6
Unkai Shuzo, 1989	Box OV2
Physical Description: oversize	
Warner-Lambert, 1987-1989	
Ena candy, 1988-1989	Box AP6
Jordan toothbrushes, 1987-1988	Box AP6
Listerine, 1988-1989	Box AP6
Winds chewing gum, 1988-1989	Box AP6

Warner-Lambert, 1990	Box OV2
Physical Description: oversize	
Wedgewood china, circa 1984-1985	Box AP6
Korea (Seoul Office)	
Ford Motor Company, 1996	Box OV2
Physical Description: oversize	
Lebanon (Beirut Office)	
Eastman Kodak - trade, 1966	Box AP7
Malaysia (Kuala Lumpur Office)	
Findus, lemon cream pie, 1980s	Box AP7
Funland, cream crackers, 1980s	Box AP7
IBM, 1985-1987 (See also Oversize Box OV2) 25th Anniversary campaign	Box AP7
Personal computer	Box AP7
Planet Earth (television series)	Box AP7
IBM, 1987	Box OV2
Physical Description: oversize	
Kellogg's Cornflakes, 1980s	Box AP7
Kraft (Cheese products, Tang) circa 1980s-1998	Box AP7
Lux (advertisement in Mandarin), circa 1980s	Box AP7
Malaysian Airline System, 1976, 1984	Box AP7
Malaysian Banking Berhad Banking services, 1981	Box AP7
Visa Card, 1982	Box AP7
Malaysian National Insurance, 1984	Box AP7
Metrojaya department store, 1984, 1988, 1990	Box AP7

Nestlé	
Maggi noodles, 1980s	Box AP7
Maval malted drink, 1983	Box AP7
Various chocolates, 1980s	Box AP7
R.J. Reynolds, 1982, 1984-1985	
Salem, 1982, 1984	Box AP7
Winston, 1984-1985	Box AP7
R.J. Reynolds, 1988	Box OV2
Physical Description: oversize	
R.J. Reynolds (Winston Network), 1985	Oversize-folder OF4
Physical Description: oversize	
Tourist and Development Corporation, 1981	Box AP7
Unilever	
Breece detergent, 1981	Box AP7
Close-Up toothpaste, 1973	Box AP7
Lux soap, 1985	Box AP7

New Zealand

Auckland Office

Eastman Kodak	Box AP10
Corporate advertisement, 1990	Box AP10
Ektar film, 1990	Box AP10
EXR motion picture film, 1990	Box AP10
New Zealand Cooperative Pig Market Association, 1984	Box OV3

Physical Description: oversize

Wellington Office

ANZ Banking Group, 1984	Oversize-folder OF9
Physical Description: oversize	

ANZ Banking Group, 1984, 1988	Box AP10
Banking services, circa 1988	Box AP10
Master Card, 1984	Box AP10
Brooklyn Bakeries (Sunshine bread), 1984	Box AP10
Brooklyn Bakeries, 1984	Box OV3
Physical Description: oversize	
IBM, 1988	Box AP10
IBM, 1988	Box OV3
Physical Description: oversize	
ICI New Zealand (Subsidiary of ICI Australia) suncare products, 1984, 1988	Box AP10
Inland Revenue Department, 1988	Box OV3
Physical Description: oversize	
Municipal Electricity Department, 1988	Box AP10
Nabisco Brands (Griffin & Son) candy, 1987	Box AP10
New Zealand Water Safety Council, 1984	Box AP10
Rhone-Poulenc S.A. (May & Baker N.Z. Ltd.) Treflan brand agrochemicals, 1984, 1987	Box AP10
Unilever	
Lux liquid dish soap, 1984	Box AP10
Omo laundry detergent, 1988	Box AP10

Undetermined Office

Breadmill, 1984	Box OV3
Physical Description: oversize	
Club Med, 1984	Box AP10
Scope and Contents note	
[Produced with JWT Hong Kong]	

Club Med, 1984

Box OV3

Physical Description: oversize

Scope and Contents note

[Produced with JWT Hong Kong]

Philippines (Manila Office)

Araneta Center, circa 1980s

Box AP7

Araneta Center, circa 1980s

Box OV3

Physical Description: oversize

Carlsberg, 1984

Box AP7

Central Bank of the Philippines, 1984

Box AP7

Chesebrough-Pond's, 1938, 1962-1963

Box AP7

Physical Description: 2 folders

Citicorp (Citibank), newspaper, 1987-1988

Box OV3

Physical Description: oversize

CPC International (Knorr chicken cubes), 1987

Box AP7

Eastman Kodak, 1971, 1985-1990

Consumer advertisements, 1971

Box AP7

Developing services, 1987-1988

Box AP7

Eastman color-intermediate film, 1988

Box AP7

S-Series camera, 1990

Box AP7

SEA Games (Jakarta 1987), 1985

Box AP7

Eastman Kodak, circa 1980s-1990

Box OV3

Physical Description: oversize

Ford Motor Company (Granada), 1981

Box AP7

IBM Personal Computer, 1985

Box AP7

IBM, 1989

Box OV3

Physical Description: oversize

Jourdan et Cie, fashions, 1981, 1984, 1987	Box AP7
Jourdan et Cie, circa 1988	Box OV3
Physical Description: oversized	
Kraft (Arts and Kraft Summer Workshop, Cheddar, Cheez Whiz, Mayonnaise, Miracle Whip, Peanut Butter, Tang), 1998-2003	Oversize-folder OF4
Physical Description: oversized	
Kraft (Dart and Kraft; Cheese Whiz), 1987-2003	Box AP7
Land Bank of the Philippines, 1987-1988	Box OV3
Physical Description: oversized	
Matsushita Electric Industrial Company, 1988	Box OV3
Physical Description: oversized	
National Panasonic (Matsushita) batteries, 1988	Box AP7
PepsiCo, 1981	Box OV3
Physical Description: oversized	
Philips, 1990	Box OV3
Physical Description: oversized	
Publishers Association of the Philippines reading campaign, 1981	Box AP7
Pure Foods, 1984	Box OV3
Physical Description: oversized	
Royal Dutch Petroleum Company, calendar, 1988	Box OV3
Physical Description: oversized	
Rubberworld Inc. (Mighty Kid) footwear, 1987	Box AP7
Rubberworld Inc., 1987	Box OV3
Physical Description: oversized	
S.C. Johnson and Son, 1985-1988 Off! mosquito repellent, 1988	Box AP7

Pledge, furniture wax, 1985	Box AP7
Raid, insecticide spray, 1987	Box AP7
Virex, disinfectants, 1987-1988	Box AP7
S.C. Johnson and Son, 1987	Box OV3
Physical Description: oversize	
Scott Paper Company, 1981, 1987	
Scottissue toilet paper, 1981, 1987	Box AP7
Soft 'n' Pretty tissues, 1981	Box AP7
Unilever, 1987-1988	Box OV3
Physical Description: oversize	
Warner-Lambert, 1988	Box OV3
Physical Description: oversize	
Singapore Office	
ABN Bank (Algemene Bank Nederland), 1988	Box OV3
Physical Description: oversize	
BTW Car Rentals, 1981	Box AP7
Citicorp, 1990	Box OV3
Physical Description: oversize	
Eastman Kodak developing services, 1987	Box AP7
Fraser and Neave Group, 1984	Box OV3
Physical Description: oversize	
Fraser and Neave Group, 1984	Oversize-folder OF5
Physical Description: oversize	
Holiday Inn, 1990	Box AP7
Holiday Inn, 1990	Box OV3
Physical Description: oversize	
Hyatt International Corporation, 1987	Box AP7

IBM, 1990	Box OV3
Physical Description: oversize	
Kellogg Sunflow, orange drink, 1980	Box AP7
Metro Group, 1990	Box OV3
Physical Description: oversize	
Ministry of Defense (Singapore Armed Forces), 1984	Box AP7
Nestlé	
After Eight chocolate mints, 1991	Box AP7
Kit Kat, 1997	Box AP7
Polo peppermints, 1990	Box AP7
Richard Ellis Property Consultants, 1984	Box AP7
S.C. Johnson and Son, 1984	
Off! insect repellent	Box AP7
Toilet Duck cleanser	Box AP7
Times Publishing (Singapore Business), 1987-1990	Box AP7
Times Publishing Group, 1987, 1990	Box OV3
Physical Description: oversize	
Tokyu Group (Claymore Condominiums), 1985	Box AP7
Tokyu Group, 1985	Box OV3
Physical Description: oversize	
Toyota (Carina), 1981	Box AP7
Wearne Brothers Jaguar (Malayan Motors), undated	Box AP7
Sri Lanka (Colombo Office)	
Mackwoods and Winthrop (Panadol), 1985	Box AP7
Nestlé (Nestomalt nutritional beverage), 1985	Box AP7

Unilever, 1985 Box OV3

Physical Description: oversize

Taiwan

Taipei Office

E-57, 1989 Box AP8

Citicorp, 1989 Oversize-folder OF6

Physical Description: oversize

Eastman Kodak (Kodacolor film), 1989 Box AP8

Ford (Festiva and Telstar), 1989 Box AP8

Ford (Liata launch), 1996-1997 Box 5

IBM, 1988-1989 Box AP8

J. Walter Thompson Company, 1990 Box AP8

National Investment Trust Company, 1989 Box AP8

R.J. Reynolds (Yves Saint Laurent cigarettes),
1988 Box AP8

Undetermined Office

Citicorp (Citibank Visa and Diner's Club
credit cards), 1989 Box AP8

Physical Description: 3 folders

Nike, 1996 Box AP8

Thailand (Bangkok Office)

Camus International, cognac, 1989 Box AP9

Diethelm (Ocean Pacific clothes), 1990 Box AP9

Eastman Kodak (Kodacolor film), 1989 Box AP9

Eastman Kodak, 1989 Box OV3

Physical Description: oversize

Holiday Inn, 1990 Box AP9

Hyatt Hotels, 1985	Box AP9
IBM, 1987, 1990	Box AP9
IBM, 1989	Box OV3
Physical Description: oversize	
Kraft cheese products, 1989-2003	Box AP9
Physical Description: 2 folders	
Mac Company Ltd. (McJean), 1989	Box AP9
Mitsubishi Corporation home electronics, 1990	Box AP9
Mitsubishi, 1989	Box OV3
Physical Description: oversize	
Motorola, pagers, 1997	Box AP9
Nike, 1997	Box AP9
Post Publishing (The Bangkok Post), 1989	Box AP9
Post Publishing, 1989	Box OV3
Physical Description: oversize	
President Park, 1989	Box AP9
President Park, 1989-1990	Box OV3
Physical Description: oversize	
Regal International Hotels, 1987	Box AP9
Royal Dutch Petroleum Company (Molla motor oil), 1990	Box AP9
S.C. Johnson and Son (Glade air freshener), 1989-1990	Box AP9
S.C. Johnson and Son, 1987	Box OV3
Physical Description: oversize	
Scott Paper Company (Lady Scott) paper products, 1990	Box AP9
Siam Cement Group, 1987	Box AP9

Singer Company, 1989 Box OV3

Physical Description: oversize

Standard Enterprise feminine hygiene
products

Pub Pak, 1989 Box AP9

Sanita, 1987 Box AP9

Thai Farmers Bank, banking and credit card
services, 1987, 1989-1990 Box AP9

Thai Theparog (Golden Mountain soy sauce),
1990 Box AP9

T.N. Engineering (NEC) telephones and fax
machines, 1985 Box AP9

Unifab Equipment Company (Uni-Aire air
conditioners), 1989 Box AP9

Unifab, 1989 Box OV3

Physical Description: oversize

Warner-Lambert (Listerine), 1997 Oversize-folder OF7

Physical Description: oversize

United Arab Emirates (Dubai Office)

J. Walter Thompson Company, circa 1980s Oversize-folder OF8

Physical Description: oversize

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Canada Series, 1921-1997 and undated

Scope and Contents note

Arranged alphabetically by office name and product.

Large-format materials have been removed to Oversize Materials. A dummy folder indicated by text in brackets has been inserted at the logical location of the removed material.

Montreal Office

Abbott Laboratories Box CA1

Consumer magazine, 1972-1979	Box CA1
Consumer newspaper, 1971-1972	Box CA1
Trade magazine, 1971-1979	Box CA1
<hr/>	
ALCAN Aluminum Ltd., 1958-1966, 1989-1990	
Consumer magazine, 1960-1963, 1989-1990	Box CA1
Consumer newspaper, 1958	Box CA1
Trade newspaper, 1962-1966	Box CA1
<hr/>	
ALCAN Aluminum Ltd., 1990	Box OV4
Physical Description: oversize	
<hr/>	
Allegheny Airlines	
Consumer newspaper, 1977-1978	Box CA1
Trade magazine, 1976-1977	Box CA1
<hr/>	
Allied Chemical	
Consumer magazine, 1963-1965	Box CA1
Consumer magazine (Barrett Products), 1940-1963	Box CA1
Physical Description: 1-7 of 12 folders	
Consumer newspaper (Barrett Products), 1940-1963 (continued)	Box CA2
Physical Description: 8-12 of 12 folders	
Trade magazine, 1959-1965	Box CA2
Physical Description: 6 folders	
Trade magazine (Barrett Products), 1940-1961	Box CA2
Physical Description: 1-7 of 17 folders	
Trade magazine (Barrett Products), 1940-1961 (continued)	Box CA3
Physical Description: 8-17 of 17 folders	
Trade newspaper, 1960-1965	Box CA3

Trade newspaper (Barrett Products), 1943-1947, 1951	Box CA3
Physical Description: 2 folders	
Allied Chemical (Barrett Products), 1954	Box OV4
Physical Description: oversize	
Aquascatum of London, 1955-1968	Box CA4
Consumer magazine, 1956-1968	Box CA4
Physical Description: 4 folders	
Consumer newspaper, 1955-1968	Box CA4
Physical Description: 4 folders	
Aquascatum, 1959	Box OV4
Physical Description: oversize	
Atlific Inns, consumer newspaper, 1974-1975	Box CA4
AVCO, consumer magazine, 1969-1970	Box CA4
Avis Rent-a-Car	
Consumer magazine, 1959-1963	Box CA4
Physical Description: 2 folders	
Consumer newspaper, 1957-1963	Box CA4
Blue Water Seafoods	
Consumer newspaper, 1956-1962	Box CA4
Trade magazine, 1956-1960	Box CA4
Trade newspaper, 1957-1958	Box CA4
Bombardier, 1998	Box 4
Brillo Manufacturing Company	
Consumer magazine, 1956-1957	Box CA4
Consumer newspaper, 1956-1959	Box CA4
Trade magazine, 1958	Box CA4
Brooke Bond foods	Box CA5

Consumer magazine, 1970-1980	Box CA5
Physical Description: 2 folders	
Consumer newspaper, 1970-1979	Box CA5
Trade magazine, 1970-1978	Box CA5
<hr/>	
Burroughs Wellcome and Company	
Trade magazine, 1972	Box CA5
Trade newspaper, 1972	Box CA5
<hr/>	
Calvert	
Consumer magazine, 1968-1971	Box CA5
Consumer newspaper, 1968-1971	Box CA5
Physical Description: 3 folders	
Trade magazine, 1969-1970	Box CA5
<hr/>	
Canada Advertising Advisory Board, 1978	Box CA5
<hr/>	
Canada Mink Breeders	
Consumer magazine, 1960-1964, 1984-1985	Box CA5
Physical Description: 2 folders	
Consumer newspaper, 1960-1964	Box CA5
Trade magazine, 1960-1963	Box CA5
Trade newspaper, 1960-1964	Box CA5
<hr/>	
Canadair, 1989-1990	
Consumer magazine, 1989-1990	Box CA5
Trade magazine, 1989	Box CA5
<hr/>	
Canadair, 1988-1989	Box OV4
Physical Description: oversize	
Canadelle, consumer newspaper, 1979	Box CA5
<hr/>	
Canadian Distilleries	
Consumer magazine, 1972	Box CA5
Consumer newspaper, 1972	Box CA5
<hr/>	
Canadian Salt Company	

Consumer magazine, 1943-1964	Box CA5
Physical Description: 3 folders	
Consumer newspaper, 1943-1957	Box CA6
Trade magazine, 1940-1960	Box CA6
Physical Description: 4 folders	
Trade newspaper, 1940-1961	Box CA6
Trade poster designs, 1954-1957	Box CA6
Cantel/AT&T, approximately 1998	Box 4
Centre des science et de divertissements de Montreal, approximately 1998`	Box 4
Ciba, consumer newspaper, 1957	Box CA6
<u>Concordia Estates</u>	
Trade magazine, 1964-1965	Box CA6
Trade newspaper, 1964-1965	Box CA6
Congoleum, trade magazine, 1976	Box CA6
Consumers Distributing, consumer newspaper, 1971-1972	Box CA6
<u>Cordon Bleu</u>	
Consumer magazine, 1977-1979	Box CA6
Consumer newspaper, 1977-1979	Box CA6
<u>Dominion Dairies</u>	
Consumer magazine, 1977-1979	Box CA6
Consumer newspaper, 1977-1979	Box CA6
<u>Dominion Glass Company</u>	
Consumer magazine 1951-1952	Box CA6
Consumer newspaper, 1949-1954	Box CA6
Trade magazine, 1953-1965	Box CA6
Eastman Chemical Inter-American	

Consumer magazine, 1972	Box CA6
Consumer newspaper, 1969-1971	Box CA6
Edith Serai, consumer newspaper, 1970	Box CA7
Enterprise Advertising Associates, trade magazine, 1984	Box CA7
Federal Express, consumer magazine, 1990	Box CA7
Fisher Brothers Incorporated, consumer newspaper, 1970	Box CA7
Fisheries Council of Canada, trade magazine, 1956-1961	Box CA7
Ford Motor Company Consumer magazine, 1958	Box CA7
Consumer newspaper, 1958	Box CA7
Forest Engineering Research Institute of Canada, consumer newspaper, 1979	Box CA7
Frank W. Horner, consumer newspaper, 1961	Box CA7
Grand Themes, 1976	Box OV4
Physical Description: oversize	
Greb Industries (Warrington Products), 1984	Oversize-folder OF10
Physical Description: oversize	
Hattori Trading Company, consumer newspaper, 1964	Box CA7
Hoffman-LaRoche, trade magazine, 1958	Box CA7
Hygrade Food products, consumer newspaper, 1958-1959	Box CA7
Irving Oil Company, consumer newspaper, 1966	Box CA7
J. Walter Thompson Consumer magazine, 1957-1964	Box CA7

Consumer newspaper, 1957-1975	Box CA7
J. Walter Thompson Company, 1969, 1984 Physical Description: oversize	Box OV4
Jantzen, consumer magazine, 1968-1973	Box CA7
Johnson & Johnson, trade magazine, 1975	Box CA7
Kawasaki, consumer magazine, 1977	Box CA7
Kraft, 1940-1990	Box CA8
Individual products	
Canadian Slices, 1949-1985 Physical Description: 7 folders	Box CA8
Miracle Whip, 1940-1990 Physical Description: 8 folders	Box CA8
Velveeta, 1941-1985 Physical Description: 6 folders	Box CA8
Miscellaneous and multiple products	Box CA9
Consumer magazine, 1940-1975 Physical Description: 18 folders	Box CA9
Consumer magazine, 1976-1990 Physical Description: 9 folders	Box CA10
Consumer newspaper, 1943-1962 Physical Description: 9 folders	Box CA10
Consumer newspaper, 1963-1979 Physical Description: 5 folders	Box CA11
Trade magazine, 1943-1979 Physical Description: 10 folders	Box CA11
Kraft, 1958-1977 Physical Description: oversize	
Canadian cheese slices, 1961-1962, 1970 Physical Description: oversize	Box OV4

Miracle Whip, 1958, 1960, 1962, 1970-1973	Box OV4
Physical Description: oversize	
<hr/>	
Various, consumer magazine, 1958, 1961-1966, 1968-1974, 1977	Box OV4
Physical Description: oversize	
<hr/>	
Various, consumer newspaper, 1970-1975	Box OV4
Physical Description: oversize	
<hr/>	
Labatt	Box CA12
<hr/>	
Consumer magazine, 1958-1979	Box CA12
Physical Description: 4 folders	
<hr/>	
Consumer newspaper, 1958-1979	Box CA12
Physical Description: 14 folders	
<hr/>	
Trade magazine, 1958-1967	Box CA12
Physical Description: 2 folders	
<hr/>	
Loyola of Montreal, consumer newspaper, 1967	Box CA13
<hr/>	
LTV Ling Altec, trade magazine, 1971	Box CA13
<hr/>	
Mars, trade magazine, 1970	Box CA13
<hr/>	
McDonnell Douglas	
Consumer magazine, 1959-1978	Box CA13
<hr/>	
Consumer newspaper, 1958-1979	Box CA13
Physical Description: 2 folders	
<hr/>	
Trade magazine, 1957-1979	Box CA13
Physical Description: 5 folders	
<hr/>	
Trade newspaper, 1968-1979	Box CA13
<hr/>	
McGuinness liqueur, consumer magazine, 1978	Box CA13
<hr/>	
Merrill Lynch, Pierce, Fenner, and Smith	
Consumer magazine, 1962-1965	Box CA13

Consumer newspaper, 1962-1965	Box CA13
Metcalfe House, consumer newspaper, 1975	Box CA13
Midas, consumer newspaper, 1978	Box CA13
Montreal Trust Company	
Consumer magazine, 1973-1979	Box CA13
Consumer newspaper, 1973-1979	Box CA13
Physical Description: 5 folders	
Trade magazine, 1973-1979	Box CA13
Montreal Urban Community	Box CA14
Consumer magazine, 1974-1976	Box CA14
Consumer newspaper, 1974-1976	Box CA14
Nordair	
Consumer magazine, 1975-1976	Box CA14
Consumer newspaper, 1975-1976	Box CA14
Northeast Airlines, consumer newspaper, 1961-1962	Box CA14
Northern Telecom, 1973-1984	
Consumer magazine, 1973-1984	Box CA14
Consumer newspaper, 1973-1974, 1976-1979	Box CA14
Physical Description: 4 folders	
Trade magazine, 1974-1977	Box CA14
Trade newspaper, 1974-1977	Box CA14
Northern Telecom, 1974, 1976	Box OV4
Physical Description: oversize	
Ocean Maid foods	
Consumer magazine, 1974-1978	Box CA14
Consumer newspaper, 1974-1978	Box CA14
Trade magazine, 1976	Box CA14

~~Pantene Vitamin hair tonic~~

Consumer magazine, 1957-1960 Box CA14

Consumer newspaper, 1957-1958 Box CA14

Parke-Davis, trade magazine, 1973-1978 Box CA14

Peerless carpets Box CA15

Consumer magazine, 1988-1990 Box CA15

Consumer newspaper, 1988 Box CA15

~~PepsiCo, 1966-1978~~

Consumer magazine, 1967-1978 Box CA15

Physical Description: 2 folders

Consumer newspaper, 1966-1978 Box CA15

Physical Description: 5 folders

Trade magazine, 1967-1970 Box CA15

PepsiCo, 1967 Box OV4

Physical Description: oversize

Petrofina Canada, consumer newspaper,
1971-1979 Box CA15

Physical Description: 3 folders

~~Quebec Government~~

Trade magazine, 1973-1979 Box CA15

Trade newspaper, 1973-1979 Box CA15

RCA Victor, 1960-1976 Box CA16

Consumer magazine, 1960-1976 Box CA16

Physical Description: 2 folders

Consumer newspaper, 1960-1976 Box CA16

Physical Description: 13 folders

Trade magazine, 1960-1972 Box CA16

Physical Description: 3 folders

Trade newspaper, 1960-1964 Box CA16

RCA Victor, 1960-1975	Box OV4
Physical Description: oversize	
Readers Digest, 1946-1979	Box CA17
Consumer magazine, 1946-1966	Box CA17
Consumer newspaper, 1946-1979	Box CA17
Physical Description: 10 folders	
Trade magazine, 1946-1970	Box CA18
Physical Description: 5 folders	
Trade newspaper, 1947-1970	Box CA18
Physical Description: 2 folders	
Reader's Digest, 1961, 1965, 1982	Box OV4
Physical Description: oversize	
Reckitt and Coleman, consumer newspaper, 1949-1956	Box CA18
Remy Martin, consumer magazine, 1978-1979, 1982	Box CA18
Physical Description: 2 folders	
R.J. Reynolds foods	
Consumer newspaper, 1969-1970	Box CA18
Trade magazine, 1969-1970	Box CA18
Robin Hood, multiple foods, 1970-1976	
Consumer magazine, 1970-1975	Box CA18
Consumer newspaper, 1970-1974	Box CA18
Trade magazine 1974-1976	Box CA18
Trade newspaper, 1973	Box CA18
Robin Hood, multiple foods, 1971	Box OV4
Physical Description: oversize	
Schenley Canada Gibsons Finest, consumer magazine, 1990	Box CA18

Scott Paper, 1964-1979

Consumer magazine, 1964-1977 Box CA18

Physical Description: 3 folders

Consumer newspaper, 1964-1979 Box CA18

Physical Description: 3 folders

Scott Paper, 1972 Box OV4

Physical Description: oversize

Signal Companies

Consumer magazine, 1961-1975 Box CA18

Consumer newspaper, 1968-1971 Box CA18

Singer, 1963-1973 Box CA19

Consumer magazine, 1964-1973 Box CA19

Consumer newspaper, 1963-1965, 1969-1973 Box CA19

Physical Description: 6 folders

Trade magazine, 1969 Box CA19

Singer, 1963-1965, 1969-1973 Box OV4

Physical Description: oversize

Smith and Nephew, consumer magazine,
1977-1979, 1982 Box CA19

Physical Description: 2 folders

Standard Brands, 1940-1970 Box CA20

Chase and Sanborn (instant coffee),
1950-1970 Box CA20

Physical Description: 12 folders

Chase and Sanborn (regular grind)
Consumer magazine, 1942-1970 Box CA20

Physical Description: 3 folders

Consumer newspaper, 1940-1949 Box CA20

Physical Description: 6 folders

Consumer newspaper, 1950-1963	Box CA21
Physical Description: 7 folders	
Trade magazine, 1940-1969	Box CA21
Physical Description: 3 folders	
Corporate and multiple products, 1944-1970	Box CA21
Physical Description: 11 folders	
Fleischmann corporate and multiple products, 1940-1966	Box CA22
Physical Description: 10 folders	
Fleischmann's Arkady, 1949-1955	Box CA22
Fleischmann's baking powder, 1950-1960	Box CA22
Fleischmann's Best yeast, 1956-1967	Box CA22
Fleischmann's Panomalt syrup, 1949-1961	Box CA22
Fleischmann's Tastex, 1960	Box CA22
Fleischmann's yeast	Box CA23
Consumer magazine, 1940-1970	Box CA23
Physical Description: 17 folders	
Consumer newspaper, 1940-1970	Box CA24
Physical Description: 21 folders	
Trade magazine, 1940-1969	Box CA25
Physical Description: 7 folders	
Magic baking powder	
Consumer magazine, 1940-1966	Box CA25
Physical Description: 15 folders	
Consumer newspaper, 1940-1967	Box CA26
Physical Description: 9 folders	
Trade magazine, 1940-1959	Box CA26
Magic baking soda, 1946	Box CA26

Siesta coffee, 1958 Box CA26

Physical Description: 2 folders

Standard Brands, 1968 Box OV4

Physical Description: oversize

SWAKARA Furs Box CA27

Consumer magazine, 1966 Box CA27

Consumer newspaper, 1965-1966 Box CA27

Trade magazine, 1965-1966 Box CA27

Terasses, Les, consumer newspaper, 1976 Box CA27

Terrasses, Les, 1976 Box OV4

Physical Description: oversize

~~Toyo Spinning Company~~

Consumer magazine, 1957-1959 Box CA27

Consumer newspaper, 1957-1959 Box CA27

Trade magazine, 1957-1959 Box CA27

~~Uncle Ben's Foods~~

Consumer newspaper, 1969 Box CA27

Trade magazine, 1970 Box CA27

~~W.F. Young~~

Consumer magazine, 1940-1978 Box CA27

Physical Description: 5 folders

Consumer newspaper, 1941-1979 Box CA27

Physical Description: 3 folders

Trade magazine, 1948-1949 Box CA27

Westmount Realities, consumer newspaper,
1959-1960 Box CA27

Toronto Office

Bank of Montreal, 1982 Box CA27

Bank of Nova Scotia, 1963	Box CA27
Champion Spark Plug, 1963, 1986	Box CA27
Chesebrough-Pond's, 1921-1932 Physical Description: 9 folders	Box CA28
Chesebrough-Pond's, 1933-1941, 1959-1963 Physical Description: 10 folders	Box CA29
Crown Life, 1986	Box CA30
DeBeers, 1984, 1987	Box CA30
Discovery Channel, 1997	Box CA30
Ford Motor Company, 1977-1983 Physical Description: 2 folders	Box CA30
Ford Motor Company, 1977 Physical Description: oversize	Box OV5
Goodyear, 1982	Box CA30
IBM, 1983, 1985 Physical Description: oversize	Box OV5
Kraft (Philadelphia cream cheese, Lunchables, Swiss water, peanut butter, Bull's Eye barbecue sauce), 1998-1999 Physical Description: 2 folders	Box CA30
Labatt, 1981-1983	Box CA30
Labatt, 1984 Physical Description: oversize	Box OV5
Levi-Strauss, Great West Garment Company, 1985	Box CA30
Mattel Inc., 1988 Physical Description: oversize	Box OV5
McGuinness Distillers Ltd. (Blue Nun, Silhouette Vodka), 1982	Box CA30

Scope and Contents note

[See also Nabisco Brands and Allied Lyons PLC in other countries]

Mead Johnson, 1961 Box OV5

Physical Description: oversize

Midas (I.C. Industries), 1982 Box CA30

Nabisco Brands, 1963 Box CA30

Scope and Contents note

[See also Standard Brands in other countries]

Northern Telecom (Bell Canada Enterprises),
1987-1988 Box OV5

Physical Description: oversize

Northern Telecom (Bell Canada Enterprises),
1987-1990 Box CA30

PWA Inc. (Wardair), 1989 Box CA30

PepsiCo, 1982-1987 Box CA30

PepsiCo, 1988 Box OV5

Physical Description: oversize

Toronto Office Box OV5

Physical Description: oversize

R.J. Reynolds, 1982-1988
Export "A" Ultra Light Regular, Export Light,
1988 Box CA30

Macdonald Select, 1982 Box CA30

Macdonald Special, 1987-1988 Box CA30

Tempo, 1985 Box CA30

Vantage, 1988 Box CA30

R.J. Reynolds, 1988 Box OV5

Physical Description: oversize

Ralston Purina (Puppy Chow and Tender Vittles), 1988	Box CA30
Royal Canadian Mist, 1985	Box CA30
Sperry Rand Corporation, 1979	Box CA30
Teledyne, 1989	Box OV5
Physical Description: oversize	
Teledyne Water Pik, 1984, 1990	Box CA30
Physical Description: 2 folders	
Toronto Blue Jays, 1988	Box CA30
Toshiba, 1982, 1988	Box CA30
Toshiba, 1988	Box OV5
Physical Description: oversize	
Toshiba, 1989	Oversize-folder OF11
Physical Description: oversize	
Unilever, Wisk (Sam Spade campaign), 1984	Box CA30
Warner-Lambert, 1933-1989	
Parke-Davis	
Benglin and Sinutab, 1988-1989	Box CA30
Glycerine suppositories, 1987	Box CA30
Warner-Lambert Canada	
Listerine, 1933-1989	Box CA30
Physical Description: 4 folders	
Warner-Lambert, 1988-1990	Box OV5
Physical Description: oversize	
Vancouver Office	
ALCAN Aluminum Ltd., 1981	Box CA30
B.C. Packers (Clover Leaf tuna), 1990	Box CA30
British Columbia Development Corporation, 1982	Box CA30

Computer Associates, 1990	Box CA30
Labatt, 1984	Box CA30
Labatt, 1984	Box OV5
Physical Description: oversize	
Scott Paper Company, 1970s, 1983	Box OV5
Physical Description: oversize	
Scott Paper Company, 1971-1990	
Physical Description: oversize	
General, 1975	Oversize-folder OF11
Physical Description: oversize	
Baby Fresh, 1981-1990	Oversize-folder OF11
Physical Description: oversize	
Confidets, 1971-1982	Oversize-folder OF11
Physical Description: oversize	
Confidets News, 1972-1984	Oversize-folder OF11
Physical Description: oversize	
Scott Paper Company, 1984, 1990	Box CA30
Physical Description: 2 folders	
Multiple Offices	Oversize-folder OF11
Physical Description: oversize	
Labatt, 1982	Oversize-folder OF11
Physical Description: oversize	
Scope and Contents	
Includes material from Montreal, Toronto, and Vancouver offices	
Undetermined Office	
Lever Brothers, 1925-1927	Box CA30
United Way, 1988-1989? (Negatives)	Box CA30

[Return to Table of Contents](#)

Europe Series, 1900-2006 and undated

Scope and Contents note

Arranged alphabetically by country, then office name and product.

Large-format materials have been removed to Oversize Materials. A dummy folder indicated by text in brackets has been inserted at the logical location of the removed material.

Austria (Vienna Office)

Ford, 1981, 1987	Box EU1
ICL computers, 1987	Box EU1
Jacobs AG (Nacht und Tag) coffee, 1981	Box EU1
Kraft/Oscar Mayer, 1998	Box EU1

Belgium

Antwerp Office

Unilever (Elidor) shampoo, 1960-1961	Box EU1
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Brussels Office

AES word processor, 1981	Box EU1
CGR cement, 1988	Box EU1
Charles Woeste Residence, 1985	Box EU1
Compagne Liebig bouillon cubes, 1969	Box EU1
Continental Foods NV (Kwatta) chocolate, 1981	Box EU1
David Campari SPA liqueur, 1983	Box EU1
DeBeers, 1984	Box EU1
Ford	
Baby seats, 1984	Box EU1
Cargo trucks, 1985	Box EU1
Escort, 1981-1982	Box EU1

Fiesta, 1982, 1985-1986	Box EU1
Sierra, 1982, 1984	Box EU1
Gillette, 1969	Box OV6
Physical Description: oversize	
Hunter Douglas (Luxalon) office products, 1988	Box EU1
IBM, 1984-1985	Box EU1
ICL computers, 1984-1985	Box EU1
ICL Ltd., 1984	Box OV6
Physical Description: oversize	
Ippa banking, 1988, 1990	Box EU1
J. Walter Thompson Company, 1985	Box EU1
Kellogg's	
Coco Pops, undated	Box EU1
Corn Flakes, 1983-1984, 1987	Box EU1
Crunchy Nut Corn Flakes, 1983-1984	Box EU1
Frosties, 1988	Box EU1
Honey Pops, 1988	Box EU1
Pro-Grain, 1988-1989	Box EU1
Rice Krispies, 1984, 1988	Box EU1
Smacks, 1988	Box EU1
Kraft	
Baika, 1984-1985	Box EU1
Doram, 1985	Box EU1
La Sante cottage cheese, 1981	Box EU1
Miracoli pasta, 1984-1985	Box EU1

Philadelphia cream cheese, 1984-1985	Box EU1
Santane low-fat foods, 1984-1985, 1989	Box EU1
Valoval, 1984-1985	Box EU1
Ziz, 1981	Box EU1
Lever Brothers (Coral detergent), 1991	Oversize-folder OF12
Physical Description: oversize	
Monnaie Royale de Belgique, 1990	Box EU1
More O'Ferrall, 1984-1987	Box OV6
Physical Description: oversize	
Pepsi Company, 1988	Box EU1
Philips home appliances, 1981-1982, 1985, 1987-1988	Box EU1
Philips, 1985	Box OV6
Physical Description: oversize	
R.J. Reynolds (Winston) cigarettes, 1989	Box EU1
S.G.G.S.E.M.F. (Vichy) mineral water, 1988	Box EU1
Sloan Sport bandages, 1989	Box EU1
Societe Generale de Banque, undated	Box EU1
Teissire (Soifs Legeres) fruit cocktail syrup, 1989	Box EU1
Texaco, 1984-1985	Box EU1
Titex (Champion) sneakers, 1988	Box EU1
Toshiba, 1990	Box EU1
Toyota, 1988-1990	
Celica, 1988-1989	Box EU1
Minivans, 1988	Box EU1
Pre-Delivery Organization, 1988	Box EU1

Starlet, 1988-1990	Box EU1
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Toyota, 1988-1990	Box OV6
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Physical Description: oversize

Unilever (Calve) desserts, 1988	Box EU1
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Valle d'Aosta, 1989-1990	Box EU1
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Visibility Billboard Advertising, 1989	Box EU1
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~~Warner-Lambert~~

Benylin, 1989	Box EU1
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Chiclets, 1989	Box EU1
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Clarks gum, 1989	Box EU1
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Clorets, 1988	Box EU1
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Schick, 1989	Box EU1
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Trident, 1988	Box EU1
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Undetermined Office

Chesebrough-Pond's, 1962	Box EU1
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Czech Republic (Undetermined Office)

Kraft (Dadek, Jacobs coffee), 1998-1999	Box EU1
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Denmark (Copenhagen Office)

American Brands cigarettes	Box EU2
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Cecil, 1982, 1984	Box EU2
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Cook, 1980, 1982, 1984-1985	Box EU2
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Savoy, 1981-1982, 1984	Box EU2
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Bacardi Corporation, 1988	Box EU2
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Codan A/S, 1985	Box OV6
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Physical Description: oversize

Codan Livente, 1985	Box EU2
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Commercial Leasing A/S, 1982	Box EU2
Commodore International computers, 1988	Box EU2
Commodore International Ltd., 1985	Box OV6
Physical Description: oversize	
Computerland, 1984	Box OV6
Physical Description: oversize	
Dansk Kaffe, 1987	Box EU2
Denmark's Nature Preservation, 1988	Box EU2
Eastman Kodak Instamatic camera, 1972	Box EU2
Ford, 1985	Box OV6
Physical Description: oversize	
Ford (Sierra), 1986	Box EU2
Foreningen af Yngre Loeger, 1984	Box EU2
International Spike, Inc. (Jobe's) fertilizer, 1985	Box EU2
J. Walter Thompson Company, 1979-1980	Box EU2
Kraft	
Miracle Whip, 1980s	Box EU2
Miracoli, 1980, 1985-1986	Box EU2
Party dip, 1980s	Box EU2
Salad dressings, 1986, 1988	Box EU2
Mateus wine, 1982	Box EU2
Rambler cigarettes, 1984	Box EU2
Rolex, 1984, 1986	Box EU2
Tobaksgruppen or Tobaksindustrien, advertisements against tobacco regulation, 1981	Box EU2
Unilever	

Andy liquid cleaner, 1982 Box EU2

Lux soap, 1982 Box EU2

Unknown client, Public service campaign, "We
Can All Make the World a Little Better," 1987 Box EU2

Europe (Multiple Offices)

Eastman Kodak consumer advertisements,
1962, 1965 Box EU2

Finland (Helsinki Office)

Huhtamaki Oy Box EU2

Jalostaja pre-prepared foods, 1985 Box EU2

Jalostaja-Kennel dog food, 1987 Box EU2

Polarcup/Marimekko paper products, 1987 Box EU2

Rolex, 1986 Box EU2

Rolex, 1986 Box OV6

Physical Description: oversize

Tampella (Tend), 1986 (Not a JWT client) Box EU2

France

Lyon Office

Black & Decker power tools, 1982 Box EU3

Euro Advertising, undated Oversize-folder OF12

Physical Description: oversize

Farmicredit, 1982 Oversize-folder OF12

Physical Description: oversize

Ilford film, 1982 Box EU3

Val Thorens Tourism, 1982 Box EU3

Paris Office

Accor hotels and catering services, 1984 Box EU3

Accor, 1984	Box OV6
Physical Description: oversize	
Agricole and Mutuel Bank (Eurocard, Mastercard), 1985-1991	Box EU3
Automobile Club National, 1991	Box EU3
Banque Robeco, 1997	Box OV6
Physical Description: oversize	
Bernard Loisirs lawnmowers, 1989	Box EU3
Brother, 1991	Box OV6
Physical Description: oversize	
Brother office equipment, 1989	Box EU3
Chesebrough-Pond's, circa 1981	Box OV6
Physical Description: oversize	
Chronopost courier services, 1987-1989	Box EU3
Conté Velleda (with Kid Couleur), 1991	Box EU3
DeBeers, 1980-1991	Box EU3
Physical Description: 2 folders	
DeBeers Consolidated Mines, 1980s	Box OV6
Physical Description: oversize	
DEDAL, 1991	Box EU3
Dore Dore children's clothes, 1985-1987	Box EU3
Eastman Kodak, 1993	Box EU3
Ford	
Escort XR3, 1981	Box EU3
Fiesta, 1981, 1984	Box EU3
Probe, 1984	Box EU3
Sierra, 1984	Box EU3

Ford, 1987	Box OV6
Physical Description: oversize	
Fusano ski wear, 1983	Box EU3
Gazelle cosmetics, 1986	Box EU3
Gazelle, 1986-1987	Box OV6
Physical Description: oversize	
Graff jewelry, 1982	Box EU3
Guerlain cosmetics and perfumes, 1987	Box EU3
Guinness beer, 1980	Box EU3
J. Walter Thompson Company, ca, 1960, 1987	Box OV6
Physical Description: oversize	
J. Walter Thompson Company, 1987	Box EU3
Jack Daniels, 1991	Box EU3
Kellogg Company Corn Flakes, 1981	Box EU3
Frosti, 1981	Box EU3
Krispi, circa 1985	Box EU3
Smacks, 1982	Box EU3
Kilimager (Klim Bebes) baby clothing, 1986	Box EU3
Lamborghini tractors, undated	Box EU3
Nadine Samson, 1986-1987	Box OV6
Physical Description: oversize	
Nestlé (Findus Cuisine Legere) frozen dinners, 1985	Box EU3
Outboard Marine (Evinrude) motors, 1970	Box EU3
Penchinal, circa 1985	Box OV6
Physical Description: oversize	

Philips home appliances, 1982	Box EU3
Point P, 1982	Box OV6
Physical Description: oversize	
[Point P: See Oversize Box OV6]	Box EU3
R.J. Reynolds, 1990	Box OV6
Physical Description: oversize	
R.J. Reynolds cigarettes	
Salem, 1990	Box EU3
Winston, 1987-1991	Box EU3
Reader's Digest, 1959	Box EU3
Rhone-Poulenc (San Fosfate) detergent, 1986-1987	Box EU3
Rolex, 1986	Box EU3
S.C.A.D. (Narta) deodorant, 1969	Box EU3
Seagram Company (Chivas Regal) scotch whiskey, 1984	Box EU3
Start Pilote motor oil, 1989	Box EU3
Unilever	
Cutex, 1981, 1990	Box EU3
Lux soap and bath products, 1990	Box EU3
Persil, 1991	Box EU3
Val Thorens, 1982	Box EU3
Val Thorens, 1982	Box OV6
Physical Description: oversize	
Ville du Puy fashion retailer, 1984, 1986	Box EU3
Warner-Lambert	
Clorets, 1991	Box EU3
Schick, 1990	Box EU3

Germany

Düsseldorf Office

Asko furniture, 1984	Box EU4
Pilkington Brothers (Flachglas AG) window glass, 1985	Box EU4

Frankfurt Office

Scope and Contents note

[A very small selection. For more Frankfurt Office advertisements, see the J. Walter Thompson Company. Frankfurt Office. Advertisements Collection, circa 1950-1989]

ACSA, 1967	Box 1
Alpi, 1971-1975	Box 1
Alpi Seidenweberien (Alpi) ties, 1982	Box EU4
Amaretto Di Saronno, 1991	Box EU4
Bacardi, 1974, 1982	Box 1
Bausparkasse, 1968-19791	Box 1
Bavermann & Sohne, 1967-1970	Box 1
Birkel, 1966-1972	Box 1
Bissell, 1960-1963	Box 1
Braun, 1971-1974	Box 3
Brinkmann (Mokri cigarettes), 1967-1970	Box 1
Bristol-Myers, 1960-1964	Box 1
Brown Boveri, 1968-1978	Box 2
BSA Babybotte, 1976	Box 2
Bundesanleihen (Deutsche Bundesbank), 1966-1968	Box 2
Burger King, 1977-1984	Box 3

Burger King, 1977, 1981-1984	Box 2
BZGA (Bundeszentrale für Gesundheitliche Aufklärung), 1974	Box 2
Caltex/Chevron, 1965-1970	Box 2
Central Marketing Association of Advertising "Deutschland Blummland" flower campaign, 1982	Box EU4
Commodore International computers, 1984	Box EU4
David Campari S.P.A. liqueurs, 1980, 1982, 1984-1986	Box EU4
DeBeers, 1972-1990	Box EU4
Physical Description: 2 folders	
Ford (Scorpio), 1985	Box EU4
Scope and Contents note [Includes foldout advertisement for Stern German Auto Show featuring Scorpio, Sierra, Orion, Fiesta models]	
Kellogg's Cornflakes, 1983	Box EU4
Muslix Musli-Bar, 1985	Box EU4
Kraft Das Milde salad dressing, 1984	Box EU4
Jocca cottage cheese, 1984-1985	Box EU4
Molto, 1982	Box EU4
Pillsbury, 1984	Box OV6
Physical Description: oversize	
Pit Stop, 1986	Box OV6
Physical Description: oversize	
Rolex, 1986	Box EU4

Rustenburg Platinum Mines (platinum jewelry), 1984-1986 Box EU4

SEB (Tefal) household appliances, 1982 Box EU4

Segram Company Ltd. (Mumm brand wines and champagne), 1982, 1986 Box EU4

Stabilisierungs Fonds Fur Weine wine campaign, 1981, 1985 Box EU4

Hamburg Office

Brockhaus Sohne KG (Brockhaus Enzyklopadie), 1987 Box EU4

Schleswig Holstein Tourism, circa 1987 Box OV6

Physical Description: oversize

Texaco, 1987 Box EU4

Unilever
CD personal care products, 1987-1988 Box EU4

Mentadent toothpaste, 1987 Box EU4

Undetermined Office

Chesebrough-Pond's, 1962 Box EU4

Douwe Egberts, 1998-1999 Box EU4

Friski, undated Box EU4

Kraft (Jacobs Krönung, Miracle Whip, Philadelphia Cream Cheese, 1998-1999 Box EU4

Pepsi-Cola, 1969 Box EU4

S.C. Johnson & Sons (Johnson Auto Pudding), undated Box EU4

Ustop clothing, 1983 Box EU4

Greece (Athens Office)

Allen Office Design, 1983 Box EU4

Alma Sport S.A. (Puma) sneakers, 1982	Box EU4
Bang and Olufsen, televisions and stereo equipment, 1982	Box EU4
Cinzano vermouth, 1982	Box EU4
Damelian (Diamond Club) jewelry, 1988	Box EU4
Eastman Kodak, Gimini and Grafitti children's cameras, 1988	Box EU4
F.A. Products (soaps, shampoo, deodorant), 1982	Box EU4
Heineken, 1988	Box EU4
J. Boutaris and Sons (Naoussa Boutari) wines, 1982	Box EU4
Kraft (Milkies, Mayonnaise, 1998	Box EU4
Manos Travel System, 1982	Box EU4
Metaxa brandy, 1972	Box EU4
R.J. Reynolds (Winston) cigarettes, 1988	Box EU4
Sekap S.A. (Sekap Special) cigarettes, 1982	Box EU4
Seree Ltd. (Astor Filter) cigarettes, 1982	Box EU4
SEB (Tefal) cooking appliances, 1982	Box EU4
Tanagraia, 1989	Box OV6
Physical Description: oversize	
Titan Cement Company S.A. (Elki Keramiki) ceramic tile, 1990	Box EU4
Unilever (Sunsilk), 1989	Box EU4
Warner-Lambert (Chiclets), 1984	Box EU4
Hungary (Budapest Office)	
Jacobs, 1998-1999	Box EU4

Italy

Milan Office

Alco Tuna, circa 1990s	Box EU5
Augusta helicopters, 1982	Box EU5
Black and Decker, 1984	Box EU5
Black and Decker, 1984	Box OV6
Physical Description: oversize	
Cavit wine, 1987, 1989	Box EU5
DeBeers, 1982, 1984	Box EU5
DeBeers Consolidated Mines, 1982, 1985	Box OV6
Physical Description: oversize	
Eastman Kodak Corporate, 1982	Box EU5
Ektachrome/Kodacolor slide film, 1984, 1989	Box EU5
Ektralite 5932 motion picture film, 1982	Box EU5
Gold 100 color film, 1987	Box EU5
Kodachrome/Ektachrome super-8 motion picture film, 1982	Box EU5
Kodacolor II film, 1982	Box EU5
Kodak Paper, 1984	Box EU5
Negative 5932 motion picture film, 1982	Box EU5
Flavia jewelery, 1982	Box EU5
Ford Bis, 1984	Box EU5
Escort, 1982, 1984, 1987	Box EU5
Fiesta, 1984	Box EU5

Ford, 1984	Box OV6
Physical Description: oversize	
Griguasco, 1982-1984	Box OV6
Physical Description: oversize	
Heinz (Plasmon Dietetic) baby food, 1987, 1989	Box EU5
Hoechst (Infotee) photocopier, 1982 (With documentation)	Box EU5
J. Walter Thompson Company (includes condom use PSA), 1987 and undated	Box EU5
J. Walter Thompson--"Switch that light off!" conservation psa, approximately 2006	Oversize-folder 18
Kraft	
Jocca, 1986, 1988	Box EU5
Maman Luise, 1986	Box EU5
Mayonnaise, 1986, 1988	Box EU5
Philadelphia cream cheese, 1982, 1986, 1988	Box EU5
Sottilette, 1986, 1988	Box EU5
Kraft, 1986-1990	Box OV6
Physical Description: oversize	
Matsushita (Technics), 1989	Box OV6
Physical Description: oversize	
Matsushita (Technics) stereo equipment, 1987-1989	Box EU5
Philips (car stereos, light bulbs), 1988	Box EU5
Rizzoli Editore S.P.A., 1987	Box OV6
Physical Description: oversize	
Rolex, 1986	Box EU5

Sitia Yuomo, 1987	Box OV6
Physical Description: oversize	
Sitia Yomo (Yomo Yomi) yogurt, 1987	Box EU5
Standard Brands, 1965	Box OV6
Physical Description: oversize	
Unilever	
Bizaine perfume, 1982	Box EU5
Clear shampoo, 1985	Box EU5
Executive cologne, 1980	Box EU5
Unilever, 1987	Box OV6
Physical Description: oversize	

Rome Office

Alitalia airline, 1988 (See also Oversize Box OV6)	Box EU5
Alitalia, 1988	Box OV6
Physical Description: oversize	
Citicorp, 1988	Box OV6
Physical Description: oversize	
Citicorp (Diners Club International Card), 1988 (See also Oversize Box OV6)	Box EU5
IRI Group (Raggruppamento Selenia Elzag), 1985	Box EU5

Undetermined Office

Fini Pasta, 1998-2002	Box EU5
Kraft (Jacobs, Jocca, Philadelphia Cream Cheese), 1998-2002	Box EU5
Negrone Ham, 1998-2002	Box EU5

Netherlands (Amsterdam Office)

Agio Signarenbreiken (Red Labee) cigars, 1981	Box EU5
Algemene Bank Nederland, 1982	Box EU5
Amsterdamse Effectenbeurs, 1984	Box EU5
BMW, 1996	Box OV6
Physical Description: oversize	
Chevron car care products, 1982	Box EU5
Eastman Kodak Ektra, 1981	Box EU5
Instomatic, circa 1970	Box EU5
Signet Kopiees photocopier, undated	Box EU5
Eastman Kodak, circa 1980	Box OV6
Physical Description: oversize	
Ford Capri, 1960s	Box EU5
Escort, 1960s	Box EU5
Fiesta, 1981	Box EU5
Taunus, 1960s, 1981	Box EU5
Trucks, undated	Box EU5
Frans Verbant and Company (Black and White) scotch whiskey, circa 1969-1970	Box EU5
Kellogg Company Cornflakes, 1960s	Box EU5
Honey Smacks, 1960s	Box EU5
Rice Krispies, 1960s	Box EU5
Smacks, 1960s, 1982, 1984	Box EU5
Kluwer Publishing, Van Dale dictionaries, 1984	Box EU5

Mattel (Masters of the Universe), late 1980s	Box EU5
Miscellaneous cheeses (St. Moret Linessé, Mon Chou, Paturain Linessé), 1999	Box EU5
Nutricia (Olvarit) baby food, 1969, 1982	Box EU5
Nutroma tea, 1981	Box EU5
Outboard Marine (Evinrude), 1970	Box EU5
Philips, 1965	Box EU5

Scope and Contents note

[Cover art for Philips' recording artist Ronnie Tober single "Zonder Jou" b/
w "Verboden Vruchten," Philips no. JF-327-860, 1965]

Primair Bereik, 1981	Box EU5
Rolex, 1986	Box EU5
Unilever Calve peanut butter, 1982, 1984	Box EU5
Lux soap and detergent, 1960s, 1981-1982, 1985	Box EU5
Unilever, circa 1980	Box OV6

Physical Description: oversize

Warner-Lambert Benylin cold medicine, 1988	Box EU5
Elaste first aid medicine, 1988	Box EU5
Listerine, 1988	Box EU5
Rami cough syrup, 1988	Box EU5

Norway (Oslo Office)

Eastman Kodak consumer, 1968	Box EU6
Rolex, 1986	Box EU6

Poland (Warsaw Office)

General Motors (Chevrolet, LaSalle, from
 microfilm), 1920s Box EU6

Portugal (Lisbon Office)

A.L.C. Perafita (Longa Vita) Camembert
 cheese, 1987 Box EU6

António Pacheco Agostino, 1991 Box EU6

BDF, 1991 Box EU6

Copaz
 Generic soy oil advertisements, 1987, 1990 Box EU6

Ibersoja soy oil, 1987-1988, 1990 Box EU6

Cortal office furniture, 1988, 1990 Box EU6

Elida Gibbs (Denim), 1991 Box EU6

J. Walter Thompson Company, 1987 Box EU6

Kraft (Philadelphia Cream Cheese), 1999 Box EU6

Levi Strauss (with documentation), 1974 Box EU6

Lisgrafica, Noticia Lisgrafica magazine, 1988 Box EU6

Luso American Foundation (Vianna de Motta
 Piano contest program), 1987 Box EU6

Montpio Geral financial services, 1990 Box EU6

Nestlé-Findus, 1992 Box EU6

Proleite/Mimosa (UNICEF), 1992 Oversize-folder OF12

Physical Description: oversize

Refrigor, 1992 Box EU6

Refrigor, 1992 Box OV6

Physical Description: oversize

Scott Paper, 1992 Box EU6

Secretaria de Estado da Cultura, Direccao
Geral da Accao Cultural, 1990 Box OV6

Physical Description: oversize

Secretaria Do Estado Da Cultura, Direccao
Geral da Accao Cultural theater campaign,
1990 Box EU6

Setron Ltd. (Pioneer) stereo equipment, 1984 Box EU6

Sogrape (Mateus), 1992 Oversize-folder OF12

Physical Description: oversize

[Sogrape (Mateus): See Oversize Folder OF12] Box EU6

Telecom Portugal, 1990 Box EU6

Telecommunicasoes CTT, 1990 Box EU6

Triunfo pasta, 1990 Box EU6

Unilever

Coral laundry detergent, 1987-1988 Box EU6

Scope and Contents note

[Includes pattern books]

Mentadent toothpaste, 1989 Box EU6

News SunsilK Hair Care, 1988 Box EU6

Scope and Contents note

[Magazine for hairdressers]

Sunsilk hair care products, 1984, 1987 Box EU6

Various (Includes Linic, Mexina,
Pepsodentfluor), 1984, 1988 Box EU6

Romania (Bucharest Office)

Jacobs, 1999 Oversize-folder OF13

Physical Description: oversize

Tragerile Loteriei de State, 1930s Oversize-folder OF13

Physical Description: oversize

Russia (Undetermined Office)

Jacobs, 1998-1999 Box EU6

Slovak Republic (Undetermined Office)

Jacobs, 1998-1999 Box EU6

Slovenia (Served by JWT Bucharest)

General Motors (Opel Six, from microfilm),
1920s Box EU6

Spain

Barcelona Office

Allied Lyons PLC Brandy 1900, 1987 Box EU7

Beecham Group

Margaret Astor cosmetics, 1989 Box EU7

Quorum by Puig men's fragrance, 1984 Box EU7

Distillers Company (Afersons, Johnny Walker
Red scotch whiskey), 1986 Box EU7

Myrugia Group

Armande perfume, 1988 Box EU7

Don Algodon clothing, 1988 Box EU7

Pinaud cosmetics, 1987 Box EU7

Quaker Oats (Fisher Price) toys, 1984 Box EU7

Rolex, 1986 Box EU7

Madrid Office

Bacardi Box EU7

Bacardi rum, 1984 Box EU7

Beefeater gin, 1984, 1987 Box EU7

Banco Hispano Americano, 1984 Box OV6

Physical Description: oversize

Banco Pastor, 1987	Box EU7
DeBeers, 1978, 1987	Box EU7
DeBeers Consolidated Mines, Ltd., 1988	Box OV6
Physical Description: oversize	
Eastman Kodak, 1974, 1977, 1987, undated EK6, 1977	Box EU7
Ektasound motion picture camera, 1974	Box EU7
Instamatic camera, undated	Box EU7
Kodacolor film, 1987	Box EU7
Eastman-Kodak, 1974, 1977	Oversize-folder OF14
Physical Description: oversize	
Eastman Kodak, 1976	Box OV6
Physical Description: oversize	
Ediciones America Iberica (Biba), 1991	Box EU7
Ford	
Escort, 1987	Box EU7
Fiesta, 1976, 1980	Box EU7
Ford Service, 1978	Box EU7
Orion, 1984	Box EU7
Galerias Pzeciards, 1984, 1987	Box EU7
J. Walter Thompson Company, 1970s-1990	Box EU7
J. Walter Thompson Company, circa 1976	Box OV6
Physical Description: oversize	
Kraft, 1973, 1976, 1984-1985, 2002 Mayonase, 1973	Box EU7
Philadelphia Cream Cheese, 2002	Box EU7
Quintana cheese, 1984	Box EU7

Sante cheese products, 1985	Box EU7
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Ziz cheese, 1976	Box EU7
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Kraft, 1976	Oversize-folder OF14
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Physical Description: oversize

Metro, 1984	Box EU7
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Ministry of Agriculture, 1988	Box OV6
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Physical Description: oversize

Nestlé, 1973, 1976-1979 Mokanor instant coffee, 1977-1978	Box EU7
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Nescafé instant coffee, 1973, 1976-1977, 1979	Box EU7
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Nestlé, 1976	Box OV6
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Physical Description: oversize

R.J. Reynolds, 1988	Box OV6
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Physical Description: oversize

R.J. Reynolds, 1989	Oversize-folder OF14
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Physical Description: oversize

R.J. Reynolds (Winston), 1990	Box EU7
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Rolex, 1986	Box EU7
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Scott Paper (Scottex), 1987	Box EU7
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Unilever (Sunsilk) shampoo, 1978, 1980-1981	Box EU7
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Undetermined Office

Chesebrough-Pond's, 1962	Box EU7
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Sweden (Stockholm Office)

Annousbolaget, 1989	Box OV7
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Physical Description: oversize

Arlanda Auport, 1989	Box OV7
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Physical Description: oversize

Commodore International personal computers, 1985	Box EU8
<hr/>	
Eastman Kodak	
Kodachrome film, 1984	Box EU8
Kodacolor film, 1984	Box EU8
Kodak Disc camera, 1984	Box EU8
<hr/>	
Fortia A.B. pharmacy	
Laxerskolan, 1989	Box EU8
Popraven, 1988	Box EU8
Salazopurin, 1988	Box EU8
<hr/>	
Glaxo Holdings, 1990	Box EU8
<hr/>	
J. Walter Thompson Company (Swedish advertising campaigns, from Epcot Swap Shop), 1983-1984	Box EU8
<hr/>	
Kellogg's Crunchy Nut Cornflakes, 1990	Box EU8
<hr/>	
Kemetyl, 1988	Box OV7
Physical Description: oversize	
<hr/>	
Kraft	
Miracoli, 1990	Box EU8
Philadelphia cream cheese, 1985	Box EU8
Salad dressings, 1980	Box EU8
<hr/>	
Kustartilleriet recruiting, 1984	Box EU8
<hr/>	
Marinstaben, 1982	Box OV7
Physical Description: oversize	
<hr/>	
Mills mashed potatoes, 1981	Box EU8
<hr/>	
Nestlé-Findus, 1991	Box EU8
<hr/>	
Svenska Lakaresallkapet, 1989	Box EU8
<hr/>	
Unilever	

Corall laundry detergent, 1984	Box EU8
Shield soap, 1982, 1988	Box EU8
Timotei shampoo, 1984	Box EU8
Warner-Lambert (Listerine), 1988	Box EU8
Warner-Lambert/Parke Davis Accupro, 1990	Box EU8
Lopid heart medicine, 1988, 1990	Box EU8
Vi-Siblin, 1989	Box EU8
Switzerland (Zurich Office)	
Actron security systems, 1990	Box EU8
Aer Lingus airline, 1984	Box EU8
Aer Lingus, 1988	Box OV7
Physical Description: oversize	
AES (Schweiz) Ag., 1981	Box OV7
Physical Description: oversize	
Cosmetica (Camelia) sanitary napkins, 1982	Box EU8
DeBeers, 1980s	Box EU8
Eastman Kodak Consumer, 1964-1967	Box EU8
Trade, 1965-1966, 1971	Box EU8
Ford	
Capri, undated	Box EU8
Escort XR3, undated	Box EU8
Fiesta, undated	Box EU8
Granada, undated	Box EU8
Sierra, 1984	Box EU8

Tanus, undated	Box EU8
Trucks, undated	Box EU8
USA-Ford, undated	Box EU8
Various products, "Welcher Ford-typ bin ich?," 1981	Box EU8
J. Walter Thompson Company (Year-in-review collection), 1984	Box EU8
<u>Kellogg Company</u>	
Bran Buds, 1980-1981	Box EU8
Coco Krispies, 1980-1981	Box EU8
Corn Flakes, 1980-1981	Box EU8
Rice Krispies, 1980-1981	Box EU8
Top Form, 1980-1981	Box EU8
Maser Benedikt Textilwerke, 1984	Box EU8
R.J. Reynolds, 1987-1988	Box OV7
Physical Description: oversize	
R.J. Reynolds (Winston Mild), 1988 (See also Oversize Box OV7)	Box EU8
Sacom SA, circa 1987	Box OV7
Physical Description: oversize	
[SACOM: See Oversize Box OV7]	Box EU8
Schweizerischer Obstverband (Opfelwii) cider, 1984	Box EU8
<u>Unilever</u>	
Corall detergent, circa 1983	Box EU8
FlyAway perfume, 1981	Box EU8
Gloria shampoo, 1988	Box EU8
Pepsodent toothpaste, 1980s	Box EU8

Victor computers, Box EU8

Turkey (Istanbul Office)

Altinyildiz, circa 1989 Box OV7

Physical Description: oversize

IBM, 1980s Box EU8

IBM, circa 1989 Box OV7

Physical Description: oversize

United Kingdom (moved to J. Walter Thompson Company. London Office. Print advertisements)

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Latin America, 1928-2004 and undated

Scope and Contents note

Arranged alphabetically by country, then office name and product.

Large-format materials have been removed to Oversize Materials. A dummy folder indicated by text in brackets has been inserted at the logical location of the removed material.

Argentina (Buenos Aires Office)

Asegurar insurance, 1989 Box LA1

Banelco bank card, 1988 Box LA1

Bausch & Lomb (Ray-Ban), 1984 Box LA1

B.F. Goodrich tires, 1930 Box LA1

Chase Manhattan Bank, 1990 Box LA1

Chesebrough-Pond's (Pond's Cold Creme,
Vanishing Creme, Crema S, Angel Face),
1958-1963 Box LA1

Physical Description: 2 folders

Exxon

Exxmar, 1987 Box LA1

Racing Sponsorship calendar, 1991	Box LA1
Exxon, 1991	Box OV8
Physical Description: oversize	
Ford	
Escort, 1987-1990	Box LA1
Sierra, 1984	Box LA1
J. Walter Thompson Company, 1980s	Box LA1
Kelito chocolates, 1933	Box LA1
Nestlé instant coffee, 1989	Box LA1
Corbamil (New Balance) athletic shoes, 1989	Box LA1
Pan American, 1968-1969 (online item available)	Box LA1
Digital Object: La mujer que vuela.	
Digital Object: El lugar donde los deseos coinciden.	
Rolex (some from photocopies), 1968, 1990	Box LA1
Seagrams Robert Brown's whiskey, 1969	Box LA1
Bermuda (Undetermined Office)	
Chesebrough-Pond's, 1928, 1931	Box LA1
Physical Description: 2 folders	
Bolivia (La Paz Office)	
Cerveceria Nacional de Bolivia (Nacional brand beer), 1978	Box LA1
Brazil	
Rio de Janeiro Office	
Atlantic Refining Company of Brazil, 1969	Box LA2
CADAM (Caulim Da Amazonia S.A.) mining, 1984	Box LA2
Coleção Diamantes, 1981	Box LA2

DeBeers, 1983-1984	Box LA2
Exxon Esso, 1987	Box LA2
Globo Editora publishing, 1987	Box LA2
Kraft (Philadelphia Cream Cheese), 2003-2004	Box LA2
Nabisco Brands Scope and Contents note [See also Standard Brands elsewhere in this collection]	
Royal baking powder, undated	Box LA2
Royal desserts, 1989	Box LA2
Nabisco Brands, 1989 Physical Description: oversize	Box OV8
PepsiCo, 1985	Box LA2
PepsiCo, 1987 Physical Description: oversize	Box OV8
Undetermined Client, 1987	Box LA2
São Paulo Office	
Blue Star Line (from microfilm), 1930	Box LA2
Champion spark plug, 1988 Physical Description: oversize	Box OV8
Eastman-Kodak, 1980s Physical Description: oversize	Oversize-folder OF16
Eastman Kodak, 1987-1988 Physical Description: oversize	Box OV8
Eastman Kodak Kodakcolor VR film, 1980-1996	Box LA2
Ford, 1961-1987	Box LA2

Scope and Contents note

[Includes Escort, XR3, Tractors, Trucks, JWT publication Ford Truck
Line News (1984) from the EPCOT swap shop]

Ford, 1984	Box OV8
Physical Description: oversize	
Giroflex office furniture, 1985, 1987	Box LA2
Heublein (Liebfraumilch), undated	Box LA2
J. Walter Thompson Company, 1980s	Box LA2
Johnson Motors (Sea-Horse outboard motors, from microfilm; See also Outboard Marine), 1930	Box LA2
Lorenzetti Group, 1989	Box LA2
Maguary fruit juice, 1969	Box LA2
NCR computers, 1984, 1986	Box LA2
Nestlé baby food, 1988	Box LA2
Philips	
Odyssey computer game system, 1984	Box LA2
Products De Ultima Geracao styling appliances, 1989	Box LA2
Philips, 1984-1985	Oversize-folder OF16
Physical Description: oversize	
Philips, 1988	Box OV8
Physical Description: oversize	
Refinacoes de Milho, 1931 (from microfilm)	Box LA2
Rolex, 1986	Box LA2
Sao Paulo Alpargatas (Topper Brand) athletic shoes, 1984, 1986	Box LA2
Unilever	

Atkinsons, Loco de Beleza (hair remover),
1988 Box LA2

Gessy Lever, SEDA, 1988 Box LA2

Lever Soap, 1950-1955 Box LA2

Lux, 1988 Box LA2

Unilever, 1988 Box OV8

Physical Description: oversize

Warner-Lambert (Clorets), 1988 Box LA2

Multiple Offices

Citicorp Box LA2

Citibank (Rio de Janeiro), 1984 (See also
Oversize Box OV8) Box LA2

CitiBank (Rio de Janeiro), 1984 Box OV8

Physical Description: oversize

CitiBank (São Paulo), 1984 Box OV8

Physical Description: oversize

Mastercard (São Paulo), 1987-1988 Box LA2

Visa (São Paulo), 1986 Box LA2

Scope and Contents note

[Promoting tourism for viewing Halley's Comet]

Undetermined Office

Chesebrough-Pond's, 1962 Box LA2

Chesebrough-Pond's, 1962 Box OV8

Physical Description: oversize

Cigarros Souza Cruz, 1969 Box OV8

Physical Description: oversize

Chile (Santiago Office)

AFP Summa insurance and investment Services, 1988	Box LA3
Banco O'Higgins, 1989	Box OV8
Physical Description: oversize	
Banco Sud Americano Banking Services, 1990	Box LA3
Corfinsa, 1988	Box LA3
British American Tobacco Advance, 1984	Box LA3
Derby, 1980s	Box LA3
Centenario Ltda. (Hucke) chocolates, 1990	Box LA3
Cervecerias Unidas "Momento para una cerveca" campaign, 1988	Box LA3
Chesebrough-Pond's, 1962	Box LA3
Cidere Biobio Regional Development Authority, 1989-1990	Box LA3
Compana de Papeles y Cartones, 1989	Box OV8
Physical Description: oversize	
Compania Industrial (Chef Brand) cooking oil, circa 1988	Box LA3
CoopAgricole Pisquera Elqui Capel, 1988	Box LA3
Pisco Control, 1990	Box LA3
Eastman Kodak Fling camera, 1988	Box LA3
Kodacolor film, 1988	Box LA3
Kodak paper, 1988	Box LA3
Kodak videotape, 1988	Box LA3
S Series camera, 1988	Box LA3

Holiday Inn Crowne Plaza, 1988	Box LA3
IBM, 1988, 1990	Box LA3
Lan Chile Airline, 1988	Box LA3
Lanas Cisne (Bottoncito, Magic, Mohair Superstar, Sinfonia brand wools), 1990	Box LA3
Nestlé	
Chambourey yogurt, 1987	Box LA3
Findus frozen dinners, 1988	Box LA3
Maggi frozen vegetables, 1990	Box LA3
Nestlé Chocolates, 1989	Box LA3
Parker Pen Company, 1986-1987	Box LA3
Philips (household electronics and appliances), 1989-1990	Box LA3
Prompan Bakery ("El Pan de Hoy" campaign), 1989	Box LA3
Prompan, 1989	Box OV8
Physical Description: oversize	
Provense Ltda. (Apumanque) department store, 1988	Box LA3
Raycass (L'Asst) pantyhose, 1988	Box LA3
Saroma instant fruit juice, 1987	Box LA3
Sociedad Aeronautica de Medellin (SAM), 1987	Box LA3
Suizer yogurt, 1980s	Box LA3
Unilever	
Astra soap, 1980s	Box LA3
Clinic hair care, 1987	Box LA3
Close-Up toothpaste, 1980s	Box LA3

Denim shampoo, 1980s	Box LA3
Korall detergent, 1988	Box LA3
Lux soap, 1980s	Box LA3
Pepsodent toothpaste, 1972, 1980s	Box LA3
Rexona deodorant, 1980s	Box LA3
Sedal styling mousse, 1988	Box LA3
Sunsilk hair care, 1984	Box LA3
Valle Nevado, 1989	Box LA3
Warner-Lambert Listerine, 1987	Box LA3
Lubriderm, 1987	Box LA3
Schick, 1982	Box LA3

Colombia (Bogotá Office)

Betsey Clark School Supplies, 1987	Box LA3
Coltabaco, circa 1987	Box OV8
Physical Description: oversize	
Eastman-Kodak, circa 1964-1970, 1980s	Oversize-folder OF17
Physical Description: oversize	
Eastman Kodak, 1970s-1980s	Box OV8
Physical Description: oversize	
Eli Lilly, circa 1980s	Box OV8
Physical Description: oversize	
Kraft, circa 1964-1970	Oversize-folder OF17
Physical Description: oversize	
Nestlé, 1970s-1980s	Box OV8
Physical Description: oversize	
Parker Pen, circa 1986	Box LA3

PepsiCo, 1985	Box OV8
Physical Description: oversize	
Philips, 1960-1974	Box OV8
Physical Description: oversize	
Philips, circa 1964-1970	Oversize-folder OF17
Physical Description: oversize	
Soc. Aeronautica de Medellin, circa 1987	Box OV8
Physical Description: oversize	
Unilever, 1970s-1980s	Box OV8
Physical Description: oversize	
Unilever, undated	Oversize-folder OF17
Physical Description: oversize	
Warner-Lambert, 1987	Box LA3
Costa Rica (Undetermined Office)	
Kraft, 1998-1999	Box LA3
Ecuador	
Guayaquil Office	
R.J. Reynolds (Doral) cigarettes, 1984	Box LA4
Unilever	
Scope and Contents note	
[See also Detersil]	
Impulse deodorant, 1984	Box LA4
Signal toothpaste, 1984	Box LA4
Undetermined Office	
Cafe Espresso, 1984	Box LA4
Cafe Espresso, 1984	Box OV8
Physical Description: oversize	
Detersil laundry detergent, 1984	Box LA4

Industrie Buitoni Perugina Wafers (packaging designs), 1984 Box LA4

R.J. Reynolds, 1984 Box OV8

Physical Description: oversize

Jamaica (Kingston Office)

Chesebrough-Pond's, 1938 Box LA4

Latin America (Continent-Wide Campaigns)

Multiple Offices

Chesebrough-Pond's, 1939 Box LA4

Undetermined Office

Chesebrough-Pond's, 1957-1963 Box LA4

Physical Description: 2 folders

Eastman Kodak, consumer, 1961-1971 Box LA4

Physical Description: 4 folders

Eastman Kodak, trade, 1965-1969 Box LA4

RCA, 1961-1963 Box LA4

Physical Description: 2 folders

Mexico (Mexico City Office)

Bacardi Corporation Ron Bacardi 1873 Solera, 1984 Box LA4

Cerveceria Cuauhtemac S.A. (Carta Blanca) Beer, 1984 Box LA4

Chesebrough-Pond's, 1962-1963 Box LA4

DeBeers, 1984 Box LA4

DeBeers Consolidated Mines Ltd., 1984 Box OV8

Physical Description: oversize

Eastman Kodak
Kodacolor VR-G film, 1988 Box LA4

Kodak Cross camera, 1988	Box LA4
Kodak S100 camera, 1988	Box LA4
Kodak Sport camera, 1988	Box LA4
Eastman Kodak, 1988	Box OV8
Physical Description: oversize	
Ford	
Fairlane, 1965-1966	Box LA4
Ford Exporting, 1965-1966	Box LA4
Mercury, 1965-1966	Box LA4
Taurus, undated	Box LA4
Thunderbird, undated	Box LA4
Topaz, 1984, 1988	Box LA4
Ford, circa 1962, 1988-1989	Box OV8
Physical Description: oversize	
General Electric washing machines, 1984	Box LA4
Hyatt International, 1987	Box LA4
Kellogg Company	
Corn Flakes, 1964, 1974	Box LA4
Corn Pops, 1987	Box LA4
Fruiti Lupis, 1987	Box LA4
Smak, 1987	Box LA4
Kraft	
Cheese Whiz, 1960s-1970s	Box LA4
Mermelada, 1960s-1970s	Box LA4
Philadelphia cream cheese, 1960s-1970s, 1998-1999	Box LA4
Physical Description: 2 folders	

Reckitt-Colman (Gerber), 1982 Box LA4

Standard Brands (Flan Royal), 1958 Box LA4

Scope and Contents note

[See also listings for Nabisco Brands in other countries]

Panama (Panama City Office)

Eastman Kodak Duo Pack (with documentation), 1988 Box LA4

Kraft, 1998-1999 Box LA4

Puerto Rico (San Juan Office)

Pan American World Airlines, 1969 (online item available) Box LA4

Digital Object: [Pan Am presenta el vuelo sabroso: "Picnic Champán."](#)

R.J. Reynolds (Winston) cigarettes, 1984 Box LA4

Peru (Undetermined Office)

Coats Platons (Hilos Cadena Llave SA) Patrica, 1984 Box OV8

Physical Description: oversize

Molinas Mayo (Avicola San Fernando), 1984 Box OV8

Physical Description: oversize

Uruguay (Montevideo Office)

International Gold Association, circa 1984 Box OV8

Physical Description: oversize

Nabisco Brands Box LA4

Scope and Contents note

[See also Standard Brands for other countries]

Chantilly Royal desserts, 1980s Box LA4

Royarina desserts, 1980s Box LA4

Parke-Davis (Ponstil), 1984 Box LA4

S.C. Johnson (Sheen) wax, 1984 Box LA4

Venezuela (Caracas Office)

Champion Spark Plug (Anco wipers), 1984 Box LA4

Chesebrough-Pond's, 1962-1963 Box LA4

Ford, 1984 Box OV8

Physical Description: oversize

Kraft, circa 1964 Box OV8

Physical Description: oversize

Metropolitan de Automoviles car sales, 1984 Box LA4

Philips, 1989 Box OV8

Physical Description: oversize

Standard Brands, Flan Royal, 1950s-1960s Box LA4

Sunbeam Appliance Company (Oster), 1989 Box LA4

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Mounted Advertisements Series, circa 1919-1998 and undated

Africa

South Africa
Jacobs coffee, undated Box MAF1

Kraft--Miracle Whip, undated Box MAF1

Petz Pamper cat food, 1988 Box MAF1

Asia-Pacific

General
Bisquit cognac, 1987 Box MAP1

DeBeers, 1989, 1996 Box MAP1

Eastman Kodak, 1988-1989 Box MAP1

Ford, 1964 Box MAP1

Ford, 1987 and undated	Box MAP1
Grand Hyatt Hong Kong, 1989	Box MAP1
Hyatt Hotels, 1988	Box MAP2
IBM, 1987-1988	Box MAP2
Jade Animations Productions Limited, 1988	Box MAP2
Kraft--Philadelphia Cream Cheese, undated	Box MAP2
Lever--Lux, 1989	Box MAP2
Lever--Sunsilk, 1988-1989	Box MAP2
Nestlé Nestomalt, undated	Box MAP2
Pearl & Dean outdoor advertising, 1988	Box MAP2
Philips, 1988	Box MAP2
R. J. Reynolds--Salem, 1989	Box MAP2
Rolex, undated	Box MAP2
Scott Paper--Cut-Rite was paper, 1987	Box MAP2
Sirdar Knits (Coats Patons Ltd.), 1988	Box MAP2
Smith Family Winter Appeal, 1988	Box MAP2
Tai Ping carpets, 1988	Box MAP2
Thai Farmers' Bank, 1988	Box MAP2
Tomco 501 Soap, undated	Box MAP2
Unilever--Pepsodent, 1988	Box MAP2
Vauxhall, 1930s	Box MAP2
Warner-Lambert Lubriderm, 1988	Box MAP2
Wedgwood, 1988	Box MAP2
Tokyo Office	
DeBeers, 1987-1996	Box MAP3

R. J. Reynolds--Salem, 1988 Box MAP3

Suntory Martell, 1988 Box MAP3

Oversize

Warner-Lambert Listerine, 1997 Oversize-folder MAP-OF1

Canada

Adams--Chiclets, 1988-1990 Box MCA1

Andrew Jergins (skin you love to touch), circa
1919 Box MCA1

Bull's Eye sauce, undated Box MCA1

Canadair, 1990 Box MCA1

Chesebrough-Pond's, 1925 Box MCA1

Ford, 1958, 1977 Box MCA1

Foster's Lager, 1988 Box MCA1

Gibson's Finest whiskey, 1990 Box MCA1

Kraft, 1987-1990 and undated Box MCA1

Lever--Lux, circa 1920 Box MCA1

MacDonald cigarettes, 1988 Box MCA1

Northern Telecom, 1988 Box MCA1

Oxo bouillon, 1987 Box MCA1

Pepsi-Cola, 1988 Box MCA1

Toshiba, 1989 Box MCA1

Wardair Canada, 1988-1989 Box MCA1

Europe

General

Adams--Chiclets, 1989 Box MEU1

Amoreiras Shopping Center, undated Box MEU1

Bacardi Rum, 1988	Box MEU1
Blå Mocca coffee, undated	Box MEU1
British Telecom, undated	Box MEU1
Campari, 1988	Box MEU1
Cavit Trentino, 1987	Box MEU1
Coats thread, 1988	Box MEU1
Credito Agricola/Rural Seguros, undated	Box MEU1
Dadak Coffee, circa 1998	Box MEU1
Danske Kaffe, 1988	Box MEU1
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Guerlain, circa 1990	Box MEU6
La Ville du Puy, undated	Box MEU6
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Frito-Lay, 1988	Box MLA1
Halston, 1988	Box MLA1
Warner-Lambert (Lubriderm), 1989	Box MLA2
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Tiempo Oster, 1989	Box MLA2
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Mastercard, 1988	Box MLA2
Lever Brothers (Lux), 1988	Box MLA2
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Pisco Control, 1990	Box MLA2
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