



Guide to the J. Walter Thompson Company. Memoranda, 1915-1999

This collection guide was produced in **2009**.

This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Table of Contents

Summary	3
Background	4
Arrangement	4
Administrative Information	4
Related Materials	5
Names and Subjects	6
Collection Inventory	6
Domestic Memoranda, 1915-1995	6
International Memoranda	8
Chicago Office, 1980-1999	8
New York Office, 1978-1996	9

Summary

Collection Title:

J. Walter Thompson Company. Memoranda, 1915-2019, bulk 1915-1999

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 largest and oldest enduring advertising agencies in the United States. JWT Memoranda cover the years 1915-1999 and include desk-to-desk communications collected by the New York Office Information Center and the New York International Department, along with other materials originating primarily in the New York and Chicago offices. The materials primarily include communications distributed from JWT management to staff, and cover a range of topics including new business acquisitions, account losses, company benefits, social and charitable events, staff and office changes, promotions and retirements, and commentary on articles appearing in the news media. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

9.34 Linear Feet
0.002 Gigabytes
6700 Items

Language:

Materials in English

Collection ID:

RL.00729

Permalink:

<https://idn.duke.edu/ark:/87924/m1qd19>

Preferred Citation

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

[Return to Table of Contents](#)

Background

Scope and Content

JWT Memoranda cover the years 1915-1999 and include desk-to-desk communications collected by the New York Office Information Center and the New York International Department, along with other materials originating primarily in the New York and Chicago offices. The materials primarily include communications distributed from JWT management to staff, and cover a range of topics including new business acquisitions, account losses, company benefits, social and charitable events, staff and office changes, promotions and retirements, and commentary on articles appearing in the news media.

[Return to Table of Contents](#)

Arrangement

The collection is organized into four series: **Domestic Memoranda**, **International Memoranda**, **Chicago Office**, and **New York Office**. Arrangement is chronological by year.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Access note. Collection contains electronic records that may need to be reformatted. Access copies of electronic records must be accessed in our reading room. Contact Research Services for access. OR Access note. Collection contains electronic records that must be requested through the collection guide and accessed in our reading room. 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. Memoranda were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987, with additions in subsequent years.

Processing Information

Processed by Jessica Wood, April 2009

Encoded by Jessica Wood, December 2009

Accessions 1993-0214, 1999-0301, 2001-0124 were merged into one collection, described in this finding aid.

[Return to Table of Contents](#)

Related Materials

Related Material

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

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

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

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

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

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

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

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

[Return to Table of Contents](#)

Names and Subjects

- Memoranda
- Advertising -- Management
- Advertising agencies -- United States -- History
- J. Walter Thompson Company. Chicago Office
- J. Walter Thompson Company. New York Office
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company

Collection Inventory

Domestic Memoranda, 1915-1995

Physical Description: 7 boxes

1915 Sept., 1924 Oct.-1945 May	Box 1
1946-1954	Box 1
1954-1955	Box 1
1955-1956	Box 1
1957	Box 1
1958	Box 1
1959	Box 1
1960	Box 1
1961	Box 1

Guide to the J. Walter Thompson Company. Memoranda, 1915-1999

1962	Box 1
1963	Box 2
1964	Box 2
1965	Box 2
1966	Box 2
1967	Box 2
1968	Box 3
1969	Box 3
1970	Box 3
1971	Box 3
1972	Box 3
1973	Box 3
1974	Box 4
1975	Box 4
1976	Box 4
1977	Box 4
1978	Box 4
1979	Box 5
1980	Box 5
1981	Box 5
1982	Box 5
1983	Box 5
1984	Box 6
1985	Box 6

1986	Box 6
1986 (continued)	Box 7
1987 Jan.-Mar.	Box 7
1987 Nov.-1988 June	Box 7
1988 July-1989 June	Box 7
1989 July-1990 June	Box 7
1991 May-July	Box 7
1991 Aug.-1992 Feb.	Box 7
1995	Box 7

[Return to Table of Contents](#)

International Memoranda, 1958-2019 (bulk 1958-1975)

Physical Description: 1 box

1958-1970	Box 8
1971-1973	Box 8
1973-1975	Box 8

Email Memoranda, 2016-2019	Digital-materials RL00729-SET-0001
----------------------------	------------------------------------

Physical Description: 102 Messages, 2.55MB

Language: English

[Return to Table of Contents](#)

Chicago Office, 1980-1999

Physical Description: 6 boxes

1980-1982	Box CH1
1983	Box CH1
1984	Box CH1

1985	Box CH1
1986	Box CH1
1987	Box CH1
1987 (continued)	Box CH2
1988	Box CH2
1991	Box CH2
1991 (continued)	Box CH3
1992	Box CH3
1993	Box CH3
1993 (continued)	Box CH4
1994	Box CH4
1995	Box CH4
1996	Box CH6
1997	Box CH7 [RESTRICTED]
Access Restrictions:	
RESTRICTED	
1998	Box CH7 [RESTRICTED]
1999	Box CH7 [RESTRICTED]

[Return to Table of Contents](#)

New York Office, 1978-1996

Physical Description: 7 boxes

1978	Box NY1
1979	Box NY1
1980	Box NY1

1981	Box NY1
1982	Box NY2
1983	Box NY2
1984	Box NY2
1985	Box NY3
1986	Box NY3
1987	Box NY3
1988	Box NY4
1989	Box NY4
1990	Box NY4
1991	Box NY5
1992	Box NY5
1993	Box NY5
1994	Box NY6
1995	Box NY6
1996	Box NY6
Worldwide office address lists, 1989-1993	Box NY7

[Return to Table of Contents](#)