



# Guide to the J. Walter Thompson Company. Burt Manning Papers, 1930-1999

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David M. Rubenstein Rare Book & Manuscript Library

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## Table of Contents

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|   |    |
|---|----|
| <a href="#">Summary</a>   | 4  |
| <a href="#">Background</a>                                      | 5  |
| <a href="#">Administrative Information</a>                      | 7  |
| <a href="#">Related Materials</a>                               | 8  |
| <a href="#">Names and Subjects</a>                              | 8  |
| <a href="#">Collection Inventory</a>                            | 9  |
| <a href="#">Account Files, 1971-1987 and undated</a>            | 9  |
| <a href="#">Accounts and New Business Files (2023 Addition)</a> | 20 |
| <a href="#">AAMCO</a>   | 20 |
| <a href="#">Adams-Russell</a>                                   | 20 |
| <a href="#">American Machinery and Foundry (AMF)</a>            | 20 |
| <a href="#">Bell Atlantic</a>                                   | 20 |
| <a href="#">Burger King</a>                                     | 20 |
| <a href="#">Citibank</a>  | 20 |
| <a href="#">DeBeers</a>   | 21 |
| <a href="#">Dubliner</a>  | 21 |
| <a href="#">Dunlop Sports</a>                                   | 21 |
| <a href="#">Ernest and Julio Gallo</a>                          | 21 |
| <a href="#">Ford</a>  | 21 |
| <a href="#">Freddie Mac</a>                                     | 22 |
| <a href="#">General Foods</a>                                   | 22 |
| <a href="#">Goodyear</a>  | 22 |
| <a href="#">Greece National Tourism</a>                         | 22 |
| <a href="#">GTE Sprint</a>                                      | 22 |
| <a href="#">Hutchison Broadcasting</a>                          | 22 |
| <a href="#">Kellogg Company</a>                                 | 22 |
| <a href="#">Kenco Coffee</a>                                    | 23 |
| <a href="#">Kentucky Fried Chicken</a>                          | 23 |
| <a href="#">Kodak</a>   | 23 |
| <a href="#">Kraft Foods</a>                                     | 24 |
| <a href="#">Lowenbrau</a>                                       | 24 |
| <a href="#">Mars</a>  | 24 |
| <a href="#">Miller Brewing</a>                                  | 24 |

|  |    |
|--|----|
| <a href="#">Nabisco</a>  | 24 |
| <a href="#">New York Yankees</a>   | 24 |
| <a href="#">Norfolk Southern Railroad</a>                                  | 24 |
| <a href="#">Northwest Airlines</a>   | 24 |
| <a href="#">Orkin</a>  | 24 |
| <a href="#">Quaker Oats</a>  | 25 |
| <a href="#">S.C. Johnson</a>   | 25 |
| <a href="#">Schlitz Brewing</a>  | 25 |
| <a href="#">Southern California Campus</a>                                 | 25 |
| <a href="#">Standard Brands</a>  | 25 |
| <a href="#">STP Corporation</a>  | 25 |
| <a href="#">Tenneco</a>  | 25 |
| <a href="#">Unilever</a>   | 25 |
| <a href="#">Wall Street Journal</a>  | 26 |
| <a href="#">Walt Disney Attractions</a>                                    | 26 |
| <a href="#">Warner-Lambert</a>   | 26 |
| <a href="#">Administrative Files, 1957-1986 and undated</a>                | 26 |
| <a href="#">Administrative and Personal Files (2023 Addition)</a>          | 35 |
| <a href="#">Jordan Manning Case Taylor &amp; McGrath (2023 Addition)</a>   | 46 |
| <a href="#">JWT USA (2023 Addition)</a>                                    | 47 |
| <a href="#">Leo Burnett (2023 Addition)</a>                                | 48 |
| <a href="#">New Business Files, 1973-1986 and undated</a>                  | 50 |
| <a href="#">WPP (2023 Addition)</a>  | 51 |
| <a href="#">Writings and Speeches, 1956-1988 and undated</a>               | 52 |
| <a href="#">Writings and Speeches (2023 Addition)</a>                      | 57 |
| <a href="#">Writings, Speeches, Publications by Others (2023 Addition)</a> | 73 |
| <a href="#">Restricted Materials</a>                                       | 84 |
| <a href="#">Audiovisual Materials</a>                                      | 84 |

## Summary

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**Collection Title:**

J. Walter Thompson Company. Burt Manning papers, 1930-1999

**Creator:**

J. Walter Thompson Company

**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. Burt Manning was an advertising executive at JWT who served as Chief Creative Officer and Chairman/Chief Executive Officer (1987-1998). Collection spans the years 1956-1988 and includes correspondence, reports, policy manuals, presentations, speeches and other materials that document Manning's career as Creative Director and executive at JWT offices in Chicago and New York. Companies represented include American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers, Burger King, Ford, GTE Sprint, Institute of Life Insurance, Leo Burnett, Miller, Pepsi, Quaker Oats (Aunt Jemima, Ken-L-Ration, Puss 'n Boots), Schlitz, Scott Paper, Twentieth Century Fox and the U.S. Marine Corps. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

80 Linear Feet

0.04 Gigabytes (116 files)

**Language:**

Material in English, Spanish

**Collection ID:**

RL.00726

**Permalink:**

<https://idn.duke.edu/ark:/87924/m13p84>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Burt Manning Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

## Background

### Scope and Content

Collection includes correspondence, reports, policy manuals, presentations, speeches, videotapes and other materials that document Manning's career as Creative Director and executive at JWT offices in Chicago and New York. Companies represented include American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers, Burger King, Ford, GTE Sprint, Institute of Life Insurance, Leo Burnett, Miller, Pepsi, Quaker Oats (Aunt Jemima, Ken-L-Ration, Puss 'n Boots), Schlitz, Scott Paper, Twentieth Century Fox and the U.S. Marine Corps.

### Biographical/Historical

#### Chronology List

| Date        | Description   |
|-------------|---|
| 1931 May 31 | Burton Manning born   |
| 1949-1950   | Attended the University of Illinois   |
| 1955        | Copy writer, Wieboldt Department Store  |
| 1956        | Brook Smith French & Dorrance (Detroit)   |
| 1958        | Leo Burnett   |
| 1966        | Associate Creative Director, Leo Burnett; Later in year hired as Copy Supervisor, JWT Chicago. Credited with slogan for Schlitz: When You're Out of Schlitz, You're Out of Beer |
| 1970        | Senior Vice President, Co-Creative Director, JWT Chicago  |

| <b>Date</b> | <b>Description</b>   |
|-------------|--|
| 1972        | Transferred to JWT New York  |
| 1974        | Creative Director, JWT New York; elected to Management Committee   |
| 1977        | Executive Vice President, Executive Creative Director, JWT New York; named Vice Chairman of JWT  |
| 1980        | Chairman and Chief Executive Officer, JWT USA  |
| 1986        | Resigned from JWT USA to become Partner and Chairman of the Executive Committee, Jordan Case Taylor & McGrath (renamed Jordan Manning Case Taylor & McGrath) |
| 1987        | Returned to JWT as Chairman and Chief Executive Officer  |
| 1989        | Named AdWeek Executive of the Year   |
| 1995        | Chairman, American Association of Advertising Agencies; and Director of the Advertising Council  |
| 1995        | Elected to National Sales and Marketing Hall of Fame   |
| 1998        | Retired from JWT; named Chairman Emeritus; elected to Advertising Hall of Fame   |

In addition, Burt Manning has served as a trustee for the New School for Social Research; Neuroscience Research Foundation; and the Museum of Television and Radio. He is past Director of the Advertising Education Foundation; the National Actors Theatre; Bob Hope Institute for Heart Research; the National

Council for Depressive Illness; and the American Shakespeare Theater. He was a member of the Madison Council Chamber of Commerce. Manning holds an Honorary Doctorate in Fine Arts from the Pratt Institute.

[Return to Table of Contents](#)

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## **Administrative Information**

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### **Publication Statement**

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### **Access Restrictions**

Collection restricted. Collection contains fragile audiovisual/photographic formats that may need to be reformatted before use. Contact Research Services for access.

Access restricted. Collection contains electronic records that may need to be reformatted. Access copies of electronic records require special equipment. Contact Research Services for access.

Access note. Collection contains electronic records that require special equipment. Contact Research Services with questions.

### **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. Burt Manning Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1993.

## Processing Information

Processed by Richard Collier, March 2014; additions processed by Blake Beaver and Richard Collier, June 2023

Accessions 1993-0013, 2019-0147, 2019-0013 described in this collection guide.

[Return to Table of Contents](#)

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## Related Materials

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### Related Material

Related materials may be found in the following J. Walter Thompson Company collections held in the Hartman Center:

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

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

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

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

[Return to Table of Contents](#)

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## Names and Subjects

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- Advertising executives
- Advertising executives -- United States
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising -- United States -- History
- Advertising agencies
- Advertising
- Advertising -- United States
- Ford Motor Company
- Burger King Corporation
- Association of National Advertisers
- American Association of Advertising Agencies
- American Advertising Federation

- Manning, Burt
- Miller Brewing Company
- Pepsi-Cola Company
- Quaker Oats Company
- Scott Paper Company
- Sprint Corp
- Twentieth Century Fox Film Corporation
- United States. Marine Corps
- J. Walter Thompson Company. Chicago Office
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Institute of Life Insurance (New York, N.Y.)
- Jos. Schlitz Brewing Co.
- Leo Burnett Company

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## Collection Inventory

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### Account Files, 1971-1987 and undated

**Physical Description:** 26 boxes

#### General

|  |       |
|--|-------|
| Client conflicts, 1984                     | Box 1 |
| Client presentations, 1974-1975            | Box 1 |
| Client security/confidentiality, 1984-1985 | Box 1 |
| Multinational accounts report, 1984        | Box 1 |
| Top-20 client lists, 1984-1985             | Box 1 |
| Various accounts summaries, etc., 1976     | Box 1 |
| Activision, 1984                           | Box 1 |
| Allegheny Airline, 1976                    | Box 1 |
| <b>Physical Description:</b> 2 folders     |       |
| American Greetings, 1984-1986              | Box 1 |
| American Red Cross, 1985                   | Box 1 |
| Bali (blinds), 1985                        | Box 1 |

|   |       |
|---|-------|
| Baskin-Robbins, 1984-1986                         | Box 1 |
| Bausch & Lomb, 1979                               | Box 1 |
| Beatrice, 1984                                    | Box 2 |
| Burgenstock, 1978                                 | Box 2 |
| Burger King<br>General, 1984-1987                 | Box 2 |
| <b>Physical Description:</b> 4 folders            |       |
| 5-Year Strategic Plan, 1976                       | Box 2 |
| Advertising needs, undated                        | Box 2 |
| Advertising to children, 1976-1977                | Box 2 |
| <b>Physical Description:</b> 3 folders            |       |
| Black franchisees, undated                        | Box 2 |
| Burger King Club mailing, 1976                    | Box 2 |
| Call reports and miscellaneous, 1976              | Box 2 |
| Creative briefing, 1977                           | Box 2 |
| Creative Foods, 1986                              | Box 2 |
| Creative pitch notes, 1976                        | Box 3 |
| Magic, undated                                    | Box 3 |
| Memoranda, 1976                                   | Box 3 |
| Non-children, 1976                                | Box 3 |
| Presentation notes and ideas, 1976 and<br>undated | Box 3 |
| <b>Physical Description:</b> 2 folders            |       |
| Report, 1976                                      | Box 3 |
| <b>Physical Description:</b> 2 folders            |       |
| Strategy, 1976                                    | Box 3 |

|   |       |
|---|-------|
| Target Plan, 1976                             | Box 3 |
| California Cooler, 1985                       | Box 3 |
| Castle & Cooke, 1984-1985                     | Box 3 |
| Chevron, 1984-1987                            | Box 4 |
| <b>Physical Description:</b> 4 folders        |       |
| Christian Dior, 1984-1985                     | Box 4 |
| Computerland, 1984-1985                       | Box 4 |
| Coors, 1984-1985                              | Box 4 |
| Dean Witter, 1984-1985                        | Box 4 |
| Dole, 1986                                    | Box 4 |
| Eckerd Drug, 1986                             | Box 4 |
| Emery Worldwide, 1984                         | Box 4 |
| European American Bank                        | Box 5 |
| General, 1974-1977                            | Box 5 |
| <b>Physical Description:</b> 2 folders        |       |
| Clippings, 1976                               | Box 5 |
| Ford  |       |
| General, 1984-1986                            | Box 5 |
| <b>Physical Description:</b> 1-4 of 6 folders |       |
| General, 1984-1986                            | Box 6 |
| <b>Physical Description:</b> 5-6 of 6 folders |       |
| Europe, 1983-1986                             | Box 6 |
| Jackie Stewart, 1986                          | Box 6 |
| Joseph Schulte, 1986                          | Box 6 |
| Presentation, undated                         | Box 6 |
| Refocusing the Spotlight on Ford, 1984        | Box 6 |

|  |       |
|--|-------|
| Robert Rewey, 1984-1985  | Box 6 |
| Strategic Factors Affecting Advertising Planning in the Next Five Years, undated | Box 6 |
| Taurus, 1984   | Box 6 |
| The Role of Market Communications in Selling Automobiles, 1971                   | Box 6 |
| Worldwide, 1986  | Box 6 |
| Freddie Mac, 1984-1985   | Box 6 |
| Forum for Freedom (Statue of Liberty advertisement), 1986                        | Box 7 |
| Goodyear   |       |
| General, 1984-1985   | Box 7 |
| <b>Physical Description:</b> 3 folders   |       |
| International, 1984  | Box 7 |
| GTE Sprint   |       |
| General, 1983-1987   | Box 7 |
| <b>Physical Description:</b> 1-4 of 9 folders                                    |       |
| General, 1983-1987   | Box 8 |
| <b>Physical Description:</b> 5-9 of 9 folders                                    |       |
| Account review, 1985   | Box 8 |
| Agency review, 1986  | Box 8 |
| Brief, 1986  | Box 8 |
| <b>Physical Description:</b> 2 folders   |       |
| Marketing profile, 1986  | Box 8 |
| Presentation, 1986   | Box 9 |
| Spacenet, 1985   | Box 9 |
| Health & Tennis Corporation, 1984-1986   | Box 9 |
| Hewlett-Packard, 1984  | Box 9 |

|  |        |
|--|--------|
| H. J. Heinz, presentation notes, undated       | Box 9  |
| Holiday Inns, last month of relationship, 1975 | Box 9  |
| Hyatt, 1985-1986                               | Box 9  |
| IBM, 1985-1986                                 | Box 9  |
| <b>Physical Description:</b> 3 folders         |        |
| Institute of Life Insurance                    | Box 10 |
| General, 1975                                  | Box 10 |
| Planning, 1975                                 | Box 10 |
| Isacomm/Meeting Channel, 1984                  | Box 10 |
| Johnson & Johnson, 1985                        | Box 10 |
| Joseph Schlitz Brewing                         |        |
| General, 1977-1981                             | Box 10 |
| <b>Physical Description:</b> 2 folders         |        |
| Project U, 1978                                | Box 10 |
| Kellogg's, All-Bran, 1985-1986                 | Box 10 |
| Kodak, 1984-1986                               | Box 11 |
| <b>Physical Description:</b> 2 folders         |        |
| Kraft  |        |
| General, 1984-1987                             | Box 11 |
| Cheese, 1984                                   | Box 11 |
| Increasing Cheese Consumption, 1984            | Box 11 |
| Kraft/ADA Cheese Project, 1984                 | Box 11 |
| Mike Miles, 1986                               | Box 11 |
| Lever Brothers, 1974-1986                      | Box 11 |
| <b>Physical Description:</b> 3 folders         |        |
| Lowenbrau                                      |        |
| General, 1985-1986                             | Box 12 |

|   |        |
|---|--------|
| Briefing, 1985  | Box 12 |
| Mattel/Fisher-Price, 1984-1986                              | Box 12 |
| <u>Miller Brewing</u>                                       |        |
| General, 1984-1986  | Box 12 |
| <b>Physical Description:</b> 1-7 of 13 folders              |        |
| General, 1984-1986  | Box 13 |
| <b>Physical Description:</b> 8-13 of 13 folders             |        |
| Beer Exec's Year in Review, 1984                            | Box 13 |
| Burt Reynolds, 1985   | Box 13 |
| Counterattack, undated                                      | Box 13 |
| De la Cruz & Goachet (Puerto Rico), 1986                    | Box 14 |
| <b>Physical Description:</b> 2 folders                      |        |
| Impact American Beer Market Review and Forecast, 1982, 1984 | Box 14 |
| <b>Physical Description:</b> 2 folders                      |        |
| Miller High Life, 1984-1985                                 | Box 14 |
| <b>Physical Description:</b> 2 folders                      |        |
| Miller High Life Marketing Review, 1984                     | Box 14 |
| Research, 1984  | Box 14 |
| Scripts and proposals, 1984                                 | Box 14 |
| Summary of Learning to Date, 1984                           | Box 15 |
| The Miller Legacy, undated                                  | Box 15 |
| U.S. Beer Market Overview, 1985                             | Box 15 |
| National Alliance Against Violence, 1985                    | Box 15 |
| Nabisco, 1984-1986  | Box 15 |
| Nestle/Rowntree, 1984-1986                                  | Box 15 |
| Norfolk Southern, 1985-1986                                 | Box 15 |

|   |        |
|---|--------|
| Northern Telecom, undated                     | Box 15 |
| Oscar Mayer                                   |        |
| General, 1983-1985                            | Box 15 |
| 25th Anniversary, 1985                        | Box 15 |
| Pacific Stereo, 1977-1978                     | Box 15 |
| Pan American World Airline                    |        |
| Fact Book, undated                            | Box 15 |
| Overall Advertising Plan, 1978                | Box 15 |
| TWA and other competitors, 1976               | Box 15 |
| Paramount, 1986                               | Box 15 |
| Pepsi   |        |
| General, 1983-1986                            | Box 16 |
| <b>Physical Description:</b> 2 folders        |        |
| Menudo (music group), 1983-1984               | Box 16 |
| Use of :15 Commercial Units, 1985             | Box 16 |
| Philip Morris, 1985-1986                      | Box 16 |
| Pillsbury, 1985-1986                          | Box 16 |
| Quaker Oats                                   |        |
| General, 1978-1986                            | Box 16 |
| <b>Physical Description:</b> 2 folders        |        |
| <b>Aunt Jemima</b>                            |        |
| General, 1973-1975                            | Box 16 |
| <b>Physical Description:</b> 1-3 of 4 folders |        |
| General, 1973-1975                            | Box 17 |
| <b>Physical Description:</b> 4 of 4 folders   |        |
| Complete Pancake Mix, 1973-1975               | Box 17 |
| Creative, 1973-1974                           | Box 17 |
| French Toast, 1974                            | Box 17 |

|   |        |
|---|--------|
| Frozen Pancake Batter, 1971-1975          | Box 17 |
| Frozen Waffles, 1975-1976                 | Box 17 |
| Frozen Waffles/French Toast, 1973-1975    | Box 17 |
| Jumbo Waffles, 1973-1974                  | Box 17 |
| Pancake Batter, 1975                      | Box 17 |
| Pancake Mix, 1973-1975                    | Box 17 |
| Quick Bread, 1976                         | Box 17 |
| Thicker Syrup, 1972-1974                  | Box 17 |
| <b>Physical Description:</b> 2 folders    |        |
| T-Plan, 1975                              | Box 18 |
| Waffles and French Toast creative, 1973   | Box 18 |
| Whole Wheat Pancakes, 1974-1975           | Box 18 |
| Cat food presentation (JWT Toronto), 1973 | Box 18 |
| Compensation, 1976                        | Box 18 |
| Creative reviews, 1973-1974               | Box 18 |
| <b>Ken-L-Ration</b>                       |        |
| Biskit, 1972-1974                         | Box 18 |
| Burger Line, 1972-1975                    | Box 18 |
| Burger-n-Egg Flavor, 1973-1974            | Box 18 |
| <b>Physical Description:</b> 3 folders    |        |
| Burger-n-Egg Flavor scripts, 1973-1974    | Box 19 |
| Burger Time, 1976                         | Box 19 |
| Canned dog food, 1973-1974                | Box 19 |
| Cheese-flavored burger, 1973              | Box 19 |
| Chicken flavor, 1973                      | Box 19 |

|   |        |
|---|--------|
| Creative (Includes theme song), 1973-1976         | Box 19 |
| <b>Physical Description:</b> 4 folders            |        |
| Diet Ration, 1972-1974                            | Box 19 |
| Dog food creative direction, 1973                 | Box 19 |
| Government-Inspected campaign, 1973-1974          | Box 20 |
| <b>Physical Description:</b> 5 folders            |        |
| Liver Flavor, 1975                                | Box 20 |
| Maintenance campaign, 1973-1976                   | Box 20 |
| <b>Physical Description:</b> 2 folders            |        |
| My Dog, theme song, 1974                          | Box 20 |
| Price-Value campaign, 1974                        | Box 21 |
| Puppy Food, 1973-1974                             | Box 21 |
| <b>Physical Description:</b> 3 folders            |        |
| Puppy food creative exploration, 1974             | Box 21 |
| Research, 1972-1974 and undated                   | Box 21 |
| <b>Physical Description:</b> 2 folders            |        |
| Scripts, 1972-1973                                | Box 21 |
| Semi-Moist/Dry, 1974-1975                         | Box 21 |
| Special Cuts, 1974                                | Box 21 |
| Spots, 1973                                       | Box 21 |
| Tender Chunks/Big Chew (Project Ed),<br>1974-1976 | Box 21 |
| <b>Physical Description:</b> 2 folders            |        |
| Location of account, 1976                         | Box 22 |
| Meat Extender (textured soy protein), 1974        | Box 22 |
| Memoranda, 1973-1974                              | Box 22 |
| New products, 1974-1977                           | Box 22 |

|   |        |
|---|--------|
| Positioning presentation [FRAGILE], 1974      | Box 22 |
| Premium Beef Extender, 1973-1974              | Box 22 |
| <b>Physical Description:</b> 4 folders        |        |
| Proposal (Canter Achenbaum Heekin), 1976      | Box 22 |
| <b>Puss-n-Boots</b>                           |        |
| Creative, circa 1973                          | Box 22 |
| Flavour Morsels (JWT Toronto), 1973           | Box 22 |
| <b>Physical Description:</b> 1 of 4 folders   |        |
| Flavour Morsels (JWT Toronto), 1973-1974      | Box 23 |
| <b>Physical Description:</b> 2-4 of 4 folders |        |
| R.T. French, 1985-1986                        | Box 23 |
| Reynolds Metals                               |        |
| General, 1985                                 | Box 23 |
| Business Building/New Products, 1984          | Box 23 |
| Rockefeller Center, 1983-1984                 | Box 23 |
| Ryder Truck Rental, 1984-1986                 | Box 23 |
| <b>Physical Description:</b> 2 folders        |        |
| S.C. Johnson                                  |        |
| General, 1984-1985                            | Box 23 |
| Edge Shaving Gel, 1984                        | Box 23 |
| Scott Paper                                   |        |
| General, 1974-1975                            | Box 23 |
| Attitude study, 1974                          | Box 23 |
| Lady Scott, 1973-1975                         | Box 23 |
| Napkins, 1972-1974                            | Box 24 |
| Presentation notes and ideas, undated         | Box 24 |
| Research, 1973-1974                           | Box 24 |

|  |        |
|--|--------|
| Scottowels, 1973   | Box 24 |
| Viva napkins, 1975   | Box 24 |
| Windblossoms, 1974   | Box 24 |
| Sears, 1984-1985   | Box 24 |
| Showtime/The Movie Channel<br>General, 1984-1985                       | Box 24 |
| Presentation, 1986   | Box 24 |
| Situation analysis, 1984   | Box 24 |
| Standard Brands, 1978  | Box 25 |
| STP Corporation<br>General, 1975                                       | Box 25 |
| Oil Treatment, 1975-1976   | Box 25 |
| <b>Physical Description:</b> 2 folders                                 |        |
| Twentieth Century Fox<br>General, 1984-1985                            | Box 25 |
| Brand promotions, 1985   | Box 25 |
| Cocoon (film) marketing, includes Tom<br>Benedek screenplay, 1984-1985 | Box 25 |
| David Weitzner correspondence, 1985-1986                               | Box 25 |
| Enemy Mine (film), includes Edward Khmara<br>screenplay, 1984-1985     | Box 26 |
| Historical Overview: Service and Financial<br>Considerations, 1985     | Box 26 |
| Rhinestone/Olympic Film, 1984  | Box 26 |
| Toys R Us, 1982-1984   | Box 26 |
| Union Carbide, 1985  | Box 26 |
| US Air, 1984-1986  | Box 26 |
| U.S. Marine Corps  |        |

|                                      |        |
|--------------------------------------|--------|
| General, undated                     | Box 26 |
| Review, 1984-1985                    | Box 26 |
| Wall Street Journal, 1984            | Box 26 |
| Warner-Lambert<br>General, 1984-1985 | Box 26 |
| Presentation, 1984                   | Box 26 |

[Return to Table of Contents](#)

### **Accounts and New Business Files (2023 Addition), 1970-1999**

#### **AAMCO, 1976**

New business, 1976 Box 49

#### **Adams-Russell, 1980s**

"Combined and different approaches"  
planning, 1980s Folder 1

#### **American Machinery and Foundry (AMF), 1970s**

New business presentation, 1970s Box 49

#### **Bell Atlantic, 1989**

Client development report, 1989 Box 49

Hill & Knowlton public relations  
recommendation for Raymond Smith, 1989 Box 49

#### **Burger King, 1976**

Creative presentation, 1976 Box 49

Positioning presentation, 1970s Box 49

Presentation, 1976 Box 49

#### **Citibank, 1995**

20/20 Vision global consumer business  
conference, 1995 Box 49

|   |        |
|---|--------|
| Project Alpha, 1995   | Box 49 |
| <b>DeBeers, 1996</b>  |        |
| Hard Times: Selling Diamonds in a Recession<br>(Merry Baskin), 1996 | Box 49 |
| <b>Dubliner, 1999</b>   |        |
| Deal inventory, 1999  | Box 49 |
| <b>Dunlop Sports, 1980</b>  |        |
| New business presentation, 1980                                     | Box 49 |
| <b>Ernest and Julio Gallo, 1996</b>                                 |        |
| New business presentation, 1996                                     | Box 49 |
| <b>Ford, 1970-1990</b>  |        |
| Breakthrough slides, 1970-1983                                      | Box 49 |
| <b>Physical Description:</b> 2 folders                              |        |
| Capri II slides, 1973   | Box 49 |
| Correspondence, research, etc., 1984                                | Box 49 |
| Correspondence with Advertising Educational<br>Foundation, 1992     | Box 49 |
| Escort slides, 1981-1983  | Box 49 |
| <b>Physical Description:</b> 3 folders                              |        |
| Europe: "4 Meter 5 Seater" slides, 1983                             | Box 49 |
| <b>Physical Description:</b> 2 folders                              |        |
| Ford in the 80s slides, 1979  | Box 49 |
| Ford of Europe slides, 1979-1983                                    | Box 49 |
| <b>Physical Description:</b> 2 folders                              |        |
| Germany--Jack Peters presentation, 1975                             | Box 49 |
| Germany--Planning and strategy,<br>approximately 1980               | Box 70 |

|   |         |
|---|---------|
| Informal discussion notes, 1983                             | Box 49  |
| International, 1983   | Box 49  |
| International billings, etc. slides, 1980                   | Box 49  |
| JWT Frankfurt presentation--"Cricket" (Frank Ebbecke), 1990 | Box 49  |
| Memos, meetings, 1979-1983                                  | Box 49  |
| R.L. Rewey business issues conference, 1990                 | Box 49  |
| Regional marketing, 1983                                    | Box 49  |
| Slides, 1970-1980s  | Box 49  |
| Tempo California interactive marketing proposal, 1983       | Box 49  |
| Tempo slides, 1983  | Box 49  |
| <b>Freddie Mac, 1989</b>                                    |         |
| Briefing, 1989  | Box 49  |
| <b>General Foods, 1979</b>                                  |         |
| Who are the heroes?, 1979                                   | Box 49  |
| <b>Goodyear, 1989</b>                                       |         |
| Improving advertising effectiveness, 1989                   | Box 49  |
| Review Board, 1989  | Box 49  |
| <b>Greece National Tourism, 1992</b>                        |         |
| Remarks, 1992   | Box 49  |
| <b>GTE Sprint, 1986</b>                                     |         |
| Storyboards, 1986   | Box OV2 |
| <b>Hutchison Broadcasting, 1990</b>                         |         |
| New business presentation, 1990                             | Box 49  |
| <b>Kellogg Company, 1985-1995</b>                           |         |

|  |        |
|--|--------|
| Area Directors' meeting, 1992                | Box 49 |
| Billing analysis, 1995                       | Box 49 |
| Character animation guidelines, 1990         | Box 49 |
| Europe guidelines, 1985-1987                 | Box 49 |
| New York investor meeting, 1991              | Box 49 |
| Philosophy statement, 1985                   | Box 49 |
| Planning, 1992                               | Box 49 |
| Presentation, 1991, 1995                     | Box 49 |
| <b>Physical Description:</b> 2 folders       |        |
| Worldwide compensation, 1991                 | Box 49 |
| <b>Kenco Coffee, 1980s</b>                   |        |
| Print creative, 1980s                        | Box 70 |
| <b>Kentucky Fried Chicken, 1988</b>          |        |
| National campaign update, 1988               | Box 49 |
| <b>Kodak, 1976-1995</b>                      |        |
| Advanced Photo System, 1994                  | Box 50 |
| Boots tie-in (JWT London), 1995              | Box 50 |
| Corporate brand campaign, 1995               | Box 50 |
| History of Kodak brand advertising, 1994     | Box 50 |
| Image of an Imaging Company, 1983            | Box 50 |
| Imaging Group, 1991                          | Box 50 |
| P-130 Instant Camera, 1976                   | Box 50 |
| Presentation, 1995                           | Box 50 |
| Strategic value of Olympic sponsorship, 1995 | Box 50 |
| The Practice of Advertising, 1978            | Box 50 |

**Kraft Foods, 1981-1992**

|  |        |
|--|--------|
| Nestle, 1991                                       | Box 50 |
| Remarks by Harold J. Handley, 1981                 | Box 50 |
| The Consumer Has a Mind As Well As a Stomach, 1992 | Box 50 |

**Lowenbrau, 1980**

|                          |        |
|--------------------------|--------|
| Presentation notes, 1980 | Box 50 |
|--------------------------|--------|

**Mars, 1983**

|                               |        |
|-------------------------------|--------|
| Memo from Brian Squires, 1983 | Box 50 |
|-------------------------------|--------|

**Miller Brewing, 1984-1988**

|   |         |
|---|---------|
| How people choose between brands of beer, 1980s | Box OV2 |
| Miller Lite briefing, 1988                      | Box 50  |
| Miller Lite planning, 1988                      | Box 50  |
| Strategy, 1984                                  | Box 50  |

**Nabisco, 1988**

|                    |        |
|--------------------|--------|
| Presentation, 1988 | Box 50 |
|--------------------|--------|

**New York Yankees, 1984**

|                      |        |
|----------------------|--------|
| Correspondence, 1984 | Box 50 |
|----------------------|--------|

**Norfolk Southern Railroad, 1982-1983**

|                                 |        |
|---------------------------------|--------|
| New business presentation, 1982 | Box 50 |
| Planning, 1983                  | Box 50 |

**Northwest Airlines, 1992**

|                              |        |
|------------------------------|--------|
| Memos, clippings, etc., 1992 | Box 50 |
|------------------------------|--------|

**Orkin, 1976-1979**

|                       |        |
|-----------------------|--------|
| Letter of terms, 1979 | Box 50 |
|-----------------------|--------|

|  |          |
|--|----------|
| Presentation, 1976   | Box 50   |
| <b>Quaker Oats, 1973-1986</b>                                  |          |
| Managing Products and Their Images (Backer & Spielvogel), 1986 | Box 50   |
| Positioning and strategy, 1986                                 | Box 50   |
| Puss 'n Boots Flavor Morsels, plus articles on cats, 1973      | Box OV1  |
| "Wonka" tie-in project planning flowchart, 1970                | Folder 1 |
| <b>S.C. Johnson, 1984</b>                                      |          |
| New business presentation, 1984                                | Box 50   |
| <b>Schlitz Brewing, 1978</b>                                   |          |
| 3 Million Barrels, 1978  | Box 50   |
| New business presentation, 1978                                | Box 50   |
| Presentation, 1978   | Box 50   |
| <b>Southern California Campus, 1997</b>                        |          |
| 1998 plans, 1997   | Box 50   |
| <b>Standard Brands, 1978</b>                                   |          |
| New business presentation, 1978                                | Box 50   |
| <b>STP Corporation, 1980s</b>                                  |          |
| Storyboards, 1980s   | Box OV1  |
| <b>Tenneco, 1989</b>   |          |
| Review Board, 1989   | Box 50   |
| <b>Unilever, 1982-1995</b>                                     |          |
| Design Organization Inc., 1995                                 | Box 50   |
| G.P. de Ry, 1982   | Box 50   |

|  |        |
|--|--------|
| Good advertising practice, 1995                | Box 50 |
| JWT London, 1987                               | Box 50 |
| Lever 2000, 1992                               | Box 50 |
| Lever 2000, 1992                               | Box 75 |
| Lipton, 1992                                   | Box 50 |
| Memo to Anthony Bergmans, 1993                 | Box 50 |
| Niall Fitzgerald, 1990-1992                    | Box 50 |
| <b>Physical Description:</b> 2 folders         |        |
| Unilever/S.C. Johnson hair care conflict, 1984 | Box 50 |
| <b>Wall Street Journal, 1989</b>               |        |
| Presentation, 1989                             | Box 50 |
| <b>Walt Disney Attractions, 1997</b>           |        |
| Presentation, 1997                             | Box 50 |
| <b>Warner-Lambert, 1981-1990</b>               |        |
| Presentations, 1989-1990                       | Box 50 |
| The 1980s: An Advertising Perspective, 1981    | Box 50 |

[Return to Table of Contents](#)

### **Administrative Files, 1957-1986 and undated**

**Physical Description:** 17 boxes

|   |        |
|---|--------|
| 1986 in Review, 1986                                | Box 27 |
| AAAA (American Association of Advertising Agencies) |        |
| Adizes Method of Management Seminar, 1985           | Box 27 |
| Board of Directors, 1986                            | Box 27 |
| Committee to Improve Advertising, 1984-1986         | Box 27 |
| Committees, 1985-1986                               | Box 27 |

|  |        |
|--|--------|
| Creative Committee, 1986                                   | Box 27 |
| Meeting, 1982-1986   | Box 27 |
| <b>Physical Description:</b> 1-4 of 7 folders              |        |
| Meeting, 1982-1986   | Box 28 |
| <b>Physical Description:</b> 5-7 of 7 folders              |        |
| Miscellaneous, 1986  | Box 28 |
| <b>Physical Description:</b> 2 folders                     |        |
| Salary questionnaire, 1984                                 | Box 28 |
| AAAF (American Advertising Federation)<br>General, 1985    | Box 28 |
| ADDY Awards, 1983-1984                                     | Box 28 |
| Acquisitions, 1984-1986                                    | Box 28 |
| Adams-Russell/Cable Shop, 1981                             | Box 28 |
| Advertising Age Agency Report, 1985-1986                   | Box 28 |
| Advertising Management Group, 1986                         | Box 29 |
| AEF (Advertising Educational Foundation), 1984             | Box 29 |
| Affirmative action, 1986                                   | Box 29 |
| Agency compensation, 1984                                  | Box 29 |
| ANA (Association of National Advertisers)<br>General, 1985 | Box 29 |
| Meeting, 1986  | Box 29 |
| Audio, Video and Presentation Services at JWT,<br>1985     | Box 29 |
| Bess Myerson (celebrity), 1973-1974                        | Box 29 |
| Board of Directors, 1978-1986                              | Box 29 |
| <b>Physical Description:</b> 1-3 of 9 folders              |        |

|  |        |
|--|--------|
| Board of Directors, 1978-1986<br><b>Physical Description:</b> 4-9 of 9 folders                   | Box 30 |
| Brand management, 1984   | Box 30 |
| Burton-Campbell/Tucker Wayne (agencies),<br>1984-1986  | Box 30 |
| BUY (Brand Utility Yardstick) Study, 1980  | Box 31 |
| Carr Communications, 1986  | Box 31 |
| Charles Balestrino, undated  | Box 31 |
| Client invitations, Worldwide Operating<br>Committee Reception, 1984                             | Box 31 |
| Clippings, 1967-1977<br><b>Physical Description:</b> 9 folders                                   | Box 31 |
| Code name Elizabeth Taylor, 1985   | Box 31 |
| Communications plans, 1975-1977  | Box 31 |
| Compensation policies, 1984-1986   | Box 31 |
| Competitive agencies, 1985-1986<br><b>Physical Description:</b> 3 folders                        | Box 32 |
| Comptroller Department Monitoring Report,<br>1986 Feb.<br><b>Physical Description:</b> 2 folders | Box 32 |
| Congratulatory letters, 1975   | Box 32 |
| Consumer Behavior Unit, 1985   | Box 32 |
| Consultants, 1984-1986   | Box 32 |
| Corporate contributions, 1984-1986   | Box 32 |
| Creative Assessment Committee, 1980  | Box 33 |
| Creative awards, 1985-1986<br><b>Physical Description:</b> 2 folders                             | Box 33 |

|   |        |
|---|--------|
| Creative Directors' Meeting, 1978   | Box 33 |
| Creative library, 1984-1986   | Box 33 |
| Creative Review Board--Miles, One-A-Day Vitamins, [NO PHOTOCOPYING]1976                 | Box 33 |
| Creative Review Job Squad, 1972   | Box 33 |
| Creative Standards Committee, 1984  | Box 33 |
| Dinner/Occasion acceptances and regrets, 1986<br><b>Physical Description:</b> 2 folders | Box 33 |
| Evaluation of new copy submissions, undated   | Box 33 |
| Financial, 1985-1986  | Box 33 |
| Flame of Truth Award dinner, 1980   | Box 33 |
| Gallagher Report, 1985  | Box 33 |
| Guide to Job Performance Appraisal Program, undated                                     | Box 33 |
| In-House agency proposal, undated   | Box 33 |
| International transfer policy, undated  | Box 34 |
| J. Walter advertisements, 1986  | Box 34 |
| J. Walter USA communications preliminary outline, 1984                                  | Box 34 |
| JWT/Coopers & Lybrand study, 1985   | Box 34 |
| <u>JWT USA</u><br>5-Year History Income Statement, 1980-1984, 1985                      | Box 34 |
| Administration, 1984-1986<br><b>Physical Description:</b> 2 folders                     | Box 34 |
| Marketing plan for 1985-1987, undated   | Box 34 |
| Keith Reinhard (Needham Harper), 1985   | Box 34 |

|  |        |
|--|--------|
| Kobs & Brady (direct marketing agency),<br>1985-1986                       | Box 34 |
| Legal matters, 1984-1986   | Box 34 |
| Leo Burnett<br>Handbook for Star-Reachers, circa 1957                      | Box 34 |
| Memoranda, 1960-1966<br><b>Physical Description:</b> 1 of 2 folders        | Box 34 |
| Memoranda, 1960-1966<br><b>Physical Description:</b> 2 of 2 folders        | Box 35 |
| Trial (Virginia Richmond v. Schlitz), 1971                                 | Box 35 |
| Life Magazine 50th Anniversary Issue,<br>correspondence, 1986              | Box 35 |
| Management Committee, undated  | Box 35 |
| Management Incentive Plan (MIP), 1978                                      | Box 35 |
| Management succession, 1984-1986<br><b>Physical Description:</b> 5 folders | Box 35 |
| Marketing Counselors, Inc., 1973   | Box 35 |
| Media<br>General, 1985-1986  | Box 35 |
| Case histories, 1984   | Box 35 |
| Minority media, 1985   | Box 35 |
| Spot media--Press statement on Price<br>Waterhouse report, 1986            | Box 35 |
| Memoranda, 1973-1986<br><b>Physical Description:</b> 7 folders             | Box 36 |
| Monitoring report, 1985  | Box 36 |
| Multinational, 1984-1986   | Box 36 |

|   |        |
|---|--------|
| Notes and miscellaneous, 1971-1979      | Box 37 |
| <b>Physical Description:</b> 2 folders  |        |
| <b>Offices and Regions</b>              |        |
| Asia/Pacific, 1986                      | Box 37 |
| Atlanta, 1984-1986                      | Box 37 |
| <b>Physical Description:</b> 2 folders  |        |
| Caracas, exhibit, 1985                  | Box 37 |
| <b>Chicago</b>                          |        |
| General, 1984-1986                      | Box 37 |
| <b>Physical Description:</b> 2 folders  |        |
| Internal audit, 1985                    | Box 37 |
| Monthly Manager's Assessment, 1985      | Box 37 |
| Project Hero (Lloyd Stein), 1984        | Box 37 |
| <b>Detroit</b>                          |        |
| General, 1984-1986                      | Box 38 |
| Internal audit, 1985                    | Box 38 |
| Monthly Manager's Assessment, 1986      | Box 38 |
| Europe, 1985                            | Box 38 |
| <b>JWT West</b>                         |        |
| Monthly Manager's Assessment, 1984-1986 | Box 38 |
| <b>Physical Description:</b> 2 folders  |        |
| Office review, 1985                     | Box 38 |
| Latin America, 1985-1986                | Box 38 |
| <b>Los Angeles</b>                      |        |
| General, 1984-1986                      | Box 38 |
| <b>Physical Description:</b> 2 folders  |        |
| Internal audit, 1984                    | Box 38 |
| Monthly Manager's Assessment, 1986      | Box 38 |
| <b>New York</b>                         |        |

|   |        |
|---|--------|
| General, 1984-1985  | Box 39 |
| Annual assessment, 1975                                   | Box 39 |
| Client contact list, 1984                                 | Box 39 |
| Creative Department, 1977                                 | Box 39 |
| Legal matters, 1974-1978                                  | Box 39 |
| Manager's assessment, 1985-1986                           | Box 39 |
| Marketing plan, 1972, 1976                                | Box 39 |
| <b>Physical Description:</b> 2 folders                    |        |
| Memoranda, 1974-1976                                      | Box 39 |
| Television production, 1975                               | Box 39 |
| <b>San Francisco</b>                                      |        |
| General, 1984-1986  | Box 39 |
| Internal audit, 1986                                      | Box 40 |
| Employee Attitude Study--Action Programs, 1986            | Box 40 |
| Financial History 1979-1984, 1985                         | Box 40 |
| Monthly Manager's Assessment, 1986                        | Box 40 |
| <b>South Africa</b>                                       |        |
| General, 1985   | Box 40 |
| Business and Communications Plan, 1978                    | Box 40 |
| <b>Various offices, manager's assessments, 1977, 1982</b> |        |
| <b>Physical Description:</b> 2 folders                    |        |
| <b>Washington</b>   |        |
| General, 1984-1986  | Box 40 |
| Monthly Manager's Assessment, 1986                        | Box 40 |
| Planning, 1985-1986                                       | Box 40 |

|   |        |
|---|--------|
| Political Action Committee, 1984                          | Box 40 |
| Political contribution policy, 1985                       | Box 40 |
| Price Waterhouse representation letter, 1986              | Box 40 |
| Professional development, 1976                            | Box 40 |
| Professional Incentive Plan (PIP), 1985-1986              | Box 40 |
| Profile of Bert Metter, 1978                              | Box 40 |
| Public relations, 1984-1986                               | Box 40 |
| Publications, 1985-1986                                   | Box 41 |
| <b>Research</b>   |        |
| General, 1984-1986  | Box 41 |
| 15-Second Commercials, 1984                               | Box 41 |
| Harris Study of Advertising Agencies, 1984                | Box 41 |
| JWT Employee Attitude Study, 1984                         | Box 41 |
| JWT image studies, 1984                                   | Box 41 |
| SRI agency audit and survey, 1985                         | Box 41 |
| <b>Physical Description:</b> 2 folders                    |        |
| Research Conference, 1975                                 | Box 41 |
| <b>Physical Description:</b> 2 folders                    |        |
| Review Board Procedures, 1972                             | Box 41 |
| Selling/Advertising to men--case histories,<br>circa 1980 | Box 41 |
| Skills Inventory Database, 1985-1986                      | Box 42 |
| Staffing and job descriptions, 1975                       | Box 42 |
| Stress management programs, 1984                          | Box 42 |
| <b>Subsidiaries and Divisions</b>                         |        |
| General, 1985   | Box 42 |

|  |        |
|--|--------|
| Deltakos, 1984-1986  | Box 42 |
| Dialog Division, 1974  | Box 42 |
| <del>Entertainment Group</del><br>Monthly Manager's Assessment, 1986 | Box 42 |
| USA Symposium, 1985  | Box 42 |
| Hill & Knowlton, 1985-1986   | Box 42 |
| Hispania, 1985-1986  | Box 42 |
| J. Walter Direct, 1985-1986  | Box 42 |
| J. Walter Thompson Direct, 1985                                      | Box 42 |
| JWT Healthcare Group, 1986   | Box 42 |
| Lord Geller Federico Einstein (LGFE), 1985                           | Box 42 |
| Soskin Thompson, 1984-1986   | Box 42 |
| <del>Thompson Recruitment</del><br>General, 1985-1986                | Box 43 |
| <b>Physical Description:</b> 2 folders                               |        |
| Advertising Manual, 1986   | Box 43 |
| Task force, 1985   | Box 43 |
| Tennis Hall of Fame, 1985  | Box 43 |
| T-Plan, 1975   | Box 43 |
| T-Plan presentation, undated   | Box 43 |
| Travel policies, 1985  | Box 43 |
| U.S. retirement benefits memo, 1978                                  | Box 43 |
| Video storyboards, 1984-1986   | Box 43 |
| Wall Street Journal luncheon, 1986                                   | Box 43 |
| Write if You Want Work advertising campaign,<br>1984-1985            | Box 43 |

|  |        |
|--|--------|
| Zapping, 1984-1986                     | Box 43 |
| <b>Physical Description:</b> 2 folders |        |

[Return to Table of Contents](#)

### **Administrative and Personal Files (2023 Addition), 1930-1999**

|  |        |
|--|--------|
| AAAA (American Association of Advertising Agencies)--Annual meeting, 1995  | Box 50 |
| <b>Physical Description:</b> 2 folders   |        |
| AAAA (American Association of Advertising Agencies)--Mini Trade Show, 1995   | Box 50 |
| AAAA (American Association of Advertising Agencies)--Turn Loners into Learners Program, 1994                                     | Box 50 |
| AAF (American Advertising Federation)--Hall of Fame nominations, 1997  | Box 50 |
| ACNY (Advertising Club of New York)--Night of 101 Stars, 1997  | Box 50 |
| Ad Agency third quarter results, 1985  | Box 50 |
| Address books, 1970s   | Box 50 |
| Advertising Agency Profitability Forum evaluation forms, 1997  | Box 50 |
| Advertising Club of Metropolitan Washington--Invitation to Burt speech "The Last Speech You'll Need to Hear on Creativity", 1985 | Box 50 |
| Advertising Club of New York--Man of the Year photo album, 1996  | Box 68 |
| Advertising Display Company booklet, 1997  | Box 50 |
| Advertising Hall of Fame, 1997   | Box 50 |
| American Consumer Marketing Information Service business plan, 1985  | Box 50 |
| Association of National Advertisers, 1995  | Box 50 |

|   |          |
|---|----------|
| Atlasphere product description, 1997  | Box 50   |
| Atrium: Targeted Video, 1981  | Box 50   |
| Awards, 1971-1989   | Box 50   |
| "Bartcelona" poster, 1992   | Folder 1 |
| Barter Syndication, 1990  | Box 50   |
| Bertram Metter--Advertising courses, 1983   | Box 50   |
| Big Idea slides, approximately 1982   | Box 50   |
| Biographical material, approximately 1997   | Box 50   |
| Board of Directors meetings, 1980, 1984<br><b>Physical Description:</b> 2 folders | Box 50   |
| Board of Directors meetings, 1984-1997<br><b>Physical Description:</b> 5 folders  | Box 51   |
| Book Magazine business plan, 1998   | Box 51   |
| BPA International annual report, 1997   | Box 51   |
| Branding materials, 1993-1997   | Box 51   |
| Breakthrough Advertising Via JWT's Creative Clinics, approximately 1980           | Box 51   |
| Brochures and programs, 1984-1999   | Box 51   |
| Brooke, Smith, French & Dorrance contract, 1956                                   | Box 70   |
| BTV Networks, 1996  | Box 51   |
| Business Council for the United Nations--Board of Directors, 1998                 | Box 51   |
| Cableshop, 1982   | Box 51   |
| Cannes Festival, 1985   | Box 51   |
| Cannes Festival--Lions Program, 1988  | Box 51   |

|  |        |
|--|--------|
| Chicago Office directory, 1998   | Box 51 |
| Chris Jones retirement party photographs, 1997<br><b>Physical Description:</b> 2 folders       | Box 51 |
| Clippings files, 1957-1999<br><b>Physical Description:</b> 9 folders                           | Box 51 |
| Clippings files, 1961-1997<br><b>Physical Description:</b> 4 folders                           | Box 71 |
| Clippings files, 1966-1998<br><b>Physical Description:</b> 2 folders                           | Box 72 |
| Clippings files--Articles on Burt Manning, 1980-1997<br><b>Physical Description:</b> 2 folders | Box 51 |
| Clippings files--Medical topics, 1962-1981   | Box 51 |
| Clippings files--Public relations, 1986  | Box 51 |
| Clippings files--WPP, 1988-1992  | Box 72 |
| Columbia Consulting Group presentation, 1995   | Box 51 |
| Compensation agreements, 1972-1983   | Box 70 |
| Concept of Corporate Strategy, 1965  | Box 51 |
| Congratulations, 1975-1980<br><b>Physical Description:</b> 2 folders                           | Box 51 |
| Consultants, 1994-1997   | Box 51 |
| Consultants--Regis McKenna, 1995   | Box 51 |
| Contact lists, directories, etc., 1980s-1997<br><b>Physical Description:</b> 2 folders         | Box 51 |
| Correspondence, 1955-1997<br><b>Physical Description:</b> 4 folders                            | Box 51 |
| Correspondence, 1972-1999<br><b>Physical Description:</b> 10 folders                           | Box 52 |

|  |        |
|--|--------|
| Correspondence, 1974-1989  | Box 70 |
| Correspondence--Business Executives for National Security, 1997-1998                 | Box 52 |
| Correspondence--Thank you notes, 1987<br><b>Physical Description:</b> 3 folders      | Box 52 |
| Cost savings, 1990-1996  | Box 52 |
| Creative Alliance--Jeffrey Wolff resume, 1987  | Box 52 |
| Creativity in the Advertising Mix, 1985  | Box 52 |
| Curse of the Commodore, 1994-1997  | Box 52 |
| Detroit Office--Correspondence and Central America brochure, 1996                    | Box 52 |
| Direct response advertising, 1996-1998   | Box 52 |
| Dominique Simonin interview, 1991  | Box 52 |
| Don Robertson comments on "Phase III" paper, 1980                                    | Box 52 |
| E. Christian Schoenleb, 1987   | Box 52 |
| Economic Outlook Conference, 1988  | Box 52 |
| El Centro de Arte de Maracaibo Lia Bermudez (Venezuela) promotional broadside, 1980s | Box 70 |
| EPCOT--JWT Through the Looking Glass, 1984   | Box 52 |
| EPS: A New Order, 1996   | Box 52 |
| Euro Space Africa--South Africa Media Facts, 1997                                    | Box 52 |
| Europe--Print advertising slides, 1983   | Box 52 |
| European monthly regional assessment, 1991   | Box 52 |
| Expense reports, 1983  | Box 70 |
| Facts About the Nine Lifestages, 1989  | Box 52 |

|  |         |
|--|---------|
| FCS (Financial Communications Society)--<br>Portfolio Awards, 1997 | Box 52  |
| Friendly's Ice Cream--Board of Directors,<br>1997-1998             | Box 52  |
| <b>Physical Description:</b> 2 folders                             |         |
| Friendly's Ice Cream--Closing Book, 1998                           | Box 52  |
| Friendly's Ice Cream--Compensation<br>Committee, 1998              | Box 52  |
| Friendly's Ice Cream--Compensation reference<br>books, 1998        | Box 52  |
| <b>Physical Description:</b> 2 folders                             |         |
| Friendly's Ice Cream--Information pack, 1997                       | Box 53  |
| Friendly's Ice Cream--John Cutter press release,<br>1998           | Box 53  |
| Friendly's Ice Cream--Memos, 1998                                  | Box 53  |
| Friendly's Ice Cream--Option repricing plan,<br>1998               | Box 53  |
| Friendly's Ice Cream--Securities and Exchange<br>Commission, 1997  | Box 53  |
| Friendly's Ice Cream--Stock Option Plan, 1997                      | Box 53  |
| Gallagher Award and Agency Executive of the<br>Year, 1989-1990     | Box 53  |
| George and Frayda Lindemann, 1993-1996                             | Box 53  |
| Global creative opportunities, 1996-1997                           | Box 53  |
| Global Future of Advertising--Notes, 1989                          | Box 53  |
| Graphography, 1997   | Box 53  |
| Gravy Master, 1974   | Box OV1 |
| Harvard Business School directory, 1985                            | Box 53  |
| Hong Kong, Manila, Mexico visits, 1992-1995                        | Box 53  |

|  |        |
|--|--------|
| How JWT Sees Itself, 1994  | Box 53 |
| Hypotenuse business plan, 1997<br><b>Physical Description:</b> 2 folders   | Box 53 |
| Image Transfer Technologies--AdNet business plan, 1997                     | Box 53 |
| Ingredient branding (co-branding) materials, 1988-1997                     | Box 53 |
| Integrated marketing, 1992-1996<br><b>Physical Description:</b> 2 folders  | Box 53 |
| International Specialty Products, 1997                                     | Box 53 |
| International Specialty Products--1998 plan, 1997                          | Box 53 |
| International Specialty Products--Credit Suisse analysis, 1997             | Box 53 |
| International Specialty Products--Merger agreement, 1997                   | Box 53 |
| International Specialty Products--Presentation to Board of Directors, 1997 | Box 53 |
| Internet, 1995-1996  | Box 53 |
| Israel, 1990   | Box 53 |
| James Patterson, 1995  | Box 53 |
| Jim Twiss (London)--ECS coordination, 1983                                 | Box 53 |
| Joe O'Donnell Adweek feature, 1989   | Box 53 |
| JWT 125th anniversary brochure draft, 1989                                 | Box 53 |
| JWT 130th Birthday Party in Review, 1995                                   | Box 53 |
| JWT annual report, 1983  | Box 53 |
| JWT Argentina, 1987  | Box 53 |
| JWT Commodore World Identity Program, 1990                                 | Box 53 |

|   |        |
|---|--------|
| JWT Direct (France)--Call and put options, 1989                                     | Box 53 |
| JWT employee surveys, 1984-1992<br><b>Physical Description:</b> 2 folders           | Box 53 |
| JWT financial data, 1990<br><b>Physical Description:</b> 2 folders                  | Box 53 |
| JWT Greenwatch, 1990  | Box 53 |
| JWT Group annual meeting, 1985  | Box 53 |
| JWT Group annual report, 1986   | Box 53 |
| JWT Group investment reports, 1984-1987   | Box 53 |
| JWT house advertisements, approximately 1931,<br>1980                               | Box 71 |
| JWT Japan, 1989   | Box 53 |
| JWT Korea, 1996   | Box 53 |
| JWT Korea--Season's greetings, 1996   | Box 53 |
| JWT London Close-Up, 1983   | Box 53 |
| JWT London--Michael Cooper-Evans, 1987-1988   | Box 53 |
| JWT London--Young Free and Single<br>presentation, 1997                             | Box 53 |
| JWT long range plan, 1990   | Box 53 |
| JWT long term planning and strategy, 1991<br><b>Physical Description:</b> 3 folders | Box 53 |
| JWT Malaysia visit, 1996  | Box 53 |
| JWT management meeting, 1995  | Box 53 |
| JWT Manchester--Economic review, 1992   | Box 53 |
| JWT News, 1979  | Box 53 |

JWT No. 1, 1990s Box 75 > Disk RL00726-  
SYQ-0001

**Physical Description:** SyQuest 5.25-inch removable cartridge

**Access Restrictions:**

Technical Access Note. As of February 2024, the Rubenstein Library lacks the equipment necessary to access this carrier. Please contact Research Services with questions.

|  |        |
|--|--------|
| JWT performance, 1995  | Box 53 |
| JWT Perth overview, 1984   | Box 53 |
| JWT San Francisco--Education and training programs, 1991           | Box 53 |
| JWT South Africa--Loan authorization, 1985                         | Box 53 |
| JWT strategic plan, 1995   | Box 53 |
| <b>Physical Description:</b> 2 folders                             |        |
| JWT target plan, 1981  | Box 53 |
| JWT values brief, 1990   | Box 53 |
| JWT Vancouver--Five Principles for Getting New Business, 1985      | Box 53 |
| JWT Worldwide memoranda, 1988                                      | Box 70 |
| JWT Year-End Memo materials, 1993-1996                             | Box 53 |
| KLVC-TV, 1977  | Box 53 |
| Laguna Niguel and Asia Pacific itineraries, 1996                   | Box 53 |
| London advertising awards, 1989                                    | Box 54 |
| London expenses, 1983-1984   | Box 54 |
| Management Team Consultants--Interviewing Briefs pocket pack, 1983 | Box 54 |
| Managing the Agency, 1980s   | Box 54 |
| Manning v. Logan, 1988   | Box 54 |

|   |        |
|---|--------|
| Market ADvantage--Portfolio, 1997   | Box 54 |
| Media Passage--Board of Directors meeting, 1997   | Box 54 |
| Media Passage--Confidential information memorandum, 1997                                      | Box 54 |
| Memoranda, 1966-1998<br><b>Physical Description:</b> 22 folders                               | Box 54 |
| Museum of Broadcasting, 1988-1990   | Box 54 |
| Museum of Television and Radio, 1993-1995   | Box 55 |
| Museum of Television and Radio--International Council meeting, 1998                           | Box 55 |
| Museum of Television and Radio--International Museum Council, 1996                            | Box 55 |
| Myths That Make It Hard to Create Advertising That Creates Customers, 1978                    | Box 55 |
| National Sales and Marketing Hall of Fame, 1996-1997  | Box 55 |
| National Sales Hall of Fame--CEO addresses, 1995  | Box 55 |
| Neurosciences Research Foundation--Financial statements, 1992-1997                            | Box 55 |
| Neurosciences Research Foundation--Memos, 1991-1997<br><b>Physical Description:</b> 2 folders | Box 55 |
| Neurosciences Research Foundation--Reports and statements, 1990-1996                          | Box 55 |
| New business and new assignment billing, 1989   | Box 55 |
| New York Savings Bonds Committee, 1997  | Box 55 |
| Non-advertising services billing practices, 1996  | Box 55 |

|  |        |
|--|--------|
| Notes, drafts, etc., 1970-1991<br><b>Physical Description:</b> 6 folders | Box 55 |
| Notes, drafts, etc., 1980s   | Box 55 |
| Notes on health and nutrition, 1993-1997                                 | Box 55 |
| Old London Foods Holdings--History binder, 1997                          | Box 55 |
| Old London Foods Holdings--Stockholder agreement, 1997                   | Box 55 |
| Opening dates of JWT offices, 1985                                       | Box 55 |
| Organization charts, 1987  | Box 55 |
| Personal--Academic work, 1951  | Box 55 |
| Personal finances, 1985  | Box 55 |
| Personal objectives (professional development), 1981                     | Box 55 |
| Personnel policies, 1991-1992  | Box 55 |
| Peter Kim, 1991-1993   | Box 55 |
| Peter Schweitzer, 1990-1995  | Box 55 |
| Photographs, 1930s-1996<br><b>Physical Description:</b> 7 folders        | Box 55 |
| Photographs, 1980s   | Box 70 |
| Photographs, 1980s   | Box 71 |
| Photographs--Tiger Woods, 1997   | Box 55 |
| Photographs--U.S. Savings Bond Committee, 1996                           | Box 55 |
| Photographs--William F. Buckley, 1997                                    | Box 55 |
| Ponte Vedra Lodge, 1997  | Box 55 |
| Portraits, sketches, etc., 1990s   | Box 55 |

|  |        |
|--|--------|
| Preliminary recommendations for annual and long-term incentive plans, 1992 | Box 55 |
| Product life cycle, 1974   | Box 55 |
| Proposal to conduct an executive compensation review, 1990                 | Box 55 |
| Publishers luncheon, 1983  | Box 55 |
| Randall Rothenberg, 1994-1995  | Box 55 |
| Redefinition of our business by a JWT competitor, 1985                     | Box 55 |
| Resume, 1955   | Box 55 |
| Revenues and operating review, 1986-1988                                   | Box 55 |
| Richard Netter, 1958-1990  | Box 70 |
| Ross Roy Communications--Promotions catalog, 1993                          | Box 71 |
| Securities and Exchange Commission, 1984                                   | Box 55 |
| Securities and Exchange Commission, 1984                                   | Box 56 |
| Selling to kids, 1996  | Box 56 |
| Slides, 1990s  | Box 56 |
| Strategic planning binder, 1994  | Box 56 |
| <b>Physical Description:</b> 2 folders                                     |        |
| Stuart Jacobson v. Irving Cohen, 1986                                      | Box 56 |
| Stuart Levine & Associates, 1997   | Box 56 |
| T-Plan, 1973   | Box 56 |
| Taipei visit, 1992   | Box 56 |
| Television, 1960s  | Box 56 |
| The J. Walter Edge, 1989   | Box 56 |

|  |         |
|--|---------|
| Theodore Roosevelt quote, 1899/1992                                | Box 56  |
| Thompson Way of Total Branding, 1996                               | Box 56  |
| Time Pattern, 1968   | Box 56  |
| Trust, brand trust, 1980-1987                                      | Box 56  |
| <b>Physical Description:</b> 2 folders                             |         |
| UJA-Federation, 1999   | Box 70  |
| UK interactive multimedia correspondence, 1995                     | Box 56  |
| Various accounts, direct margin report, 1996                       | Box OV2 |
| Venezuela visit, 1996  | Box 56  |
| Visual identity guidelines, 1997                                   | Box 56  |
| Vitasave business plan, 1998                                       | Box 56  |
| WGBH Between the Lions (children's literacy program), 1996         | Box 56  |
| William Morris Agency--Broadway, the International Commodity, 1998 | Box 56  |
| World Federation of Advertisers conference, 1995                   | Box 56  |
| Worldwide agreement between JWT, O&M, BBDO, DDB, 1990              | Box 70  |
| Worldwide management meeting, 1978                                 | Box 56  |
| Worldwide Operating Group, 1993                                    | Box 56  |
| Yellin Gates, 1994   | Box 56  |

[Return to Table of Contents](#)

**Jordan Manning Case Taylor & McGrath (2023 Addition), 1986-1987**

|                             |        |
|-----------------------------|--------|
| Branding presentation, 1986 | Box 57 |
|-----------------------------|--------|

|   |        |
|---|--------|
| Correspondence, 1986-1987<br><b>Physical Description:</b> 3 folders | Box 57 |
| Expense reports, 1986-1987  | Box 57 |
| Global marketing, 1987  | Box 57 |
| Malcolm Gray, 1987  | Box 57 |
| Memoranda, 1987   | Box 57 |
| Program outline, 1986   | Box 57 |

[Return to Table of Contents](#)

### **JWT USA (2023 Addition), 1969-1993**

|   |        |
|---|--------|
| Biographies, 1980s  | Box 56 |
| Board of Directors, 1980-1984<br><b>Physical Description:</b> 3 folders | Box 56 |
| Burt Manning JWT career, 1966-1972                                      | Box 56 |
| Company tactics, 1991   | Box 56 |
| Compensation Committee, 1991  | Box 70 |
| Compensation Committee, 1991-1992                                       | Box 56 |
| Market Force, 1985  | Box 56 |
| Marketing plan, 1980<br><b>Physical Description:</b> 2 folders          | Box 56 |
| Memoranda, 1980-1993  | Box 56 |
| Mergers and acquisitions, 1979-1982                                     | Box 56 |
| Objectives, 1980s   | Box 70 |
| Operational profits, 1980-1985  | Box 56 |
| Operations Management Group, 1986                                       | Box 56 |

|  |        |
|--|--------|
| Organization charts and Director lists, 1983-1987        | Box 56 |
| Peer Group review, 1985                                  | Box 56 |
| Phone memos, 1986  | Box 56 |
| Pro Form, 1984-1985                                      | Box 56 |
| Recent history, 1969-1986                                | Box 56 |
| Salary, 1980-1983  | Box 56 |
| Slides, 1983-1986  | Box 56 |
| Some Basic Roots of the J. Walter Thompson Company, 1986 | Box 56 |
| <b>Physical Description:</b> 2 folders                   |        |
| Stephen G. Bowen resignation announcement, 1991          | Box 56 |
| Strategic review, 1985                                   | Box 56 |
| Strength management, 1980                                | Box 56 |
| Television copy evaluation, 1980s                        | Box 56 |
| U.S. offices: Issues, alternatives, and action, 1989     | Box 56 |

[Return to Table of Contents](#)

### **Leo Burnett (2023 Addition), 1952-1985**

|  |          |
|--|----------|
| 25th anniversary, Chicago Tribune special, 1960  | Box 72   |
| A Second Look at Yourself, 1963                  | Box 57   |
| Becoming an Advertising Man at Leo Burnett, 1966 | Box 57   |
| "Big Apple" staff photograph poster, 1960        | Folder 1 |
| Chrysler, 1960-1961                              | Box 57   |
| Chrysler--Briefing book, 1962                    | Box 57   |

|  |        |
|--|--------|
| Chrysler--Correspondence, 1962   | Box 57 |
| Clark Gum, 1965  | Box 57 |
| Communications of an Advertising Man, 1961                               | Box 57 |
| Cracker Jack, 1959   | Box 57 |
| Creative Research Bulletin #19: Content of the Illustration, 1961        | Box 57 |
| Finally Someone Has to OK an Ad, 1961                                    | Box 57 |
| Gallo Wine, 1965   | Box 57 |
| Harris Trust and Savings Bank, 1958                                      | Box 57 |
| Hello! (publication), 1965-1966  | Box 57 |
| How to Be Better than Average, 1961                                      | Box 57 |
| Imagery of Beer Glasses, 1963  | Box 57 |
| Keep Listening to that Wee, Small Voice, 1960                            | Box 57 |
| Kellogg Company, 1961-1963   | Box 57 |
| <b>Physical Description:</b> 2 folders                                   |        |
| Memoranda, 1958-1966   | Box 57 |
| <b>Physical Description:</b> 2 folders                                   |        |
| Miscellaneous creative, 1959-1960s                                       | Box 57 |
| Notes, 1950s   | Box 57 |
| Personna--Scripts, 1960s   | Box 57 |
| Print creative, 1958-1966  | Box 72 |
| <b>Physical Description:</b> 2 folders                                   |        |
| <b>Scope and Contents</b>  |        |
| Includes: Chrysler; Schlitz; Sugar Information, Inc.; Wiebolts/Manhattan |        |
| Print creative, 1958-1967  | Box 71 |

**Scope and Contents**

Includes: Campbell's frozen soup; Continental Insurance/Shell Oil; Schlitz

|   |        |
|---|--------|
| Report to stockholders, 1965                      | Box 57 |
| Richmond v. Schlitz, 1966-1973                    | Box 70 |
| Salary growth, 1958-1967                          | Box 57 |
| Schlitz Brewing, 1962-1966                        | Box 57 |
| <b>Physical Description:</b> 2 folders            |        |
| Schlitz Brewing--Sound of Today, 1964             | Box 57 |
| Speaking of Us, 1962                              | Box 57 |
| Tea Council--Radio, 1960s                         | Box 57 |
| The Advertiser's Right to Toot His Own Horn, 1960 | Box 57 |
| The Apple Story, 1960                             | Box 57 |
| The Burnetwork newsletter, 1985                   | Box 71 |
| The Fable of Hobart the Hunter, 1960              | Box 57 |
| The Importance of Humility, 1952                  | Box 57 |
| United Airlines, 1965                             | Box 57 |
| What Is This Thing Called Advertising?, 1961      | Box 57 |

[Return to Table of Contents](#)

**New Business Files, 1973-1986 and undated**

**Physical Description:** 2 boxes

|  |        |
|--|--------|
| Acme Markets, 1986                     | Box 44 |
| <b>Physical Description:</b> 2 folders |        |
| Burger King, 1976                      | Box 44 |
| Coldwell Banker, 1983-1985             | Box 44 |
| <b>Physical Description:</b> 2 folders |        |

|  |        |
|--|--------|
| Creative staff experience by product category, undated                 | Box 44 |
| Mastercard, 1984   | Box 44 |
| McDonald's, 1975-1976  | Box 44 |
| Miscellaneous notes, undated<br><b>Physical Description:</b> 2 folders | Box 44 |
| New business campaign, JWT Copenhagen, 1973                            | Box 44 |
| New business report, 1985  | Box 44 |
| Presentations on new business processes, 1979-1986                     | Box 44 |
| RJR/Philip Morris, 1987  | Box 45 |
| Schlitz, 1978<br><b>Physical Description:</b> 3 folders                | Box 45 |
| Six Flags, 1984  | Box 45 |
| Unnamed client, corporate name development, 1977                       | Box 45 |

[Return to Table of Contents](#)

### **WPP (2023 Addition), 1987-1997**

|  |        |
|--|--------|
| Annual reports, 1987-1996  | Box 57 |
| Background material for Martin Sorrell, 1987-1991                      | Box 57 |
| Board meeting, 1990  | Box 57 |
| Budgets and bonuses, 1990-1991   | Box 57 |
| Business strategy, 1997  | Box 57 |
| Financial reports, 1988-1990<br><b>Physical Description:</b> 2 folders | Box 57 |

|   |        |
|---|--------|
| Intergroup optimization, 1994-1997                | Box 57 |
| Martin Sorrell articles, 1991-1997                | Box 57 |
| Meeting, 1992                                     | Box 57 |
| Memoranda, 1989-1996                              | Box 57 |
| <b>Physical Description:</b> 2 folders            |        |
| Memoranda, 1991-1992                              | Box 70 |
| Notes, 1989-1992                                  | Box 57 |
| Planning, 1994-1997                               | Box 57 |
| Research brief, 1990                              | Box 57 |
| Response to Sept. 4 review letter, 1992           | Box 57 |
| Results report 1989, 1990                         | Box 57 |
| Review of Executive Directors' remuneration, 1992 | Box 57 |
| Strategy meeting, 1997                            | Box 57 |
| WPP Group Navigator, 1996                         | Box 57 |

[Return to Table of Contents](#)

### **Writings and Speeches, 1956-1988 and undated**

**Physical Description:** 4 boxes

|  |        |
|--|--------|
| 1986 Review (Joe O'Donnell), 1986                      | Box 45 |
| Advertising Planning, 1972, 1977 and undated           | Box 45 |
| <b>Physical Description:</b> 2 folders                 |        |
| An Agency Looks at Direct Mail (Dan Seymour), 1968     | Box 45 |
| ANA (Association of National Advertisers) speech, 1986 | Box 45 |
| <b>Physical Description:</b> 2 folders                 |        |

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|  |        |
|--|--------|
| ARF (Advertising Research Foundation) speech,<br>1979  | Box 45 |
| Atlanta Ad Club, 1985  | Box 45 |
| Baby Boom Generation: Fact or Fiction?,<br>undated   | Box 45 |
| Beer speech, circa 1977  | Box 45 |
| Burke Copy Research, 1973  | Box 45 |
| China presentation, 1985   | Box 45 |
| Consumerism at the Crossroads (Sentry<br>Insurance), circa 1977  | Box 46 |
| Consumerism notes, undated   | Box 46 |
| Copy Testing: For What? For Whom? (Shirley<br>Young), 1977   | Box 46 |
| Creative presentation materials, undated   | Box 46 |
| Don't Tell ME the Risks of Smoking, 1975   | Box 46 |
| Draft position paper on cigarette advertising,<br>undated  | Box 46 |
| Executive interview, 1976  | Box 46 |
| Experimental Research on the Effects of TV<br>Clutter (Michael Ray and Peter Webb), 1976                 | Box 46 |
| Flippers--Changes in the Way Americans Watch<br>TV, undated  | Box 46 |
| Forget the Product Life Cycle Concept!<br>(Nariman Dhalla and Sonia Yuspeh), 1976                        | Box 46 |
| Gadfly (George Orwell, Why I Write; Saul<br>Bellow, Deep Readers of the World Beware!),<br>1959 May-June | Box 46 |
| Great Expectations (Arnold Grisman), 1978  | Box 46 |
| Group dynamics, notes, 1971-1974 and undated   | Box 46 |

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|   |        |
|---|--------|
| How a Creative Man Uses Research to Sell, undated                                 | Box 46 |
| How Advertising Works (Grey Advertising), 1968                                    | Box 46 |
| How to Create Good Advertising (David Ogilvy), typescript, 1956                   | Box 46 |
| How to Get a Better Return on Your Advertising Investment (Charlotte Beers), 1974 | Box 46 |
| How to Get Research Thinking into the Creative Act, 1975                          | Box 46 |
| How to Get the Best from Your Advertising Agency (Robin Restall), 1985            | Box 46 |
| Ideas and Ideals: A Farewell Memorandum from Arthur E. Tatham, 1973               | Box 46 |
| Inspiration and Perspiration, undated   | Box 46 |
| It Doesn't Take an Ugly Goose to Lay a Golden Egg (James Jordan), 1976            | Box 46 |
| J. Walter Thompson USA, Super Bowl XIX and the Million Dollar Minute, 1985        | Box 46 |
| JWT Chicago Review System, 1966   | Box 46 |
| Key Financial Problems in Advertiser-Agency Relationships (Phillip Schaff), 1963  | Box 46 |
| Leadership at JWT, 1978   | Box 46 |
| Life Study of Psychographics (Alan Nelson), 1969                                  | Box 46 |
| Love Times, 1976  | Box 46 |
| Media Report: Advertising and Spanish Speaking Americans, 1974                    | Box 47 |
| Media Report: Primetime Network Television Schedule, 1974                         | Box 47 |

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|   |        |
|---|--------|
| Memo re Roper Report 78-3 (Rena Bartos), 1973   | Box 47 |
| North American Seminar, 1975  | Box 47 |
| Observations on Australian Advertising (Don Robertson), 1978  | Box 47 |
| On the Difference Between Taking One's Work Seriously, and Taking Oneself Seriously (Andrew Kershaw), 1976        | Box 47 |
| Our Creative Disciplines, undated   | Box 47 |
| Presentation drafts and notes, 1976-1977 and undated  | Box 47 |
| <b>Physical Description:</b> 4 folders  |        |
| Presentation to Tom Wyman, CBS, 1980  | Box 47 |
| Problems of the Creative Department, undated  | Box 47 |
| Product Life Cycle notes, undated   | Box 47 |
| Professional Crimes at JWT (Robert Sturtevant), 1975  | Box 47 |
| Professional Development at J. Walter Thompson, 1985  | Box 47 |
| Protective Services Market, undated   | Box 47 |
| Ralph Nader's Magnificent Fallacy, undated  | Box 47 |
| Red Cross, 1976   | Box 47 |
| Remarks by Granger Tripp, 1977  | Box 47 |
| Remarks on Regulation of Advertising Sweetened Products to Children (Kenneth Mason, Quaker Oats Company), undated | Box 47 |
| Reshaping JWT for Future Needs and Opportunities, 1978  | Box 47 |
| Roots--Communication, 1981  | Box 47 |

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|   |        |
|---|--------|
| Standard Brands Marketing Seminar:<br>Getting Better Advertising, Developing Brand<br>Advertising (Stuart Shaw), 1978 | Box 47 |
| Stimulus and Response, 1975   | Box 47 |
| Stimulus and Response (JWT Flagship articles<br>by Bill Siebert, Terry Boyle, Donald Evanson,<br>Bella Manalo), 1975  | Box 47 |
| The 1980s: An Advertising Perspective, 1981   | Box 47 |
| The Advertising Development Process, undated  | Box 47 |
| The American Consumer: Myth and Reality,<br>1977  | Box 47 |
| The Business of Acquiring New Business,<br>undated  | Box 47 |
| The Consumer's New Reality (Joel Baumwoll),<br>1976   | Box 48 |
| The Effect of Current and Future Economic<br>Development on Advertising and Marketing,<br>1974                        | Box 48 |
| The New American Consumer, 1985-1987<br><b>Physical Description:</b> 4 folders  | Box 48 |
| The New Media, 1980   | Box 48 |
| The Thompson Edge, layout draft, undated  | Box 48 |
| The U.S. Multinational Advertising Agency and<br>Public Policy (Arnold Weinstein), 1977                               | Box 48 |
| The Uses and Abuses of Survey Research in<br>Advertising Regulation (Joel Baumwoll), 1976                             | Box 48 |
| The Uses of Ideology for Environmental<br>Analysis (G.C. Lodge), undated  | Box 48 |
| To the Organization, From John O'Toole, 1976  | Box 48 |
| Trends in American Advertising (Don Johnston),<br>1980  | Box 48 |

|  |        |
|--|--------|
| Trends in the Cost of Advertising Messages (Robert Coen, McCann Erickson), undated | Box 48 |
| Trends in U.S. Advertising, 1980   | Box 48 |
| Under New Management (Jwt publication), undated                                    | Box 48 |
| Untitled speech, 1976 and undated<br><b>Physical Description:</b> 2 folders        | Box 48 |
| Untitled speech on creativity, circa 1988  | Box 48 |
| Welcome to Fort Lauderdale (Unique Maps), undated                                  | Box 48 |
| What is a Good Magazine Ad? (Jack Cronin), 1974                                    | Box 48 |
| What JWT Stands For, undated   | Box 48 |
| What's It Like for a Creative Person at JWT?, draft, undated                       | Box 48 |
| Where JWT Stands Today, undated  | Box 48 |

[Return to Table of Contents](#)

### Writings and Speeches (2023 Addition), 1954-1999

**Access Restrictions:**

Access note. Series contains electronic records that require special equipment. Contact Research Services with questions.

|   |   |
|---|---|
| 100th anniversary video script and Chicago Office history, 1991 | Box 58  |
| 130th anniversary client and staff parties, 1994                | Box 58  |
| 130th anniversary client and staff parties, 1994                | Box 75 > Disk RL.00726-FL3-0009<br>Digital-materials RL00726-SET-0001 |

|  |   |
|--|---|
| 2000 and Beyond: The New Golden Age of Creativity?, 1997                 | Box 58  |
| <b>Physical Description:</b> 6 folders                                   |   |
| A Certain Idealism, 1995   | Box 58  |
| AAAA (American Association of Advertising Agencies) Annual Meeting, 1996 | Box 58  |
| <b>Physical Description:</b> 4 folders                                   |   |
| AAAA (American Association of Advertising Agencies) Annual Meeting, 1996 | Box 75 > Disk RL.00726-FL3-0001<br>Digital-materials RL00726-SET-0001 |
| AAAA Creative Conference, approximately 1986                             | Box 58  |
| AAAA Multicultural Advertising Intern Program, 1997                      | Box 58  |
| AAAA Public Relations Seminar, 1985                                      | Box 58  |
| AAF (American Advertising Federation) roast of Bernie Flanagan, 1994     | Box 58  |
| AAF (American Advertising Federation) roast of Bernie Flanagan, 1994     | Box 75 > Disk RL.00726-FL3-0002<br>Digital-materials RL00726-SET-0001 |
| AAF (American Advertising Federation) roast of Bernie Flanagan, 1994     | Box 75 > Disk RL.00726-FL3-0003<br>Digital-materials RL00726-SET-0001 |
| Abruption, 1986-1996   | Box 58  |
| <b>Physical Description:</b> 5 folders                                   |   |
| Abruption--Chinchon Sam Meek Seminar, 1994                               | Box 58  |
| Abruption--KGF Europe/JWT Turkey, 1994                                   | Box 75 > Disk RL.00726-FL3-0004                                       |

Digital-materials RL00726-  
SET-0001

|  |        |
|--|--------|
| Abruption--Kraft Jacobs Suchard, 1994  | Box 58 |
| Abruption--Latin America, 1994   | Box 58 |
| Abruption: Quality and Cost in Advertising, 1995   | Box 58 |
| Abruption in Coffee Advertising, 1995<br><b>Physical Description:</b> 2 folders          | Box 58 |
| Abruption in Coffee Advertising, 1995  | Box 59 |
| Abruption notes, Unilever version, 1996<br><b>Physical Description:</b> 2 folders        | Box 59 |
| Ad Kraft, 1988   | Box 59 |
| Addressable Advertising Coalition, 1997  | Box 59 |
| ADDY Awards "Best of New York", 1988   | Box 59 |
| Advertising as a Blood Sport, 1985   | Box 59 |
| Advertising as a Force for Productivity, 1988  | Box 59 |
| Advertising Execution in the 80s, 1983   | Box 59 |
| Advertising in the 21st Century, 1989-1990<br><b>Physical Description:</b> 2 folders     | Box 59 |
| Advertising in the Eighties, 1980  | Box 59 |
| Advertising that Moves, 1980   | Box 59 |
| Advertising that Works, 1985   | Box 59 |
| Advertising Women of New York, 1986<br><b>Physical Description:</b> 2 folders            | Box 59 |
| Advertising's Future: TV or Not TV?, 1994-1995<br><b>Physical Description:</b> 2 folders | Box 59 |
| Advertising's Impact on the U.S. Economy, 1985   | Box 59 |

|  |   |
|--|---|
| Adweek Conference, 1983<br><b>Physical Description:</b> 2 folders                | Box 59  |
| Agency Profitability, 1997   | Box 59  |
| Alfred University, 1985  | Box 59  |
| An Optimistic Realistic Outlook on Chaos, 1992                                   | Box 59  |
| ANA (Association of National Advertisers), 1992                                  | Box 59  |
| ANA (Association of National Advertisers)--<br>Bottom Line on Our Brands, 1995   | Box 75 > Disk RL.00726-<br>FL3-0005<br>Digital-materials RL00726-<br>SET-0001 |
| Asia/Pacific Managers' Meeting, 1994   | Box 59  |
| Asia/Pacific Managers' Meeting, 1994   | Box 75 > Disk RL.00726-<br>FL3-0006<br>Digital-materials RL00726-<br>SET-0001 |
| Audacity, 1986   | Box 59  |
| Background materials, 1984-1997<br><b>Physical Description:</b> 2 folders        | Box 59  |
| Bankers Are Entitled to Their Money's Worth,<br>1982                             | Box 59  |
| Being First Is Not Enough, 1980  | Box 59  |
| Big Ideas, 1980-1990<br><b>Physical Description:</b> 4 folders                   | Box 59  |
| Big Ideas, 1988-1991<br><b>Physical Description:</b> 4 folders                   | Box 60  |
| Board of Directors meetings, 1980-1996<br><b>Physical Description:</b> 4 folders | Box 60  |
| Bob Hope Heart Research Institute, 1983  | Box 60  |
| Book file, 1995  | Box 60  |

|   |        |
|---|--------|
| Brand Personality, 1982   | Box 60 |
| Brand Trust, 1980   | Box 60 |
| Branded Products at the Crossroads, 1981-1982<br><b>Physical Description:</b> 2 folders   | Box 60 |
| Burger King Convention, 1979  | Box 60 |
| Business Executives for National Security, 1997<br><b>Physical Description:</b> 2 folders | Box 60 |
| Can Ads Cross Borders?, 1984  | Box 60 |
| Cannes Festival, 1988   | Box 60 |
| Career Day, Atlanta Ad Club, 1985   | Box 60 |
| CBS interview, 1986   | Box 60 |
| CEBA (Communications Excellence to Black Audiences) Awards, 1992                          | Box 60 |
| Chicago Office rally, 1990  | Box 60 |
| CNBC interview, 1989  | Box 60 |
| CNBC Today's Business, 1996   | Box 60 |
| CNN Moneyline, 1990   | Box 60 |
| Creating Maximum Bandwidth, 1995-1996<br><b>Physical Description:</b> 3 folders           | Box 60 |
| Creative Department, 1976-1978  | Box 60 |
| Creative Disciplines and Standards, 1978  | Box 60 |
| Creative Dissatisfaction, 1995<br><b>Physical Description:</b> 2 folders                  | Box 60 |
| Creative Leaders Series advertising campaign, 1996  | Box 60 |
| Creative Risktaking, 1983   | Box 60 |

|  |   |
|--|---|
| Creative writing--Prose, poetry, lyrics, etc.,<br>1950s  | Box 60  |
| <b>Physical Description:</b> 4 folders   |   |
| Creative writing--Prose, poetry, lyrics, etc.,<br>1950s  | Box 70  |
| Creativity, Productivity, Discipline, 1980s  | Box 60  |
| Dale Carnegie International Convention,<br>1990-1991   | Box 60  |
| <b>Physical Description:</b> 3 folders   |   |
| Defense of Advertising, 1975   | Box 61  |
| Doing Business in Japan, 1988  | Box 61  |
| Duff & Phelps, 1996  | Box 61  |
| Draft letter to Harvey, 1954   | Box 61  |
| Draft letter to Nancy, 1970  | Box 61  |
| Drafts of advertising copy, 1955   | Box 61  |
| Drafts of job letters, 1955  | Box 61  |
| Education Reform Symposium, 1991   | Box 61  |
| Essential Paradox Inherent in All Great<br>Communication: The Necessity for Continuity,<br>the Need for Change, 1980 | Box 61  |
| Ethics in Advertising, 1986  | Box 61  |
| European Managers Meeting, 1990, 1996  | Box 61  |
| European Managers Meeting, 1996  | Box 75 > Disk RL.00726-<br>FL3-0007<br>Digital-materials RL00726-<br>SET-0001 |
| Everything Changes But the People, 1978-1979   | Box 61  |
| Farewell speech to Board of Directors, 1996  | Box 61  |
| Financial Analysts Meeting, 1996   | Box 61  |

|   |   |
|---|---|
| Ford/JWT 50th anniversary, 1993   | Box 61  |
| Gatekeepers vs. Gatecrashers, 1991  | Box 61  |
| George Fisher introduction, 1996  | Box 61  |
| Gerber Products Company Board of Directors, 1989  | Box 61  |
| Global Advertising: Fact or Fiction?, 1984  | Box 75 > Disk RL.00726-FL3-0008<br>Digital-materials RL00726-SET-0001 |
| Global Advertising: Fact or Fiction?, 1984-1987<br><b>Physical Description:</b> 2 folders | Box 61  |
| Global Future of Advertising, 1992  | Box 61  |
| GTE Advertising Conference, 1985  | Box 61  |
| Health & Tennis Corp. Conference, 1988  | Box 61  |
| History of Kodak brand advertising, 1994-1995<br><b>Physical Description:</b> 2 folders   | Box 61  |
| How Much Is Great Advertising?, 1982  | Box 61  |
| How to Get Research into the Creative Product, 1975                                       | Box 61  |
| How to Make People Watch Commercials, 1961  | Box 61  |
| How We Make Advertising, 1979   | Box 61  |
| Illiteracy: The Communications Cancer, 1978<br><b>Physical Description:</b> 2 folders     | Box 61  |
| In Defense of the Press, 1982-1983<br><b>Physical Description:</b> 5 folders              | Box 61  |
| Introduction to Watts and Taylor, 1995  | Box 61  |
| Inventory of videotapes and electronic records pertaining to speeches, 1980-1994          | Box 61  |

|  |   |
|--|---|
| Is Advertising Dead?, 1982                       | Box 61  |
| It's Not What You Say, It's What They Hear, 1978 | Box 61  |
| <b>Physical Description:</b> 2 folders           |   |
| J. Walter Thompson, 1990s                        | Box 75 > Disk RL.00726-FL3-0010<br>Digital-materials RL00726-SET-0001 |
| J. Walter Thompson World, 1989-1990              | Box 61  |
| John Reed introduction, 1994                     | Box 61  |
| John Reed introduction, 1994                     | Box 75 > Disk RL.00726-FL3-0029<br>Digital-materials RL00726-SET-0001 |
| Judging at Cannes, 1988                          | Box 61  |
| Julian Bravo retirement, 1992                    | Box 61  |
| JWT Atlanta, 1980                                | Box 61  |
| JWT Atlanta, 1980                                | Box 75 > Disk RL.00726-FL3-0028<br>Digital-materials RL00726-SET-0001 |
| JWT Brussels 60th anniversary, 1990              | Box 61  |
| JWT Chile 50th anniversary, 1994                 | Box 61  |
| JWT India/Singapore, Hindustan Thompson, 1993    | Box 61  |
| JWT Mexico 50th anniversary, 1993                | Box 61  |
| JWT Past and Future, 1991                        | Box 61  |
| <b>Physical Description:</b> 2 folders           |   |
| JWT Tokyo Strategic Plan/Action, 1995            | Box 61  |
| JWT-US: A New Brand in a Tough Marketplace, 1980 | Box 61  |

|  |   |
|--|---|
| JWT-USA Creative Awards, 1984                | Box 61  |
| JWT World Partners Council, 1997             | Box 61  |
| Kathy Bradley disk for BJM speeches, 1995    | Box 75 > Disk RL.00726-FL3-0011<br>Digital-materials RL00726-SET-0001 |
| Kekst and Company, 1989                      | Box 61  |
| Latin America Managers Meeting, 1992         | Box 61  |
| <b>Physical Description:</b> 2 folders       |   |
| Management Leadership Program, 1993          | Box 61  |
| Management Leadership Program, 1993          | Box 75 > Disk RL.00726-FL3-0013<br>Digital-materials RL00726-SET-0001 |
| Managing Long-Running Campaigns, 1992        | Box 61  |
| <b>Physical Description:</b> 2 folders       |   |
| Manning disk no. 1, 1990s                    | Box 75 > Disk RL.00726-FL3-0014<br>Digital-materials RL00726-SET-0001 |
| Manning disk no. 2, 1990s                    | Box 75 > Disk RL.00726-FL3-0015<br>Digital-materials RL00726-SET-0001 |
| Marketing Excellence, 1981                   | Box 61  |
| Marketing Planning Strategy, 1982            | Box 61  |
| Material for slides speech, 1987-1989        | Box 61  |
| Media: The New Creative Frontier?, 1989      | Box 61  |
| Media: The New Creative Frontier?, 1989      | Box 62  |
| <b>Physical Description:</b> 8 folders       |   |
| Media Key interview: The future of JWT, 1988 | Box 62  |

|   |   |
|---|---|
| Moving People, 1985   | Box 62  |
| Multinational speech, 1987  | Box 62  |
| Museum of Television and Radio--Coalition for Advertising-Supported Information and Entertainment, 1995 | Box 62  |
| Museum of Television and Radio--Coalition for Advertising-Supported Information and Entertainment, 1995 | Box 75 > Disk RL.00726-FL3-0016<br>Digital-materials RL00726-SET-0001 |
| Museum of Television and Radio--Media speech, 1992  | Box 62  |
| Museum of Television and Radio--Media speech, 1992  | Box 75 > Disk RL.00726-FL3-0017<br>Digital-materials RL00726-SET-0001 |
| National Association of Broadcasters Convention, 1995   | Box 62  |
| National Association of Broadcasters Convention, 1995   | Box 75 > Disk RL.00726-FL3-0018<br>Digital-materials RL00726-SET-0001 |
| National Sales Hall of Fame, 1995   | Box 62  |
| Neurobiology of Great Advertising, 1994   | Box 75 > Disk RL.00726-FL3-0019<br>Digital-materials RL00726-SET-0001 |
| New Electronic Media: Dire Predictions and Hypothetical Threats, 1995                                   | Box 62  |
| <b>Physical Description:</b> 2 folders  |   |
| New Electronic Media: Dire Predictions and Hypothetical Threats, 1995                                   | Box 75 > Disk RL.00726-FL3-0020                                       |

|  | Digital-materials RL00726-SET-0001 |
|--|------------------------------------|
| New Products, 1970s  | Box 62                             |
| Niall Fitzgerald, 1992   | Box 62                             |
| <b>Physical Description:</b> 2 folders                         |                                    |
| Notes, drafts, etc., 1966-1996                                 | Box 62                             |
| <b>Physical Description:</b> 5 folders                         |                                    |
| Observations on Advertising for Service Businesses, 1977       | Box 62                             |
| Observations on the New JWT-NY, 1980s                          | Box 62                             |
| Oscar Mayer Advertising: What's It Worth?, 1988                | Box 62                             |
| Pittsburgh Ad Club, 1984                                       | Box 62                             |
| Poem for Lloyd Lateiner 40th birthday, 1980                    | Box 62                             |
| Postscript, 1980s  | Box 62                             |
| Presentation to FDAF Field Men, 1982                           | Box 62                             |
| Presentation to Newspaper Representatives and Publishers, 1975 | Box 62                             |
| Professional Development Program, 1995                         | Box 62                             |
| Putting Your Brand on Sponsorships, 1995                       | Box 62                             |
| Putting Your Brand on Sponsorships, 1995                       | Box 63                             |
| Questions and Answers on the Future of Advertising, 1991       | Box 63                             |
| Quality and Cost in Advertising (Abruption), 1983-1995         | Box 63                             |
| <b>Physical Description:</b> 6 folders                         |                                    |
| Quality and Cost in Advertising (Abruption), 1993              | Box 75 > Disk RL.00726-FL3-0021    |

|  |   |
|--|---|
|  | Digital-materials RL00726-SET-0001                                    |
| Quality and Cost in Advertising (Abrupton)--Kraft Asia/Pacific, 1995 | Box 63  |
| Quality and Cost in Advertising (Abrupton)--Far East version, 1993   | Box 75 > Disk RL.00726-FL3-0023<br>Digital-materials RL00726-SET-0001 |
| Quality and Cost in Advertising (Abrupton)--Vienna, 1995             | Box 75 > Disk RL.00726-FL3-0022<br>Digital-materials RL00726-SET-0001 |
| Radio: Friendly Persuasion, 1981                                     | Box 63  |
| Remarks on Don Robertson retirement, 1989                            | Box 63  |
| Remarks to Los Angeles and San Francisco offices, 1980s              | Box 63  |
| Research: Stimulant or Depressant?, 1979                             | Box 63  |
| Revolution or Evolution? Extinction for TV Advertising?, 1994        | Box 63  |
| Robin Restall retirement, 1994                                       | Box 63  |
| Roots of Human Communication, 1981                                   | Box 63  |
| Security Analysts, 1984  | Box 63  |
| Setting the Stage, 1986  | Box 63  |
| Seven Insoluble Agency Management Issues, 1995                       | Box 63  |
| Spain interviews, 1990   | Box 63  |
| Spanish Creativity, Spanish Advertising, 1992                        | Box 63  |
| Speech reference material, 1984                                      | Box 63  |

|  |   |
|--|---|
| Sports Marketing, 1988<br><b>Physical Description:</b> 2 folders   | Box 63  |
| Standing Out in the Crowd, 1984  | Box 63  |
| Stimulus and Response, 1980  | Box 63  |
| Strategy: Semper Fidelis, 1982   | Box 63  |
| Strategy: U.S. Constitution, 1980s   | Box 63  |
| Studying the Craft, 1980s  | Box 63  |
| Successfully Managing Change, 1992   | Box 63  |
| Talk to WWOG (Worldwide Operations Group), 1991  | Box 63  |
| Taming the Volcano, 1989<br><b>Physical Description:</b> 7 folders   | Box 63  |
| Ten Insoluble Agency Management Issues, 1995   | Box 63  |
| Ten Insoluble Agency Management Issues, 1995<br><b>Physical Description:</b> 2 folders                                 | Box 64  |
| The 1980s: An Advertising Perspective, 1981  | Box 64  |
| The Advertiser--Advertising's Future: TV or Not TV?, 1994  | Box 64  |
| The Advertising Industry as a Means of Raising Environmental Awareness, 1994<br><b>Physical Description:</b> 2 folders | Box 64  |
| The Advertising Industry as a Means of Raising Environmental Awareness, 1994   | Box 75 > Disk RL.00726-FL3-0030<br>Digital-materials RL00726-SET-0001 |
| The Advertising Industry as a Means to Raise Environmental Awareness, 1994<br><b>Physical Description:</b> 2 folders   | Box 64  |
| The Big Idea, 1988   | Box 64  |

|   |   |
|---|---|
| The Big Picture, 1994   | Box 64  |
| The Big Picture, 1994   | Box 75 > Disk RL.00726-<br>FL3-0026<br>Digital-materials RL00726-<br>SET-0001 |
| The Biological Basis of Advertising, 1990   | Box 64  |
| The Bottom Line on Brands, 1995   | Box 64  |
| The Branding of Emotion, 1996   | Box 64  |
| The Consumer Has a Mind As Well As a<br>Stomach, 1972                                     | Box 64  |
| The Creative Equation, 1992   | Box 64  |
| The Future of Advertising: What Business Are<br>We Really In?, 1995                       | Box 64  |
| The Future of the Brand Label, 1979   | Box 64  |
| The Global Future of Advertising, 1992  | Box 64  |
| The Golden Key, 1986  | Box 64  |
| The Golden Rule, 1980s  | Box 64  |
| The Good, The Bad, and the Worldwide Web,<br>1996   | Box 64  |
| The Invisible Medium, 1981  | Box 64  |
| The Last Speech About Creativity You'll Ever<br>Need to Hear, 1985                        | Box 64  |
| The Last Sure-Fire Guaranteed Secret to<br>Success in the Advertising Business, 1975-1991 | Box 64  |
| <b>Physical Description:</b> 2 folders  |   |
| The Market Place, 1986  | Box 64  |
| The Most Expensive Advertising in the World,<br>1982                                      | Box 64  |
| The New Media, 1980-1981  | Box 64  |

|  |   |
|--|---|
| The Orange, 1990   | Box 64  |
| The Power of a Brand, 1996   | Box 64  |
| The Race for Advertising Share, 1989   | Box 64  |
| The Schizophrenia of the American Corporation, 1980  | Box 64  |
| The Secret of Relationship Management, 1992<br><b>Physical Description:</b> 2 folders                                | Box 64  |
| The Soul of a Company, 1988-1989   | Box 64  |
| The Soul of a Company, 1988-1989<br><b>Physical Description:</b> 4 folders   | Box 65  |
| The State of the Company, 1989   | Box 65  |
| The Unfulfilled Opportunities in Cable, 1984   | Box 65  |
| The Use and Abuse of Creative Trends in Advertising, 1988  | Box 65  |
| The Visual Revolution, 1984-1988   | Box 65  |
| Thompson Recruitment, 1985   | Box 65  |
| Thoughts on Timotei, 1987  | Box 65  |
| Total Quality Management, 1992   | Box 65  |
| Trends Affecting Products and People in the Second Half of the 1990s, 1994<br><b>Physical Description:</b> 2 folders | Box 65  |
| Trends Affecting Products and People in the Second Half of the 1990s, 1994   | Box 75 > Disk RL.00726-FL3-0027<br>Digital-materials RL00726-SET-0001 |
| Trends in American Advertising, 1980   | Box 65  |
| Trust Is What Advertising Is All About, 1980   | Box 65  |

|  |  |
|--|--|
| Understanding Attitudes, 1983<br><b>Physical Description:</b> 2 folders        | Box 65   |
| Unilever Press Seminar, 1982<br><b>Physical Description:</b> 3 folders         | Box 65   |
| Utah Advertising Federation, 1989  | Box 65   |
| Video script and interview questions and answers, approximately 1989           | Box 65   |
| Visual Revolution, 1988<br><b>Physical Description:</b> 2 folders              | Box 65   |
| Visual Revolution, 1988  | Box 70   |
| Wall Street Journal "Messages from Manning", 1979-1980                         | Box 65   |
| What Advertising Must Do in an Age of Suspicion, 1980                          | Box 65   |
| What Chicago Did to Advertising, 1985  | Box 65   |
| Which Ad Pulled Best?, 1985  | Box 65   |
| Why Would Anybody Want to Be in the Advertising Business?, 1983                | Box 65   |
| Why the Advertising Works, 1992  | Box 65   |
| Why the Advertising Works (Lever 2000/ Unilever)                               | Box 75 > Disk RL00726-FL3-0012<br>Digital-materials RL00726-SET-0001 |
| Worldwide Executive Group, 1994-1995<br><b>Physical Description:</b> 2 folders | Box 65   |
| WPP Annual Meeting, 1996   | Box 65   |
| WPP Board of Directors, 1995   | Box 65   |
| Write It with Your Hat, 1970s  | Box 65   |

|                                |        |
|--------------------------------|--------|
| Yes, But What Response?, 1978  | Box 65 |
| You Are Part of the Plan, 1996 | Box 65 |

[Return to Table of Contents](#)

### Writings, Speeches, Publications by Others (2023 Addition), 1908-1998

#### Access Restrictions:

Access note. Series contains electronic records that require special equipment. Contact Research Services with questions.

|   |          |
|---|----------|
| 3M Media "Floor Minders" poster, 1996   | Folder 1 |
| A.B. Atkinson & L. Waverman--Resource Allocation and the Regulated Firm, 1973 | Box 66   |
| A.S.C. Ehrenberg & G.J. Goodhardt--Brand Loyalty, 1978                        | Box 66   |
| Abrams Art Book--Cezanne, 1952  | Box 73   |
| Abrams Art Book--Van Gogh, 1952   | Box 73   |
| Ad Asia papers, 1990  | Box 66   |
| Advertising Age, 1982-1999  | Box 73   |
| Advertising Educational Foundation--Ambassador Program speeches, 1980s        | Box 66   |
| Advertising Research Foundation--Likability in Advertising, 1994              | Box 66   |
| Adweek, 1986-1996   | Box 66   |
| <b>Physical Description:</b> 3 folders  |          |
| Agency--RE-Engineering the Advertising Agency issue, 1994                     | Box 66   |
| Alexander Biel--Serious Thoughts About Likeable Advertising, 1990             | Box 66   |
| Allen Thomas--The Economies of Excellence, 1997                               | Box 66   |

---

|   |        |
|---|--------|
| Alvin Achenbaum--Advertising Environment of the Nineties, 1992  | Box 66 |
| American Association of Advertising Agencies (AAAA)--Analysis of Television Commercial Costs 1963 v. 1968, 1968                       | Box 66 |
| American Association of Advertising Agencies (AAAA)--Annual meeting speeches, 1992  | Box 66 |
| American Association of Advertising Agencies (AAAA)--Planning for Profit in Agency Compensation, 1992                                 | Box 66 |
| American Association of Advertising Agencies (AAAA)--Speeches of outgoing Chairmen, 1981-1992   | Box 66 |
| American Association of Advertising Agencies (AAAA)--The Impact of Advertising on Stock Performance, 1997                             | Box 66 |
| American Association of Advertising Agencies (AAAA)--What Every Account Executive Should Know About ____ (pamphlet series), 1986-1994 | Box 66 |
| American Association of Advertising Agencies (AAAA)--Your Brand Is Your Future, 1997  | Box 66 |
| American Enterprise Institute--On the Issues, 1994-1995   | Box 66 |
| American Health Foundation--Health Letter, 1993   | Box 66 |
| Andre Malraux--Psychology of the Cinema, 1940/1982  | Box 66 |
| Andreas Grein & Robert Ducoffe--Strategic Responses to Market Globalization Among Advertising Agencies, 1997                          | Box 66 |
| Anuncios (Spain; in Spanish), 1991  | Box 71 |
| Arnold Grisman--New Ways of Seeing, 1984  | Box 66 |
| Arnold Grisman--Visual speech slides, 1980s   | Box 66 |

|  |        |
|--|--------|
| Backstage/Spotlight feature on JWT, 1989   | Box 71 |
| Benjamin Stein--Shooting Fish in a Barrel, 1987  | Box 66 |
| Bert Metter--124 years, 1988   | Box 66 |
| Bert Metter--New business speech, 1980s  | Box 66 |
| Bill Bernbach--Facts Are Not Enough, 1980/1992   | Box 66 |
| Bottom Line Personal, 1991-1997  | Box 66 |
| Brendan Gill--Remarks on Joseph Urban, 1992  | Box 66 |
| Business Link: Spain, 1997   | Box 66 |
| Campaign Magazine, 1986-1989   | Box 73 |
| Carl Walston--The Aesthetic Dimension of Advertising, 1991   | Box 66 |
| Center for Research and Development--Options and Opportunities for Consumer Businesses: Advertising During a Recession, 1990 | Box 66 |
| Center for the Public Interest--Nutrition posters, 1992  | Box 72 |
| Chris Hall--The Promis and Power of Confidence, 1997   | Box 66 |
| Chris Jones--Adweek seminar, 1997  | Box 66 |
| Chris Jones--Rome conference, 1995   | Box 66 |
| Colby Chandler--National Sales Hall of Fame introduction, 1990   | Box 66 |
| Commercial Speech Digest, 1997   | Box 66 |
| Conference Board--Research and Development: Key Issues for Management, 1983  | Box 66 |
| Consumer Reports--On Health, 1996-1997   | Box 66 |
| Consumer Reports--Travel Letter, 1996  | Box 66 |

---

|  |        |
|--|--------|
| Contract Advertising (India)--Up Front Magazine, 1994-1995   | Box 66 |
| Cream City Review, 1990  | Box 66 |
| Dale Carnegie Training--The Leader in You, 1994  | Box 66 |
| David Aaker--Building Strong Brands, Ch. 3, 8, 1995  | Box 66 |
| David Maister--Balancing the Professional Service Firm, 1982   | Box 66 |
| Denis Lanigan speeches, 1982-1986  | Box 66 |
| Derek Carstens (Ogilvy South Africa)--How to Build and Tap the Profit Potential of Your Brand, 1990s | Box 66 |
| Don Johnston speeches, 1979-1981   | Box 66 |
| Don Johnston and Denis Lanigan--World World Advertising Forum, 1984                                  | Box 66 |
| Don Peppers--The Miniaturization of Communications, 1989   | Box 66 |
| Donald Porter--Success Under Fire: Policies to Prosper in Hostile Times, 1991                        | Box 66 |
| Dow Now, 1996 July/Aug.  | Box 71 |
| E.E. Norris--Clayton Knows What He's Doing, 1974   | Box 67 |
| Edward McCabe--Synopsis of master's program in advertising, 1992                                     | Box 67 |
| Edwin L. Artzt--The Future of Advertising, 1994  | Box 67 |
| Eileen Gould-Freeman--The International Pursuit of Beauty, 1995                                      | Box 67 |
| El Cronista Comercial (Spanish), 1987  | Box 71 |

---

---

|   |        |
|---|--------|
| Entertainment Weekly--The 50 Greatest Commercials of All Time, 1997                             | Box 67 |
| Environmental Nutrition, 1994-1997  | Box 67 |
| Eric Salama--Tomorrow's Consumer, 1993  | Box 67 |
| Fairfax Cone--Eleven Campaigns I Would Like to Have Made and Why, 1965                          | Box 67 |
| Fortune--Super agencies issue, 1979   | Box 67 |
| Frank Nicolo--Stimulus and Response and the Anatomy of Effective Stimulus, 1980                 | Box 67 |
| Gallagher Report, 1987  | Box 67 |
| George Eversman--New business seminar slides, 1975  | Box 69 |
| Gordon C. Aymar--Introduction to Advertising Illustration, 1929                                 | Box 67 |
| Harold Clark--Consumer and Corporate Values, 1987   | Box 67 |
| Harry Wayne McMahan--The Television Commercial, 1954  | Box 67 |
| Harvard Business School--Reprints and case studies, 1977-1979                                   | Box 67 |
| Harvard Health Letter, 1993-1997  | Box 67 |
| Hay Group--Hay Directors' Compensation Report, 1995   | Box 67 |
| Hunter Madsen (JWT San Francisco)--Advertising 2000 AD, 1994                                    | Box 67 |
| In These Times, 1990 Aug.   | Box 71 |
| International Advertising Association (IAA)--Advertising and the Media in an Open Society, 1992 | Box 67 |

---

|  |        |
|--|--------|
| IPMark (Informacion de Publicidad y Marketing) (Spain), 1991   | Box 74 |
| Irwin Kellner--The American Cigarette Industry (dissertation draft), 1973<br><b>Physical Description:</b> 2 folders          | Box 67 |
| Irwin Ross--The J. Walter Thompson Company Is Alive and Well in 30 Countries, 1970<br><b>Physical Description:</b> 2 folders | Box 74 |
| Itamar Simonson & Amos Tversky--Choice in Context: Tradeoff Contrast and Extremeness Aversion, 1992                          | Box 67 |
| Ivan Arthur--Quickly Run Upstairs and Write Me a Nice Hit Tune, 1992   | Box 67 |
| Ivan Arthur--The Peter Unprinciple, 1995   | Box 67 |
| J.K. DeVoe speeches, 1989  | Box 67 |
| James Schroer--Building Strong Brands, 1996  | Box 67 |
| James T. Lynn speeches, 1985-1986  | Box 67 |
| Jay McNamara--Advertising Agency Management (typescript), 1989<br><b>Physical Description:</b> 2 folders                     | Box 67 |
| Jeremy Bullmore--Archimedes and the Efficacy of Prayer, 1985   | Box 67 |
| Jerome Cowle--Best Damned Job in the World, 1961   | Box 67 |
| Jim Patterson--When Big Advertising Ideas Meet Big Executional Ideas, 1980s  | Box 67 |
| Jock Elliott--"Toto", 1979-1998  | Box 67 |
| Joe O'Donnell--The Expectations of Our People, 1984  | Box 67 |
| John Abbott--Why Good Schools Alone Will Never Be Enough, 1997   | Box 67 |

---

|   |        |
|---|--------|
| John E. O'Toole--What We Know About Creative Management, 1969                       | Box 67 |
| John F. Kennedy memorial issues (Life, Saturday Evening Post), 1963                 | Box 74 |
| John J. Cox--How An Advertising Agency Will Operate in the Age of Information, 1979 | Box 67 |
| John Kotter--Leading Change: Why Transformation Efforts Fail, 1995                  | Box 67 |
| John Quelch--Country Manager 2000, 1992   | Box 67 |
| John Quelch--Private Label, 1994  | Box 67 |
| John Scully speech on power marketing, 1996   | Box 67 |
| Journal of Consumer Marketing v1 n2, 1983   | Box 67 |
| JWT magazines and newsletters, 1975-1997  | Box 67 |
| <b>Physical Description:</b> 2 folders  |        |
| JWT--Things We're Learning About Winning New Business, 1992                         | Box 67 |
| JWT South Africa--The King Papers, 1988   | Box 67 |
| Key Business Development in a New Paradigm, 1995                                    | Box 67 |
| Kim Chew Communications--Draft speech for Burt Manning, 1996                        | Box 67 |
| Kurt J. Altschul--Burt Manning: A Steady Hand at the Helm, 1988                     | Box 67 |
| Leo Cherne--We Are No Longer in the World We Knew, 1986                             | Box 67 |
| Life--Vietnam, 1965   | Box 74 |
| Life Magazine first issue, 1936   | Box 67 |
| Lotos Club--Encouraging American Art 1870-1920, 1997                                | Box 67 |

---

|  |        |
|--|--------|
| Louis Harris & Associates--Advertising Agency Reputations, 1994                  | Box 67 |
| Louis Rukeyser's Wall Street, 1998   | Box 68 |
| Lynn Turner--Family Theme, 1986  | Box 68 |
| M Inc.--Power brokers issue, 1990  | Box 68 |
| Marion Howington--J. Walter Thompson: A Legend in His Own Time, 1988             | Box 68 |
| Marvin S. Mord & Edith Gleason--Shorter Units: Risk Responsibility, Reward, 1985 | Box 68 |
| Mayo Clinic Health Letter, 1997  | Box 68 |
| McCann-Erickson--A Brand Is a Curious Beast, 1990                                | Box 68 |
| Melvin Goodes--Relevant Priorities for the 1980s, 1981                           | Box 68 |
| Mitra Martin--Creativity in Advertising, 1997                                    | Box 68 |
| Moby Dick: Lightning Theatre, 1990   | Box 68 |
| Nariman Dhalla--Brand Positioning, 1977  | Box 68 |
| New School Commentator, 1991-1992  | Box 68 |
| Nina DiSesa--Abrupton, 1994  | Box 68 |
| Norman C. Berry--Some Things I've Learned, 1986                                  | Box 68 |
| Norman K. Carrier--Mature Market Institute, 1989                                 | Box 68 |
| Norman Sylvester--Pepsi-Cola: The BBDO Point of View, 1971                       | Box 68 |
| Nutrition Action, 1993-1997  | Box 68 |
| Ogilvy & Mather--Flipping, Zapping & Zipping, 1987                               | Box 68 |

---

|  |        |
|--|--------|
| Ogilvy & Mather--Viewpoint, 1981   | Box 68 |
| Ogilvy & Mather--What's Going On at Procter & Gamble?, 1983                | Box 68 |
| Parade--Handy Speech for All Occasions, 1958                               | Box 68 |
| Patrick J. McGrath--How to Play Winning New Product Development, 1975      | Box 68 |
| Peter Schweitzer--Rome conference, 1995                                    | Box 68 |
| Pratt Grad, 1990   | Box 71 |
| Public Citizen--Questionable Doctors, 1991                                 | Box 68 |
| Public Citizen Health Research Group--Health Letter, 1992-1994             | Box 68 |
| R.E. Buchanan--Media Opportunity, 1984                                     | Box 68 |
| R.J. Herbold--What Does Re-Engineering Look Like?, 1994                    | Box 68 |
| Raymond W. Smith--Advertising Women of New York, 1995                      | Box 68 |
| Raymond W. Smith--National Association of Broadcasters, 1989               | Box 68 |
| Readers Digest--Selections from the Readers Digest Collection, 1985        | Box 74 |
| Rebecca Fannin--The Umbrella Principle, 1988                               | Box 68 |
| Reiki, 1988  | Box 68 |
| Rena Bartos--Do We Really Have to Make Them Mad to Sell Them?, 1980        | Box 68 |
| Richard Kelly--How We Started Scali, McCabe, Sloves in Canada, 1980        | Box 68 |
| Robert Gordon--From Parchment to Power: How to Ratify a Constitution, 1994 | Box 68 |
| Robert Passikoff--Brand Keys, 1990   | Box 68 |

|   |   |
|---|---|
| Ron Burns JWT Toronto speech, 1994  | Box 68  |
| Ron Burns JWT Toronto speech, 1994  | Box 75 > Disk RL.00726-<br>FL3-0024<br>Digital-materials RL00726-<br>SET-0001 |
| Roscoe Pound--Why Law Day?, 1958  | Box 68  |
| Shirley Young--Value Marketing, 1986  | Box 68  |
| Speeches--Miller, 1990s   | Box 75 > Disk RL.00726-<br>FL3-0025<br>Digital-materials RL00726-<br>SET-0001 |
| Statue of Liberty and Ellis Island Time Capsule--<br>How Corporate America Can Help to Save<br>American History, 1998 | Box 68  |
| Stephen Arbeit--Confronting the Crisis in Mass<br>Marketing, 1983   | Box 68  |
| Stephen King--What Is a Brand?, 1970  | Box 68  |
| Stephen Kopcha--How to Be a Perfect<br>Advertiser, 1988   | Box 68  |
| Stephen Sondheim--Liaisons, 1973  | Box 68  |
| Stuart Levine--Introduction of Burt Manning,<br>1990  | Box 68  |
| Ted Kurtz--Advertising Dynamics, 1988   | Box 68  |
| The Advertiser issue on brands, 1993  | Box 68  |
| The Consumer Buying System, 1970  | Box 68  |
| The Meaning of Green (environmental<br>advertising), 1991   | Box 68  |
| The Worldpaper, 1998 July/Aug.  | Box 72  |
| Theodore Bell--The Fine Art of Business, 1990   | Box 68  |

|  |         |
|--|---------|
| Time Warner Libraries--Introduction to Wuthering Heights, 1988   | Box 68  |
| Times of India--Special Manning Supplement, 1990   | Box 72  |
| Tom Hall--The Roots of Communication, 1982   | Box 68  |
| U.S. Department of Agriculture--Normal Season Availability of Fresh Fruit and Vegetable Supplies, 1950 | Box 68  |
| University of California-Berkeley--Wellness Letter, 1993-1997  | Box 68  |
| Valery Giscard d'Estang--After the Crisis, 1984  | Box 70  |
| Van--"All those opposed, signify by saying 'I quit'" (cartoon), 1980                                   | Box 68  |
| Van--"All those opposed, signify by saying 'I quit'" (cartoon), 1980                                   | Box OV2 |
| Wall Street Journal--Creative Leaders campaign, 1996   | Box 74  |
| Wall Street Journal--Creative Leaders posters, 1978, 1994-1995   | Box 72  |
| <b>Physical Description:</b> 2 folders   |         |
| Wall Street Journal--Creative Leaders series, 1993   | Box 74  |
| Wall Street Journal--Messages from Manning, 1979, 1996   | Box 72  |
| <b>Physical Description:</b> 2 folders   |         |
| Wayne J. Fickinger--Agency Accountability, 1980  | Box 68  |
| Wayne J. Fickinger--Funny Business, 1980   | Box 68  |
| Walter Dill Scott--The Psychology of Advertising, 1908   | Box 68  |
| William L. Sharfman--Names, Leadership and Teamwork, 1983  | Box 68  |

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|   |        |
|---|--------|
| William Van Praag--A Primer of Creative Editing, 1960             | Box 68 |
| Wizard of Ahs, 1981   | Box 68 |
| Wolf Lieschke--Creative Excellence, 1984                          | Box 68 |
| WPP--Atticus File no. 1, 1997                                     | Box 68 |
| WPP--Beans and Pearls, 1996                                       | Box 68 |
| Zenith Photography--Majestic Churches of the World calendar, 1998 | Box 71 |

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[Return to Table of Contents](#)

### Restricted Materials

|  |        |
|--|--------|
| Personnel-related correspondence [Closed until 2027.], 1984-1987 | Box R1 |
|--|--------|

[Return to Table of Contents](#)

### Audiovisual Materials

#### Access Restrictions:

Access note. Series contains [or Some materials are] fragile audiovisual/photographic formats that may need to be reformatted before use. Contact Research Services for access.

|                          |  |
|--------------------------|--|
| AAAA-Brand Loyalty, 1996 | Box AV1 > Video-cassette<br>RL.00726-UM-0001 |
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#### Scope and Contents

AAAA: American Association of Advertising Agencies

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|                                    |  |
|------------------------------------|--|
| "Abrupton" South America, 1994     | Box AV1 > Video-cassette<br>RL.00726-UM-0002 |
| Ad Age/Ad Club luncheon reel, 1991 | Box AV1 > Video-cassette<br>RL.00726-UM-0003 |

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**Scope and Contents**

Includes commercials from J. Walter Thompson, MF&W, Della Femina  
McNamee; Deutsch

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Advertisers and the Infobahn; Wall Street  
Journal Report, 1994

Box AV1 > Video-cassette  
RL.00726-UM-0004

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Advertising Hall of Fame Members narrated by  
Burt Manning, 1992

Box AV1 > Video-cassette  
RL.00726-UM-0005

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Advertising Industry as a Means to Raise  
Environmental Awareness--Venezuela, 1994

Box AV1 > Video-cassette  
RL.00726-UM-0006

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Allen Thomas: Best of Coffee Advertising, 1995

Box AV1 > Video-cassette  
RL.00726-UM-0007

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**Scope and Contents**

Includes commercials from Carte Noir; Folgers; Gevalia; Gold Blend; Kenco,  
Kronung; Maxwell House; Medaille d'Or; Nescafe; Red Mountain

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American Red Cross, Museum of Television and  
Radio, 1991

Box AV1 > Video-cassette  
RL.00726-UM-0008

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Asia Pacific Creative Directors Meeting TV  
Commercials, 1995

Box AV1 > Video-cassette  
RL.00726-UM-0009

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Asia Pacific Creative Directors Meeting TV  
Commercials, 1995

Box AV1 > Video-cassette  
RL.00726-UM-0010

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Asia/Pacific meeting, 1992

Box AV1 > Video-cassette  
RL.00726-UM-0011

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Association of National Advertisers (ANA)--Is It  
the End of Good Creative Advertising?, 1987

Box AV1 > Video-cassette  
RL.00726-UM-0012

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Behind the Scenes: The Advertising Process at  
Work, 1990

Box AV1 > Video-cassette  
RL.00726-UM-0013

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**Scope and Contents**

Production of Advertising Educational Foundation

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|  |  |
|--|--|
| Bermuda reel: Nick Fordham, 1982   | Box AV1 > Video-cassette<br>RL.00726-UM-0014 |
| Best Coffee Advertising in the World, 1995   | Box AV2 > Video-cassette<br>RL.00726-UM-0015 |
| Best TV Creative, 1983   | Box AV2 > Video-cassette<br>RL.00726-UM-0016 |
| Best TV Creative, 1984   | Box AV2 > Video-cassette<br>RL.00726-UM-0017 |
| The Big Picture #3: Commodore Awards, 1995   | Box AV2 > Video-cassette<br>RL.00726-UM-0018 |
| Bill La Mothe video tribute, AAF Advertising Hall of Fame, 1997                                | Box AV2 > Video-cassette<br>RL.00726-UM-0019 |
| Bookbinder work reel, 1980s  | Box AV2 > Video-cassette<br>RL.00726-UM-0020 |
| Burt Manning Agency Profitability, 1997  | Box AV2 > Video-cassette<br>RL.00726-UM-0021 |
| Burt Manning conference speech, American Marketing Association--Strategy, Semper Fideles, 1982 | Box AV2 > Video-cassette<br>RL.00726-UM-0022 |
| Burt Manning's Client Evening presentation, 1989   | Box AV2 > Video-cassette<br>RL.00726-UM-0023 |
| Burt Manning competitive reel revised, 1980s   | Box AV2 > Video-cassette<br>RL.00726-UM-0024 |
| Burt Manning interview, McNeil-Lehrer News Hour, 1985  | Box AV2 > Video-cassette<br>RL.00726-UM-0025 |

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| Burt Manning presentation at the Board Meeting, JWT Milan, 1989             | Box AV2 > Video-cassette<br>RL.00726-UM-0026 |
| Burt Manning's remarks for JWT Spain's 25th anniversary, 1991               | Box AV2 > Video-cassette<br>RL.00726-UM-0027 |
| Burt Manning sound bites for AAAA, 1992                                     | Box AV2 > Video-cassette<br>RL.00726-UM-0028 |
| Burt Manning's sports marketing speech version 2, 1988                      | Box AV2 > Video-cassette<br>RL.00726-UM-0029 |
| Cable Advertising Bureau speech, 1984                                       | Box AV3 > Video-cassette<br>RL.00726-UM-0030 |
| Cable Advertising Bureau speech, 1984                                       | Box AV3 > Video-cassette<br>RL.00726-UM-0031 |
| Cannes Film Festival 1988 winners short version, 1989                       | Box AV3 > Video-cassette<br>RL.00726-UM-0032 |
| Cannes Gold Winners 1994-1996, 1997   | Box AV3 > Video-cassette<br>RL.00726-UM-0033 |
| <b>Scope and Contents</b>   |  |
| Includes: Rolo "Elephant"; McDonald's "Swing"; Jeep "Snow Covered"          |  |
| Cannes Lion Winners part 1, 1991  | Box AV3 > Video-cassette<br>RL.00726-UM-0034 |
| Cannes Lion Winners part 2, 1991  | Box AV3 > Video-cassette<br>RL.00726-UM-0035 |
| Career Day, Atlanta Ad Club, 1985   | Box AV3 > Video-cassette<br>RL.00726-UM-0036 |
| Carr Communications capabilities presentation, 1986                         | Box AV3 > Video-cassette<br>RL.00726-UM-0037 |
| Central America: It's Not a Place, It's a State of Mind; JWT Detroit, 1980s | Box AV3 > Video-cassette<br>RL.00726-UM-0038 |

|   |  |
|---|--|
| Chevron--Young & Rubicam "Fuel Your Freedom" spots, 1988                          | Box AV3 > Video-cassette<br>RL.00726-UM-0039 |
| Children Now Campaign, NY Cares Campaign, 1997                                    | Box AV3 > Video-cassette<br>RL.00726-UM-0040 |
| Christmas with Burt Manning, Barcelona PAL, 1980s                                 | Box AV3 > Video-cassette<br>RL.00726-UM-0041 |
| Classic commercials, 1995   | Box AV3 > Video-cassette<br>RL.00726-UM-0042 |
| Classic TV ads for Burt Manning's speech, 1996                                    | Box AV3 > Video-cassette<br>RL.00726-UM-0043 |
| Coca-Cola--Buy the World a Coke, 1971   | Box AV3 > Video-cassette<br>RL.00726-UM-0044 |
| Coffee creative review, 1995  | Box AV4 > Video-cassette<br>RL.00726-UM-0045 |
| Competitive motor vehicle commercials, New Zealand; JWT Australia, 1980s          | Box AV4 > Video-cassette<br>RL.00726-UM-0046 |
| Conference Board presentation, 1984   | Box AV4 > Video-cassette<br>RL.00726-UM-0047 |
| Conference Board presentation, 1984   | Box AV4 > Video-cassette<br>RL.00726-UM-0048 |
| Creative Equation, 1995   | Box AV4 > Video-cassette<br>RL.00726-UM-0049 |
| Creative Equation, 1995   | Box AV4 > Video-cassette<br>RL.00726-UM-0050 |
| Excellence Leads to Profit: Manning talk to Latin American Managers Meeting, 1991 | Box AV4 > Video-cassette<br>RL.00726-UM-0051 |
| FDAF Field Men, Toronto, worldwide commercials, 1981                              | Box AV4 > Video-cassette<br>RL.00726-UM-0052 |

**Scope and Contents**

FDAF: Ford Dealer Advertising Fund

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|  |  |
|--|--|
| Ford Motor Company agency reel, 1987                               | Box AV4 > Video-cassette<br>RL.00726-UM-0053 |
| Ford Motor Company--Ford Division 1998<br>dealer intro show, 1997  | Box AV4 > Video-cassette<br>RL.00726-UM-0054 |
| Ford Motorsports, 1988   | Box AV4 > Video-cassette<br>RL.00726-UM-0055 |
| Ford Skychannel Christmas package, JWT<br>London, 1987             | Box AV4 > Video-cassette<br>RL.00726-UM-0056 |
| Geostar--Manning on tape, Sprint examples,<br>1980s                | Box AV4 > Video-cassette<br>RL.00726-UM-0057 |
| Great Creative: Lux, Close Up, Nike; JWT Hong<br>Kong, 1990s       | Box AV4 > Video-cassette<br>RL.00726-UM-0058 |
| Greece tourism, 1992   | Box AV5 > Video-cassette<br>RL.00726-UM-0059 |
| Greeting to Young Tigers Workshop, 1994                            | Box AV5 > Video-cassette<br>RL.00726-UM-0060 |
| GTE presentation, 1985   | Box AV5 > Video-cassette<br>RL.00726-UM-0061 |
| GTE presentation, 1985   | Box AV5 > Video-cassette<br>RL.00726-UM-0062 |
| History of Kodak Brand Advertising, 1994                           | Box AV5 > Video-cassette<br>RL.00726-UM-0063 |
| How Understanding Attitudes Helps Us to Judge<br>Advertising, 1983 | Box AV5 > Video-cassette<br>RL.00726-UM-0064 |
| In Defense of the Press, 1982                                      | Box AV5 > Video-cassette<br>RL.00726-UM-0065 |

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| International creative, 1988 | Box AV5 > Video-cassette<br>RL.00726-UM-0066 |
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| Interview, Burt Manning at NATPE, 1980 | Box AV5 > Video-cassette<br>RL.00726-UM-0067 |
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**Scope and Contents**

NATPE: National Association of Television Program Executives

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|                               |  |
|-------------------------------|--|
| JWT Group Board Meeting, 1984 | Box AV5 > Video-cassette<br>RL.00726-UM-0068 |
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| JWT Board Meeting, Italy, 1988 | Box AV5 > Video-cassette<br>RL.00726-UM-0069 |
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| JWT/Chicago summer meeting, 1993 | Box AV5 > Video-cassette<br>RL.00726-UM-0070 |
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| JWT Christmas party, 1988 | Box AV5 > Video-cassette<br>RL.00726-UM-0071 |
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| JWT historical reel, 1980s | Box AV5 > Video-cassette<br>RL.00726-UM-0072 |
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| JWT/Kodak 55th anniversary celebration, 1985 | Box AV5 > Video-cassette<br>RL.00726-UM-0073 |
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| JWT/Kraft General Foods--Likeability in Advertising, Jack Tukey, 1992 | Box AV6 > Video-cassette<br>RL.00726-UM-0074 |
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| J. Walter Thompson presents The Big Picture #1, 1994 | Box AV6 > Video-cassette<br>RL.00726-UM-0075 |
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| JWT Tango; JWT Argentina, 1980s | Box AV6 > Video-cassette<br>RL.00726-UM-0076 |
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| JWT/USA creative, 1981 | Box AV6 > Video-cassette<br>RL.00726-UM-0077 |
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| JWT/USA creative, 1982 | Box AV6 > Video-cassette<br>RL.00726-UM-0078 |
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| JWT/USA creative reel, 1985 | Box AV6 > Video-cassette<br>RL.00726-UM-0079 |
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| JWT World Partners Council--The Big Picture 2, 1995   | Box AV6 > Video-cassette<br>RL.00726-UM-0080 |
| JWT worldwide reel, 1996  | Box AV6 > Video-cassette<br>RL.00726-UM-0081 |
| Kellogg launch India, 1993  | Box AV6 > Video-cassette<br>RL.00726-UM-0082 |
| Kodak Gold--Paint Chips, 1997   | Box AV6 > Video-cassette<br>RL.00726-UM-0083 |
| Kodak Gold Max--Wedding, 1997   | Box AV6 > Video-cassette<br>RL.00726-UM-0084 |
| Kodak Norby Show (first Kodak color commercial), 1955, 1996   | Box AV6 > Video-cassette<br>RL.00726-UM-0085 |
| Korean agency--Adplus reel, 1989  | Box AV6 > Video-cassette<br>RL.00726-UM-0086 |
| KJS coffee presentation revised reel, 1995  | Box AV6 > Video-cassette<br>RL.00726-UM-0087 |
| <b>Scope and Contents</b>   |  |
| KJS: Kraft Jacobs Suchard   |  |
| KJS French coffee copy, approximately 1995  | Box AV6 > Video-cassette<br>RL.00726-UM-0088 |
| Kraft Jacobs Suchard--Kronung, 1995   | Box AV7 > Video-cassette<br>RL.00726-UM-0089 |
| Last Speech About Creativity You'll Ever Need to Hear, 1985   | Box AV7 > Video-cassette<br>RL.00726-UM-0090 |
| Last Speech About Creativity You'll Ever Need to Hear, 1985   | Box AV7 > Video-cassette<br>RL.00726-UM-0091 |
| Lever 2000: The U.S. Advertising Experience, a conversation with Burt Manning and David Webb, 1980s | Box AV7 > Video-cassette<br>RL.00726-UM-0092 |

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| Lincoln Center screening, 1988   | Box AV7 > Video-cassette<br>RL.00726-UM-0093 |
| Managing Long-Running Campaigns, for Ron Latham, Unilever, 1992              | Box AV7 > Video-cassette<br>RL.00726-UM-0094 |
| Manning intro to JWT/USA Managers Meeting, 1980                              | Box AV7 > Video-cassette<br>RL.00726-UM-0095 |
| Manning tribute, transfers T1a, 1996   | Box AV7 > Video-cassette<br>RL.00726-UM-0096 |
| Manning tribute, transfers T1b, 1996   | Box AV7 > Video-cassette<br>RL.00726-UM-0097 |
| Manning tribute, transfers T2, 1996  | Box AV7 > Video-cassette<br>RL.00726-UM-0098 |
| McDonald's--You Deserve a Break Today, PAL, 1971                             | Box AV7 > Video-cassette<br>RL.00726-UM-0099 |
| Media Director interviews, Wall Street Journal, 1980s                        | Box AV7 > Video-cassette<br>RL.00726-UM-0100 |
| Most Expensive Advertising in the World; Ford Dealer Chairmen, Toronto, 1982 | Box AV7 > Video-cassette<br>RL.00726-UM-0101 |
| Most Expensive Advertising in the World; Ford Dealer Chairmen, Toronto, 1982 | Box AV7 > Video-cassette<br>RL.00726-UM-0102 |
| Nantucket Magazine presentation reel, 1990s                                  | Box AV7 > Video-cassette<br>RL.00726-UM-0103 |
| Nestle Baby Ruth, American Superheroes campaign, 1997                        | Box AV8 > Video-cassette<br>RL.00726-UM-0104 |
| New video montage, tape 1 from Visual Revolution IAA version, 1980s          | Box AV8 > Video-cassette<br>RL.00726-UM-0105 |

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| Off the Street Club annual luncheon, 1994  | Box AV8 > Video-cassette<br>RL.00726-UM-0106 |
| Opening remarks, Latin America Region<br>meeting of managers, Sao Paulo, 1991  | Box AV8 > Video-cassette<br>RL.00726-UM-0107 |
| Oscar Mayer 25th anniversary current '85 reel,<br>1985   | Box AV8 > Video-cassette<br>RL.00726-UM-0108 |
| Oscar Mayer 25th anniversary historical<br>"classics", 1985  | Box AV8 > Video-cassette<br>RL.00726-UM-0109 |
| Pittsburgh Ad Club, 1984   | Box AV8 > Video-cassette<br>RL.00726-UM-0110 |
| Pittsburgh Ad Club, 1984   | Box AV8 > Video-cassette<br>RL.00726-UM-0111 |
| Presentation material: Timotei, Persil, Oxo, "Big<br>Ideas"; JWT London, 1988  | Box AV8 > Video-cassette<br>RL.00726-UM-0112 |
| Presentation reel, 1993  | Box AV8 > Video-cassette<br>RL.00726-UM-0113 |
| Quality and Cost in Advertising "Abrupton",<br>1995  | Box AV8 > Video-cassette<br>RL.00726-UM-0114 |
| R.T. French--Be Good to Your Food, 1987  | Box AV8 > Video-cassette<br>RL.00726-UM-0115 |
| Review of European Advertising--George Black,<br>1986  | Box AV8 > Video-cassette<br>RL.00726-UM-0116 |
| Risk and Responsibility; Advertising Creative<br>Circle; speakers: Ronnie Kirkwood, Jeremy<br>Bullmore, Sam Rothenstein, David Bernstein,<br>1980s | Box AV8 > Video-cassette<br>RL.00726-UM-0117 |
| Roots of Communication, 1980s  | Box AV9 > Video-cassette<br>RL.00726-UM-0118 |

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|---|---|
| Roots of Communication, 1980s   | Box AV9 > Video-cassette<br>RL.00726-UM-0119  |
| Roots of Communication, 1980s   | Box AV9 > Video-cassette<br>RL.00726-UM-0120  |
| Roots of Communication, 1985  | Box AV9 > Video-cassette<br>RL.00726-UM-0121  |
| Screenvision--Cannes Film Festival 1988<br>Winners short version, 1989                    | Box AV9 > Video-cassette<br>RL.00726-UM-0122  |
| Segment on men in advertising--Today Show,<br>1986  | Box AV9 > Video-cassette<br>RL.00726-UM-0123  |
| Segment on television commercial advertising<br>with Burt Manning--CBS Morning News, 1985 | Box AV9 > Video-cassette<br>RL.00726-UM-0124  |
| Stephen King, Jeremy Bullmore--What Is a<br>Brand?, 1993                                  | Box AV9 > Video-cassette<br>RL.00726-UM-0125  |
| Swamps and Alligators--JWT Conference, Goa,<br>1989                                       | Box AV9 > Video-cassette<br>RL.00726-UM-0126  |
| Taming the Volcano, worldwide reel, 1988  | Box AV9 > Video-cassette<br>RL.00726-UM-0127  |
| Taming the Volcano, worldwide reel, PAL, 1988   | Box AV9 > Video-cassette<br>RL.00726-UM-0128  |
| Thompson Total Manning, 1980s   | Box AV9 > Video-cassette<br>RL.00726-UM-0129  |
| Thompson Total Manning, 1980s   | Box AV9 > Video-cassette<br>RL.00726-UM-0130  |
| Timotei, Burt Manning speech, PAL, 1990s  | Box AV9 > Video-cassette<br>RL.00726-UM-0131  |
| Transformation exercise, JWT World Partners<br>Council Meeting, 1997                      | Box AV10 > Video-cassette<br>RL.00726-UM-0132 |

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|--|---|
| TV reel, 1980s   | Box AV10 > Video-cassette<br>RL.00726-UM-0133 |
| Unilever Advertising Awards, 1995  | Box AV10 > Video-cassette<br>RL.00726-UM-0134 |
| Unilever Advertising Awards, 1996  | Box AV10 > Video-cassette<br>RL.00726-UM-0135 |
| Unilever Advertising Awards, 1996  | Box AV10 > Video-cassette<br>RL.00726-UM-0136 |
| Unilever presentation--Big Ideas: How to Make Them, How to Know Them, How to Keep Them Alive, 1988 | Box AV10 > Video-cassette<br>RL.00726-UM-0137 |
| Unilever presentation--Big Ideas: How to Make Them, How to Know Them, How to Keep Them Alive, 1988 | Box AV10 > Video-cassette<br>RL.00726-UM-0138 |
| USA creative, 1988   | Box AV10 > Video-cassette<br>RL.00726-UM-0139 |
| USA creative, 1988   | Box AV10 > Video-cassette<br>RL.00726-UM-0140 |
| Video montage new edit; Visual Revolution, Rio, 1988   | Box AV10 > Video-cassette<br>RL.00726-UM-0141 |
| Video montage wrong version; Visual Revolution, Chicago, 1986                                      | Box AV10 > Video-cassette<br>RL.00726-UM-0142 |
| Visual Revolution, 1984  | Box AV10 > Video-cassette<br>RL.00726-UM-0143 |
| Visual Revolution, 1984  | Box AV10 > Video-cassette<br>RL.00726-UM-0144 |
| Visual Revolution, 1984  | Box AV10 > Video-cassette<br>RL.00726-UM-0145 |
| Visual Revolution, 1984  | Box AV11 > Video-cassette<br>RL.00726-UM-0146 |

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|---|---|
| Visual Revolution tape 2, 1986  | Box AV11 > Video-cassette<br>RL.00726-UM-0147   |
| Visual Revolution tape 2, 1986  | Box AV11 > Video-cassette<br>RL.00726-UM-0148   |
| Visual Revolution tape 1, 1986  | Box AV11 > Video-cassette<br>RL.00726-UM-0149   |
| Wall Street Journal trade speech, 1980s                                   | Box AV11 > Video-cassette<br>RL.00726-UM-0150   |
| What Chicago Did to Advertising--Chicago Ad Club, 1985                    | Box AV11 > Video-cassette<br>RL.00726-UM-0151   |
| Worldwide advertising by region, for Burt Manning to take to Sydney, 1991 | Box AV11 > Video-cassette<br>RL.00726-UM-0152   |
| Worldwide advertising--Burt Manning's selections for Paris, 1990          | Box AV11 > Video-cassette<br>RL.00726-UM-0153   |
| Worldwide advertising spot mix, for Sydney, 1991                          | Box AV11 > Video-cassette<br>RL.00726-UM-0154   |
| Worldwide Executive Group, 1996   | Box AV11 > Video-cassette<br>RL.00726-UM-0155   |
| WPP acquisition of the Ogilvy Group, 1989                                 | Box AV11 > Video-cassette<br>RL.00726-UM-0156   |
| WWEG (Worldwide Executive Group), 1997                                    | Box AV11 > Video-cassette<br>RL.00726-UM-0157   |
| Manning tribute, transfer T1, 1996  | Box AV11 > Video-cassette<br>RL.00726-Bcam-0001 |
| Manning tribute, transfer T2, 1996  | Box AV11 > Video-cassette<br>RL.00726-Bcam-0002 |
| Burt Manning Agency Profitability speech, 1997                            | Box AV11 > Video-cassette<br>RL.00726-Bcam-0003 |

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| AAAA-Brand Loyalty, 1996  | Box AV12 > Video-cassette<br>RL.00726-VHS-0001 |
| AAAA--Chairman's Initiative: Burt Manning,<br>John Pepper, Herb Kelleher, Alan Hassenfeld,<br>1980s | Box AV12 > Video-cassette<br>RL.00726-VHS-0002 |
| AAAA--Fifty Years of Free TV, 1995  | Box AV12 > Video-cassette<br>RL.00726-VHS-0003 |
| AAAA--Harnessing Interactivity Today; Future of<br>Advertising, 1994                                | Box AV12 > Video-cassette<br>RL.00726-VHS-0004 |
| AAF--National ADDY Awards, 2000   | Box AV12 > Video-cassette<br>RL.00726-VHS-0005 |
| Advertising Goes to College (Advertising<br>Educational Foundation), 1996                           | Box AV12 > Video-cassette<br>RL.00726-VHS-0006 |
| Advertising Hall of Fame video exhibit, 1994  | Box AV12 > Video-cassette<br>RL.00726-VHS-0007 |
| Alan King--Comedy Mind with Jerry Seinfeld,<br>1990   | Box AV12 > Video-cassette<br>RL.00726-VHS-0008 |
| Alan King--Inside the Comedy Mind with Martin<br>Short, 1991  | Box AV12 > Video-cassette<br>RL.00726-VHS-0009 |
| Alan King--Inside the Comedy Mind with Rob<br>Reiner, 1991  | Box AV12 > Video-cassette<br>RL.00726-VHS-0010 |
| Assigantion (From a story by Joyce Carol<br>Oates), 1995  | Box AV12 > Video-cassette<br>RL.00726-VHS-0011 |
| Bangkok luncheon in honor of Burt Manning,<br>1989  | Box AV12 > Video-cassette<br>RL.00726-VHS-0012 |

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| Behind the Scenes: The Advertising Process at Work, 1990       | Box AV12 > Video-cassette<br>RL.00726-VHS-0013 |
| Berry Brown Advertising/Grupo Cuatro Publicidad, 1998          | Box AV12 > Video-cassette<br>RL.00726-VHS-0014 |
| Burger King creative, 1993-1994                                | Box AV12 > Video-cassette<br>RL.00726-VHS-0015 |
| Burger King historical reel revised, NY Managers Meeting, 1993 | Box AV12 > Video-cassette<br>RL.00726-VHS-0016 |
| Burt Manning--Burger King, 1993                                | Box AV12 > Video-cassette<br>RL.00726-VHS-0017 |
| Burt Manning--Induction edit, 1989                             | Box AV12 > Video-cassette<br>RL.00726-VHS-0018 |
| Burt Manning interview, CNBC, 1996                             | Box AV12 > Video-cassette<br>RL.00726-VHS-0019 |
| Burt Manning interviews Bob Eckert for AAAA, 1990s             | Box AV12 > Video-cassette<br>RL.00726-VHS-0020 |
| Burt Manning interviews Bob Eckert for AAAA, 1990s             | Box AV12 > Video-cassette<br>RL.00726-VHS-0021 |
| Burt Manning interviews Bob Eckert for AAAA, 1990s             | Box AV12 > Video-cassette<br>RL.00726-VHS-0022 |
| Burt Manning interviews Steve Sanger for AAAA, 1990s           | Box AV12 > Video-cassette<br>RL.00726-VHS-0023 |
| Burt Manning interviews Steve Sanger for AAAA, 1990s           | Box AV12 > Video-cassette<br>RL.00726-VHS-0024 |
| Burt Manning interviews Steve Sanger for AAAA, 1990s           | Box AV12 > Video-cassette<br>RL.00726-VHS-0025 |

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|   |  |
|---|--|
| Business Television/BTV Networks promotional video, 1990s                         | Box AV12 > Video-cassette<br>RL.00726-VHS-0026 |
| Cahiers de la Pub 88, 1988  | Box AV12 > Video-cassette<br>RL.00726-VHS-0027 |
| Call 1-800 "Glean It" with Peter Paul and Mary and Secretary Glickman, 1990s      | Box AV12 > Video-cassette<br>RL.00726-VHS-0028 |
| Citibank--JWT Asia Pacific "Success Transfer", 1994                               | Box AV13 > Video-cassette<br>RL.00726-VHS-0029 |
| Citrucel: 1995 David Ogilvy Award Finalist, 1995                                  | Box AV13 > Video-cassette<br>RL.00726-VHS-0030 |
| Classic Sports Network: Where the Legends Play, 1980s                             | Box AV13 > Video-cassette<br>RL.00726-VHS-0031 |
| Clive Menell birthday party, 1980s  | Box AV13 > Video-cassette<br>RL.00726-VHS-0032 |
| Compaq--Eckhard Pfeiffer PC Expo '95 keynote address, 1995                        | Box AV13 > Video-cassette<br>RL.00726-VHS-0033 |
| Competitive airlines reel, 1996   | Box AV13 > Video-cassette<br>RL.00726-VHS-0034 |
| Competitive reel, 1990s   | Box AV13 > Video-cassette<br>RL.00726-VHS-0035 |
| Competitive reel, 1990s   | Box AV13 > Video-cassette<br>RL.00726-VHS-0036 |
| Content is King: Remarks by Edwin L. Artzt, Procter & Gamble, 1995                | Box AV13 > Video-cassette<br>RL.00726-VHS-0037 |
| Conversations on Agencies: Burt Manning with John Pepper and Herb Kelleher, 1990s | Box AV13 > Video-cassette<br>RL.00726-VHS-0038 |

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|  |  |
|--|--|
| Conversations on Agencies: Burt Manning with John Pepper and Herb Kelleher, 1990s          | Box AV13 > Video-cassette<br>RL.00726-VHS-0039 |
| Dale Carnegie--Convention, 1992  | Box AV13 > Video-cassette<br>RL.00726-VHS-0040 |
| Dale Carnegie--Palm Desert, Burt Manning featured speaker, 1991                            | Box AV13 > Video-cassette<br>RL.00726-VHS-0041 |
| Dale Carnegie--Responding to the Challenge: Leadership Strategies for the 90s, 1995        | Box AV13 > Video-cassette<br>RL.00726-VHS-0042 |
| Dale Carnegie--San Antonio, 1990   | Box AV13 > Video-cassette<br>RL.00726-VHS-0043 |
| Delta--International reel, 1996  | Box AV13 > Video-cassette<br>RL.00726-VHS-0044 |
| Delta reel, 1996   | Box AV13 > Video-cassette<br>RL.00726-VHS-0045 |
| Disney Classic: Overview presentation by ABC Sports, 1994                                  | Box AV13 > Video-cassette<br>RL.00726-VHS-0046 |
| E-Mail, 1990s  | Box AV13 > Video-cassette<br>RL.00726-VHS-0047 |
| Eastman Kodak--Project: Imagine This! How to Make Smart Decisions on Creative part 1, 1992 | Box AV13 > Video-cassette<br>RL.00726-VHS-0048 |
| Eastman Kodak--Project: Imagine This! How to Make Smart Decisions on Creative part 2, 1992 | Box AV13 > Video-cassette<br>RL.00726-VHS-0049 |
| EBN--European Business News first hour of transmission, 1995                               | Box AV13 > Video-cassette<br>RL.00726-VHS-0050 |
| Everyday Value Menu creative, 1993   | Box AV13 > Video-cassette<br>RL.00726-VHS-0051 |

|   |  |
|---|--|
| Fit: Episodes in the History of the Body, Laurie Block, 1991                                  | Box AV13 > Video-cassette<br>RL.00726-VHS-0052 |
| Ford: Communicating guidelines for launching new products revised, 1995                       | Box AV13 > Video-cassette<br>RL.00726-VHS-0053 |
| Freedom's Flame: The National Digital Library, 1990s  | Box AV13 > Video-cassette<br>RL.00726-VHS-0054 |
| Ford Motor Company, 1988  | Box AV13 > Video-cassette<br>RL.00726-VHS-0055 |
| Ford Motor Company, 1988  | Box AV13 > Video-cassette<br>RL.00726-VHS-0056 |
| Friendly's Ice Cream spots, 1998  | Box AV13 > Video-cassette<br>RL.00726-VHS-0057 |
| Future of Advertising: Remarks by Edwin L. Artzt, Procter & Gamble, 1994                      | Box AV13 > Video-cassette<br>RL.00726-VHS-0058 |
| George Group--A Strategy for Reengineering, 1980s   | Box AV14 > Video-cassette<br>RL.00726-VHS-0059 |
| Good-Bye Guesswork: How Research Guides Today's Advertisers, 1995                             | Box AV14 > Video-cassette<br>RL.00726-VHS-0060 |
| Greenpoint Bank spots; Brouillard Communications, 1995  | Box AV14 > Video-cassette<br>RL.00726-VHS-0061 |
| Hammer Woman Case Study: Kodak, Sprint, Silicon Graphics, Line Picture, Apple Computer, 1990s | Box AV14 > Video-cassette<br>RL.00726-VHS-0062 |
| Herb Kelleher interview, 1999   | Box AV14 > Video-cassette<br>RL.00726-VHS-0063 |

|   |  |
|---|--|
| Hindustan Thompson--Make Love Not War, 1995                           | Box AV14 > Video-cassette<br>RL.00726-VHS-0064 |
| Hindustan Thompson--Peter Unprinciple part II, 1996                   | Box AV14 > Video-cassette<br>RL.00726-VHS-0065 |
| Horizon--The Man Who Made Up His Mind, 1994                           | Box AV14 > Video-cassette<br>RL.00726-VHS-0066 |
| India: Burt Manning visit, 1990                                       | Box AV14 > Video-cassette<br>RL.00726-VHS-0067 |
| InSitu: Watching customers to provide answers; JWT London, 1990s      | Box AV14 > Video-cassette<br>RL.00726-VHS-0068 |
| Introduction to "Giotto" The WPP Touch Screen Kiosk, 1995             | Box AV14 > Video-cassette<br>RL.00726-VHS-0069 |
| Jaguar, Lincoln Navigator, Ford spots, 1990s                          | Box AV14 > Video-cassette<br>RL.00726-VHS-0070 |
| John Bergin roast, 1990   | Box AV14 > Video-cassette<br>RL.00726-VHS-0071 |
| JWT 125th anniversary, FNN Business Tonight, 1989                     | Box AV14 > Video-cassette<br>RL.00726-VHS-0072 |
| JWT/West--Traveling archive video, 1990s                              | Box AV14 > Video-cassette<br>RL.00726-VHS-0073 |
| JWT and Unilever: A record of the Centenary Celebration, London, 2002 | Box AV14 > Video-cassette<br>RL.00726-VHS-0074 |
| Kellogg's Pop Tarts comedy video featuring Paula Poundstone, 1990s    | Box AV14 > Video-cassette<br>RL.00726-VHS-0075 |
| Kodak worldwide videotape, PAL, 1990s                                 | Box AV14 > Video-cassette<br>RL.00726-VHS-0076 |

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|  |  |
|--|--|
| Life and Times of Tennessee Ernie Ford, 1996   | Box AV14 > Video-cassette<br>RL.00726-VHS-0077 |
| Marketing Trends featuring John Tesh and Leeza Gibbons, 2000                                     | Box AV14 > Video-cassette<br>RL.00726-VHS-0078 |
| Motorola: Getting Started--Before you use your new phone, watch this!, 1994                      | Box AV14 > Video-cassette<br>RL.00726-VHS-0079 |
| Museum of Television and Radio--Advertising Through the Ages: Advertising on the Internet, 1990s | Box AV14 > Video-cassette<br>RL.00726-VHS-0080 |
| Museum of Television and Radio--Advertising Through the Ages: View from the Inside, 1990s        | Box AV14 > Video-cassette<br>RL.00726-VHS-0081 |
| Museum of Television and Radio--Advertising Through the Ages: View from the Inside, 1990s        | Box AV14 > Video-cassette<br>RL.00726-VHS-0082 |
| Museum of Television and Radio--Influences: From Yesterday to Today, 1999                        | Box AV14 > Video-cassette<br>RL.00726-VHS-0083 |
| Museum of Television and Radio--Science Fiction: A Journey into the Unknown, 1994                | Box AV14 > Video-cassette<br>RL.00726-VHS-0084 |
| Museum of Television and Radio--Through the Years, Cosby/Allen version, 1994                     | Box AV14 > Video-cassette<br>RL.00726-VHS-0085 |
| National Foundation for Depressive Illness press conference, 1987                                | Box AV14 > Video-cassette<br>RL.00726-VHS-0086 |
| Neurosciences Institute--Wouldn't It Be Wonderful! , 1997  | Box AV14 > Video-cassette<br>RL.00726-VHS-0087 |
| Niall Fitzgerald, Unilever creative presentation: "What If", 1992                                | Box AV14 > Video-cassette<br>RL.00726-VHS-0088 |

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|   |  |
|---|--|
| Nissan--"Toys", 1980s   | Box AV14 > Video-cassette<br>RL.00726-VHS-0089 |
| Nutrition: Personal Weight Management Video Library: Shopping Smart; Entertaining with Style, from Jenny Craig, 1990s | Box AV14 > Video-cassette<br>RL.00726-VHS-0090 |
| Odyssey the World's First Atlasphere, 1996  | Box AV15 > Video-cassette<br>RL.00726-VHS-0091 |
| Pepper/Manning interview redo, short intro, 1999  | Box AV15 > Video-cassette<br>RL.00726-VHS-0092 |
| Pepper/Manning interview redo, long intro, 1999   | Box AV15 > Video-cassette<br>RL.00726-VHS-0093 |
| Private Screenings (The Learning Channel)--Forbidden City: The Great Within, 1994                                     | Box AV15 > Video-cassette<br>RL.00726-VHS-0094 |
| Private Screenings (The Learning Channel)--Revolutionary War, 1994  | Box AV15 > Video-cassette<br>RL.00726-VHS-0095 |
| Private Screenings (The Learning Channel)--Secrets of the Moche, 1993   | Box AV15 > Video-cassette<br>RL.00726-VHS-0096 |
| Private Screenings (The Learning Channel)--Secrets of the Rainforest, 1993  | Box AV15 > Video-cassette<br>RL.00726-VHS-0097 |
| Private Screenings (The Learning Channel)--Watergate, 1994  | Box AV15 > Video-cassette<br>RL.00726-VHS-0098 |
| Rolex Achievement Awards, 1996  | Box AV15 > Video-cassette<br>RL.00726-VHS-0099 |
| Segment with Tony Randall, Live with Regis and Kathie Lee, 1993   | Box AV15 > Video-cassette<br>RL.00726-VHS-0100 |

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|  |  |
|--|--|
| Sony Music Special Products video, 1990s   | Box AV15 > Video-cassette<br>RL.00726-VHS-0101 |
| Sports Marketing Conference speech, 1988   | Box AV15 > Video-cassette<br>RL.00726-VHS-0102 |
| Sports marketing speech version 2, 1988  | Box AV15 > Video-cassette<br>RL.00726-VHS-0103 |
| Sports marketing "testimonial" tape, 1988  | Box AV15 > Video-cassette<br>RL.00726-VHS-0104 |
| Stephen King, Jeremy Bullmore--What Is a Brand?, 1974  | Box AV15 > Video-cassette<br>RL.00726-VHS-0105 |
| Swamps and Alligators--JWT Conference, Goa, 1989   | Box AV15 > Video-cassette<br>RL.00726-VHS-0106 |
| Timeless stories, tough stories, stories across the miles; Ford Division television marketing campaign, 1998 | Box AV15 > Video-cassette<br>RL.00726-VHS-0107 |
| Turn Loners into Learners (Instead of Dropouts), 1990s   | Box AV15 > Video-cassette<br>RL.00726-VHS-0108 |
| Universal Studios corporate sponsorship tape #1, 1994  | Box AV15 > Video-cassette<br>RL.00726-VHS-0109 |
| Visita de Burt Manning a Venezuela nota especial y alta espera, 1996   | Box AV15 > Video-cassette<br>RL.00726-VHS-0110 |
| Weight Management Lifestyle System, 1992   | Box AV15 > Video-cassette<br>RL.00726-VHS-0111 |
| William Morris Agency commercial reel, comedy reel, 1992-1993  | Box AV15 > Video-cassette<br>RL.00726-VHS-0112 |
| World Partners Council "The Big Picture" issue 2, 1995   | Box AV15 > Video-cassette<br>RL.00726-VHS-0113 |

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|   |  |
|---|--|
| WPP--Integrating Icons; Joseph L. Bower, Sonja Ellingson Hout, 1996                                     | Box AV15 > Video-cassette<br>RL.00726-VHS-0114 |
| Burt Manning, 1990s   | Box AV15 > Video-cassette<br>RL.00726-VHS-0115 |
| AAAA--Address by Joseph P. Nacchio, 1993  | Box AV15 > Audio-cassette<br>RL.00726-CS-0001  |
| AAAA--Advertising's Role in Building Brand Equity, 1993   | Box AV15 > Audio-cassette<br>RL.00726-CS-0002  |
| AAAA--Advertising's Role in Building Brand Equity, 1993   | Box AV15 > Audio-cassette<br>RL.00726-CS-0003  |
| AAAA--Agency Compensation: Negotiating and Renegotiating, 1993  | Box AV15 > Audio-cassette<br>RL.00726-CS-0004  |
| AAAA--Annual Meeting address of the Chairman, 1996  | Box AV15 > Audio-cassette<br>RL.00726-CS-0005  |
| AAAA--Management Conference/Annual Meeting--When Riding a Dead Horse, for Heaven's Sake, Dismount, 1998 | Box AV15 > Audio-cassette<br>RL.00726-CS-0006  |
| AAAA--Renavigating Agency Growth with Account Planning, 1993  | Box AV15 > Audio-cassette<br>RL.00726-CS-0007  |
| AAAA--TV: The Next Five Years, 1993   | Box AV15 > Audio-cassette<br>RL.00726-CS-0008  |
| AAAA--When the Inmates Run the Asylum, 1993   | Box AV15 > Audio-cassette<br>RL.00726-CS-0009  |
| AAF--Burt Manning speech background music for introduction, 1990s                                       | Box AV15 > Audio-cassette<br>RL.00726-CS-0010  |
| ANA Forum, San Francisco, 1992  | Box AV15 > Audio-cassette<br>RL.00726-CS-0011  |

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|   |   |
|---|---|
| Bank Marketing Association--Corporate Differentiation, 1982     | Box AV15 > Audio-cassette<br>RL.00726-CS-0012 |
| Burt and Jack P., 1985  | Box AV15 > Audio-cassette<br>RL.00726-CS-0013 |
| Burt and Jack P. 2,3, 1985                                      | Box AV15 > Audio-cassette<br>RL.00726-CS-0014 |
| Burt and Jack P. 4,5, 1985                                      | Box AV15 > Audio-cassette<br>RL.00726-CS-0015 |
| Burt and Jack P. 6, 1985  | Box AV15 > Audio-cassette<br>RL.00726-CS-0016 |
| Commercials from 1981 workshop, 1981                            | Box AV15 > Audio-cassette<br>RL.00726-CS-0017 |
| Dale Carnegie--Convention speech, 1992                          | Box AV15 > Audio-cassette<br>RL.00726-CS-0018 |
| Dale Carnegie--Palm Desert, Burt Manning featured speaker, 1991 | Box AV15 > Audio-cassette<br>RL.00726-CS-0019 |
| National Sales Hall of Fame, tape 1, 1990                       | Box AV15 > Audio-cassette<br>RL.00726-CS-0020 |
| National Sales Hall of Fame, tape 2, 1990                       | Box AV15 > Audio-cassette<br>RL.00726-CS-0021 |
| Speech to JWT Atlanta Office, 1980                              | Box AV15 > Audio-cassette<br>RL.00726-CS-0022 |
| Speech to JWT Atlanta Office, 1980                              | Box AV15 > Audio-cassette<br>RL.00726-CS-0023 |
| Speech to JWT Atlanta Office, 1980                              | Box AV15 > Audio-cassette<br>RL.00726-CS-0024 |
| Speech to JWT Atlanta Office, 1980                              | Box AV15 > Audio-cassette<br>RL.00726-CS-0025 |
| History of Kodak Brand Advertising, 1994                        | Box 75 > Audio-cassette<br>RL.00726-CS-0026   |

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|   |  |
|---|--|
| Burt Manning and Dominique Simonon conversation, 1991                                       | Box AV15 > Audio-cassette<br>RL.00726-MCS-0001 |
| Lee Kaye material, 1980s  | Box 75 > Audio-cassette<br>RL.00726-MCS-0002   |
| ANA/Radio Advertising Bureau--Radio: Friendly Persuasion, 1981                              | Box AV16 > Audio-reel<br>RL.00726-RR-0001      |
| ANA/Radio Advertising Bureau--Radio: Friendly Persuasion, 1981                              | Box AV16 > Audio-reel<br>RL.00726-RR-0002      |
| ANA/Radio Advertising Bureau--Radio: Friendly Persuasion, 1981                              | Box AV16 > Audio-reel<br>RL.00726-RR-0003      |
| Arpege presentation, 1960s  | Box AV16 > Audio-reel<br>RL.00726-RR-0004      |
| Chuck Blore--American Commercials Festival, International Broadcasting Awards winners, 1968 | Box AV16 > Audio-reel<br>RL.00726-RR-0005      |
| Clark chewing gum spots (Leo Burnett), 1964   | Box AV16 > Audio-reel<br>RL.00726-RR-0006      |
| Clark, NYE, 1964  | Box AV16 > Audio-reel<br>RL.00726-RR-0007      |
| Clark's Sour Lemon "Silly", 1960s   | Box AV16 > Audio-reel<br>RL.00726-RR-0008      |
| Down By the River, 1960s  | Box AV16 > Audio-reel<br>RL.00726-RR-0009      |
| Epcot--Sunday buffet breakfast, poolside, 1984  | Box AV16 > Audio-reel<br>RL.00726-RR-0010      |
| French, 1960s   | Box AV16 > Audio-reel<br>RL.00726-RR-0011      |
| Guarantee; Barely Golden, 1960s   | Box AV16 > Audio-reel<br>RL.00726-RR-0012      |

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|   |   |
|---|---|
| Hamm's announcer audition, 1969                   | Box AV16 > Audio-reel<br>RL.00726-RR-0013 |
| Hamm's Soul Radio spots, 1960s                    | Box AV16 > Audio-reel<br>RL.00726-RR-0014 |
| Kellogg's spots, 1960s                            | Box AV16 > Audio-reel<br>RL.00726-RR-0015 |
| Kellogg Snak Pack (Leo Burnett), 1960s            | Box AV16 > Audio-reel<br>RL.00726-RR-0016 |
| Luxury; Kiss, 1960s                               | Box AV16 > Audio-reel<br>RL.00726-RR-0017 |
| Manning for Marx; Pillsbury, 1960s                | Box AV16 > Audio-reel<br>RL.00726-RR-0018 |
| Marlboro radio, 1964                              | Box AV16 > Audio-reel<br>RL.00726-RR-0019 |
| Marlboro--Welcome; Wherever You Go, 1960s         | Box AV16 > Audio-reel<br>RL.00726-RR-0020 |
| Maverick; Stetson, 1960s                          | Box AV16 > Audio-reel<br>RL.00726-RR-0021 |
| Most Carefully Brewed, 1960s                      | Box AV16 > Audio-reel<br>RL.00726-RR-0022 |
| Pop Top holiday songs, 1960s                      | Box AV16 > Audio-reel<br>RL.00726-RR-0023 |
| RCA "Black & Brilliant", 1960s                    | Box AV16 > Audio-reel<br>RL.00726-RR-0024 |
| Republican National Committee spots, 1960s        | Box AV16 > Audio-reel<br>RL.00726-RR-0025 |
| Robert Shaw Chorale--Glee Club Favorites,<br>1962 | Box AV16 > Audio-reel<br>RL.00726-RR-0026 |
| Robert Shaw Chorale--Sea Shanties, 1961           | Box AV16 > Audio-reel<br>RL.00726-RR-0027 |

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|   |   |
|---|---|
| Schlitz--Big band without announcer, 1960s      | Box AV16 > Audio-reel<br>RL.00726-RR-0028 |
| Schlitz--California promo (Leo Burnett), 1965   | Box AV16 > Audio-reel<br>RL.00726-RR-0029 |
| Schlitz--Experimental, 1960s                    | Box AV16 > Audio-reel<br>RL.00726-RR-0030 |
| Schlitz--Out of Schlitz banjos, 1960s           | Box AV16 > Audio-reel<br>RL.00726-RR-0031 |
| Schlitz--Out of Schlitz gusto song, 1960s       | Box AV16 > Audio-reel<br>RL.00726-RR-0032 |
| Schlitz--Out of Schlitz radio, 1966             | Box AV16 > Audio-reel<br>RL.00726-RR-0033 |
| Schlitz--Out of Schlitz radio, 1966             | Box AV16 > Audio-reel<br>RL.00726-RR-0034 |
| Schlitz--Out of Schlitz radio, 1966             | Box AV16 > Audio-reel<br>RL.00726-RR-0035 |
| Schlitz--Out of Schlitz spots, 1960s            | Box AV16 > Audio-reel<br>RL.00726-RR-0036 |
| Schlitz--Spots, 1966                            | Box AV16 > Audio-reel<br>RL.00726-RR-0037 |
| Schlitz--Spots, 1966                            | Box AV16 > Audio-reel<br>RL.00726-RR-0038 |
| Schlitz--Spots, 1966                            | Box AV16 > Audio-reel<br>RL.00726-RR-0039 |
| Schlitz--Voice only, 1960s                      | Box AV16 > Audio-reel<br>RL.00726-RR-0040 |
| Schlitz--When You're Out of Schlitz, 1960s      | Box AV16 > Audio-reel<br>RL.00726-RR-0041 |
| Schlitz--Yes/No Schlitz quality radio, 1960s    | Box AV16 > Audio-reel<br>RL.00726-RR-0042 |
| Sid Foiled scratch track for timing only, 1960s | Box AV16 > Audio-reel<br>RL.00726-RR-0043 |

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|   |   |
|---|---|
| Speech to JWT Atlanta Office, 1980                  | Box AV16 > Audio-reel<br>RL.00726-RR-0044 |
| Stetson; Field & Stream; Rex; Maverick, 1960s       | Box AV16 > Audio-reel<br>RL.00726-RR-0045 |
| Tobacco Wrapped Cigarette (Stetson?), 1960s         | Box AV16 > Audio-reel<br>RL.00726-RR-0046 |
| Tony Schwartz presentation, 1960s                   | Box AV16 > Audio-reel<br>RL.00726-RR-0047 |
| Union Carbide; Schlitz Luxury, 1960s                | Box AV16 > Audio-reel<br>RL.00726-RR-0048 |
| Untitled, 1960s                                     | Box AV16 > Audio-reel<br>RL.00726-RR-0049 |
| Untitled, 1960s                                     | Box AV16 > Audio-reel<br>RL.00726-RR-0050 |
| VP Song: Len Pressler and Group, 1960s              | Box AV16 > Audio-reel<br>RL.00726-RR-0051 |
| Jack Peters--First One logo film, 1960s             | Box AV16 > Film-reel<br>RL.00726-F16-0001 |
| Kellogg's--1836CF-60, 1960s                         | Box AV16 > Film-reel<br>RL.00726-F16-0002 |
| Kodak--Sunrise Sunset, 1960s                        | Box AV16 > Film-reel<br>RL.00726-F16-0003 |
| Pepsi-Cola; Coca-Cola for Jack Peters,<br>1976-1977 | Box AV16 > Film-reel<br>RL.00726-F16-0004 |
| Republican National Committee dinner, 1963          | Box AV16 > Film-reel<br>RL.00726-F16-0005 |
| Schlitz, 1960s                                      | Box AV16 > Film-reel<br>RL.00726-F16-0006 |
| Schlitz 95-SCH/HCB-60, 1960s                        | Box AV16 > Film-reel<br>RL.00726-F16-0007 |

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|                                |   |
|--------------------------------|---|
| Schlitz 356-SCH/GEN, 1960s     | Box AV16 > Film-reel<br>RL.00726-F16-0008 |
| Schlitz Pop Top Bottle, 1960s  | Box AV16 > Film-reel<br>RL.00726-F16-0009 |
| Schlitz Ship Captain, 1960s    | Box AV16 > Film-reel<br>RL.00726-F16-0010 |
| Schlitz Test "Checkmate", 1966 | Box AV16 > Film-reel<br>RL.00726-F16-0011 |
| Schlitz Test "Checkmate", 1966 | Box AV16 > Film-reel<br>RL.00726-F16-0012 |
| Untitled, 1960s                | Box AV16 > Film-reel<br>RL.00726-F16-0013 |

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[Return to Table of Contents](#)