



Guide to the J. Walter Thompson Company. London Office. Tom Rayfield papers, 1968-1996

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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Summary

Collection Title:

J. Walter Thompson Company. London Office. Tom Rayfield papers, 1968-1996

Creator:

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) was one of the oldest and largest advertising agencies in the United States. The London Office first opened in 1899. Tom Rayfield was an advertising executive who served as Creative Director with the London Office. Collection consists of manuscript drafts and versions of Rayfield's unofficial history of JWT's London Office, "50 in 40"; audiocassette tapes of interviews with JWT staff and executives; and typewritten transcripts of the interviews. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

4.0 Linear Feet

Language:

Materials in English.

Collection ID:

RL.13080

Permalink:

<https://idn.duke.edu/ark:/87924/m16x73>

Preferred Citation

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

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Background

Scope and Content

Collection consists of manuscript drafts and versions of Rayfield's unofficial history of JWT's London Office, "50 in 40"; audiocassette tapes of interviews with JWT staff and executives; and typewritten transcripts.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. In 2023 the agency was absorbed into marketing and communications firm VML. The London Office first opened in 1899.

Thomas Rayfield (1941-2015) joined the JWT London office as a trainee copywriter in 1962 after graduating from Cambridge University. He relocated briefly to JWT's New York office (1966-1967) but returned to London. Rayfield was named a Creative Director in 1978 and served as Chairman and Creative Director of JWT's direct marketing unit. He retired in 1995.

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Arrangement

Organized into the following series: Interviews and Transcripts; Manuscripts and Drafts.

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Administrative Information

Publication Statement

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Access Restrictions

Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access. Transcripts are available in collection.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The J. Walter Thompson Company. London Office. Tom Rayfield papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift from the J. Walter Thompson Company in 1998.

Processing Information

Processed by Richard Collier, April 2024;

Accessions described in this collection guide: 1998-0509, 1998-0519.

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Related Materials

Related Material

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

J. Walter Thompson Company. Company Histories, Memoirs and Reminiscences;

J. Walter Thompson Company. London Office. Allen Thomas papers;

J. Walter Thompson Company. London Office. Anthony Rau papers;

J. Walter Thompson Company. London Office. David Faulkner papers;

J. Walter Thompson Company. London Office. Judie Lannon papers;

J. Walter Thompson Company. London Office. Michael Cooper-Evans papers;

J. Walter Thompson Company. London Office. Miles Colebrook papers;

J. Walter Thompson Company. London Office. Ron De Pear papers;

J. Walter Thompson Company. London Office. Sam Soper papers.

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Names and Subjects

- Advertising agencies -- Great Britain -- History
- Advertising executives -- Great Britain
- Advertising -- Great Britain -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- Rayfield, Tom

Collection Inventory

Interviews and Transcripts, 1968-1995

Access Restrictions:

Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access. Transcripts are available in collection.

Adrian Rowbotham, Mike Gilmour, 1995	Box 1
Adrian Rowbotham, Mike Gilmour, tape 1, 1995	Box 4 > Audio-cassette RL13080-CS-0001
Adrian Rowbotham, Mike Gilmour, tape 2, 1995	Box 4 > Audio-cassette RL13080-CS-0002
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