



# **Guide to the J. Walter Thompson Company. Alun Jones Papers, 1930-1984**

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Alun Jones papers, 1930-1984

**Source:**

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

**Creator:**

J. Walter Thompson Company

**Abstract:**

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. Alun Jones was a financial executive at JWT's Toronto and New York offices during the 1960s-1970s, holding the positions of Secretary-Treasurer and Executive Vice-President; he was elected to JWT's Board of Directors in 1974. The Alun Jones Papers cover the years 1930-1984, with the bulk of the collection dating from the late 1970s, and contains files primarily relating to Jones's work as a financial executive and administrator at the J. Walter Thompson Company (JWT). The collection consists of memoranda, correspondence, and reports covering topics including audits, agency compensation, management incentive plans and other company policies, and files related to financial matters at JWT's offices including Chicago, Detroit, New York and San Francisco, as well as JWT's international offices including Australia, Canada, and South Africa. Clients represented include Burger King, Kodak, Kraft, and Lever Brothers (Unilever). Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

3.75 Linear Feet  
5600 items

**Language:**

Material in English

**Collection ID:**

RL.00718

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1ks74>

**Preferred Citation**

[Identification of item], Alun Jones Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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## Background

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### Scope and Content

The Alun Jones Papers cover the years 1930-1984, with the bulk of the collection dating from the late 1970s, and contains files primarily relating to Jones's work as a financial executive and administrator at the J. Walter Thompson Company (JWT). The collection consists of memoranda, correspondence, and reports covering topics including audits, agency compensation, management incentive plans and other company policies, and files related to financial matters at JWT's offices including Chicago, Detroit, New York and San Francisco, as well as JWT's international offices including Australia, Canada, and South Africa. Clients represented include Burger King, Kodak, Kraft, and Lever Brothers (Unilever).

### Biographical/Historical

<b>Date</b>	<b>Description</b>
1956	Relocated to Canada
1960	Account Supervisor, J. Walter Thompson Limited (Canada)
1960	Financial Manager, JWT Toronto
1965	Assistant Secretary-Treasurer, JWT Toronto
1968	Secretary-Treasurer and Director, JWT Canada
1970	Senior Vice President and Director of Finance and Administration, JWT Canada
1972	Senior Vice President, Business Management, JWT New York

<b>Date</b>	<b>Description</b>
1974 Feb.	Senior Vice President-Finance, JWT New York
1974 May	Executive Vice President- Finance; elected to Board of Directors of JWT

Alun Jones was born in Wales and was educated at Magdalen College School in England. He was an Associate of the Chartered Institute of Secretaries.

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## **Administrative Information**

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### **Publication Statement**

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### **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 Alun Jones Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987.

## **Processing Information**

Processed by Diana Poythress, June 2010

Encoded by Diana Poythress, June 2010

Accession is described in this finding aid.

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## **Related Materials**

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### **Related Material**

Related material can be found in the following collections of the J. Walter Thompson Company Archives at the Hartman Center:

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

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

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

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

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

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

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

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

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

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

In addition, related material may be found in the following Hartman Center collection:

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

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## Names and Subjects

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- Advertising agencies
- Advertising agencies -- South Africa
- Advertising agencies -- United States
- Advertising agencies -- Australia
- Advertising agencies -- Canada
- Advertising executives -- United States
- Advertising executives -- United States -- History
- Advertising agencies -- United States -- History
- Advertising executives
- J. Walter Thompson Company. Detroit Office
- J. Walter Thompson Company. Chicago Office
- J. Walter Thompson Company. San Francisco Office
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company
- Jones, Alun
- John W. Hartman Center for Sales, Advertising & Marketing History
- Unilever (Firm)
- Kraft Foods Company
- Eastman Kodak Company
- J. Walter Thompson Company -- History
- Burger King Corporation

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## Collection Inventory

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### Administrative Files, 1974-1980

**Physical Description:** 5 boxes

**Scope and Contents note**

Contains general files of memoranda, correspondence, and reports covering such topics as audits, agency compensation, the management incentive plan, and other company policies.

Arranged alphabetically by topic. Original folder titles were maintained.

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Account Analysis, 1978

Box 1

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Account Control "J. Walter Thompson Company  
Recommendations to Improve Internal

Accounting Control, Administrative Efficiency, and Financial Management," 1978 Dec. 31	Box 1
Administration, 1977-1978	Box 1
Agency compensation guidelines, 1976 <b>Physical Description:</b> 2 folders	Box 1
Alun Jones files, 1979	Box 1
Art studio sale, 1978-1980	Box 1
Audit Committee, 1975-1980 <b>Physical Description:</b> 2 folders	Box 1
Axion Market Research Bureau, 1976-1979	Box 1
Board meeting, 1974 Dec.	Box 1
Capital budget, 1979-1980	Box 1
Challenges and responses, 1976	Box 1
Continental Corporation, 1973-1980 <b>Physical Description:</b> 2 folders	Box 1
Corporate Communications, 1978-1979	Box 1
Corporate objectives: "J. Walter Thompson Company 1977 Corporate Objectives and 1977 Priorities," 1976	Box 1
David Soskin/Thompson, 1978-1980	Box 2
Deltakos, 1977-1978 <b>Physical Description:</b> 3 folders	Box 2
Diners/Fugazy Travel and Incentive Company, 1974	Box 2
Directors and officers, 1984 Mar. 1	Box 2
Dividend policy, 1974-1979 <b>Physical Description:</b> 2 folders	Box 2

Dividends, 1975, 1979 <b>Physical Description:</b> 2 folders	Box 2
Eastern Region review, 1978-1979	Box 2
Employment benefits, 1977-1978	Box 2
Executive compensation, 1974-1980	Box 2
Finance managers' meeting, 1977	Box 2
Going private, 1974	Box 2
Gordon Hill Advertising Limited, 1979 Sept. 7	Box 2
Hill and Knowlton, Inc., 1979-1980	Box 2
Insurance summaries, 1977-1979 June 1 <b>Physical Description:</b> 3 folders	Box 2
"Internal Accounting Control Recommendations, Dec. 31, 1977 Examinations," 1977 Dec. 31	Box 2
"Internal Control Standards Manual," 1979 Jan. 1	Box 2
Lansdowne Advertising, 1978	Box 3
Management benefits, 1978 Oct.	Box 3
Management Incentive Plan, 1977-1980 <b>Physical Description:</b> 7 folders	Box 3
Monitoring results, 1978-1979	Box 3
North American Operations Committee, 1978-1980	Box 3
Office of the Chairman, 1978-1979	Box 3
Personnel policies, 1978-1980 <b>Physical Description:</b> 1 of 2 folders	Box 3
Personnel policies, 1978-1980 (continued) <b>Physical Description:</b> 2 of 2 folders	Box 4

Plans, 1979-1980 <b>Physical Description:</b> 3 folders	Box 4
Policies, 1966, 1977-1979	Box 4
Price Waterhouse, 1978-1979	Box 4
"Procedure on Intercompany Transfers," 1974 June 14	Box 4
Questions for TV interview, 1978	Box 4
Research, 1976-1977 <b>Physical Description:</b> 2 folders	Box 4
Retirement contracts, 1971-1974	Box 4
Retirement Trust, 1978-1980 <b>Physical Description:</b> 2 folders	Box 5
Simmons Market Research Bureau, 1979-1980	Box 5
Stock, 1977-1979	Box 5
Stock Incentive Plan project, 1975 June	Box 5
Supermarket media, 1978	Box 5
Survival Anglia, Ltd., 1976-1977	Box 5
Three year plan, 1978-1979 <b>Physical Description:</b> 3 folders	Box 5
U.S. company, 1976, 1980	Box 5
U.S. Eastern Division "Update Spring 1978," 1978 June 7	Box 5
U.S. managers' meeting, 1979	Box 5
U.S. Western Division, 1978	Box 5
World Wide Agency, Inc., 1979 Dec.	Box 5

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## Clients, 1975-1980

**Physical Description:** 1 box

### Scope and Contents note

Contains files of memoranda, correspondence, and reports on several JWT clients.

Arranged alphabetically, then chronologically

Beatrice Foods, 1975	Box 5
Burger King, 1976-1978	Box 5
<b>Physical Description:</b> 1 of 5 folders	
Burger King, 1976-1978 (continued)	Box 6
<b>Physical Description:</b> 2-5 of 5 folders	
Chevron "A Compensation Proposal for a Partnership between Cheven USA and JWT," 1977 Aug.	Box 6
Ford, 1971-1975	
<b>Scope and Contents note</b>	
[Oversized proofs for Ford Pinto and Maverick, 1971 removed to JWT Domestic Advertisements Collection.]	
General, 1971-1975	Box 6
FDAF (Ford Dealers Advertising Fund) financial review, 1977	Box 6
FDAF meeting, 1974-1976	Box 6
Gillette, 1978	Box 6
Kodak, 1930-1980	Box 6
<b>Physical Description:</b> 3 folders	
Kraft, 1977-1979	Box 6
<b>Physical Description:</b> 5 folders	
Lever, 1976-1978	Box 6
<b>Physical Description:</b> 3 folders	

Oscar Mayer "Oscar Mayer and JWT Together," 1977 Sept. 21	Box 6
"Top Worldwide and U.S. Clients," 1975-1979	Box 6

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## Domestic Offices, 1975-1979

**Physical Description:** 1 box

### Scope and Contents note

Contains files related to financial matters on JWT's domestic offices in Chicago, Detroit, Los Angeles, Miami, and New York.

Arranged alphabetically by topic. Original folder titles were maintained.

### Chicago

General, 1978-1979	Box 6
"Chicago Plan, 1978," 1978	Box 6

### Detroit

General, 1975-1978	Box 7
"1977 Financial Plan," 1976 Sept. 13	Box 7
"1977 Preliminary Outlook," 1976 Sept. 13	Box 7
"1978 Financial Plan," 1977	Box 7
"Office Space Recommendations," 1978 Jan. 1	Box 7
"Sales Promotion Final Review of 1975 Operations," 1975 Nov. 1	Box 7
"Sales Promotion Review of 1976 Operations...Plans for 1977," 1976 Nov. 1	Box 7

### Los Angeles

"1977 Preliminary Plan," 1976 Oct. 22	Box 7
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### Miami

"Operating Procedure Guide for the Establishment of JWT Miami," 1977 Sept. 30	Box 7
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### New York

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General, 1976-1979	Box 7
<b>Physical Description:</b> 2 folders	
"JWT New York A Financial Overview," 1979 Sept. 4	Box 7
"New York Advertising Annual Management Assessment/Objectives, 1976" 1976 Jan. 15	Box 7
"New York Office Advertising and Public Relations Plan," 1976 May 1	Box 7
"New York Office 1977 Preliminary Profit Plan Advertising and Public Relations," 1976 Oct. 22	Box 7
"Operations Planning Reviews," 1978 Nov. 7	Box 7
"Project 33%," 1978 Aug. 21	Box 7
"Review," 1978	Box 7
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San Francisco	
General, 1977-1979	Box 7
"1977 Preliminary Profit Plan San Francisco Office," 1976 Sept. 1	Box 7
"San Francisco Office 1976 Preliminary Profit Plan," 1975 Nov.	Box 7
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Washington, D.C.	
"JWT Washington 1977 Preliminary Plans and Objectives," 1976 Nov. 5	Box 7

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## **International Offices, 1971-1980**

**Physical Description:** 1 box

### **Scope and Contents note**

Contains memoranda, correspondence, and reports related to JWT's international offices in Amsterdam, Argentina, Australia, Brazil, Canada, Chile, France, Germany, India, Japan, Puerto Rico, South Africa, and the United Kingdom.

Arranged alphabetically. Original folder titles were maintained.

AMPAC Division, 1978-1979	Box 7
Amsterdam, 1971, 1976	Box 8
Argentina, 1975	Box 8
Australia, 1978-1980	Box 8
<b>Physical Description:</b> 2 folders	
Australia--Begg, Dow, Priddy, Pty., Ltd., 1979	Box 8
Brazil, 1975	Box 8
Canada, 1977-1979	Box 8
<b>Physical Description:</b> 3 folders	
Chile, 1974-1978	Box 8
France, 1977-1980	Box 8
Germany, 1979	Box 8
India, 1974	Box 8
Japan, 1975, 1979	Box 8
Puerto Rico, 1974-1975, 1978	Box 8
South Africa, 1977-1979	Box 8
<b>Physical Description:</b> 2 folders	
United Kingdom, 1978-1979	Box 8

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