



Guide to the J. Walter Thompson Company. London Office. Anthony Rau papers, 1946-1986 and undated

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Summary

Collection Title:

J. Walter Thompson Company. London Office. Anthony Rau papers, 1946-1986 and undated

Creator:

J. Walter Thompson Company; J. Walter Thompson Company. London Office

Source:

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

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. The JWT London office first opened in 1899. Anthony Rau was an executive with the London office whose career spanned the 1960s-1980s. Collection includes correspondence, research and status reports, brochures and other printed materials, and other materials that document Rau's work at JWT London in new business acquisition and JWT's charitable efforts. Companies represented include British Petroleum (BP), British Rail, Charities Aid Foundation, Singer, RCA, Tesco and United Biscuits. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

8.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11460

Permalink:

<https://idn.duke.edu/ark:/87924/m1mp7d>

Preferred Citation

[Identification of item], J. Walter Thompson Company. London Office. Anthony Rau papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Includes correspondence, research and status reports, brochures and other printed materials, and other materials that document Rau's work at JWT London in new business acquisition and JWT's charitable efforts. Companies represented include British Petroleum (BP), British Rail, Charities Aid Foundation, Singer, RCA, Tesco and United Biscuits. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. The JWT London office first opened in 1899. Anthony Rau was an executive with the London office whose career spanned the 1960s-1980s.

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Arrangement

Organized into two series: General Files; New Business Account Files.

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Administrative Information

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 J. Walter Thompson Company. London Office. Anthony Rau papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2008.

Processing Information

Processed by Richard Collier, May 2017

Accessions described in this collection guide: 2008-0270

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

J. Walter Thompson Company. New Business records; J. Walter Thompson Company. Account Files; J. Walter Thompson Company. London Office records; J. Walter Thompson Company. London Office advertisements.

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Names and Subjects

- Advertising

- Advertising -- Great Britain
- Advertising agencies
- Advertising agencies -- Great Britain
- Advertising executives
- Marketing research
- John W. Hartman Center for Sales, Advertising & Marketing History
- Singer Sewing Machine Company
- Radio Corporation of America

Collection Inventory

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