



Guide to the J. Walter Thompson Company. Eleanor Newman Papers, 1974-1985 and undated

This collection guide was produced in **2008**.

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
Administrative Information	6
Related Materials	7
Names and Subjects	7
Collection Inventory	8
General Files, 1979-1982 and undated	8
Broadway, 1979-1981	8
Cruise Tours, 1979, 1981	9
Dentcare, 1980-1981	10
Fitness, 1981-1983	10
Health & Tennis Corporation	11
Jack La Lanne Spa	11
Vertical Club	11
Footwear, 1981-1983	12
Cover Girl	12
Genesco	12
Freirich Meats, 1982	13
New York City Opera, 1981-1982 and undated	13
Outdoor Advertising, 1979 and undated	14
Samsonite, 1974-1985 and undated	14
Sports, 1981-1982 and undated	16
Television, 1981-1982	17
Oversize Materials	18

Summary

Collection Title:

J. Walter Thompson Company. Eleanor Newman papers, 1974-1985 and undated

Source:

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

Creator:

J. Walter Thompson Company

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the largest and oldest enduring advertising agencies in the United States. Eleanor Newman was an Account Representative and Office Manager with JWT during the years 1976-1985. The Eleanor Newman Papers cover the years 1974-1985, with the bulk of the materials dating from 1979-1983, roughly the period during which Newman served as Office Manager of the J. Walter Thompson (JWT) Entertainment Group, and as Account Representative for the Health & Tennis Corporation account. The collection includes media plans, schedules, budgets, invoices, market research, proofs, tear sheets, photographs, conference call reports, memoranda and correspondence, and proposals related to the advertising campaigns of various JWT clients. Companies represented include Dentcare, Genesco, Circle Line Sightseeing Cruises, Jack La Lanne Spa, Vertical Club, Cover Girl, Freirich Meats, Beatrice Foods, Samsonite, Cable Shop, and Screenvision. Also included in the collection are media plans for the New York Arrows indoor soccer team, the 1981-1982 seasons of the New York City Opera, and several Broadway musicals including Mr. Lincoln, Really Rosie and Snow White.

Extent:

9.5 Linear Feet
6225 Items

Language:

Material in English

Collection ID:

RL.00732

Permalink:

<https://idn.duke.edu/ark:/87924/m1b64z>

Preferred Citation

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

[Return to Table of Contents](#)

Background

Scope and Content

The Eleanor Newman Papers cover the years 1974-1985, with the bulk of the materials dating from 1979-1983, roughly the period during which Newman served as Office Manager of JWT's The Entertainment Group, and as Account Representative for the Health & Tennis Corporation (later part of Bally Total Fitness Corporation) account. The collection includes media plans, schedules, budgets, invoices, market research, proofs, tear sheets, photographs, conference call reports, memoranda and correspondence, and proposals related to the advertising campaigns of various JWT clients. Companies and products represented include Dentcare, Genesco, Circle Line Sightseeing Cruises, Jack La Lanne Spa, Vertical Club, Covergirl, Freirich Meats, Beatrice Foods, Samsonite, Cable Shop, and PIAF/Screenvision. Also included in the collection are media plans for the New York Arrows indoor soccer team; the 1981-1982 seasons of the New York City Opera; and several Broadway musicals including *Mr. Lincoln*, *Really Rosie* and *Snow White*.

The collection is arranged into thirteen categories: General Files; Broadway; Cruise Tours; Dentcare; Fitness; Footwear; Freirich Meats; New York City Opera; Outdoor Advertising; Samsonite; Sports; Television; and Oversize Materials. The General Files include JWT directories, market research, office memoranda and forms, and correspondence relating to Mark Schoenfeld, Media Director at JWT Entertainment Group. Broadway files include media plans relating to the musicals *Mr. Lincoln*, *Really Rosie*, *Snow White*, *Vaudeville Show*, among others. The files on sightseeing cruise tours, Freirich Meats, the New York City Opera, Cable Shop and PIAF/Screenvision include advertising proofs, tear sheets, television and radio advertising schedules, and media plans. The Footwear files include proposals, advertising copy, proofs, media plans and market research for Covergirl and Genesco's Charm Step and Easy Street lines of shoes. Samsonite, the largest category of files in the collection, includes several booklets of research findings on the 1980s luggage market, marketing proposals and recommendations, and advertising tracking studies. The Outdoor Advertising files includes photographs, market research and correspondence

Guide to the J. Walter Thompson Company. Eleanor Newman Papers, 1974-1985 and undated related to billboard, bus and bus shelter advertising of Broadway musicals in New York City. Oversize Materials consist of large-format items removed from other series and housed separately.

Many of the marketing proposals and market research findings arrived in binders labeled with a title sheet or subject headings. Items were removed from binders, and original titles were used. Several sections were removed from their respective series into a separate oversize box.

Biographical/Historical

Eleanor Newman graduated from Brooklyn College, majoring in English and Theater. Before joining JWT, she taught English to the gifted at the New York City Board of Education for six years.

Newman began working for the J. Walter Thompson (JWT) Company's New York office in 1976, first as secretary to the Director of Corporate Press. She was then promoted to Administrative Assistant, responsible for editing press releases; researching for annual reports; and writing articles for J. Walter Thompson News, the company newsletter. She also researched and wrote a major speech on the future of government advertising, presented at the American Association of Advertising Agencies convention in the spring of 1977. At the founding of the JWT Entertainment Group in September 1977, Newman was promoted to Office Manager, and made responsible for office services, hiring, and communication with the New York East Side Office. In 1978, she was promoted to Account Representative of the Entertainment Group. She subsequently handled the accounts of Caesars World, Radio City Music Hall, Ford's Theatre, Circle Line Sightseeing Cruises, and several Broadway shows. While at the Entertainment Group, she participated in the JWT Management Trainee Program, which culminated in a four-day seminar at Princeton University in 1980. In June 1981, Newman returned to the JWT East Side Office to become Account Representative for Health & Tennis Corporation, handling all the advertising for the forty-eight Jack La Lanne, Holiday Health Spa, and European Health Spa clubs, as well as the Vertical Club. She also handled Cable Shop responsibilities for Charm Step shoes on the Genesco account. In June 1982, she was promoted to Account Supervisor.

Newman also ghost-wrote articles for Penthouse, Playboy and the Chicago Tribune; and edited children's books on health, science, and Africa, in addition to a book on tennis and a biography of Elton John.

[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.

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 Eleanor Newman Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1993.

Processing Information

Processed by Jessica Wood, September 2008

Encoded by Jessica Wood, September 2008

Accession 93-054 was processed and 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 **J. Walter Thompson Company (JWT) Archives**: **Ted Wilson Papers**; **Account Files Collection**; **Review Board Records**; **Bertram Metter Papers**; and **New York Office Records**. Materials relating to women in advertising may be found in the **JWT Rena Bartos Papers**; **JWT Nan Findlow Papers**; **JWT Lois Gaeta Papers**; and the **JWT Sidney Ralph Bernstein Company History Files**. Materials relating to JWT's Cable Shop may be found in the **JWT Chicago Office Non-Proprietary Research Reports**; the **JWT Publications Collection**; and the **JWT Newsletters Collection**. Materials relating to the JWT Entertainment Group may be found in the **JWT Edward G. Wilson Papers**.

[Return to Table of Contents](#)

Names and Subjects

- Marketing research
- Proofs (printed matter)
- Marketing -- United States
- Music theatre -- United States
- Advertising, Outdoor
- Dental care -- Marketing
- Fitness industry -- New York (State)
- Footwear industry -- United States
- Luggage industry -- United States
- Television advertising -- United States
- Tear sheets
- Advertising executives -- United States
- Advertising executives
- Advertising -- United States -- History -- 20th century
- Women in the advertising industry
- Memoranda
- Photographic prints
- Proposals
- Screenvision Cinema Network, LLC
- John W. Hartman Center for Sales, Advertising & Marketing History
- New York City Opera

- Newman, Eleanor
- Samsonite Corporation
- Bally Total Fitness Corporation
- Circle Line Sightseeing Cruises
- Beatrice Foods Company
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company. Entertainment Group
- J. Walter Thompson Company
- Genesco, Inc
- Dentcare Delivery Systems, Inc.
- J. Walter Thompson Company. Cable Shop
- J. Freirich Foods, Inc.

Collection Inventory

General Files, 1979-1982 and undated

Physical Description: 1 Box

Scope and Contents note

Includes memoranda, correspondence, handwritten notes, and printed information relating to the operation of J. Walter Thompson Company accounts and the JWT subdivision The Entertainment Group. Arranged alphabetically.

Directories, undated	Box 1
Media market research, rates and schedules, 1979-1981	Box 1
Media plan drafts and correspondence, 1981-1982	Box 1
Memoranda and notes, undated	Box 1
Rebate information, 1980-1981	Box 1
Schoenfeld (Mark) correspondence, 1979	Box 1

[Return to Table of Contents](#)

Broadway, 1979-1981

Physical Description: 1 Box

Scope and Contents note

Includes proposals, schedules and purchase orders for television, radio and print advertising of selected Broadway shows. Original folder titles were maintained. Arranged alphabetically.

General media plans, 1981	Box 1
Mr. Lincoln Media schedules, 1980	Box 1
Proofs, 1980	Box 1
Purchase orders, 1980	Box 1
Radio and television production charges, 1980	Box 1
Physical Description: 2 folders	
Really Rosie media plan, 1981	Box 1
Snow White media plan, 1980	Box 1
Various productions media plans, 1979-1980	Box 1
Vaudeville Show media plan, 1980	Box 1

[Return to Table of Contents](#)

Cruise Tours, 1979, 1981

Physical Description: 1 Box

Scope and Contents note

Includes invoices, financial estimates, press kits, market research, proofs, marketing campaign proposals, tear sheets and media schedules for the sightseeing cruise companies Circle Line and Cruise Lines. Arranged alphabetically.

Circle Line	Box 1
Billing and invoices, 1979	Box 1
Financial estimates, 1979	Box 2
Office memoranda, 1979	Box 2
Press kit, 1979	Box 2

Proofs, 1979	Box 2
Proposals, 1979	Box 2
Tear sheets, 1979	Box 2
Television production estimates, 1979	Box 2
Television and radio schedules, 1979	Box 2
Cruise Lines, media data, 1981	Box 2

[Return to Table of Contents](#)

Dentcare, 1980-1981

Physical Description: 1 Box

Scope and Contents note

Includes financial estimates, invoices, media proposals, proofs and printed material relating to the marketing of the dental company Dentcare. Arranged alphabetically.

Billing estimates and correspondence, 1981	Box 2
Invoices, 1981	Box 2
Media plans, 1981	Box 2
Monthly Billing Reports, 1980-1981	Box 2
Proofs and flyers, 1981	Box 2
Yellow pages service orders, 1981	Box 2

[Return to Table of Contents](#)

Fitness, 1981-1983

Physical Description: 1 Box

Scope and Contents note

Contains conference call and meeting reports, financial reports, print media proposals relating to the Health & Tennis Corporation (HTC). Also includes materials relating to HTC subsidiaries the Jack La Lanne Spa and the Vertical Club, such as media campaign proposals, rates, schedules, memoranda,

correspondence, model head shots, tear sheets and television buy invoices. Original folder titles were maintained. Arranged alphabetically.

Health & Tennis Corporation

Account shift plan, 1981	Box 3
Call reports, Los Angeles office, 1982	Box 3
Call reports and meeting reports, New York, 1982	Box 3
Gross sheets, 1982	Box 3
Print campaign, 1982	Box 3
Status report, 1982	Box 3

Jack La Lanne Spa

Campaign, 1982-1983	Box 3
Memoranda and correspondence, 1982	Box 3
Radio campaign proposal, 1982	Box 3
Television buys, 1982-1983	Box 3
Television proposal, 1982	Box 3

Vertical Club

Copy strategy, 1981	Box 3
Media schedules, 1982	Box 3
Model head sheets, 1981	Box 3
Proofs, 1981	Box 3
Prospective publications, 1981	Box 3
Rates, 1982	Box 3
Tear sheets, 1981	Box 3

[Return to Table of Contents](#)

Footwear, 1981-1983

Physical Description: 1 Box

Scope and Contents note

Includes advertising campaign plans, conference call reports, project lists, tear sheets, product design information and market research relating to the footwear market, and particularly to the companies Cover Girl and Genesco, including Genesco subsidiary branches of Charm Step and Easy Street. Original folder organization and titles were maintained. Arranged alphabetically.

Cover Girl

Advertising Platform, 1981	Box 4
Call Reports, 1981	Box 4
Media plans, 1982-1983	Box 4
Print advertising, 1981	Box 4
Project lists, 1981	Box 4
Trade media and direct mail, 1982	Box 4

Genesco

General files--Production charges, 1982	Box 4
Charm Step, 1982	
Call reports	Box 4
Campaign materials	Box 4
Easy Street, 1982	
Advertising platform	Box 4
Call reports	Box 4
March project list	Box 4
Media plans	Box 4
Shoe designs	Box 4
Tearsheets	Box 4

Men's Footwear Review, 1982 Box 4

Physical Description: 2 folders

[Return to Table of Contents](#)

Freirich Meats, 1982

Physical Description: 1 Box

Proposal for marketing campaign, 1982 Box 4

[Return to Table of Contents](#)

New York City Opera, 1981-1982 and undated

Physical Description: 1 Box

Scope and Contents note

Series includes schedules, campaigns, budgets and buy invoices for television, radio and print advertisements of the 1981 and 1982 seasons of the New York City Opera, including Operetta plans from 1981. Also includes memoranda and correspondence relating to these campaigns. Original folder organization and titles were maintained, except for media plans. These were separated into seasons and made into a Media Plan sub-category. Large-format materials were removed to Oversize Materials. Arranged alphabetically.

Campaign proposal, 1982 Spring Box 4

Media plans
1981 Spring Box 4

1982 Spring [Items removed to Oversize
Materials, Box 8.] Box 4

1982 Fall [Items removed to Oversize
Materials, Box 8.] Box 4

Media schedules and budget, 1981 Box 4

Office memoranda, 1981 Box 4

Operetta plans, 1981 Box 4

Proofs, undated Box 4

Radio and television buys, 1982 Box 4

[Return to Table of Contents](#)

Outdoor Advertising, 1979 and undated

Physical Description: 1 Box

Scope and Contents note

Includes market research, schedules, contracts and photographs relating to billboard and bus shelter advertising in New York City. Most of the materials pertain to the advertisements of JWT client TDI. Also includes photographs of billboards in Times Square. Arranged alphabetically.

Market research, undated	Box 5
<hr/>	
TDI	
Contracts, 1979	Box 5
<hr/>	
Photographs, 1979	Box 5
<hr/>	
Schedules, 1979	Box 5
<hr/>	
Times Square billboards, 1979	Box 5

[Return to Table of Contents](#)

Samsonite, 1974-1985 and undated

Physical Description: 2 Boxes

Scope and Contents note

Series contains financial records, five-year reviews, budgets, market research, marketing proposals, model release forms, and correspondence relating to Samsonite campaigns during the years 1976 to 1984. Includes a subseries of agenda packets for presentations on luggage market research, and materials relating to the 1982 "Survivor" advertising campaign. Also contains two folders of correspondence between JWT and the Leo Burnett Advertising Company of Chicago. Original folder organization and labels were maintained. Arranged alphabetically by title.

Files in storage, undated	Box 5
<hr/>	
Financial records, 1983	Box 5

Leo Burnett Advertising Company correspondence, 1984 [Items removed to Oversize Materials, Box 8.]	Box 5
Physical Description: 2 folders	
Market research	
Ad tracking study, 1983	Box 5
Information planning base, 1976-1977	Box 5
Physical Description: 2 folders	
Luggage Advertising Review, 1982-1983	Box 5
Physical Description: 2 folders	
Luggage Market in the 1980s, 1981	Box 5
Point of View Regarding the Future of the Luggage Market, 1976	Box 5
Preliminary Discussion of Samsonite Research Needs, 1976	Box 5
Proposal for Monitoring the Short Term Impact of Alternative Spending Levels, 1983	Box 6
Proposal for Strategic Research of the Luggage Market, 1976	Box 6
Proposal for Strategic Study of the Luggage Market, 1981	Box 6
Qualitative Study on the Luggage Market, 1982	Box 6
Segmentation study, 1982	Box 6
Model release forms, 1976-1984	Box 7
Presentations	
Advertising program, 1983	Box 7
Advertising recommendations, 1984-1985	Box 7
Physical Description: 2 folders	
Awareness tracking, 1983 wave	Box 7

Beatrice Foods proposal, 1983	Box 7
Five-year review, 1983	Box 7
Five-year review, media delivery, 1983	Box 7
Information summary for strategic review board, 1981	Box 7
Issues and concerns for 1985, 1983	Box 7
Objectives	
1981 February, 2 copies	Box 7
1981 March	Box 7
Strategic and copy development, 1981	Box 7
Strategy, 1979	Box 7
T-plan, 1981	Box 7
Traditional Select Opportunity, undated	Box 7
Strategic plan, 1974, 1979	Box 7
Physical Description: 2 folders	
Survivor campaign, 1982	Box 7
Television and radio commercials, 1983 list	Box 7

[Return to Table of Contents](#)

Sports, 1981-1982 and undated

Physical Description: 1 Box

Scope and Contents note

Includes media plans for the indoor soccer team, the New York Arrows, and for the televised series, the World Games. Original folder titles were maintained. Arranged alphabetically.

New York Arrows media plan, 1981-1982	Box 7
World Games media plan, undated	Box 7

[Return to Table of Contents](#)

Television, 1981-1982

Physical Description: 1 Box

Scope and Contents note

Includes schedules, cost estimates, scripts, campaign proposals, tracking and focus group research for the television shopping network Cable Shop. Also includes market research and media plans related to PIAF/Screenvision, and media research data for RCTV. Arranged alphabetically.

Cable Shop	Box 7
Estimates, 1982	Box 7
Focus groups	
Men, 1982	Box 7
Women, 1982	Box 7
Genesco campaign, 1982	Box 7
Management overview, 1982	Box 7
Original scripts, 1982	Box 7
Pilot test review, 1982	Box 7
Proposal, 1982	Box 7
Schedules, 1982	Box 7
Tracking research, 1982	Box 7
Physical Description: 4 folders	
PIAF/Screenvision	
Ideal Audience, The Power to Influence It, 1981	Box 7
Market analysis, 1981	Box 7
Media plans, 1981	Box 7
RCTV media data, 1981	Box 7

[Return to Table of Contents](#)

Oversize Materials

Physical Description: 1 Box

Scope and Contents note

Comprises large-format files removed from elsewhere in the collection.

General files	Box 8
Managers meeting agenda, 1982 August	Box 8
Fitness--Health & Tennis Corporation Jack La Lanne Spa, media schedules, 1982	Box 8
New York City Opera, media plans, 1982	Box 8
Samsonite Leo Burnett Advertising Company correspondence, 1984	Box 8
Proofs, undated	Box 8

Physical Description: 9 folders

[Return to Table of Contents](#)