



# **Guide to the J. Walter Thompson Company. Management Reference Center records, 1967-1994**

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Management Reference Center records, 1967-1994

**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. It is headquartered in New York. In 2018 JWT merged with Wunderman to form Wunderman Thompson. The Management Reference Center was a library department of the New York Office that provided documentary and reference services for JWT supervisory staff. Collection includes articles; bibliographies; client case histories; departmental procedures; memoranda; reports; samples of executive speeches and presentations; surveys of market research; and other printed materials that document the operation of the Reference Center. The collection also incorporates secondary research reports produced by the Reference Unit of the New York Office. Companies represented include Kellogg, Nestle, Pepsi, and Unilever. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

4.5 Linear Feet

**Language:**

Materials in English, Japanese.

**Collection ID:**

RL.13029

**Permalink:**

<https://idn.duke.edu/ark:/87924/m10x77>

**Preferred Citation**

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

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## **Background**

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### **Scope and Content**

Collection includes articles; bibliographies; client case histories; departmental procedures; memoranda; reports; samples of executive speeches and presentations; surveys of market research; and other printed materials that document the operation of the Reference Center. The collection also incorporates secondary research reports produced by the Reference Unit of the New York Office. Companies represented include Kellogg, Nestle, Pepsi, and Unilever.

### **Biographical/Historical**

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. In 2018 JWT merged with Wunderman to form Wunderman Thompson. The Management Reference Center was a department of the New York Office that provided documentary and reference services for JWT supervisory staff.

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## **Arrangement**

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Organized into the following series: Reference Center Files; Case Histories; Reference Unit Reports.

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## **Administrative Information**

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### **Publication Statement**

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## **Access Restrictions**

Collection is open for research.

## **Use Restrictions**

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

## **Acquisition Information**

The J. Walter Thompson Company. Management Reference Center records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1993 and 1997.

## **Processing Information**

Processed by Richard Collier, Oct. 2023;

Accessions described in this collection guide: 93-086, 97-009, 97-015.

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## **Related Materials**

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### **Related Material**

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

J. Walter Thompson Company. Advertising vertical files;

J. Walter Thompson Company. Corporation vertical files;

J. Walter Thompson Company. Corporate documentation.

McCann-Erickson vertical files.

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## Names and Subjects

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- Advertising agencies -- United States -- History
- Advertising agencies -- United States -- Management
- Advertising -- United States -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kellogg Company
- Nestl  
- Pepsi-Cola Company
- Unilever (Firm)

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## Collection Inventory

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### Reference Center Files, 1975-1994

Advertising and children, 1979-1980	Box 1
Advertising and women, 1975	Box 1
Bill Thompson presentation to Smirnoff, 1992-1993	Box 1
Burt Manning client list, 1992	Box 1
Cable Capsules, 1983	Box 1
Client key contact lists, 1993	Box 1
Client key management lists, 1993	Box 1
<b>Physical Description:</b> 2 folders	
Creative Library top 100 commercials, 1994	Box 1
Credentials presentation, 1988	Box 1
Cresmer, Woodward, O'Mara & Ormsbee-- Partners in the marketing revolution, 1975	Box 1
Does It Pay to Advertise?, 1989	Box 1
Employee Selection Interviewing Techniques, 1984	Box 1

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Festivals and awards, 1980	Box 1
Fifteen Second Commercials: The Simple Truth, 1984	Box 1
Food advertising reel, 1990	Box 1
Food advertising reel--Lists, 1990	Box 5
Forms in Japanese, 1987	Box 1
Global Approach to Growth, 1984	Box 1
Global Approach to Marketing, 1984	Box 1
Global Marketing and One Way We Can Prosper from It, 1984	Box 1
Growth of the Multinational Company, 1983	Box 1
How to choose an advertising agency, 1984-1985	Box 5
J. Walter :15s: What Now?, 1986	Box 1
J. Walter Does That, 1989	Box 1
J. Walter World, 1988-1992	Box 1
John Gray and Larry Grossberg--Factors to Consider in Using Cable Today, 1982	Box 1
JWT distribution lists, 1991	Box 1
JWT service anniversary lists, 1989-1993	Box 1
JWT Tape Library, 1984	Box 1
Lexicon, Unconventional Wisdoms (part of Thompson Way toolkit), 1987	Box 1
Lifestages, 1989	Box 1
Management Reference Center--Bibliography, 1987, 1991	Box 1

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**Physical Description:** 3 folders

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Management Reference Center--Borrowed materials, 1988-1990	Box 1
Management Reference Center--Chronological Bibliography, 1982, 1984	Box 1
<b>Physical Description:</b> 3 folders	
Management Reference Center--Guide for the MRC toss subject index, approximately 1990	Box 1
Management Reference Center--New items, 1988-1991	Box 1
Management Reference Center--Procedures, 1987	Box 1
Management Reference Center--Procedures, 1987	Box 5
Management Reference Center--Request file, 1992-1993	Box 1
Management Reference Center--Update memos, 1985-1987	Box 1
Management Reference Center--Word processing requests, 1993	Box 1
Management Reference Center--type department at JWT Europe/London, 1992	Box 1
Management training binder, 1986	Box 2
Managers Guide to International Transfers, 1984	Box 2
Managing Change: The Impact of New Media Developments Within a Changing Marketing Environment, 1981	Box 2
Marketing: The Key to the 90s, 1983	Box 2
McCann-Erickson--A Brand Is a Curious Beast, approximately 1990	Box 2
McCann-Erickson--Presentations, 1991	Box 2
<b>Physical Description:</b> 2 folders	

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Media research publications lists, 1989	Box 2
Million Dollar Minute, 1985	Box 2
New Business Presentation--Getting the Best, 1987	Box 2
Personal Development Plan, 1981	Box 2
Personnel worldwide, 1992-1993	Box 2
Presentation slides, 1987	Box 2
<b>Physical Description:</b> 3 folders	
Process of Self-Regulation in Advertising, 1981	Box 2
Process of Self-Regulation in Advertising-- Background materials, 1977-1981	Box 2
<b>Physical Description:</b> 4 folders	
Process of Self-Regulation in Advertising-- Background materials, 1981	Box 5
Product categories and codes, 1990	Box 2
Publishing and new media, 1982	Box 2
Regulatory Issues Facing Advertisers in the 1990s, 1993	Box 2
Review of Advertising Copy Testing Techniques and Services, 1983	Box 2
Selecting an advertising agency, 1979	Box 2
Slides, 1985	Box 2
Slides--Multinational clients, 1985	Box 2
Some Basic Roots of the J. Walter Thompson Company, 1989	Box 2
The Future's Not What It Used to Be: Time Frames for the New Electronic Media, 1983	Box 2
Thompson Recruitment Advertising--Credentials pack, 1983	Box 5

Thompson Way, 1988-1990	Box 2
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Esso--Brazil, 1988	Box 3
Evan'Sport shoes--Venezuela, 1988	Box 3
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After-bath talcs and dusting powders, 1968	Box 3
All-purpose liquid cleaners, 1968	Box 3
Antiseptic mouthwash marketing, 1971	Box 3
Barbecue cooking trends, 1968	Box 3
Bath fragrance products and after-bath toiletries, 1967	Box 3
Bath products, 1970	Box 3
Bourbon and rum, 1967	Box 3
Breakfast cereals, 1970	Box 3
Canned and frozen Italian food, 1971	Box 3
Children's toiletries, 1969	Box 3
Cigarette industry, 1970	Box 3
Cigarette smokers, 1970	Box 3
Cocktail market, 1969	Box 3
Condiment sauces, 1968	Box 3
Cookie industry, 1968	Box 3
Dehydrated potatoes in the U.S., 1969	Box 3
Dental appliances, 1968	Box 3
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Dessert toppings, 1969	Box 3
Dietetic and low-calorie foods, 1969	Box 3
Disposable diapers, 1970	Box 3
Do-it-yourself activities, 1968	Box 3

Douche market, 1970	Box 3
Educational market, 1968	Box 3
Electric home washing machines, 1967	Box 3
Face creams and lotions, 1968-1969	Box 3
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Feminine hygiene deodorant sprays, 1970	Box 3
Fixative hair sprays, 1970	Box 3
Foods of the future, 1969, 1971	Box 3
<b>Physical Description:</b> 2 folders	
Foot care products, 1967	Box 3
Frozen prepared foods, 1969	Box 3
Fruit-flavored soft drinks, 1968	Box 3
Furniture polishes and waxes, 1968	Box 3
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Gelatin and prepared puddings, 1969	Box 3
Glass and window cleaners, 1968	Box 3
Hair coloring, hair conditioners, hairpieces, 1970	Box 3
Hair coloring preparations, 1968, 1973	Box 3
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Hand creams and hand lotions, 1967	Box 3
Hotel and motel industry, 1971	Box 3
Household drain cleaners, 1969	Box 3
Household laundry starches and fabric finishers, 1968	Box 3
Household refrigerators, 1967	Box 3

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Household rug cleaning compounds, 1969	Box 3
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<b>Physical Description:</b> 2 folders	
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U.S. boating market, 1970	Box 4
U.S. confectionery market, 1970	Box 4
U.S. fur industry, 1969, 1971	Box 4
<b>Physical Description:</b> 2 folders	
U.S. general aviation aircraft, 1967	Box 4
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U.S. quick-frozen foods industry, 1967, 1971	Box 4
<b>Physical Description:</b> 2 folders	
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