



# **Guide to the J. Walter Thompson Company. Newsletter Collection, 1910-2018**

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Newsletter collection, 1910-2018

**Creator:**

J. Walter Thompson Company

**Source:**

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

**Abstract:**

The J. Walter Thompson Company (JWT), founded in 1864, is one of the largest enduring advertising agencies in the U.S. The Newsletter Collection comprises the agency's internally produced newsletters, which date from 1916 through 2005. Newsletters survive from the main office, certain domestic and international offices (particularly from Atlanta, Chicago, Detroit, London, Los Angeles, New York and San Francisco), and divisions and affiliates (especially Brouillard Communications; Lord, Geller, Federico, Einstein; Dialog; and Thompson Recruitment Advertising) of JWT. Topics contained in the newsletters include staff biographical information; office events; account and client news; featured campaigns; marketing; merchandising; consumer behavior; research and planning; developments and issues in television, radio, and print media; and personal activities of the staff. Most of the newsletters are in English, but German, Spanish, French, Italian and Portuguese language publications are also present. As the Company continues to publish house organs, the collection will continue to grow.

**Extent:**

17 Linear Feet  
0.14 Gigabytes

**Language:**

Material in English , Spanish , German , French , Italian , Portuguese

**Collection ID:**

RL.00733

**Permalink:**

<https://idn.duke.edu/ark:/87924/m16d21>

**Preferred Citation**

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

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## Background

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### Scope and Content

The **J. Walter Thompson Company (JWT) Newsletter Collection** comprises the advertising agency's internally produced newsletters, which date from 1916 through 2005. Included are newsletters from the main office, certain domestic and international offices (particularly from Atlanta, Chicago, Detroit, London, Los Angeles, New York and San Francisco), and divisions and affiliates of JWT (especially Brouillard Communications; Lord, Geller, Federico, Einstein; and Thompson Recruitment Advertising). The newsletters document JWT's business over the years by providing a forum for JWT staff worldwide to report on their activities and on developments in the advertising industry. Topics include staff biographical information; office events; account and client news; featured campaigns; marketing; merchandising; consumer behavior; research and planning; developments and issues in television, radio, and print media; and personal activities of the staff. In addition, the newsletters reflect many aspects of the corporate culture that set the tone of life in JWT offices. They report events such as blood drives, baseball games, office parties, staff retreats, and more. The sense of civic duty that JWT tried to instill in its personnel by encouraging its staff members to volunteer in their communities runs through many of the newsletters, particularly in the 1950s and 1960s, often concurrent with the agency's Ad Council and public service work.

The physical form of the newsletters evolved from several stapled, typewritten pages in the 1910s and early 1920s, to a (usually) four-page typeset newsletter in the 1950s, to a short newsprint magazine in the 1970s, to a longer glossy magazine in the 1980s. In the 1990s, some newsletters switched to a fully electronic format. The entries for each newsletter in this inventory detail the frequency of publication of the newsletters, the availability of indexes, irregularities in volume numbering and dating, and other pertinent information. Most of the newsletters are in English, but German, Spanish, French, Italian and Portuguese language publications are also present. Publications will be added to the collection as the archives receives and processes newsletter additions.

The collection is arranged into three series and four indexes: **Main Newsletters**, **Domestic Newsletters**, and **International Newsletters**; and an **Alphabetical List of Newsletter Titles**, an **Alphabetical List By Client of "Campaign of the Week" Articles**, **News Bulletin Contents by Author**, and **News Bulletin Contents by Title**.

The **Main Newsletters Series** holds the primary house organ for the company and includes some market research results as well as the opening of many international offices in 1929 and 1930. Newsletter articles includes account news, client lists--or account gains and losses--and biographies and short notes on JWT staff, including professional accomplishments, promotions and transfers, visits to other JWT offices, and personal events (i.e. marriages, births, and deaths).

The **Domestic Newsletters Series** is divided into three subseries-- **Offices**, **Divisions**, and **Other Newsletters**. The **Offices Subseries** documents activities in the major JWT offices in the U.S.--Atlanta, Chicago, Detroit, Los Angeles, New York, and San Francisco. The office newsletters reported account gains and losses, campaign updates, and other business news, with substantial coverage of local events such as staff promotions and transfers, wedding and birth announcements, office parties, anniversaries, company-related sports events, personal and social news. They also updated local staff on news from elsewhere in the agency. Many of these publications were issued regularly as supplements to the main company newsletter published in New York; for instance, the "New York News," at some points during the 1960s, was printed on the back page of the J. Walter Thompson Company News. The **Divisions Subseries** includes newsletters from subsidiaries and corporate divisions such as Brouillard Communications (JWT division for corporate advertising and public relations), Dialog (JWT division for public relations), Lord, Geller, Federico, Einstein (JWT affiliate for premium advertising), and Thompson Recruitment Advertising (previously named World Wide Agency, the JWT division for employee recruitment advertising). The newsletters report client gains and losses of the division and its individual offices, staff transfers and promotions, marriage and birth announcements, and other personal and social news. Some newsletters primarily address issues and developments pertaining to the specific aspect of advertising with which the division/affiliate concerns itself. The **Other Newsletters Subseries** includes publications that deal with advertising issues beyond a specific office's activities, along with newsletters issued by the Information Centers of the New York and Chicago offices that described their holdings or abstracted articles from newspapers and magazines relating to advertising. The newsletters address a broad range of issues relating to the advertising industry--marketing; merchandising; research; planning; consumer behavior; client news; major staff changes for agency executives from JWT offices worldwide; reports on single accounts or industries; and reports from the television, radio, print, and other media.

Newsletters from JWT offices in Canada, Latin America, Europe, Asia/Pacific, and Africa are found in the **International Series**. Most of these newsletters report the business of the offices and of the agency as a whole, noting account gains and losses, campaign results, market surveys, and other developments. News of office parties and anniversaries, employee transfers and promotions, staff birthdays and marriages, visits from JWT executives from other offices, and other social and cultural news are often included in the newsletters; for some

newsletters, such lighter news comprises the bulk of the information published. A few newsletters cover much more specific marketing topics, such as Food and Drink News from London and JWT Media Information from Australia.

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## Administrative Information

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### Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

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

### Alternative Form Available

Selected newsletters from this collection have been digitized and are available in the [J. Walter Thompson Newsletters - Duke Digital Collections](#).

### Access Restrictions

Access restricted. Unpublished materials are closed by donor request for 15 years from the date of production.

**Restrictions to access:** Materials less than 15 years old are closed to non-JWT users. Where an item has been removed from containers and relocated, a dummy folder has been placed at the item's logical location within the container list, with the title enclosed by brackets and its physical location noted.

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. Newsletter Collection was received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 1987 and subsequent years.

## **Processing Information**

Processed by Richard Collier, March 2006

Encoded by Richard Collier

Completed March 2006

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## **Names and Subjects**

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- Newsletters
- Advertising agencies
- Corporate culture
- Consumer behavior
- Advertising -- Research
- Advertising agencies -- History
- Marketing research
- House organs
- Brouillard Communications, Inc.
- Dialog (Firm)
- J. Walter Thompson Company. Atlanta Office
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company. San Francisco Office
- J. Walter Thompson Company
- J. Walter Thompson Company. Chicago Office
- J. Walter Thompson Company. Detroit Office
- J. Walter Thompson Company. London Office
- J. Walter Thompson Company. Los Angeles Office
- Thompson Recruitment Advertising
- Lord, Geller, Federico, Einstein
- John W. Hartman Center for Sales, Advertising & Marketing History

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- Florida Citrus Commission: Grapefruit: 1951 Oct. 29
- Ford and Sylvania (Promotional contest): 1959 Jan. 21
- Ford Motor Co.: 1946 Dec. 9; 1949 Jan. 10; 1950 Jan. 9; 1950 Mar. 27; 1952 Feb. 4; 1953 May 4; 1954 Jan. 11; 1956 June 18; 1956 May 14; 1956 Oct. 8; 1957; 1958; 1959; 1960; 1962
- Ford Motor Co.: 1949 models: 1948 May 24; 1948 June 14.
- Ford Motor Co.: 1950 models: 1949 Nov. 21
- Ford Motor Co.: 1951 models: 1950 Nov. 27
- Ford Motor Co.: 1953 models: 1952 Dec. 15
- Ford Motor Co.: 1954 best selling car: 1955 Mar. 14
- Ford Motor Co.: 1955 models: 1954 Nov. 15
- Ford Motor Co.: 1958 Thunderbird: 1958 Feb. 3
- Ford Motor Co.: 1959 Thunderbird: 1959 Feb. 4
- Ford Motor Co.: 300,011 Trucks Sold: 1962 Jan. 31
- Ford Motor Co.: 36 page advertisement: 1959 Apr. 29
- Ford Motor Co.: 5 Firsts: 1959 Oct. 7
- Ford Motor Co.: 600 Truck Models: 1960 Nov. 30
- Ford Motor Co.: Anglia: 1960 July 6
- Ford Motor Co.: Animated television commercials: 1960 June 15
- Ford Motor Co.: Award-Winning Style: 1958 Oct. 13
- Ford Motor Co.: Deal with CBS: 1955 June 13
- Ford Motor Co.: Dealer advertising: 1947 Sept. 1
- Ford Motor Co.: Dealer Advertising Funds: 1951 June 25
- Ford Motor Co.: Dealers "car safety": 1949 Aug. 29
- Ford Motor Co.: Dealers of New England: 1953 June 1
- Ford Motor Co.: Direct mail campaign: 1953 July 6
- Ford Motor Co.: Exports--Sao Paulo: 1954 Aug. 2
- Ford Motor Co.: Falcon: 1960 May 25; 1962 May 9.
- Ford Motor Co.: Falcon wagons: 1960 Mar. 9
- Ford Motor Co.: Fashion promotion: 1961 Oct. 11; 1959 Oct. 21.
- Ford Motor Co.: FoMoCo garages: 1957 May 6
- Ford Motor Co.: Ford Motor Co. Theatre television programming: 1953 June 15
- Ford Motor Co.: Galaxie Rodeo: 1962 Feb. 14
- Ford Motor Co.: Galaxie: 1958 Dec. 3
- Ford Motor Co.: Genuine parts: 1953 Mar. 30
- Ford Motor Co.: Global testing: 1957 Nov.4
- Ford Motor Co.: Hazel television series: 1961 Sept. 20
- Ford Motor Co.: International: 1955 May 30; 1961 Jan. 25.
- Ford Motor Co.: Juvenile campaign: 1947 Nov.17
- Ford Motor Co.: Lincoln Division: 1947 Apr.14
- Ford Motor Co.: New international campaign: 1958 May 12

- Ford Motor Co.: Peanuts campaign: 1959 Dec. 23
- Ford Motor Co.: Peanuts comics: 1960 Oct. 26
- Ford Motor Co.: Post-war models: 1952 Nov.10
- Ford Motor Co.: Quality campaign: 1951 Dec. 24
- Ford Motor Co.: Safety booklet--Buenos Aires: 1961 June 14
- Ford Motor Co.: Spanish television: 1960 Feb. 24
- Ford Motor Co.: Star Jubilee: 1955 Nov.21
- Ford Motor Co.: Taunus 15M--Frankfurt: 1955 Mar. 21
- Ford Motor Co.: The Lively Ones/television: 1962 July 27
- Ford Motor Co.: Thunderbird: 1954 Aug. 9; 1961 Jan. 18; 1962 Feb. 28.
- Ford Motor Co.: Tractors--Sao Paulo: 1952 Dec. 8
- Ford Motor Co.: Trucks: 1947 May 26; 1948 Jan. 12; 1950 July 3; 1951 Mar. 19; 1951 Oct. 1; 1953 Mar. 16; 1957 Feb. 4.
- Ford Motor Co.: Victoria model: 1950 Nov.20; 1951 Feb. 19.
- Ford Motor Co.: Year-end Closeout: 1955 June 27
- Foundation for Commercial Banks: 1959 Oct. 28; 1960 Sept. 21; 1959 June 10.
- New client: 1958 Sept. 1
- Francis DuPont (2nd income campaign): 1958 July 7
- Friden Calculation Machine: 1951 Mar. 12
- Garrett Corp.: 1949 May 23
- Garrett Corp.: AiResearch Division: 1948 July 5
- Garrett Corp.: Award-winning campaign: 1958 June 30
- Garrett Corp.: Project Mercury: 1959 July 8
- Gate City Sash & Door Co.: 1954 Mar. 8
- General Cigar Co. (White Owl): 1948 July 12
- General Electric (First television commercial in Peru--Lima): 1958 Oct. 27
- General Time Corp.: 1951 Aug. 27
- General Time Corp.: Seth Thomas: 1952 Sept. 29
- Goodyear (Mile Per Tyre): 1962 Aug. 22
- Grace & Co. (Recipes--Santiago): 1962 Jan. 10
- H.H. Hixon & Co: 1954 Apr.19
- Harrod's--Buenos Aires: 1946 Nov.25
- Holly Sugar: 1948 June 28
- Horlicks Ltd.--London: 1951 Sept. 3; 1957 Feb. 18.
- Horlicks Ltd.--London: Powdered malted milk: 1961 Mar. 15
- Indiana Bell Telephone Co.: 1948 May 10; 1952 Sept. 8.
- Industria Nacional de Neumaticos (Insa batteries--Santiago): 1953 May 11
- Institute of Life Insurance: 1946 Aug. 26; 1947 Dec. 8; 1948 Sept. 13; 1953 Oct. 5; 1954 Sept. 13; 1955 Sept. 19; 1958 May 5; 1961 Sept. 27.
- Institute of Life Insurance: Fight Inflation: 1957 Oct. 7
- Institute of Life Insurance: Inflation campaign: 1959 Mar. 18
- Institute of Life Insurance: Newspaper campaign: 1951 Jan. 8
- Institute of Life Insurance: Public relations: 1947 July 28
- International Agricultural Corp. (Ac'cent--Montreal): 1952 Aug. 18
- International Minerals & Chemicals (Ac'cent): 1949 Dec. 12
- Irving Trust:

- Irving Trust: First national campaign: 1960 Jan. 13
- Irving Trust: Home and Abroad series: 1960 Sept. 14
- J. Walter Thompson Co.:
- J. Walter Thompson Co.: Blood bank: 1953 Nov. 9; 1954 Nov. 22; 1954 Nov. 8; 1956 Feb. 20.
- J. Walter Thompson Co.: Canadian Markets--Toronto: 1958 Sept. 8
- J. Walter Thompson Co.: Census book: 1951 Nov. 5
- J. Walter Thompson Co.: Local television: 1956 Sept. 3
- J. Walter Thompson Co.: Publicity: 1961 Nov. 1
- J. Walter Thompson Co.: Radio: 1948 Nov. 29
- J. Walter Thompson Co.: Special publications service: 1950 Dec. 25
- J.B. Williams: 1952 May 19
- J.B. Williams: Ice Blue aftershave: 1956 Nov. 26
- J.B. Williams: Lectric Shave: 1947 Jan. 20; 1948 Aug. 9.
- J.B. Williams: Skol Tan: 1956 Apr. 30
- JerClaydon, Inc. (Carpet cleaner): 1952 Sept. 15
- Jimmy Durante Show: 1961 Aug. 2
- Johns-Manville Corp.: 1947 June 30; 1949 Nov. 28; 1951 Dec. 3.
- Johns-Manville Corp.: Brick Upon Brick: 1952 Oct. 6
- Johns-Manville Corp.: Celite: 1956 Oct. 1
- Johns-Manville Corp.: Min-K insulation: 1958 Mar. 24
- Johns-Manville Corp.: Mrs. America campaign: 1959 Jan. 14
- Johns-Manville Corp.: Plant City campaign: 1947 Nov. 24
- Johnson Motors:
- Johnson Motors: Boat Crossed Atlantic: 1958 Aug. 11
- Johnson Motors: Bob Hope: 1958 June 9
- Johnson Motors: King Features series: 1961 June 7
- Johnson Motors: Outboard motors: 1956 Oct. 22
- Johnson Motors: Junior Pentagon: 1954 Feb. 8
- Kellogg's:
- Kellogg's: Corn Flakes--Sydney: 1954 Mar. 29
- Kellogg's: English Breakfast--London: 1954 Mar. 15
- Kingsberry Mobile Homes:
- Kingsberry Mobile Homes: 48% Sales Increase: 1962 Jan. 10
- Kingsberry Mobile Homes: Space Houses: 1960 June 1
- Kraft: 1946 Nov. 11; 1949 Apr. 11; 1950 Apr. 17; 1950 Feb. 27; 1952 May 5.
- Kraft: 6-page editorial advertisements: 1959 May 20
- Kraft: Caramels: 1948 June 7
- Kraft: Cheese: 1948 Feb. 23
- Kraft: Cottage cheese: 1951 Jan. 29
- Kraft: Deluxe Slices cheese: 1949 Aug. 8
- Kraft: Dine-Out campaign: 1957 Mar. 4
- Kraft: Hermes trophy: 1961 June 21
- Kraft: Latin American market: 1956 May 21
- Kraft: Mayonnaise: 1947 Aug. 25
- Kraft: Merchandising record: 1958 Mar. 10
- Kraft: Miracle Whip: 1958 Apr. 28; 1958 Feb. 24; 1948 Aug. 30.

- Kraft: Orange juice: 1955 Dec. 19
- Kraft: Puerto Rican television--San Juan: 1957 July 29
- Kraft: Regional foods: 1961 May 3
- Kraft: Restaurant sweepstakes: 1957 June 17; 1959 July 22.
- Kraft: TV Theatre: 1953 Dec. 21; 1955 Feb. 7.
- Labatt Brewery:
- Labatt Brewery: Montreal: 1957 Apr. 15
- Labatt Brewery: Toronto--Beer and ale: 1954 Jan. 25
- Labatt Brewery: Toronto--Tourism, public service: 1947 Mar. 31
- Langendorf United Bakeries (Butter-Nut bread): 1948 June 21
- Lever Brothers: 1949 June 6; 1952 Jan. 21.
- Lever Brothers: Chlorodent: 1953 Aug. 31
- Lever Brothers: Gold Foil package: 1955 May 23
- Lever Brothers: Lux: 1948 Mar. 8; 1952 Jan. 7.
- Lever Brothers: Lux dish soap: 1957 Oct. 21
- Lever Brothers: Lux Flakes: 1949 Dec. 26; 1951 Jan. 1.
- Lever Brothers: Lux liquid: 1953 Apr. 13
- Lever Brothers: Lux soap--Antwerp: 1957 Sept. 30
- Lever Brothers: Lux toilet soap: 1948 Aug. 2
- Lever Brothers: Lux Video Theatre: 1954 Aug. 23
- Lever Brothers: Mrs. Butterworth: 1961 Dec. 13
- Lever Brothers: Shampoo: 1952 June 16
- Lever Brothers: Skin purifier in Lux: 1959 Nov. 18
- Lever Brothers: Stripe toothpaste: 1961 Feb. 16
- Lever Brothers: Surf detergent--Canada: 1949 Sept. 5; 1951 May 7.
- Lever Brothers: Unilever/Persil soap powder--London: 1951 Oct. 15
- Libby, McNeill & Libby: 1950 Jan. 23
- Libby, McNeill & Libby: Baby foods: 1956 Aug. 6; 1947 Aug. 18; 1948 Aug. 16.
- Libby, McNeill & Libby: Corn: 1959 Sept. 30
- Libby, McNeill & Libby: Corned beef hash: 1948 July 19
- Libby, McNeill & Libby: Minted pineapple: 1959 Aug. 19
- Libby, McNeill & Libby: Talking Books: 1955 Dec. 19
- Liggett & Myers: 1961 Nov. 22
- Liggett & Myers: Chesterfield cigarettes: 1961 Sept. 13
- MAGGI Institutional (Unify Products--Frankfurt): 1962 Feb. 14
- Magna Engineering Corp. (Shopsmith): 1948 July 26
- Massachusetts Hospital Service (Blue Cross): 1947 Jan. 6
- Massachusetts Mutual Life Insurance Co.: 1950 Sept. 18; 1951 Sept. 24; 1954 Dec. 6.
- Massachusetts Mutual Life Insurance Co.: 100th Anniversary: 1951 May 21
- Massachusetts Mutual Life Insurance Co.: Focus on Babies: 1958 Sept. 29
- Mattel (Prince Valiant campaign): 1954 May 17
- McGraw Edison:
- McGraw Edison: New client: 1957 Sept. 9
- McGraw Edison: Voice Writer: 1961 May 24; 1958 July 21.
- Mentholatum: 1947 Nov. 10; 1948 Oct. 18; 1949 Sept. 26; 1954 Oct. 18.

- Merchandising Groups: 1955 July 18
- Metal Box Co. of South Africa--Johannesburg: 1952 July 7
- Millers National Federation: 1948 Aug. 23; 1949 Sept. 12.
- Mirror: 1948 Sept. 27
- Mobile Home Manufacturers Association: 1959 Sept. 2
- Mobile Home Manufacturers Association: Newlyweds, retirees: 1958 Apr. 21
- Mobile International (Step emblem): 1961 Feb. 8
- Murine:
- Murine: Eye drops/ Reader's Digest: 1961 Mar. 15
- Murine: Plastic Bottle campaign: 1959 Aug. 12
- Mutual Orange Distributors: 1952 Mar. 17
- National Book Committee, Inc. (Library Week): 1958 Mar. 17
- National Car Rental (Men Who Hate to Wait campaign): 1961 Sept. 20
- National Library Week (Color bookmark): 1961 Apr. 12
- National Shoe Institute: 1949 July 4
- National Trailways Bus System: 1951 May 28
- NATO: 1959 June 3
- New Holland Machine Co.: 1950 Dec. 18; 1951 Dec. 31.
- New Holland Machine Co.: Farm machines: 1954 Feb. 15
- New Holland Machine Co.: Model 66 baler: 1953 Mar. 2
- New Holland Machine Co.: Modular farm machine: 1961 Apr. 5
- New York Central Railroad: 1955 May 16
- North Western Mutual Life Insurance: 1948 Nov. 22
- Northeast Airlines:
- Northeast Airlines: Every Hour campaign: 1960 Sept. 7
- Northeast Airlines: Viscount service: 1958 Aug. 18
- Northwestern Mutual: 1957 Oct. 14
- Oneida Limited: 1955 Mar. 7
- Oneida Limited: Father/Daughter campaign: 1956 Aug. 27
- Oneida Limited: Heirloom Sterling: 1949 Feb. 28; 1953 Aug. 3; 1953 June 8.
- Oneida Limited: Premier and Deluxe: 1957 Aug. 5
- Oneida Limited: Public relations: 1960 Mar. 16
- Oneida Limited: Replacement market: 1957 May 27
- Oscar Mayer & Co.: 1962 Sept. 19
- Oscar Mayer & Co.: Family Personality: 1961 June 14
- Owens-Illinois Glass Co.: 1946 Aug. 19; 1949 May 30; 1952 Apr. 7; 1954 June 28.
- Owens-Illinois Glass Co.: Duraglass: 1948 Mar. 1; 1950 July 10.
- Owens-Illinois Glass Co.: Kimble: 1953 Feb. 2
- Owens-Illinois Glass Co.: Libbey: 1946 Sept. 16; 1948 Jan. 26; 1950 Sept. 25; 1951 Apr. 2; 1952 Nov. 17; 1953 Jan. 19.
- Owens-Illinois Glass Co.: Summer holiday campaign: 1958 May 19
- Oxford University Press: 1947 Nov. 3; 1949 Apr. 4; 1950 June 19.
- Pacific Mills: 1951 Aug. 20
- Pacific Mills: Carpet: 1953 Aug. 10
- Pacific Mills: Fitted sheets: 1956 Jan. 16
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- Pacific Mills: Sheets: 1954 Dec. 13
- Pan American World Airways: 1951 Sept. 10; 1956 June 11; 1957 Dec. 16; 1960 Oct. 12.
- Pan American World Airways: Atlantic: 1958 Sept. 22
- Pan American World Airways: Blizzard advertisement: 1950 July 31
- Pan American World Airways: Boeing 707 replica: 1959 Apr. 22
- Pan American World Airways: Clipper "Am Worlderica": 1949 Mar. 7
- Pan American World Airways: Douglas DC-8 jets: 1960 Jan. 20
- Pan American World Airways: Fly Now-Pay Later: 1954 May 10
- Pan American World Airways: Latin Am Worlderica Division: 1960 May 11
- Pan American World Airways: New Horizons Club: 1955 Dec. 12
- Pan American World Airways: New Jet services: 1958 July 14
- Pan American World Airways: Norman Rockwell's art: 1956 Mar. 5
- Pan American World Airways: Pacific-Alaska Division: 1957 May 13
- Pan American World Airways: Student market: 1961 June 28
- Pan American World Airways: Syverson cartoons: 1970 May 1
- Parker Pen: 1949 Feb. 21; 1950 Apr. 24; 1950 Aug. 28.
- Parker Pen: 51 pen--London: 1953 Dec. 7
- Parker Pen: Christmas gift campaign: 1951 Oct. 8
- Parker Pen: Liquid Lead pencil: 1955 Jan. 17
- Parker Pen: Superchrome ink: 1947 June 16
- Penick & Ford: 1948 Apr. 26
- Penick & Ford: Molasses: 1953 Sept. 7
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- Pharma-Craft: Deodorant: 1955 Jan. 24; 1957 Apr. 1.
- Pharma-Craft: Fresh (Deodorant): 1946 Sept. 2; 1947 May 19.
- Phillips Petroleum (New client): 1962 Oct. 17
- Pineapple Grower's Association: 1952 July 28
- Pineapple Grower's Association: Fashion/Vogue: 1955 Apr. 11
- Pineapple Grower's Association: Frosty pineapple pie: 1953 July 27
- Pineapple Grower's Association: Ice Cream Festival: 1955 Oct. 17
- Pittsburgh Plate Glass (Mirrors): 1961 Nov. 29
- Portland Cement Association: 1957 Nov. 11; 1959 Mar. 25.
- Prince Matchabelli, Inc. (Fragrance, Psyche): 1959 Sept. 9
- Purolator: 1949 Aug. 15
- Purolator: Car Clinic television series: 1961 Mar. 8
- Purolator: Oil filter: 1955 Sept. 12
- Purolator: Operation Virginia: 1954 Oct. 25
- Quaker Oats:
- Quaker Oats: Aunt Jemima: 1958 Feb. 17; 1960 Nov. 9; 1954 Aug. 30.
- Quaker Oats: Humanized campaign: 1958 Oct. 6
- Quaker Oats: Ken-L Ration dog food: 1959 Feb. 25
- Quaker Oats: Life cereal: 1961 Mar. 22; 1958 Oct. 20.

- Quaker Oats: Pancake campaign: 1957 Jan. 21
- Quaker Oats: Quota weight loss: 1960 Nov. 16
- R.T. French: 1947 Oct. 27
- R.T. French: Mustard: 1956 Feb. 27; 1960 Aug. 17; 1961 Jan. 11.
- R.T. French: Scalloped potatoes: 1960 Apr. 20
- Radio Station CFRB--Toronto: 1948 Sept. 6
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- Rayve Home Permanent: 1949 Jan. 17; 1950 June 12.
- RCA: 1949 Mar. 28; 1952 June 30; 1960 Jan. 27.
- RCA: 5 Ways Finer for '53: 1953 Jan. 5
- RCA: Color television: 1960 Sept. 7
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- RCA: Golden Ear: 1953 Nov. 16
- RCA: High school students: 1961 May 17
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- RCA: Instruments: 1946 Dec. 30
- RCA: Octoputer: 1970 June 2
- RCA: Records: 1947 Jan. 13; 1950 Nov. 6.
- RCA: Television: 1953 Sept. 21; 1950 Jan. 30.
- Reader's Digest: 1956 Dec. 17; 1956 Oct. 29; 1957 Oct. 28.
- Reader's Digest: Network television campaign: 1960 Dec. 14
- Reader's Digest: New client: 1956 Jan. 2
- Reader's Digest: Public relations: 1961 May 10
- Reckitt & Colman (Zubes cough suppressant--Capetown): 1949 Feb. 14
- Religion in American Life: 1954 Oct. 4; 1956 Nov. 19; 1959 Sept. 16; 1960 Aug. 31.
- Religion in American Life: Public service advertising: 1950 Oct. 30
- Religion in American Life: Target young adults: 1958 Sept. 15
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- Royal Baking Powder: Fairyland campaign--Capetown: 1952 Sept. 1
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- Safeway Stores: 1952 Feb. 18
- Safeway Stores: 25% sales increase: 1955 July 11
- Safeway Stores: Economy campaign: 1955 Jan. 31
- Safeway Stores: Famous flour: 1947 Sept. 22
- Safeway Stores: Farm advertising: 1950 Aug. 7
- Safeway Stores: Fleet biscuit mix: 1950 Feb. 6
- Safeway Stores: Frozen chicken: 1955 June 6
- Safeway Stores: Lucerne milk: 1949 June 13; 1955 Mar. 28.
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- San Francisco Chronicle: 1949 June 20
- San Francisco Mutual Railway: 1950 June 26
- Scarfe & Co., Ltd. (Jellied paint--Toronto): 1955 Apr. 4
- Schlage Lock Co.: 1957 Dec. 30; 1961 Dec. 13.
- Schlitz Brewing Co. (Joy of Living album): 1959 May 6
- Scott Paper Co.: 1947 Oct. 20; 1951 Nov. 26; 1960 Jan. 6.
- Scott Paper Co.: \$15,000,000 buildings: 1961 June 21
- Scott Paper Co.: Animated commercials: 1959 Apr. 15
- Scott Paper Co.: Bringing Up Buddy television series: 1961 Jan. 25
- Scott Paper Co.: Circus animal album: 1961 Aug. 30
- Scott Paper Co.: Colored napkins: 1960 July 27
- Scott Paper Co.: Cut-Rite: 1961 July 19
- Scott Paper Co.: Magic Oval Box: 1962 Feb. 14
- Scott Paper Co.: New Hankie Pack: 1961 Aug. 9
- Scott Paper Co.: New with Colors: 1956 Apr. 2
- Scott Paper Co.: Scot tissue: 1947 Feb. 24; 1955 Feb. 28.
- Scott Paper Co.: Scot Towel: 1960 Apr. 13
- Scott Paper Co.: Scotkins napkins: 1953 June 29
- Scott Paper Co.: Scotkins: 1958 Mar. 3
- Scott Paper Co.: Soft-Weve: 1949 Oct. 31; 1957 July 8.
- Scott Paper Co.: Tri-Color: 1956 July 16
- Scott Paper Co.: Two new television shows: 1961 Aug. 23
- Scott Paper Co.: Waldorf Tissues: 1949 Dec. 19
- Scripto, Inc. (Ink pens): 1956 Aug. 13
- Sealy mattress (Posturepedic): 1959 Apr. 8
- Seven-Up: 1946 Oct. 14; 1951 Dec. 10; 1959 Jan. 28.
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- Seven-Up: Target teens: 1959 Dec. 30
- Shell Chemical Corp.: 1947 Mar. 10; 1956 Sept. 17; 1958 June 23.
- Shell Oil Co.: 1946 Nov. 4; 1950 Apr. 10; 1948 Oct. 11; 1949 Apr. 25.
- Shell Oil Co.: Gasoline: 1952 Apr. 21
- Shell Oil Co.: Local radio: 1947 Dec. 29
- Shell Oil Co.: Oil: 1952 May 12
- Shell Oil Co.: Outdoor advertising: 1947 June 2
- Shell Oil Co.: Premium gasoline: 1951 May 14
- Shell Oil Co.: Public Relations: 1946 Dec. 16
- Shell Oil Co.: Radar Tests gasoline: 1956 Apr. 9
- Shell Oil Co.: West Coast--public relations: 1949 July 18
- Shell Oil Co.: X-100 motor oil: 1951 Apr. 30
- Sherwin-Williams (Lin-X Home Brights--Montreal): 1948 Mar. 29
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- Southern California Citrus Foods: 1947 Mar. 17
- Southwest Airways: 1950 Sept. 4
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- Squibb: Campaign against virus: 1954 May 3
- Squibb: Squibb International: 1947 July 14
- Stag Brewery--Johannesburg: 1953 Apr. 20
- Standard Brands: 1950 Mar. 6
- Standard Brands: Baking powder: 1955 July 25
- Standard Brands: Chase & Sanborn: 1960 Feb. 10
- Standard Brands: "Eat More Bread": 1956 Feb. 6
- Standard Brands: Fleischmann's yeast: 1955 Jan. 10; 1952 Jan. 14; 1949 Mar. 14; 1951 July 2; 1960 Mar. 23.
- Standard Brands: Instant tea: 1960 June 8
- Standard Brands: New Tender Leaf: 1961 July 5
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- Standard Brands: Royal pudding: 1956 Dec. 24; 1960 Jan. 6; 1955 Feb. 14.
- Standard Brands: Tea party: 1958 Apr. 7
- Standard Brands: Tender Leaf Tea: 1961 Nov. 8; 1956 July 23; 1960 July 13.
- Standard Brands: Tender Leaf tea--International: 1952 Nov. 24
- Standard Brands: Young America Cooks: 1961 Oct. 18
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- Standard Brands Ltd.--Montreal: Chase & Sanborn: 1950 Aug. 14
- Standard Brands Ltd.--Montreal: Magic baking powder: 1951 June 11
- Staze, Inc. (Denture adhesive): 1951 Jan. 15
- Steel Co. of Wales--London: 1958 Feb. 10
- Stouffer Corp.:
- Stouffer Corp.: Free offer: 1959 May 27
- Stouffer Corp.: Television campaign: 1959 Nov. 11
- Swift & Co.: 1947 Jan. 27; 1949 May 9; 1950 Apr. 3; 1950 Mar. 20; 1952 Mar. 3; 1954 Feb. 1.
- Swift & Co.: Allsweet Margarine: 1956 Feb. 13
- Swift & Co.: Bacon: 1950 Jan. 16
- Swift & Co.: Bakery shortenings: 1949 Aug. 22
- Swift & Co.: Centennial: 1955 Apr. 25
- Swift & Co.: Dog food: 1952 Aug. 11; 1954 Jan. 18.
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- Swift & Co.: Fresh meats: 1947 May 5
- Swift & Co.: Grocery products: 1954 July 19
- Swift & Co.: Ham, bacon: 1948 Jan. 19
- Swift & Co.: Margarine: 1952 May 26
- Swift & Co.: Pard dog food: 1948 Apr. 19; 1952 Oct. 20; 1955 Feb. 21.
- Swift & Co.: Peanut butter: 1948 Sept. 20; 1950 Feb. 13.
- Swift & Co.: Swift'ning: 1948 Mar. 22; 1949 July 25.
- Swift & Co.: Table Ready meats: 1950 July 24
- Swift & Co.: Vigoro plant food: 1953 Feb. 9; 1948 Mar. 15; 1951 Feb. 12.
- Sylvania Electric Products:
- Sylvania Electric Products: Fluorescent lamps: 1955 June 20
- Sylvania Electric Products: Halolight: 1954 Dec. 20
- Sylvania Electric Products: Softlight: 1956 July 9

- Textron: 1946 Dec. 23
- Textron: Corporate: 1970 May 15
- Textron: Nashua Mills: 1948 Feb. 2
- The Long Red Line (Blood drive): 1951 Dec. 17
- Thomas A. Edison, Inc. (Voice Writer): 1956 Jan. 30
- Times Weekly Edition--London: 1947 Aug. 4
- Timken Roller Bearing Co.: 1954 Aug. 16
- Trailer Coach Manufacturers' Association: 1949 Jan. 31; 1951 July 30.
- Mobile Home Inspection Week 1952 Nov. 3
- U.S. Brewer's Foundation: 1947 Apr. 7; 1947 Sept. 8; 1949 May 2; 1951 Feb. 5; 1952 Jan. 28; 1960 Aug. 3; 1960 July 20.
- U.S. Brewer's Foundation: Home Life in America: 1953 May 18
- U.S. Committee for Refugees (World Refugee Year): 1960 Apr. 6
- U.S. Lines: 1951 July 16; 1962 Mar. 7.
- SS United States: 1952 June 23
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- U.S. Playing Card Co.: 1946 Sept. 9; 1948 Oct. 25; 1958 July 28; 1960 Aug. 10.
- United Artists (Beacon Pictures): 1947 July 7
- United Crusade (Charity): 1955 Oct. 31
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- Ward Baking Co.: Emily Tipp campaign: 1958 Apr. 14
- Ward Baking Co.: Gerber Primary bread: 1959 May 13
- Ward Baking Co.: Tip Top bread: 1947 Feb. 3; 1953 Nov. 30.
- Washington State Apple Commission: 1947 Dec. 1; 1949 Oct. 24; 1950 Oct. 23; 1952 Oct. 27.
- Washington State Dairy Products Commission (Teenage study): 1951 Oct. 22
- Weco Products Co.: 1948 Jan. 5; 1949 Oct. 3; 1951 Mar. 26.
- Wells Organizations, Inc. (Church fund raising): 1954 Sept. 6
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- Westminster Tobacco Co.--Capetown: 1951 July 23
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- Whizzer Motor Co.: 1948 Dec. 13; 1948 May 31; 1947 May 12.
- Window Shade Institute: 1949 Apr. 18
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- Wool Bureau: 1957 Aug. 12; 1958 Aug. 4; 1960 Feb. 10.
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- Anderson, Harriet. End of the Era of Humbug 1923 July
- Anderson, Hayward. Be Yourself! But Can You? 1929 Dec.
- Anderson, Margaret. Why Is Your Copy So Long? 1922 Mar.
- Angell, Norman. New Factor in Social Development 1928 Mar.
- Ardery, Lois. She Wants It But She Doesn't Know It Yet 1924 Dec.
- Ashby, Bruce. Are the Makers of Automotive Accessories on the Horns of a Sales Dilemma? 1927 Feb.
- Ashby, Bruce. Farmer's Dollar and How It Is Spent 1927 Jan.
- Ashby, Bruce. What About the Farm Market? 1926 July
- Aymar, Gordon C.. Advertising Illustration in England 1929 Apr.
- Aymar, Gordon C.. Munsell Color System 1922 Dec.
- Aymar, Gordon C.. What Advertising Has Done for Type Design 1923 June
- Aymar, Gordon C.. What Will Follow the Rule of Thumb Era? 1922 Aug.
- Barnes, Julius H.. Economic Marketing 1925 Mar.
- Berridge, William. Index of the Incomes of Factory Workers 1924 Mar.
- Boren, Wallace R.. Mental Lunch Counters for Consumers 1930 May
- Browne, Raymond. Selective Distribution 1929 Mar.
- Casseres, Aminta. Headlines! Did You Ever Write a Good One? 1922 Dec.
- Casseres, Aminta. How Important is the Style of the Copy? 1923 July
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- Cherington, Paul T.. Can Advertising Effects Be Measured? 1927 Apr.
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- International Trade as a Promoter of Peace. [Author: Lewander, Gosta M.] 1930 May
- Introduction [to issue on advertising abroad]. [Author: Resor, Stanley] 1928 July
- Invention--The Essence of Advertising. [Author: Waldo, Ruth] 1929 Dec.
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- Is the Cost of Distribution Too High?. [Author: Mazur, Paul M.] 1925 Dec.
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- J. Walter Thompson Prize Essay Contest. [Author: Unattributed] 1924 Mar.
- J. Walter Thompson Radio Programs. [Author: Unattributed] 1930 Apr.
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- Just What Effect Does Weather Have on Retail Sales?. [Author: Unattributed] 1927 Mar.
- Keds Shoes (U.S. Rubber Co.) . [Advertisement] 1922 Sept.
- Keeping Peace With Mass Production. [Author: Unattributed] 1925 Jan.
- Largest National Expense: How Advertising Helps Reduce it. [Author: Webb, Ewing T.] 1922 Mar.
- Lo: The Cliff Dweller. [Author: Cherington, Paul T.] 1927 Sept.
- Logic of the Department Store Organization. [Author: Mazur, Paul M.] 1925 Sept.
- London-Paris Air Line. [Author: Paradise, S.H.] 1922 Feb.
- Loyalties in the Making. [Author: Kinney, Gilbert] 1923 Jan.
- Lux Flakes for dishwashing . [Advertisement] 1922 Oct.; 1923 Mar..

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- Major Difficulties in Asia Minor. [Author: Miner, Henry J.] 1928 July
- Make a Sale Every Time You Get an Interview. [Author: Acland, Peregrine] 1926 June
- Management--The Third Ingredient. [Author: Unattributed] 1927 Feb.
- Manhattan's Lunch Time Population. [Author: Unattributed] 1926 July
- Manufacturer's Relations to Jobber's and Retailer's Salesmen. [Author: Cherington, Paul T.] 1923 Apr.
- Mariemont [a planned community in Cincinnati]. [Author: Unattributed] 1926 Sept.
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- Mid-Census Estimate Places Population of United States at 113,000,000 as of July 1, 1925. [Author: Unattributed] 1926 June
- Modern Advertising Methods in China. [Author: Hutchison, James L.] 1922 Aug.
- More Automobiles Than Telephones. [Author: Unattributed] 1924 July
- Mr. Groom Addresses Jewelers. [Author: Unattributed] 1922 Sept.
- Mrs. Wilkins Reads the Ladies Home Journal. [Author: Townsend, Dorothy] 1923 June
- Munsell Color System. [Author: Aymar, Gordon C.] 1922 Dec.
- Nearly Thirteen Million Americans Live in Villages. [Author: Unattributed] 1926 Nov.
- Net Profits of General Motors Double Ford's for 1926. [Author: Unattributed] 1927 May
- New Era in the Automobile Industry. [Author: Kilbourn, Orrin P.] 1928 Nov.
- New Evidence on Brand Consciousness. [Author: Unattributed] 1923 Apr.
- New Factor in Social Development. [Author: Angell, Norman] 1928 Mar.
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- New Organizations of Advertising Men. [Author: Unattributed] 1923 Aug.
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- New Types for Old?. [Author: Cunningham, Janet] 1929 Oct.
- Note on the Increase of American Investments Abroad. [Author: Unattributed] 1925 Oct.
- Now That The Excess Profits Tax Has Gone--?. [Author: Kinney, Gilbert] 1922 Apr.
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- Oh, But We Are Different. [Author: Paradise, S.H.] 1923 Nov.
- On a Phase of Copy Style. [Author: O'Meara, Walter] 1924 Dec.
- One Best Answer for Every Sales Resistance. [Author: Richey, S. Hunter] 1923 Feb.
- O'Sullivan Heels . [Advertisement] 1922 July
- Out-Britishing the Britisher. [Author: Unattributed,] 1928 Nov.
- Outline of the New Book Retail Shopping Areas. [Author: Cherington, Paul T.] 1928 Mar.
- Packages. [Author: Perkins, Frederick] 1922 Apr.
- Paul T. Cherington Joins the Staff. [Author: Unattributed] 1922 May
- Pebeco Tooth Paste . [Advertisement] 1923 Feb.
- Pennsylvania Railroad. [Advertisement] 1927 Feb.
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- Personality and the Choice of Personnel (II): Can Psychology Help in the Selection of Personnel?. [Author: Watson, John B.] 1927 Apr.
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- Phenix Cheese Co. . [Advertisement] 1922 Nov.
- Planned Prosperity. [Author: Klein, Julius] 1930 Apr.
- Polling the Consumer. [Author: Watson, Richmond] 1930 May
- Pool Versus the Chain Store. [Author: Unattributed] 1922 Nov.
- Population and Its Distribution Helps the Government Solve a Problem. [Author: Unattributed] 1922 Feb.
- Population Figures for Great Britain and Ireland. [Author: Unattributed] 1924 July
- Practical Appeal in Advertising to Men. [Author: Leffingwell, Albert] 1924 Dec.
- President Coolidge Sees in Advertising a Great Educational Force. [Author: Unattributed] 1927 Jan.
- President of Large Insurance Company Endorses Dr. Watson's Plan. [Author: Unattributed] 1922 Feb.
- Prestige and Good Will Protected by Sweeping Injunction. [Author: Unattributed] 1922 Apr.
- Problem of Creating Desire. [Author: Woolf, James D.] 1922 Apr.
- Purpose of the Essay Contest. [Author: Unattributed] 1922 Oct.
- Radio Today is Not Just a Good-Will Medium. [Author: Casseres, Aminta] 1929 Oct.
- Reader Advertisement. [Author: Kennedy, William D.] 1928 Nov.
- Recent Distinguished Visitors to the New York Office. [Author: Unattributed] 1922 July
- Reducing the Cost of Distribution. [Author: Hoover, Herbert] 1925 Feb.
- Report on Visit to the United States of America. [Author: Willey and Locock] 1926 Apr.
- Responsibilities of Modern Industry. [Author: Swope, Gerard] 1927 Jan.
- Retail Shopping Areas Wins Book Award for Advertising Research. [Author: Unattributed] 1928 Mar.

- Rice's Slices Bread. [Advertisement] 1929 Oct.
- Richardson Roofing . [Advertisement] 1923 Mar.
- Rose By Any Other Name. [Author: Cherington, Paul T.] 1922 Sept.
- Sales and Advertising Problems of Merged Industries. [Author: Day, William L.] 1929 Mar.
- Sanuel Reyburn Discusses Man-Power in Business. [Author: Fowler, George S.] 1927 Jan.
- Savage Arms Corp. (rifles) . [Advertisement] 1922 Oct.
- Scientific Methods in Agency Work. [Author: Cherington, Paul T.] 1923 July
- Second International Silk Exposition. [Author: Unattributed] 1923 Mar.
- Securities Panic. [Author: Cherington, Paul T.] 1929 Dec.
- Selective Distribution. [Author: Browne, Raymond] 1929 Mar.
- Selling the Hospital Field. [Author: Unattributed] 1923 Apr.
- Seventy Years of Growth. [Author: Unattributed] 1924 Nov.
- She Wants It But She Doesn't Know It Yet. [Author: Ardery, Lois] 1924 Dec.
- Shopping Center for Three Nations. [Author: Unattributed] 1927 May
- Size of the Market for Heating Specialties Little Appreciated. [Author: Unattributed] 1923 Apr.
- Snob Appeal. [Author: Maule, Frances] 1923 Mar.
- Some Fundamental Principles of Organization. [Author: Cherington, Paul T.] 1927 Mar.
- Some Grocery Chain Store Figures. [Author: Unattributed] 1924 Oct.
- Some Lessons from Early New England Foreign Trading. [Author: Cherington, Paul T.] 1923 June
- Some Marketing Problems of the Shoe Industry. [Author: Cherington, Paul T.] 1925 Feb.
- Some New Developments in Commercial Statistics. [Author: Unattributed] 1925 Oct.
- Some Recent Changes in the Rural and Small Town Market. [Author: Cherington, Paul T.] 1925 July
- Some Recent Developments in Market Analysis. [Author: Cherington, Paul T.] 1927 May
- Standard Color Scheme for Market Analysis Charts. [Author: Cherington, Paul T.] 1925 Oct.
- State Labor Bureau Index as a Guide to Purchasing Power. [Author: Flinn, Richard A.] 1924 Mar.
- Steady Increase in Purchasing Power of Consumer. [Author: Unattributed] 1925 Sept.
- Study of Magazine Circulation in Cincinnati, Ohio. [Author: Unattributed] 1923 Oct.
- Subject of the Essay Contest. [Author: Unattributed] 1922 Nov.
- Sunbrite Cleanser (Swift & Co.) . [Advertisement] 1923 Mar.
- Swift's Ham and Bacon . [Advertisement] 1922 Dec.
- The Advance Has Come Through Substituting Observation for Preconceptions & Passions. [Author: Unattributed] 1926 July
- The Automobile Industry in Nearer Certainty Than at any Previous Time. [Author: Unattributed] 1927 Feb.

- The Creative Plus Which No One Mind By Itself Could Achieve. [Author: Unattributed] 1926 Nov.
- They Don't Want to Read It!. [Author: Rivers, Stuart] 1923 Feb.
- Thinking as Viewed By the Behaviorists. [Author: Watson, John B.] 1927 Feb.
- Timing Intensive Selling with Advertising. [Author: Richey, S. Hunter] 1922 Aug.
- Transmuting and Delivering a Bowl of Cereal (Hot). [Author: Wengler, Harold] 1929 Aug.
- Transplanting a New England Farm House to the Heart of New York City. [Author: Unattributed] 1922 Feb.
- Trend in Outdoor Advertising. [Author: Thompson, Clyde S.] 1930 Apr.
- Truth, Commerce, and World Peace. [Author: Henson, H. Hensley] 1924 Oct.
- Two Examples. [Author: Stanton, Henry T.] 1922 Sept.
- Under the Bushel? [making ideas graphic]. [Author: Unattributed] 1922 Feb.
- Unusual Achievement in the Paint Industry. [Author: Posey, Chester A.] 1922 Aug.
- Use of Dealer Electros in Merchandising. [Author: Groom, William S.] 1922 May
- Using Waste Circulation to Sell the Product. [Author: Rothschild, Richard] 1922 Aug.
- Value of a Window Display Not Wholly Dependent on Its Dignity. [Author: Unattributed] 1922 Dec.
- Value of Recipes in Advertising. [Author: Hale, J. Mark] 1923 Aug.
- Vanity Fair Silk Underwear . [Advertisement] 1922 Dec.
- Vogue and Volume. [Author: Day, William L.] 1928 Nov.
- We Are Still Laying Bricks Like the Babylonians. [Author: Unattributed] 1926 June
- What About the Farm Market?. [Author: Ashby, Bruce] 1926 July
- What Advertising Has Done for Type Design. [Author: Aymar, Gordon C.] 1923 June
- What Cigarette Are You Smoking and Why?. [Author: Watson, John B.] 1922 July
- What Do Our Rural Neighbors Buy? (Putnam Co., N.Y., and Randolph Co., Ind.). [Author: Unattributed] 1926 Mar.
- What Do These Changes Mean?. [Author: Resor, Stanley] 1923 Dec.
- What Does an Automobile Dealer Mean by Service?. [Author: Miller, George L.] 1922 May
- What Does South America Offer the American Advertiser?. [Author: Ricketts, William] 1928 July
- What Does the College Man Mean to Advertising?. [Author: Resor, Stanley] 1928 May
- What is Fair?. [Author: Kinney, Gilbert] 1926 Sept.
- What is Happening to the Thirteen Thousand Villages. [Author: Unattributed] 1927 Sept.
- What Is the Trend in the Use of Color?. [Author: Dunne, Richard A.] 1925 July
- What Makes Turnover and What it Means. [Author: Groom, William S.] 1923 Apr.

- What Manner of Man--!. [Author: Kinney, Gilbert] 1923 May
- What Price Progress?. [Author: Tomlinson, W.P.] 1927 Apr.
- What the American Association of Advertising Agencies Does to Make Advertising Scientifically More Effective. [Author: Resor, Stanley] 1924 Dec.
- What Will Follow the Rule of Thumb Era?. [Author: Aymar, Gordon C.] 1922 Aug.
- What Will Your Business Policies Be in 1923?. [Author: Clark, Earle] 1923 Jan.
- What Your Community Must Do Before Advertising. [Author: Resor, Stanley] 1925 Aug.
- When Carmen Goes Shopping---. [Author: Hartzell, A.E.] 1928 July
- When Sampling Increased Sales 30 Times. [Author: Unattributed] 1922 July
- When the Chain Store Puts Its Wrong Foot Foremost. [Author: Fowler, George S.] 1926 Jan.
- When Will Air Transportation Arrive?. [Author: Fuller, Edward] 1930 May
- Where Are You Going--My Pretty Market?. [Author: Cherington, Paul T.] 1926 Nov.
- Where the Urban and Rural Population Live. [Author: Cherington, Paul T.] 1924 Jan.
- White Motor Trucks Utilize Irving Advertisement. [Author: Unattributed] 1922 Mar.
- Who Does Not Seek After Persuasion?. [Author: Unattributed] 1925 Oct.
- Why a Study of Purchasing Power is Important. [Author: Unattributed] 1924 Mar.
- Why Is Your Copy So Long?. [Author: Leffingwell, Albert] 1922 Nov.
- Why the Chain Store?. [Author: Gwinn, Ralph W.] 1929 Mar.
- Will the Automobile Break Down International Boundaries?. [Author: Unattributed] 1927 Apr.
- Woman Appeal. [Author: Maule, Frances] 1924 Jan.
- Woodbury's Soap (Andrew Jergens Co.) . [Advertisement] 1922 Dec.
- Work of an Advertising Kitchen. [Author: Dodge, Astrid] 1922 Sept.
- You Don't Know a Damn Thing About Raincoats. [Author: Anderson, Margaret] 1922 Mar.

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## Collection Inventory

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### Main Newsletter Series, 1910-2018

#### Scope and Contents note

The **Main Newsletters Series** comprises the primary house organ for the company, in all versions over time, from 1916 through 1986, when JWT became a unit of the WPP Group. The newsletter addressed issues of importance to the entire company, with articles on account news, client lists--or account gains and losses--and biographies and short notes on JWT staff, including professional accomplishments, promotions and transfers, visits to other JWT offices, and personal events (i.e. marriages, births, and deaths). The series also documents

the results of both general and client-specific market research surveys, as well as general discussions of various markets and industries; television, radio, and print media developments (sometimes including listings of programs sponsored by JWT clients); and news from and profiles of JWT's offices and divisions around the world.

There are some gaps in publication of these newsletters, most notably 1931-1945 and 1970-1975. Coverage of international affairs varies substantially, though all of the titles in this series provide some news from JWT's offices overseas. The richest sources of JWT international news are the newsletters of the 1970s and 1980s, when there is a substantial increase in the frequency and depth of attention paid to JWT operations globally. See also the **International Newsletters Series**. One particularly useful source is "Thumbnail Sketches," a column published regularly in the newsletter from 1946 to 1964 which profiled JWT staff. Also common were reports on JWT advertising campaigns and their subsequent impact on both the market and the client; from 1946 until roughly 1962, the newsletters featured the "Campaign of the Week," detailing particularly successful campaigns. A listing of "Campaign of the Week" topics appears at the end of the finding aid.

The newsletters in this series were all published by the New York office, sometimes with local office newsletter inserts (see the **Domestic Newsletters Series: Offices Subseries** and the **International Newsletter Series**); copies of advertisements or management correspondence were sometimes attached as well.

The newsletters are organized chronologically by the date range of publication. Folders containing correspondence relating to newsletters precede the listing of newsletter titles.

#### **Processing Information:**

Large-format issues have been relocated to **Oversize Newsletters**. A dummy folder has been placed at the item's logical location within the container list, with the title enclosed by brackets and its physical location noted.

#### **Access Restrictions:**

**Restrictions to access:** Materials less than 15 years old are closed to non-JWT users. Where an item has been removed from containers and relocated, a dummy folder has been placed at the item's logical location within the container list, with the title enclosed by brackets and its physical location noted. In addition, bound and unbound originals of the 1922-1930 News Bulletin are closed to non-JWT users. Patrons may consult Use Copies that are available in the files.

Collection contains electronic records that must be requested through the collection guide and accessed in our reading room. Contact Research Services with questions.

Correspondence relating to newsletters,  
1910-1976 and undated

Box MN1

**Physical Description:** 4 folders

## **1916-1922, News Bulletin**

### **Scope and Contents note**

Issued weekly 1916-1921, and approximately biweekly from 1922 on. No issues were published between numbers 55 (1917 July 9) and 56 (1918 July 8); numbers 69/70 (1918 Oct. 7/14) and 71 (1921 Mar. 15); and numbers 81 (1921 June 17) and 82 (1922 Jan. 9). Some issues include original JWT advertising and/or confidential letters attendant to these bulletins.

1916 June 16-1922 Mar. 25 (online item  
available)

Box MN2

**Physical Description:** 15 folders

**Digital Object:** [News Bulletin, no. 1 \(June 6, 1916\)](#)

**Digital Object:** [News Bulletin, no. 2 \(June 13, 1916\)](#)

**Digital Object:** [News Bulletin, no. 3 \(June 20, 1916\)](#)

**Digital Object:** [News Bulletin, no. 4 \(June 27, 1916\)](#)

**Digital Object:** [News Bulletin, no. 5 \(July 4, 1916\)](#)

**Digital Object:** [News Bulletin, no. 6 \(July 11, 1916\)](#)

**Digital Object:** [News Bulletin \(July 13, 1916\)](#)

**Digital Object:** [News Bulletin \(June 6, 1916 - July 25, 1916\)](#)

**Digital Object:** [News Bulletin, no. 7 \(July 18, 1916\)](#)

**Digital Object:** [News Bulletin, no. 8 \(July 25, 1916\)](#)

**Digital Object:** [News Bulletin \(June 6, 1916 - July 25, 1916\)](#)

**Digital Object:** [News Bulletin, no. 9 \(August 1, 1916\)](#)

**Digital Object:** [News Bulletin, no. 10 \(August 8, 1916\)](#)

**Digital Object:** [News Bulletin \(August 11, 1916\)](#)

**Digital Object:** [News Bulletin \(August 12, 1916\)](#)

**Digital Object:** [News Bulletin, no. 11 \(August 15, 1916\)](#)

**Digital Object:** [News Bulletin, no. 12 \(August 22, 1916\)](#)

**Digital Object:** [News Bulletin, no. 12 \(August 23, 1916\)](#)

- Digital Object:** [News Bulletin, no. 13 \(August 29, 1916\)](#)
- Digital Object:** [News Bulletin \(September 2, 1916\)](#)
- Digital Object:** [News Bulletin, no. 14 \(September 5, 1916\)](#)
- Digital Object:** [News Bulletin, no. 15 \(September 12, 1916\)](#)
- Digital Object:** [News Bulletin \(September 13, 1916\)](#)
- Digital Object:** [News Bulletin \(September 14, 1916\)](#)
- Digital Object:** [News Bulletin \(August 1, 1916 - September 13, 1916\)](#)
- Digital Object:** [News Bulletin, no. 16 \(September 19, 1916\)](#)
- Digital Object:** [News Bulletin, no. 17 \(September 26, 1916\)](#)
- Digital Object:** [News Bulletin, no. 18 \(October 3, 1916\)](#)
- Digital Object:** [News Bulletin, no. 19 \(October 10, 1916\)](#)
- Digital Object:** [News Bulletin \(October 10, 1916\)](#)
- Digital Object:** [News Bulletin, no. 20 \(October 17, 1916\)](#)
- Digital Object:** [News Bulletin, no. 21 \(October 24, 1916\)](#)
- Digital Object:** [News Bulletin, no. 22 \(October 31, 1916\)](#)
- Digital Object:** [News Bulletin, no. 23 \(November 5, 1916\)](#)
- Digital Object:** [News Bulletin \(November 8, 1916\)](#)
- Digital Object:** [News Bulletin, no. 24 \(November 14, 1916\)](#)
- Digital Object:** [News Bulletin, no. 25 \(November 21, 1916\)](#)
- Digital Object:** [News Bulletin, no. 26 \(November 28, 1916\)](#)
- Digital Object:** [News Bulletin, no. 27 \(December 5, 1916\)](#)
- Digital Object:** [News Bulletin, no. 28 \(December 12, 1916\)](#)
- Digital Object:** [News Bulletin, no. 29 \(December 19, 1916\)](#)
- Digital Object:** [News Bulletin, no. 30 \(January 8, 1917\)](#)
- Digital Object:** [News Bulletin, no. 31 \(January 17, 1917\)](#)
- Digital Object:** [News Bulletin, no. 32 \(January 24, 1917\)](#)
- Digital Object:** [News Bulletin, no. 33 \(February 5, 1917\)](#)
- Digital Object:** [News Bulletin, no. 34 \(February 12, 1917\)](#)
- Digital Object:** [News Bulletin, no. 35 \(February 19, 1917\)](#)
- Digital Object:** [News Bulletin, no. 36 \(February 26, 1917\)](#)
- Digital Object:** [News Bulletin \(Nov. 28, 1916 - Feb. 26, 1917\)](#)
- Digital Object:** [News Bulletin \(April 13, 1917\)](#)
- Digital Object:** [News Bulletin \(January 10, 1917\)](#)

- Digital Object:** [News Bulletin, no. 37 \(March 5, 1917\)](#)
- Digital Object:** [News Bulletin, no. 38 \(March 12, 1917\)](#)
- Digital Object:** [News Bulletin, no. 39 \(March 19, 1917\)](#)
- Digital Object:** [News Bulletin, no. 40 \(March 26, 1917\)](#)
- Digital Object:** [News Bulletin, no. 41 \(April 2, 1917\)](#)
- Digital Object:** [News Bulletin, no. 42 \(April 9, 1917\)](#)
- Digital Object:** [News Bulletin, no. 43 \(April 16, 1917\)](#)
- Digital Object:** [News Bulletin, no. 44 \(April 23, 1917\)](#)
- Digital Object:** [News Bulletin, no. 45 \(April 30, 1917\)](#)
- Digital Object:** [News Bulletin, no. 46 \(May 7, 1917\)](#)
- Digital Object:** [News Bulletin, no. 47 \(May 14, 1917\)](#)
- Digital Object:** [News Bulletin, no. 48 \(May 21, 1917\)](#)
- Digital Object:** [News Bulletin, no. 49 \(May 28, 1917\)](#)
- Digital Object:** [News Bulletin \(February - April, 1917\)](#)
- Digital Object:** [News Bulletin \(February - April, 1917\)](#)
- Digital Object:** [News Bulletin \(April 24, 1917\)](#)
- Digital Object:** [News Bulletin \(February - April, 1917\)](#)
- Digital Object:** [News Bulletin, no. 50 \(June 4, 1917\)](#)
- Digital Object:** [News Bulletin, no. 51 \(June 11, 1917\)](#)
- Digital Object:** [News Bulletin, no. 52 \(June 18, 1917\)](#)
- Digital Object:** [News Bulletin, no. 53 \(June 25, 1917\)](#)
- Digital Object:** [News Bulletin, no. 54 \(July 2, 1917\)](#)
- Digital Object:** [News Bulletin, no. 55 \(July 9, 1917\)](#)
- Digital Object:** [News Bulletin, no. 56 \(July 8, 1918\)](#)
- Digital Object:** [News Bulletin, no. 57 \(July 15, 1918\)](#)
- Digital Object:** [News Bulletin, no. 58 \(July 22, 1918\)](#)
- Digital Object:** [News Bulletin, no. 59 \(July 29, 1918\)](#)
- Digital Object:** [News Bulletin, no. 60 \(August 5, 1918\)](#)
- Digital Object:** [News Bulletin, no. 61 \(August 12, 1918\)](#)
- Digital Object:** [News Bulletin, no. 62 \(August 19, 1918\)](#)
- Digital Object:** [News Bulletin, no. 63 \(August 26, 1918\)](#)
- Digital Object:** [News Bulletin, no. 64 \(September 2, 1918\)](#)
- Digital Object:** [News Bulletin, no. 65 \(September 9, 1918\)](#)

- Digital Object:** [News Bulletin, no. 66 \(September 16, 1918\)](#)
- Digital Object:** [News Bulletin, no. 67 \(September 23, 1918\)](#)
- Digital Object:** [News Bulletin, no. 68 \(September 30, 1918\)](#)
- Digital Object:** [News Bulletin, no. 69-70 \(October 4, 1918\)](#)
- Digital Object:** [News Bulletin, no. 71 \(March 15, 1921\)](#)
- Digital Object:** [News Bulletin, no. 72 \(March 22, 1921\)](#)
- Digital Object:** [News Bulletin, no. 73 \(March 29, 1921\)](#)
- Digital Object:** [News Bulletin, no. 74-75 \(April 12, 1921\)](#)
- Digital Object:** [News Bulletin, no. 76 \(April 26, 1921\)](#)
- Digital Object:** [News Bulletin, no. 77 \(May 7, 1921\)](#)
- Digital Object:** [News Bulletin \(May 1, 1921\)](#)
- Digital Object:** [News Bulletin, no. 78 \(May 14, 1921\)](#)
- Digital Object:** [News Bulletin, no. 79 \(\[May 21, 1921\]\)](#)
- Digital Object:** [News Bulletin, no. 80 \(June 11, 1921\)](#)
- Digital Object:** [News Bulletin, no. 81 \(June 17, 1921\)](#)
- Digital Object:** [News Bulletin, no. 82 \(January 9, 1922\)](#)
- Digital Object:** [News Bulletin, no. 83-A \(February 16, 1922\)](#)
- Digital Object:** [News Bulletin, no. 84-A \(March 8, 1922\)](#)
- Digital Object:** [News Bulletin, no. 84-B \(March 25, 1922\)](#)
- Digital Object:** [News Bulletin, no. 85-A \(April 10, 1922\)](#)
- Digital Object:** [News Bulletin, no. 85-B \(April 21, 1922\)](#)
- Digital Object:** [News Bulletin, no. 86-A \(May 11, 1922\)](#)
- Digital Object:** [News Bulletin, no. 86-B \(May 20, 1922\)](#)
- Digital Object:** [News Bulletin, no. 86-C \(May 27, 1922\)](#)
- Digital Object:** [News Bulletin, no. 87-A \(June 10, 1922\)](#)
- Digital Object:** [News Bulletin, no. 88-A \(July 8, 1922\)](#)
- Digital Object:** [News Bulletin, no. 89-A \(August 21, 1922\)](#)
- Digital Object:** [News Bulletin, no. 91-A \(October 16, 1922\)](#)

## **1922-1930, News Bulletin**

### **Scope and Contents note**

These booklet-size serial publications share a title with the earlier News Bulletin, but otherwise are different organs. They were published from 1922 to 1930 for external distribution, and contain articles by JWT personnel and outside contributors, primarily on topics of general interest to members of

the advertising industry. Included are articles about consumer motivation, excerpts from market surveys, current client lists, and occasional JWT staff news. Originally issued monthly, beginning in February 1922, but publication became irregular, with no issue for September 1923, and varying numbers of issues for subsequent years. Issues are numbered sequentially (numbers 83-141) up to December 1929. In 1930, the publications's name changed to J. Walter Thompson Bulletin, with new numbering.

Bound originals (**Closed to non-JWT researchers. See Use copies, Box MN5**)

Box MN3

Unbound originals (**Closed to non-JWT researchers. See Use copies, Box MN5**)  
(online item available)

Box MN4

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 92 \(November 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 94 \(January 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 99 \(June 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 101 \(August 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 102 \(October 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 104 \(December 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 105 \(January 1924\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 107 \(July 1924\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 111 \(January 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 124 \(September 1926\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 126 \(January 1927\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 128 \(March 1927\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 129 \(April 1927\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 130 \(May 1927\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 131 \(June 1927\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 132 \(September 1927\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 133 \(March 1928\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 134 \(May 1928\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 135 \(July 1928\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 136 \(November 1928\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 137 \(March 1929\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 138 \(April 1929\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 139 \(August 1929\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 141 \(December 1929\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin \(April 1930\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin \(May 1930\)](#)

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Use copies, 1922-1930 (online item available)

Box MN5

**Physical Description:** 10 folders

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 83 \(February 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 84 \(March 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 85 \(April 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 86 \(May 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 87 \(June 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 88 \(July 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 89 \(August 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 90 \(September 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 91 \(October 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 93 \(December 1922\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 95 \(February 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 96 \(March 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 97 \(April 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 98 \(May 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 100 \(July 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 103 \(November 1923\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 106 \(March 1924\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 108 \(October 1924\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 109 \(November 1924\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 110 \(December 1924\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 112 \(February 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 113 \(March 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 114 \(July 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 115 \(August 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 116 \(September 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 117 \(October 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 118 \(December 1925\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 119 \(January 1926\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 120 \(March 1926\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 121 \(April 1926\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 122 \(June 1926\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 123 \(July 1926\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 125 \(November 1926\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 127 \(February 1927\)](#)

**Digital Object:** [The J. Walter Thompson News Bulletin, no. 140 \(October 1929\)](#)

## 1923-1931, Newsletter

### Scope and Contents note

Published weekly 1923-1927, and biweekly from 1927 June-1929. Volume numbering begins 1928 Jan. 1 with Vol 10, no. 1. Published in one volume per year, while numbers ran continuously. Some issues include an index to previous issues.

1923 Nov. 15-1925 May 7 (online item available)

Box MN6

**Physical Description:** 12 folders

**Digital Object:** [News Letter, no. 1 \(November 15, 1923\)](#)

**Digital Object:** [News Letter, no. 2 \(November 22, 1923\)](#)

**Digital Object:** [News Letter, no. 3 \(November 30, 1923\)](#)

**Digital Object:** [News Letter, no. 4 \(December 6, 1923\)](#)

**Digital Object:** [News Letter, no. 5 \(December 13, 1923\)](#)

- Digital Object:** [News Letter, no. 6 \(December 20, 1923\)](#)
- Digital Object:** [News Letter, no. 7 \(December 27, 1923\)](#)
- Digital Object:** [News Letter, no. 8 \(January 3, 1924\)](#)
- Digital Object:** [News Letter, no. 8 supplement \(January 3, 1924\)](#)
- Digital Object:** [News Letter, no. 9 \(January 10, 1924\)](#)
- Digital Object:** [News Letter, no. 10 \(January 17, 1924\)](#)
- Digital Object:** [News Letter, no. 11 \(January 24, 1924\)](#)
- Digital Object:** [News Letter, no. 12 \(January 31, 1924\)](#)
- Digital Object:** [News Letter, no. 13 \(February 7, 1924\)](#)
- Digital Object:** [News Letter, no. 14 \(February 14, 1924\)](#)
- Digital Object:** [News Letter, no. 15 \(February 21, 1924\)](#)
- Digital Object:** [News Letter, no. 16 \(February 28, 1924\)](#)
- Digital Object:** [News Letter, no. 16 supplement \(February 28, 1924\)](#)
- Digital Object:** [News Letter, no. 17 \(March 6, 1924\)](#)
- Digital Object:** [News Letter, no 17 supplement \(March 6, 1924\)](#)
- Digital Object:** [News Letter, no. 18 \(March 13, 1924\)](#)
- Digital Object:** [News Letter, no. 18 supplement \(March 13, 1924\)](#)
- Digital Object:** [News Letter, no. 19 \(March 20, 1924\)](#)
- Digital Object:** [News Letter, no. 20 \(March 27, 1924\)](#)
- Digital Object:** [News Letter, no. 20 supplement \(March 27, 1924\)](#)
- Digital Object:** [News Letter, no. 21 \(April 3, 1924\)](#)
- Digital Object:** [News Letter, no. 22 \(April 10, 1924\)](#)
- Digital Object:** [News Letter, no. 23 \(April 17, 1924\)](#)
- Digital Object:** [News Letter, no. 24 \(April 24, 1924\)](#)
- Digital Object:** [News Letter, no. 25 \(May 1, 1924\)](#)
- Digital Object:** [News Letter, no. 26 \(May 8, 1924\)](#)
- Digital Object:** [News Letter, no. 27 \(May 15, 1924\)](#)
- Digital Object:** [News Letter, no. 28 \(May 22, 1924\)](#)
- Digital Object:** [News Letter, no. 29 \(May 29, 1924\)](#)
- Digital Object:** [News Letter, no. 30 \(June 5, 1924\)](#)
- Digital Object:** [News Letter, no. 31 \(June 12, 1924\)](#)
- Digital Object:** [News Letter, no. 32 \(June 19, 1924\)](#)
- Digital Object:** [News Letter, no. 33 \(June 26, 1924\)](#)

- Digital Object:** [News Letter, no. 34 \(July 3, 1924\)](#)
- Digital Object:** [News Letter, no. 35 \(July 10, 1924\)](#)
- Digital Object:** [News Letter, no. 36 \(July 17, 1924\)](#)
- Digital Object:** [News Letter, no. 37 \(July 24, 1924\)](#)
- Digital Object:** [News Letter, no. 38 \(July 31, 1924\)](#)
- Digital Object:** [News Letter, no. 39 \(August 7, 1924\)](#)
- Digital Object:** [News Letter, no. 40 \(August 14, 1924\)](#)
- Digital Object:** [News Letter, no. 41 \(August 21, 1924\)](#)
- Digital Object:** [News Letter, no. 42 \(August 28, 1924\)](#)
- Digital Object:** [News Letter, no. 43 \(September 4, 1924\)](#)
- Digital Object:** [News Letter, no. 43 supplement \(September 4, 1924\)](#)
- Digital Object:** [News Letter, no. 44 \(September 11, 1924\)](#)
- Digital Object:** [News Letter, no. 45 \(September 18, 1924\)](#)
- Digital Object:** [News Letter, no. 46 \(September 25, 1924\)](#)
- Digital Object:** [News Letter, no. 47 \(October 2, 1924\)](#)
- Digital Object:** [News Letter, no. 48 \(October 9, 1924\)](#)
- Digital Object:** [News Letter, no. 49 \(October 16, 1924\)](#)
- Digital Object:** [News Letter, no. 49 supplement \(October 16, 1924\)](#)
- Digital Object:** [News Letter, no. 50 \(October 23, 1924\)](#)
- Digital Object:** [News Letter, no. 51 \(October 30, 1924\)](#)
- Digital Object:** [News Letter, no. 52 \(November 6, 1924\)](#)
- Digital Object:** [News Letter, no. 53 \(November 13, 1924\)](#)
- Digital Object:** [News Letter, no. 54 \(November 20, 1924\)](#)
- Digital Object:** [News Letter, no. 55 \(November 28, 1924\)](#)
- Digital Object:** [News Letter, no. 56 \(December 4, 1924\)](#)
- Digital Object:** [News Letter, no. 57 \(December 11, 1924\)](#)
- Digital Object:** [News Letter, no. 58 \(December 18, 1924\)](#)
- Digital Object:** [News Letter, no. 59 \(December 26, 1924\)](#)
- Digital Object:** [News Letter, no. 60 \(January 1, 1925\)](#)
- Digital Object:** [News Letter, no. 61 \(January 8, 1925\)](#)
- Digital Object:** [News Letter, no. 62 \(January 15, 1925\)](#)
- Digital Object:** [News Letter, no. 63 \(January 22, 1925\)](#)
- Digital Object:** [News Letter, no. 64 \(January 29, 1925\)](#)

- Digital Object:** [News Letter, no. 65 \(February 5, 1925\)](#)  
**Digital Object:** [News Letter, no. 66 \(February 12, 1925\)](#)  
**Digital Object:** [News Letter, no. 67 \(February 19, 1925\)](#)  
**Digital Object:** [News Letter, no. 68 \(February 26, 1925\)](#)  
**Digital Object:** [News Letter, no. 69 \(March 5, 1925\)](#)  
**Digital Object:** [News Letter, no. 70 \(March 12, 1925\)](#)  
**Digital Object:** [News Letter, no. 70 supplement \(March 12, 1925\)](#)  
**Digital Object:** [News Letter, no. 71 \(March 19, 1925\)](#)  
**Digital Object:** [News Letter, no. 73 \(March 26, 1925\)](#)  
**Digital Object:** [News Letter, no. 74 \(April 2, 1925\)](#)  
**Digital Object:** [News Letter, no. 75 \(April 9, 1925\)](#)  
**Digital Object:** [News Letter, no. 76 \(April 16, 1925\)](#)  
**Digital Object:** [News Letter, no. 77 \(April 23, 1925\)](#)  
**Digital Object:** [News Letter, no. 78 \(April 30, 1925\)](#)  
**Digital Object:** [News Letter, no. 79 \(May 7, 1925\)](#)

**Scope and Contents note**

Issue 72 not published.

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1925 May 14-1927 Feb. 17 (online item available)

Box MN7

**Physical Description:** 14 folders

- Digital Object:** [News Letter, no. 80 \(May 14, 1925\)](#)  
**Digital Object:** [News Letter, no. 81 \(May 21, 1925\)](#)  
**Digital Object:** [News Letter, no. 82 \(May 28, 1925\)](#)  
**Digital Object:** [News Letter, no. 83 \(June 4, 1925\)](#)  
**Digital Object:** [News Letter, no. 84 \(June 11, 1925\)](#)  
**Digital Object:** [News Letter, no. 85 \(June 18, 1925\)](#)  
**Digital Object:** [News Letter, no. 86 \(June 25, 1925\)](#)  
**Digital Object:** [News Letter, no. 87 \(July 2, 1925\)](#)  
**Digital Object:** [News Letter, no. 88 \(July 9, 1925\)](#)  
**Digital Object:** [News Letter, no. 89 \(July 16, 1925\)](#)  
**Digital Object:** [News Letter, no. 89 supplement \(July 16, 1925\)](#)  
**Digital Object:** [News Letter, no. 90 \(July 23, 1925\)](#)  
**Digital Object:** [News Letter, no. 91 \(July 30, 1925\)](#)

- Digital Object:** [News Letter, no. 92 \(August 6, 1925\)](#)
- Digital Object:** [News Letter, no. 94 \(August 20, 1925\)](#)
- Digital Object:** [News Letter, no. 95 \(August 27, 1925\)](#)
- Digital Object:** [News Letter, no. 96 \(September 3, 1925\)](#)
- Digital Object:** [News Letter, no. 97 \(September 10, 1925\)](#)
- Digital Object:** [News Letter, no. 98 \(September 17, 1925\)](#)
- Digital Object:** [News Letter, no. 99 \(September 24, 1925\)](#)
- Digital Object:** [News Letter, no. 100 \(October 1, 1925\)](#)
- Digital Object:** [News Letter, no. 101 \(October 8, 1925\)](#)
- Digital Object:** [News Letter, no. 102 \(October 15, 1925\)](#)
- Digital Object:** [News Letter, no. 103 \(October 22, 1925\)](#)
- Digital Object:** [News Letter, no. 104 \(October 29, 1925\)](#)
- Digital Object:** [News Letter, no. 105 \(November 5, 1925\)](#)
- Digital Object:** [News Letter, no. 106 \(November 12, 1925\)](#)
- Digital Object:** [News Letter, no. 107 \(November 19, 1925\)](#)
- Digital Object:** [News Letter, no. 108 \(November 27, 1925\)](#)
- Digital Object:** [News Letter, no. 109 \(December 3, 1925\)](#)
- Digital Object:** [News Letter, no. 110 \(December 10, 1925\)](#)
- Digital Object:** [News Letter, no. 111 \(December 17, 1925\)](#)
- Digital Object:** [News Letter, no. 112 \(December 23, 1925\)](#)
- Digital Object:** [News Letter, no. 113 \(December 31, 1925\)](#)
- Digital Object:** [News Letter, no. 114 \(January 7, 1926\)](#)
- Digital Object:** [News Letter, no. 115 \(January 14, 1926\)](#)
- Digital Object:** [News Letter, no. 116 \(January 21, 1926\)](#)
- Digital Object:** [News Letter, no. 117 \(January 28, 1926\)](#)
- Digital Object:** [News Letter, no. 118 \(February 4, 1926\)](#)
- Digital Object:** [News Letter, no. 119 \(February 11, 1926\)](#)
- Digital Object:** [News Letter, no. 120 \(February 18, 1926\)](#)
- Digital Object:** [News Letter, no. 121 \(February 25, 1926\)](#)
- Digital Object:** [News Letter, no. 122 \(March 4, 1926\)](#)
- Digital Object:** [News Letter, no. 123 \(March 11, 1926\)](#)
- Digital Object:** [News Letter, no. 124 \(March 18, 1926\)](#)
- Digital Object:** [News Letter, no. 125 \(March 25, 1926\)](#)

- Digital Object:** [News Letter, no. 126 \(April 1, 1926\)](#)
- Digital Object:** [News Letter, no. 127 \(April 9, 1926\)](#)
- Digital Object:** [News Letter, no. 128 \(April 15, 1926\)](#)
- Digital Object:** [News Letter, no. 130 \(April 29, 1926\)](#)
- Digital Object:** [News Letter, no. 131 \(May 6, 1926\)](#)
- Digital Object:** [News Letter, no. 132 \(May 13, 1926\)](#)
- Digital Object:** [News Letter, no. 133 \(May 21, 1926\)](#)
- Digital Object:** [News Letter, no. 134 \(May 27, 1926\)](#)
- Digital Object:** [News Letter, no. 135 \(June 3, 1926\)](#)
- Digital Object:** [News Letter, no. 136 \(June 10, 1926\)](#)
- Digital Object:** [News Letter, no. 137 \(June 17, 1926\)](#)
- Digital Object:** [News Letter, no. 138 \(June 24, 1926\)](#)
- Digital Object:** [News Letter, no. 139 \(July 1, 1926\)](#)
- Digital Object:** [News Letter, no. 140 \(July 8, 1926\)](#)
- Digital Object:** [News Letter, no. 141 \(July 15, 1926\)](#)
- Digital Object:** [News Letter, no. 142 \(July 22, 1926\)](#)
- Digital Object:** [News Letter, no. 143 \(July 29, 1926\)](#)
- Digital Object:** [News Letter, no. 144 \(August 5, 1926\)](#)
- Digital Object:** [News Letter, no. 145 \(August 12, 1926\)](#)
- Digital Object:** [News Letter, no. 146 \(August 19, 1926\)](#)
- Digital Object:** [News Letter, no. 147 \(August 26, 1926\)](#)
- Digital Object:** [News Letter, no. 148 \(September 2, 1926\)](#)
- Digital Object:** [News Letter, no. 149 \(September 9, 1926\)](#)
- Digital Object:** [News Letter, no. 150 \(September 16, 1926\)](#)
- Digital Object:** [News Letter, no. 151 \(September 23, 1926\)](#)
- Digital Object:** [News Letter, no. 152 \(September 30, 1926\)](#)
- Digital Object:** [News Letter, no. 153 \(October 7, 1926\)](#)
- Digital Object:** [News Letter, no. 154 \(October 14, 1926\)](#)
- Digital Object:** [News Letter, no. 155 \(October 21, 1926\)](#)
- Digital Object:** [News Letter, no. 156 \(October 28, 1926\)](#)
- Digital Object:** [News Letter, no. 157 \(November 4, 1926\)](#)
- Digital Object:** [News Letter, no. 158 \(November 11, 1926\)](#)
- Digital Object:** [News Letter, no. 159 \(November 18, 1926\)](#)

- Digital Object:** [News Letter, no. 160 \(November 26, 1926\)](#)
- Digital Object:** [News Letter, no. 161 \(December 2, 1926\)](#)
- Digital Object:** [News Letter, no. 162 \(December 9, 1926\)](#)
- Digital Object:** [News Letter, no. 163 \(December 16, 1926\)](#)
- Digital Object:** [News Letter, no. 164 \(December 23, 1926\)](#)
- Digital Object:** [News Letter, no. 165 \(December 30, 1926\)](#)
- Digital Object:** [News Letter, no. 166 \(January 6, 1927\)](#)
- Digital Object:** [News Letter, no. 167 \(January 13, 1927\)](#)
- Digital Object:** [News Letter, no. 168 \(January 20, 1927\)](#)
- Digital Object:** [News Letter, no. 169 \(January 27, 1927\)](#)
- Digital Object:** [News Letter, no. 170 \(February 3, 1927\)](#)
- Digital Object:** [News Letter, no. 171 \(February 10, 1927\)](#)
- Digital Object:** [News Letter, no. 172 \(February 17, 1927\)](#)
- Digital Object:** [News Letter, no. 173 \(February 24, 1927\)](#)
- Digital Object:** [News Letter, no. 174 \(March 3, 1927\)](#)
- Digital Object:** [News Letter, no. 175 \(March 9, 1927\)](#)
- Digital Object:** [News Letter, no. 176 \(March 17, 1927\)](#)
- Digital Object:** [News Letter, no. 177 \(March 24, 1927\)](#)
- Digital Object:** [News Letter, no. 178 \(March 31, 1927\)](#)
- Digital Object:** [News Letter, no. 178 supplement \(March 31, 1927\)](#)
- Digital Object:** [News Letter, no. 179 \(April 7, 1927\)](#)
- Digital Object:** [News Letter, no. 180 \(April 14, 1927\)](#)
- Digital Object:** [News Letter, no. 181 \(April 21, 1927\)](#)
- Digital Object:** [News Letter, no. 182 \(June 9, 1927\)](#)
- Digital Object:** [News Letter, no. 93 \(August 13, 1925\)](#)
- Digital Object:** [News Letter, no. 129 \(April 23, 1926\)](#)

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1927 Feb. 24-1929 Dec. 15 (online item available)

Box MN8

**Physical Description:** 9 folders

- Digital Object:** [News Letter, no. 183 \(July 1, 1927\)](#)
- Digital Object:** [News Letter, no. 184 \(July 15, 1927\)](#)
- Digital Object:** [News Letter, no. 185 \(August 1, 1927\)](#)
- Digital Object:** [News Letter, no. 186 \(August 15, 1927\)](#)

- Digital Object:** [News Letter, no. 187 \(September 1, 1927\)](#)
- Digital Object:** [News Letter, no. 188 \(September 15, 1927\)](#)
- Digital Object:** [News Letter, no. 189 \(October 1, 1927\)](#)
- Digital Object:** [News Letter, no. 190 \(October 15, 1927\)](#)
- Digital Object:** [News Letter, no. 191 \(November 1, 1927\)](#)
- Digital Object:** [News Letter, no. 192 \(November 15, 1927\)](#)
- Digital Object:** [News Letter, no. 193 \(December 1, 1927\)](#)
- Digital Object:** [News Letter, no. 194 \(December 15, 1927\)](#)
- Digital Object:** [News Letter, supplement \(\[December 1927\]\)](#)
- Digital Object:** [News Letter, vol. X, no. 1 \(January 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 2 \(January 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 3 \(February 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 4 \(February 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 5 \(March 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 6 \(March 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 7 \(April 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 8 \(April 13, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 9 \(May 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 10 \(May 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 11 \(June 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 12 \(June 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 13 \(July 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 14 \(July 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 15 \(August 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 16 \(August 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 17 \(September 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 18 \(September 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 19 \(October 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 20 \(October 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 21 \(November 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 22 \(November 15, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 24 \(December 1, 1928\)](#)
- Digital Object:** [News Letter, vol. X, no. 25 \(December 15, 1928\)](#)

- Digital Object:** [News Letter, vol. XI, no. 26 \(January 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 27 \(January 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 28 \(January 31, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 29 \(February 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 30 \(March 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 31-32 \(March 15 and 31, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 33 \(April 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 34 \(May 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 35 \(May 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 36 \(June 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 37 \(June 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 38 \(July 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 39 \(July 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 40 \(August 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 41 \(August 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 42 \(September 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 43 \(September 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 44 \(October 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 44 \(October 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 45 \(November 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 46 \(November 15, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 47 \(December 1, 1929\)](#)
- Digital Object:** [News Letter, vol. XI, no. 48 \(December 15, 1929\)](#)

**Scope and Contents note**

Vol. 10, no. 3 (1928 Feb. 1) mislabeled as Vol. 10, no. 2; Vol. 10, no. 23 not published. Vol. 11, no. 44 repeated (1929 Oct. 1 and Oct. 15).

**[ 1930-1931, J.W.T. News: Removed to Oversize Newsletters, Box OV1]**

Box MN8

**1945, J. Walter Thompson Co. News Bulletin (online item available)**

[J. Walter Thompson Co. News Bulletin \(January 9, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(January 22, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(February 5, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(February 19, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(February 27, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(March 12, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(March 27, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(April 14, 1945\)](#) [J.](#)

[Walter Thompson Co. News Bulletin \(May 4, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(June 27, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(August 3, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(September 3, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(October 22, 1945\)](#) [J. Walter Thompson Co. News Bulletin \(November 29, 1945\)](#)

Box MN9

**1946, J.W.T. Weekly News (online item available)**

[The J.W.T. Weekly News, vol. 1, no. 1 \(June 3, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 2 \(June 10, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 3 \(June 17, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 4 \(June 24, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 5 \(July 1, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 6 \(July 8, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 7 \(July 15, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 8 \(July 22, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 9 \(July 29, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 10 \(August 5, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 11 \(August 12, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 12 \(August 19, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 13 \(August 26, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 14 \(September 2, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 15 \(September 9, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 16 \(September 16, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 17 \(September 23, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 18 \(September 30, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 19 \(October 7, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 20 \(October 14, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 21 \(October 21, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 22 \(October 28, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 23 \(November 4, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 24 \(November 11, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 25 \(November 18, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 26 \(November 25, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 27 \(December 2, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 28 \(December 9, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 29 \(December 16, 1946\)](#) [The J.W.T. Weekly News, vol. 1, no. 30 \(December 23, 1946\)](#)

Box MN9

**1946-1950, J.W.T. News (online item available)**

**Physical Description:** 8 folders

[The J.W.T. News, vol. 1, no. 31 \(December 30, 1946\)](#) [The J.W.T. News, vol. 2, no. 1 \(January 6, 1947\)](#) [The J.W.T. News, vol. 2, no. 2 \(January 13, 1947\)](#) [The J.W.T. News, vol. 2, no. 3 \(January 20, 1947\)](#) [The J.W.T. News, vol. 2, no. 4 \(January 27, 1947\)](#) [The J.W.T. News, vol. 2, no. 5 \(February 3, 1947\)](#) [The J.W.T. News, vol. 2, no. 6 \(February 10, 1947\)](#) [The J.W.T. News, vol. 2, no. 7 \(February 17, 1947\)](#) [The J.W.T. News, vol. 2, no. 8 \(February 24, 1947\)](#) [The J.W.T. News, vol. 2, no. 9 \(March 3, 1947\)](#) [The J.W.T. News, vol. 2, no. 10 \(March 10, 1947\)](#) [The J.W.T. News, vol. 2, no. 11 \(March 17, 1947\)](#) [The J.W.T. News, vol. 2, no. 12 \(March 24, 1947\)](#) [The J.W.T. News, vol. 2, no. 13 \(March 31, 1947\)](#) [The J.W.T. News, vol. 2, no. 14 \(April 7, 1947\)](#) [The J.W.T. News, vol. 2, no. 15 \(April 14, 1947\)](#) [The J.W.T. News, vol. 2, no. 16 \(April 21, 1947\)](#) [The J.W.T. News, vol. 2, no. 17 \(April 28, 1947\)](#) [The J.W.T. News, vol. 2, no. 18 \(May 5, 1947\)](#) [The J.W.T. News, vol. 2, no. 19 \(May 12, 1947\)](#) [The J.W.T. News, vol. 2, no. 20 \(May 19, 1947\)](#) [The J.W.T. News, vol. 2, no.](#)

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Box MN9

## 1951-1970, J. Walter Thompson Company News

### Scope and Contents note

Published (more or less) weekly, 1951-1963 except biweekly in July and August, 1964-1970.

1951 Jan. 1-1956 Dec. 31 (online item available)

Box MN10

**Physical Description:** 12 folders

**Digital Object:** [J. Walter Thompson Company News, vol. 6, no. 1 \(January 1, 1951\)](#)

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**Scope and Contents note**

Vol. 11, no. 48-53 (1956 Nov. 26-Dec. 31) mislabeled as Vol. 9, no. 48-53.

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1957 Jan. 7-1960 Dec. 28 (online item available)

Box MN11

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**Digital Object:** [J. Walter Thompson Company News, vol. 13, no. 43 \(November 3, 1958\)](#)

**Scope and Contents note**

Vol. 13, no. 34 (1958 Aug. 25) misdated as Sept. 1, 1958; Vol. 14, no. 19 (1959 May 13) mislabeled as Vol. 14, no. 18.

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1961 Jan. 11-1964 Mar. 27 (online item available)

Box MN12

**Physical Description:** 7 folders

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**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 1 \(January 10, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 2 \(January 17, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 3 \(January 24, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 4 \(January 31, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 5 \(February 7, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 6 \(February 14, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 7 \(February 21, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 8 \(February 28, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 9 \(March 6, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 10 \(March 13, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 11 \(March 20, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 12 \(March 27, 1964\)](#)

**Scope and Contents note**

Includes undated Christmas issues. Vol. 16, no. 19 (1961 May 17) mislabeled as Vol. 16, no. 18; Vol. 16, no. 20 (1961 May 25) mislabeled as Vol. 16, no. 19; and Vol. 16, no. 42 (1961 Oct. 25) misdated as Nov. 1, 1961; Vol. 17, no. 36 (1962 Sept. 7) mislabeled as Vol. 17, no. 37.

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1964 Apr. 3-1965 Dec. 30 (online item available)

Box MN13

**Physical Description:** 7 folders

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 13 \(April 3, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 14 \(April 10, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 15 \(April 15, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 16 \(April 17, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 17 \(April 24, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 18 \(May 1, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 19 \(May 8, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 20 \(May 15, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 21 \(May 22, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 22 \(May 29, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 23 \(June 5, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 24 \(June 12, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 25 \(June 19, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 26 \(June 26, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 27 \(July 3, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 28 \(July 17, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 29 \(July 31, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 30 \(August 14, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 31 \(August 28, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 32 \(September 11, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 33 \(September 18, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 34 \(September 25, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 35 \(October 2, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 36 \(October 9, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 37 \(October 16, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 38 \(October 23, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 39 \(October 30, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 40 \(November 6, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 41 \(November 13, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 42 \(November 20, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 43 \(December 4, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 44 \(December 11, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 45 \(December 18, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 19, no. 46 \(December 30, 1964\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 1 \(January 8, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 2 \(January 15, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 3 \(January 22, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 4 \(January 29, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 5 \(February 5, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 6 \(February 12, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 7 \(February 19, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 8 \(February 26, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 9 \(March 5, 1965\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 10 \(March 12, 1965\)](#)

- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 11 \(March 19, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 12 \(March 26, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 13 \(April 2, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 14 \(April 9, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 15 \(April 16, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 16 \(April 23, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 17 \(April 30, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 18 \(May 7, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 19 \(May 14, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 20 \(May 21, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 21 \(May 28, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 22 \(June 4, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 23 \(June 11, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 24 \(June 18, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 25 \(June 25, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 26 \(July 2, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 27 \(July 16, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 28 \(July 30, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 29 \(August 13, 1965\)](#)

- Digital Object:** [J. Walter Thompson Company News, vol. 20, insert \(August 20, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 30 \(August 27, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 31 \(September 10, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 32 \(September 17, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 33 \(September 24, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 34 \(October 1, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 35 \(October 8, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 36 \(October 15, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 37 \(October 22, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 38 \(October 29, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 39 \(November 5, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, unnumbered \(November 11, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 40 \(November 19, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 41 \(December 6, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 42 \(December 10, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, unnumbered \(December 17, 1965\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 20, no. 43 \(December 20, 1965\)](#)

**Scope and Contents note**

Includes unnumbered Nov. 11 blackout issue.

1966 Jan. 7-1967 Dec. 29 (online item available)

Box MN14

**Physical Description:** 6 folders

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 1 \(January 7, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 2 \(January 14, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 3 \(January 28, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 4 \(February 7, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 5 \(February 14, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 6 \(February 18, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 7 \(March 4, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 8 \(March 11, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 9 \(March 18, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 10 \(March 25, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 11 \(April 1, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 12 \(April 8, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 13 \(April 15, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 14 \(April 22, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 15 \(April 29, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 16 \(May 6, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 17 \(May 13, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 18 \(May 20, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 19 \(May 27, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 20 \(June 3, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 21 \(June 10, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 22 \(June 17, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 23 \(June 24, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 24 \(July 1, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 25 \(July 15, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 26 \(July 29, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 27 \(August 12, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 28 \(August 26, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 29 \(September 9, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 30 \(September 16, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 31 \(September 23, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 32 \(September 30, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 33 \(October 7, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 34 \(October 14, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 35 \(October 21, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 36 \(October 28, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 37 \(November 4, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 38 \(November 18, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 39 \(December 2, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 40 \(December 9, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 41 \(December 16, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 21, no. 42 \(December 30, 1966\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 1 \(January 6, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 2 \(January 13, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 3 \(January 20, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 4 \(January 27, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 5 \(February 3, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 6 \(February 10, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 7 \(February 24, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 8 \(March 3, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 9 \(March 10, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 10 \(March 17, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 11 \(March 24, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 12 \(March 31, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, insert \(April 1, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 13 \(April 7, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 14 \(April 14, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 15 \(April 21, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 16 \(April 28, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 17 \(May 5, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 18 \(May 12, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 19 \(May 19, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 20 \(May 26, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 21 \(June 9, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 22 \(June 16, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 23 \(June 23, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 24 \(June 30, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 26 \(July 14, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 27 \(July 21, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, insert \(July 28, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 28 \(August 4, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 29 \(August 18, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 30 \(September 1, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 31 \(September 8, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 32 \(September 15, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, insert \(September 22, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 33 \(September 29, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, insert \(October 6, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 34 \(October 13, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, insert \(October 20, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 35 \(October 27, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 36 \(November 10, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 37 \(November 22, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, insert \(December 1, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 39 \(December 8, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 40 \(December 20, 1967\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 22, no. 41 \(December 29, 1967\)](#)

**Scope and Contents note**

Vol. 21, no. 33 (1966 Oct. 7) mislabeled as Vol. 21, no. 32; Vol. 22, no. 25 probably not published.

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1968 Jan. 5-1970 June 2 (online item available)

Box MN15

**Physical Description:** 7 folders

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 1 \(January 5, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 2 \(January 12, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 3 \(January 19, 1968\)](#)

- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 4 \(January 26, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 5 \(February 2, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 6 \(February 9, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 7 \(February 19, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 8 \(March 1, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 9 \(March 8, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 10 \(March 15, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 11 \(March 22, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 12 \(March 29, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 13 \(April 5, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 14 \(April 19, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 15 \(April 26, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 16 \(May 3, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, insert \(May 6, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 17 \(May 10, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 18 \(May 17, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 19 \(May 24, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 20 \(June 7, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 21 \(June 14, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 22 \(June 21, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 23 \(June 28, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 24 \(July 12, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 25 \(July 26, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 26 \(August 9, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 27 \(August 23, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 28 \(September 6, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 29 \(September 13, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 30 \(September 20, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 31 \(September 27, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 32 \(October 4, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 33 \(October 11, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 34 \(October 18, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 35 \(October 25, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 36 \(November 1, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 37 \(November 8, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 38 \(November 15, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 39 \(November 22, 1968\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 40 \(December 6, 1968\)](#)

- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 41 \(December 13, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 23, no. 42 \(December 23, 1968\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 1 \(January 3, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 2 \(January 10, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 3 \(January 17, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 4 \(January 24, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 5 \(January 31, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 6 \(February 7, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 7 \(February 14, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 8 \(February 24, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 9 \(February 28, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 10 \(March 7, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 11 \(March 14, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 12 \(March 21, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 13 \(March 28, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 14 \(April 7, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 15 \(April 11, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 16 \(April 18, 1969\)](#)
- Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 17 \(April 25, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 18 \(May 2, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 18 \(May 9, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, memo \(May 14, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 19 \(May 16, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 20 \(May 23, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 21 \(June 2, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 22 \(June 6, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 23 \(June 13, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 24 \(June 20, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 25 \(June 27, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 26 \(July 11, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 27 \(July 29, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 28 \(August 8, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 29 \(August 22, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 30 \(September 12, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 31 \(September 19, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 32 \(September 26, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 33 \(October 3, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 34 \(October 10, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 35 \(October 17, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 36 \(October 24, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 37 \(October 31, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 38 \(November 7, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, supplement \(November 10, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 39 \(November 14, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 40 \(November 21, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 41 \(December 5, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 42 \(December 12, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 24, no. 43 \(December 22, 1969\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 1 \(January 12, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 2 \(January 16, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 3 \(January 23, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 4 \(January 30, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 5 \(February 6, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 6 \(February 20, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 7 \(March 6, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 8 \(March 20, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 9 \(April 3, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 10 \(April 17, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 11 \(May 1, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 12 \(May 15, 1970\)](#)

**Digital Object:** [J. Walter Thompson Company News, vol. 25, no. 13 \(June 2, 1970\)](#)

**Scope and Contents note**

Vol. 23, no. 21 (1968 June 14) mislabeled as Vol. 23, no. 20; Vol. 24, no. 18 repeated (1969 May 2 and May 9); Vol. 24, no. 28 (Aug. 8) missing all but pp.3-6.

**1957-1968, JWT News (Bound editions)**

1957-1962 Box MN16

**Physical Description:** 3 volumes

1963-1966 Box MN17

**Physical Description:** 4 volumes

1967-1968 Box MN18

**Physical Description:** 2 volumes

**1975-1978, JWT News (online item available)**

**Physical Description:** 2 folders

[The JWT News \(February 1975\)](#) [The JWT News \(March 1975\)](#) [The JWT News \(April 1975\)](#) [The JWT News \(May 1975\)](#) [The JWT News \(June 1975\)](#) [The JWT News \(October 1975\)](#) [The JWT News \(November 1975\)](#) [The JWT News \(December 1975\)](#) [The JWT News \(January 1976\)](#) [The JWT News \(February - March 1976\)](#) [The JWT News \(April 1976\)](#) [The JWT News \(May 1976\)](#) [The JWT News \(June 1976\)](#) [The JWT News \(July - August 1976\)](#) [The JWT News \(September 1976\)](#) [The JWT News \(October 6, 1976\)](#) [The JWT News \(Fall 1976\)](#) [The JWT News \(Christmas 1976\)](#) [The JWT News \(January 1978\)](#) [The JWT News \(February 1978\)](#) [The JWT News \(March 1978\)](#) [The JWT News \(April 1978\)](#) [The JWT News \(May 1978\)](#) [The JWT News \(June 1978\)](#) [The JWT News \(July 1978\)](#) [The JWT News \(August 1978\)](#) [The JWT News \(September 1978\)](#) [The JWT News \(October 1978\)](#) [The JWT News \(November 1978\)](#) [The JWT News \(Christmas 1978\)](#) [The JWT News \(January 1978\)](#) [The JWT News \(February 1978\)](#) [The JWT News \(March 1978\)](#) [The JWT News \(April 1978\)](#) [The JWT News \(May 1978\)](#) [The JWT News \(June - July 1978\)](#) [JWTNews, vol. 1, no. 1 \(November 1978\)](#) [JWTNews, vol. 1, no. 2 \(February - March 1979\)](#) [JWTNews, vol. 1, no. 3 \(April - May 1979\)](#) [JWTNews, vol. 1, no. 4 \(June - July 1979\)](#) [JWTNews, vol. 1, no. 5 \(August-September 1979\)](#)

[JWTNews, vol. 1, no. 6 \(November-December 1979\)](#) [JWTNews, vol. 2, no. 1 \(Spring 1980\)](#) [JWTNews, press release \(September 16, 1980\)](#) [J. Walter Thompson News, vol. 2, no. 1 \(April-June 1982\)](#) [J. Walter Thompson News, vol. 2, no. 2 \(Fall 1982\)](#) [J. Walter Thompson News, vol. 2, no. 3 \(December 1982\)](#) [J. Walter Thompson News, vol. 2, no. 4 \(May 1983\)](#) [J. Walter Thompson News, vol. 2, no. 5 \(September 1983\)](#) [J. Walter Thompson News, vol. 3, no. 1 \(February 1984\)](#) [J. Walter Thompson News, vol. 3, no. 2 \(April 1984\)](#) [J. Walter Thompson News, vol. 3, no. 3 \(July 1984\)](#) [J. Walter Thompson News, vol. 3, no. 4 \(December 1984\)](#) [J. Walter Thompson News, Index \(1982-1985\)](#) [J. Walter Thompson News, vol. 4, no. 1 \(March 1985\)](#) [J. Walter Thompson News, vol. 4, no. 2 \(June 1985\)](#) [J. Walter Thompson News, vol. 4, no. 3 \(September 1985\)](#) [J. Walter Thompson News, vol. 4, no. 4 \(December 1985\)](#) [J. Walter Thompson News, vol. 5, no. 1 \(April 1986\)](#) [J. Walter Thompson News, vol. 5, no. 2 \(August 1986\)](#) [J. Walter Thompson News, vol. 5, no. 3 \(December 1986\)](#)

**Scope and Contents note**

Some issues combined. December issues dated Christmas 1976, 1977.

Box MN19

**1978-1980, JWTNews**

**Physical Description:** 2 folders

**Scope and Contents note**

Published bimonthly 1978-1979, quarterly in 1980.

Box MN19

**1982-1986, J. Walter Thompson News (including index 1982-1985)**

**Physical Description:** 4 folders

**Scope and Contents note**

Published quarterly.

Box MN19

Breaking News, 2010-2017

Digital-materials RL00733-  
SET-0001

**Physical Description:** 1184 document files; approx. 142MB

**Scope and Contents**

Missing 2015

Fast Forward, 2017-2018

Digital-materials RL00733-  
SET-0001

**Physical Description:** 59 document files; approx. 3.8MB

[Return to Table of Contents](#)

## **Domestic Newsletter Series, 1935-2005**

### **Offices Subseries, 1935-2005**

#### **Scope and Contents note**

Includes newsletters published by or focused on the activities of specific JWT offices. The frequency and regularity of publication of the newsletters vary substantially, from office to office and from year to year. See also the **Other Newsletters Subseries** for newsletters published by these offices related to specific issues in advertising. Organized alphabetically by office, therein by title. Runs may be incomplete within a particular year.

#### **Processing Information:**

Large-format issues have been relocated to **Oversize Newsletters**. A dummy folder has been placed at the item's logical location within the container list, with the title enclosed by brackets and its physical location noted.

#### **Access Restrictions:**

**Restrictions to access:** Materials less than 15 years old are closed to non-JWT users. Where an item has been removed from containers and relocated, a dummy folder has been placed at the item's logical location within the container list, with the title enclosed by brackets and its physical location noted.

## **Atlanta**

### **Monthly Happenings, 1982-1986**

**Physical Description:** 3 folders

#### **Scope and Contents note**

Office, client, and personnel news.

Box DO1

**[ Owl and the Lamp, 1992-1993: Removed to Restricted Newsletters, Box RN1 ]**

Box DO1

## **Chicago**

### **Consumer Response, 1980-1985**

**Scope and Contents note**

Addresses issues in marketing, merchandising, and consumer behavior.

Box DO2

**Information Center Flash, 1970-1973**

**Physical Description:** 6 folders

**Scope and Contents note**

Excerpts from magazines and newspapers addressing American business and society. Usually issued twice per week by the Information Center (less frequently and with shorter excerpts towards end of run). Continues JWT Library Flash.

Box DO2

**JWT Library Flash, 1959, 1962, 1964, 1966-1968**

**Physical Description:** 5 folders

**Scope and Contents note**

Excerpts from magazines and newspapers addressing American business and society. Usually issued daily by the Information Center. Most holdings in 1962 and 1967. Continued by Information Center Flash.

Box DO2

**[ Listener, 1993: Removed to Restricted Oversize Newsletters, Box ROV1]**

Box DO2

**Michigan Avenews, 1970-1973**

**Physical Description:** 3 folders

**Scope and Contents note**

Office, client, market, and personnel news. Frequency of publication varies from biweekly to bimonthly.

Box DO3

**Move Memos, 1989**

**Scope and Contents note**

Newsletter concerning issues surrounding move of the office to the 900 North Michigan Avenue address.

Box DO3

**Newsletter J. Walter Thompson Chicago, 1982-1983**

**Scope and Contents note**

Light office and personnel news. Published every six months.

Box DO3

**Sales Promo Update, 1983-1984**

**Scope and Contents note**

Memoranda addressing promotional campaigns. Frequency of release varies from weekly to monthly. First two memos labeled "Promotion Update."

Box DO3

**[ Talker, 1992-1998: Removed to Restricted Newsletters, Box RN1]**

Box DO3

**[ Talker Online, 1998-1999: Removed to Restricted Newsletters, Box RN1]**

Box DO4

**Weekly News Digest, 1968-1969**

**Physical Description:** 7 folders

**Scope and Contents note**

Agency, office, and client news from the Chicago office; also reports on general American business news.

Box DO4

**Westwords, 1978**

**Scope and Contents note**

Light office and personnel news. Also covers Los Angeles and San Francisco offices. Published monthly.

Box DO4

**Detroit**

**Detroit Ad-Vocate, 1974**

**Scope and Contents note**

Office and personnel news. Published bimonthly.

Box DO5

**Detroit Thompson Times, 1978-1980, 1982-1986**

**Physical Description:** 4 folders

**Scope and Contents note**

Light office and personnel news. Published twice a year, 1978-1980, and bimonthly, 1982-1986. Holdings spotty for 1984-1986. Includes JWT edition of 1983 March issue of Monthly Detroit.

Box DO5

**FOB Detroit, 1966-1973**

**Physical Description:** 3 folders

**Scope and Contents note**

Light office and personnel news. Published bimonthly and monthly late 1972-1973.

Box DO5

**[ Ford/Thompson Times, 1999-2005: Removed to Restricted Newsletters, Box RN1]**

Box DO5

**[ JWTimes, 1995-1998: Removed to Restricted Newsletters, Box RN1]**

Box DO5

**JWT Detroiter, 1975-1977**

**Scope and Contents note**

Light office and personnel news from the Detroit office. Includes several photographic essay supplements.

Box DO5

**JWT Directions: The Newsletter of J. Walter Thompson/Detroit, 1983**

**Scope and Contents note**

Essays on issues in marketing and advertising, particularly relating to the automotive industry.

Box DO5

**Mail Call, 1950-1951**

**Scope and Contents note**

Direct mail, direct marketing issues and campaigns.

Box DO5

**News from J. Walter Thompson Detroit, 1988-1994 (1991-1994 folder removed to Restricted Newsletters, Box RN1)**

**Physical Description:** 4 folders

**Scope and Contents note**

Office, client, and personnel news. Published 4-5 times per year.

Box DO5

**This Week in Detroit, 1956-1962**

**Physical Description:** 10 folders

**Scope and Contents note**

Light office and personnel news.

Box DO6

**Los Angeles**

**Scope and Contents note**

Also see Westwords, 1978, filed with the Chicago Office newsletters.

**J. Walter Trumpet, 1989**

**Scope and Contents note**

Office, agency, client and personnel news. Published roughly monthly.

Box DO7

**JWT Times, 1985-1986**

**Scope and Contents note**

Office, agency, client, and personnel news. Published roughly monthly.

Box DO7

**Thompson Times, 1974-1976**

**Scope and Contents note**

Office, client, and personnel news.

Box DO7

**New York**

**[ 402 Lex, 1982-1986: Removed to Oversize Newsletters, Box OV2]**

Box DO8

**Finger-Tip Facts on Business, 1951**

Box DO8

**Flagship, 1975-1976**

**Scope and Contents note**

Office, client, and personnel news. Published weekly. Continues JWT Friday.

Box DO8

**Flash, 1937-1938**

**Scope and Contents note**

Office, client, and personnel news. Also includes some news from other offices, both domestic and international. Published weekly. Continues News Flash.

Box DO8

**Information Center, 1983**

**Scope and Contents note**

Information regarding reference resources available from the office's Information Center.

Box DO8

**Inside NYO, 1976-1978**

**Physical Description:** 2 folders

**Scope and Contents note**

Light office and personnel news. Published roughly biweekly.

Box DO8

**J. Walter Thompson Company New York News, 1970-1973**

**Physical Description:** 5 folders

**Scope and Contents note**

Head title varies: New York New York New York; New York New York; New York; New York News. Office and personnel news. Usually published biweekly. Frequent minor changes in title and subtitle. Continues New York News (1963-1970). Continued by JWT Friday.

Box DO8

**Junior News, 1935-1936**

**Physical Description:** 4 folders

**Scope and Contents note**

Byline reads: "Issued by and for the Apprentice Group of the New York Office..." Primarily covers broad issues in advertising; also some agency and office news. Published monthly. Continues J.W.T. Co. Junior News.

Box DO8

**JWT Friday, 1973-1975**

**Physical Description:** 5 folders

**Scope and Contents note**

Office, client, and personnel news. Published weekly. Continues J. Walter Thompson Company New York News. Continued by The Flagship.

Box DO9

**[ JWT Front and Center, circa 1942-1945: Removed to Oversize Newsletters, Box OV2]**

Box DO9

**Keep in Touch: A Monthly Guide to What's Happening in Art, Fashion, Theater, Film and Music, 1975-1976**

**Scope and Contents note**

Covers New York cultural scene. Compiled by the Creative Department. Subtitle varies.

Box DO9

**New York News, 1963-1970, 1972**

**Physical Description:** 7 folders

**Scope and Contents note**

Office, client, and personnel news. Published weekly. Some issues were published as the single back page of the main newsletter, J. Walter Thompson Company News. If an issue cannot be found, check the **Main Newsletter Series** Boxes to see if the issue might have been inserted into the corresponding issue of the J. Walter Thompson Company News. Continued by J. Walter Thompson Company New York News.

Box DO9

**The New York Thompson, 1978-1982 (Issues for 1978-1981 removed to Oversize Newsletters, Box OV2)**

**Scope and Contents note**

Light office and personnel news from the New York office.

Box DO9

**News Flash, 1937**

**Scope and Contents note**

Office, client, and personnel news. Also includes some news from other offices, both domestic and international. Published weekly. Continued by Flash.

Box DO9

**People: Monthly Bulletin of the J. Walter Thompson Company, 1937**

**Physical Description:** 2 folders

**Scope and Contents note**

Articles on advertising and broader issues in society and business. Magazine format.

Box DO10

**Previews, 1962, 1965, 1967**

**Scope and Contents note**

Reviews and summaries of new holdings of the New York office's Information Center.

Box DO10

**Project 466, 1981**

**Scope and Contents note**

Newsletter informing New York staff of issues related to summer 1981 move from 420 Lexington Avenue to 466 Lexington Avenue.

Box DO10

**Service Newsletter, 1942-1945**

**Physical Description:** 3 folders

**Scope and Contents note**

Reports news from JWT staff serving in the United States and Allied armed forces in World War II. Published monthly. Most but not all staff mentioned came from New York Office, the rest from both domestic and international offices.

Box DO10

**[ Target, 1991-1992, 1994: Removed to Restricted Newsletters, Box RN1]**

Box DO10

**San Francisco**

**Scope and Contents note**

Also see Westwords, 1978, filed with the Chicago Office newsletters.

**[ Change, 1995-1996: Removed to Restricted Newsletters, Box RN1]**

Box DO11

**Earthquaking News, 1973**

**Scope and Contents note**

Light office and personnel news.

Box DO11

**J. Walter Thompson Company News, 1966-1968**

**Scope and Contents note**

Light office and personnel news. Inserted into the main JWT newsletter.

Box DO11

**Madcap Melodies, 1985-1986**

**Scope and Contents note**

Light office and personnel news. Published every one to four months.

Box DO11

**Divisions Subseries, 1974-2000**

**Scope and Contents note**

Newsletters published by JWT divisions and subsidiaries. Organized alphabetically by division name, and then alphabetically by name of publication.

**Brouillard Communications**

**Communications Watch, 1981-1987**

**Physical Description:** 6 folders

**Scope and Contents note**

Subtitled "...an overview of major trends and developments in the world of communications, particularly from the corporate point of view."  
Published monthly in New York.

Box DO12

**Fog Talk, 1982-1987**

**Physical Description:** 6 folders

**Scope and Contents note**

Office, client, and personnel briefs. Published monthly in New York.  
Continues Inside News. Continued by Foghorn.

Box DO12

**Foghorn, 1987-1990**

**Scope and Contents note**

Office, client, and personnel briefs. Published monthly in New York.  
Continues Fog Talk.

Box DO12

**Inside News, 1981-1982**

**Scope and Contents note**

Office, client, and personnel briefs. Published monthly in New York.  
Continued by Fog Talk.

Box DO12

**Dialog**

**Dialog Among Us, 1974**

**Scope and Contents note**

Division, client, and personnel news. Published monthly.

Box DO12

**JWT Group**

**Letter from the Chairman, 1983-1984**

**Scope and Contents note**

Periodic briefings on broad company news.

Box DO12

**JWT Specialized Communications**

**[ Live Wire, circa late 1990s-2000: Removed to Restricted Newsletters, Box RN1]**

Box DO12

**Lord, Geller, Federico, Einstein**

**LGFE Newsletter, 1984-1985**

**Scope and Contents note**

Light office and personnel news from the corporate advertising division. Published monthly in New York.

Box DO12

**Thompson Recruitment Advertising (Formerly named World Wide Agency.)**

**The Client Tell, 1980-1985**

**Physical Description:** 5 folders

**Scope and Contents note**

Employment and recruitment news and issues. Published bimonthly (later quarterly) from division's office in Baltimore.

Box DO12

**Thompson Today, 1981-1985**

**Physical Description:** 21 folders

**Scope and Contents note**

Weekly newsletter of Thompson Recruitment Advertising. Division, office, and client news. Recruitment issues and news, with many case studies. Published from the Baltimore office.

Box DO13

**Thompsonline, 1984-1985**

**Physical Description:** 2 folders

**Scope and Contents note**

"The Employee Newsletter of Thompson Recruitment Advertising..." Personnel news from the division's United States offices. Published quarterly from Los Angeles office.

Box DO13

**Other Newsletters Subseries, 1940-1999**

**Scope and Contents note**

Newsletters produced by various offices that focus on issues of broad company interest. Organized alphabetically by name of newsletter.

**60 Seconds: News and Reviews from Media Resources and Research, 1985-1989**

**Physical Description:** 2 folders

**Scope and Contents note**

Brief summaries of news from television, radio, computers, and other related areas. Published biweekly by the Chicago office.

Box DO14

**Change in the Marketplace, 1976-1977**

**Scope and Contents note**

"A periodical bulletin from J. Walter Thompson Co. covering topical issues of concern to marketers." Covers a broad range of consumer products and issues. Published by the New York office.

Box DO14

**Consumer Briefs, 1987**

**Scope and Contents note**

General American consumer news. Published by the Strategic Services Department of the New York office.

Box DO14

**Electronic Media Update, 1979-1986**

**Physical Description:** 7 folders

**Scope and Contents note**

News and issues in television, cable, and other sectors of the media industry. Published monthly by the New York office.

Box DO14

**Food for Thought, A Marketing Report from JWT, 1957-1962**

**Physical Description:** 2 folders

**Scope and Contents note**

National supermarket news. Published by the Merchandising and Trade Relations Division of the Chicago office.

Box DO15

**Food Service News, 1960-1961**

**Scope and Contents note**

News from the food service industry. Published irregularly by the Chicago office.

Box DO15

**[ In the News, 1995, 1998-1999: Removed to Restricted Newsletters, Box RN2]**

Box DO15

**Industry News Digest, 1969-1970**

**Physical Description:** 6 folders

**Scope and Contents note**

News summaries from retailing and industry. Published every few weeks by the Marketing Services Department of the New York office for account representatives.

Box DO15

**J. Walter Log, 1987**

**Scope and Contents note**

Newsletter of the JWT Archives.

Box DO15

**[ J. Walter Thompson Kid Stuff, 1994-1995: Removed to Restricted Newsletters, Box RN2]**

Box DO15

**J. Walter Thompson World, 1989-1992 (1991-1992 folder removed to Restricted Newsletters, Box RN2)**

Box DO15

**J. Walter Thompson Worldwide Update, 1986-1987**

**Scope and Contents note**

Highlights of agency, office, client, and senior staff news, events, and awards for offices, both domestic and international. Published by the New York office for JWT executives.

Box DO15

**J. Walter World, 1988-1989**

**Scope and Contents note**

Highlights of agency, office, client, and senior staff news, events, and awards for offices, both domestic and international.

Box DO15

**JWT Campaign News, 1972-1973**

**Scope and Contents note**

"On soaps, detergents, toiletries. For the use of JWT groups on Unilever accounts." Covers both domestic and international campaigns. Published bimonthly.

Box DO15

**JWT Company World, 1963, 1970-1972**

**Physical Description:** 3 folders

**Scope and Contents note**

Magazine-format overview of company activities, history, and personnel. 1963 issue is a mock-up copy. Starting with the Sept. 1970 issue the title becomes J. Walter Thompson Company World. Published roughly monthly.

Box DO16

**JWT Greenwatch, 1990, 1993 (1991-1993 folder removed to Restricted Newsletters, Box RN2)**

Box DO16

**JWT World Highlights, 1973-1975, 1977**

**Physical Description:** 2 folders

**Scope and Contents note**

Agency, client, and staff news for both domestic and international offices. Circulated only to JWT executives. Published every few months. Includes division notes and text of two speeches by Don Johnston.

Box DO16

**J.W.Trends, 1974-1977, 1990-1992, 1994 (1990-1994 folder removed to Restricted Newsletters, Box RN2)**

**Physical Description:** 12 folders

**Scope and Contents note**

"Brief notes about business, technological, and social trends..." Published weekly by the Chicago office's Information Center.

1974-1975

Box DO16

**Physical Description:** 1-5 of 12 folders

1976-1977, 1990-1992, 1994 (1990-1994 folders removed to Restricted Newsletters, Box RN2)

Box DO17

**Physical Description:** 6-12 of 12 folders

**Management News Summary, 1982-1986**

**Physical Description:** 4 folders

**Scope and Contents note**

Highlights of agency, office, client, and senior staff news, events, and awards for offices both domestic and international. Published every one to two months by the New York office for JWT executives.

Box DO17

**Matter of Fact: News and Comment from the JWT Marketing Research Dept., 1966-1967**

**Scope and Contents note**

Media and market research news. Published several times per year.

Box DO17

**Media Report, 1966-1985**

**Physical Description:** 31 folders

**Scope and Contents note**

Includes Network Notes.

1966-1974

Box DO18

**Physical Description:** 1-12 of 31 folders

1974

Box DO18a

1975-1982

Box DO19

**Physical Description:** 13-24 of 31 folders

1983-1985

Box DO20

**Physical Description:** 25-31 of 31 folders

### **Merchandising News, 1940**

#### **Scope and Contents note**

News of merchandising from across the United States and from various industries as well as the armed forces. Published from the New York office.

Box DO20

### **New Products Bulletin, 1978**

#### **Scope and Contents note**

Single-page notices of new product introductions.

Box DO20

### **Once Over Lightly, 1979-1986**

#### **Scope and Contents note**

One-page discussions of topics in marketing research and planning. Each issue written by single member of the Research and Planning Department in the New York office. Frequency of publication varies from bimonthly to annually.

Box DO20

### **Print Capsules, 1987**

#### **Scope and Contents note**

News from the magazine and newspaper publishing industries. Published bimonthly by the Chicago office.

Box DO20

### **Profit-Sharing Plan News, 1950**

#### **Scope and Contents note**

Information about JWT profit-sharing plans for staff.

Box DO20

### **Skilled Techniques in Guiding Group Action, 1956-1960**

#### **Scope and Contents note**

Articles on group activities and dynamics. Not obviously related to advertising issues. Topics addressed include creative and visual arts, fund-

raising, and food and nutrition. Published by JWT's Educational Service in the New York office.

Box DO20

**White Papers, 1990-1993 (1992-1993 folder removed to Restricted Newsletters, Box RN2)**

**Scope and Contents note**

Monographic reports on special topics.

Box DO20

**[ World News Roundup, 1997-1999: Removed to Restricted Newsletters, Box RN2]**

Box DO20

[Return to Table of Contents](#)

**International Newsletter Series, 1929-2004**

**Scope and Contents note**

Includes newsletters published by JWT's international offices. Whether or not JWT maintained more than one office in a particular country, usually one newsletter covered the market news of the whole country or major regions as well as the specific news of the offices (for example, The Commodore's Log of Canada, reporting from the Montreal, Toronto, and Vancouver offices, and Boletim JWT of Brazil covering the São Paulo and Rio de Janeiro offices). The newsletters are usually in the dominant language used by the local office, although some are in English.

In general, holdings are uneven. The two main periods where the holdings are deepest are the late 1950s to the middle of the 1960s and the first half of the 1980s, perhaps due to JWT events at the 1964-1965 New York World's Fair and the 1984 Epcot Swap Shop. The one nearly complete collection of international newsletters is the run of "Round the Square," published by the London office from 1951 to 1986.

Organized by geographical area in the following order: Canada; Latin America; Europe; and Asia/Pacific/Africa. Countries are then listed alphabetically, and then publications are listed alphabetically, except for "general" publications that cover all of Latin America and all of Europe. These items are found under the "General" heading at the beginning of each geographical area.

**Processing Information:**

Large-format issues have been relocated to **Oversize Newsletters**. A dummy folder has been placed at the item's logical location within the container list, with the title enclosed by brackets and its physical location noted.

**Access Restrictions:**

**Restrictions to access:** Materials less than 15 years old are closed to non-JWT users. Where an item has been removed from containers and relocated, a dummy folder has been placed at the item's logical location within the container list, with the title enclosed by brackets and its physical location noted.

**Canada**

**The Commodore's Log, 1974-1976**

**Physical Description:** 3 folders

**Scope and Contents note**

Agency and office news from the Toronto, Montreal, and Vancouver offices. In English.

Box IN1

**J. Walter Thompson Company News, 1970**

**Scope and Contents note**

Agency and office news from the Toronto, Montreal, and Vancouver offices. In English.

Box IN1

**OK! (with corrections), 1959-1963**

**Scope and Contents note**

Light news and personalities of the Toronto office. Issued monthly. In English.

Box IN1

**Latin America**

**General**

**Aquí Latinoamerica, 1966-1967**

**Scope and Contents note**

Agency, client, and personnel news from JWT's offices throughout Latin America. Published monthly, in Spanish.

Box IN2

## **Qué pasa in JWT AmericaLatina, 1982**

### **Scope and Contents note**

Agency and personnel news from JWT's offices in Latin America. Published in Caracas, in English.

Box IN2

## **Argentina**

### **Bolétin J.W.T.A., 1956**

#### **Scope and Contents note**

Office, client, and personnel news from Argentina. Published quarterly (?) by the Buenos Aires office, in Spanish.

Box IN2

### **Bolétin del Centro de Informaciones de JWTA, 1968**

#### **Scope and Contents note**

Published bimonthly, in Spanish.

Box IN2

## **Brazil**

### **A Régua "T" : boletim bimestral de J. Walter Thompson Company do Brasil, 1958**

#### **Scope and Contents note**

Office, client, and personnel news from Brazil. Published bimonthly, in Portuguese. Covers São Paulo, Rio de Janeiro, and Porto Alegre offices.

Box IN2

### **Boletim JWT: órgão informativo mensal da J. Walter Thompson Brasil, 1964-1968**

#### **Scope and Contents note**

Agency, client, and personnel news from Brazil. Published monthly, in Portuguese. Covers São Paulo and Rio de Janeiro offices.

Box IN2

### **Notícias JWT, 1956**

#### **Scope and Contents note**

Agency, market, and personnel news from Brazil. Published monthly, in Portuguese. Covers São Paulo and Rio de Janeiro offices.

Box IN2

### **Tudo Bem na JWT Brasil, 1982-1985**

#### **Scope and Contents note**

Agency, market, and personnel news from Brazil. Published several times per year, in Portuguese. Covers São Paulo and Rio de Janeiro offices.

Box IN2

### **Chile**

### **Lo que pasa en JWT Chilena, 1986**

#### **Scope and Contents note**

Agency, client, and personnel news from Chile. Published by Santiago office, in Spanish.

Box IN2

### **Colombia**

### **Qué pasa en Atlas, 1985**

#### **Scope and Contents note**

Office and personnel news from Colombia. Published for Atlas (Bogotá) office, in Spanish.

Box IN2

### **Guatemala**

### **Apcunoticias: Boletín informativo de APU de Guatemala, 1974-1975**

#### **Scope and Contents note**

Office and personnel news for Agencias Publicitarias Centroamericanas Unidas, JWT's affiliate for Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and Panama. Published bimonthly, in Spanish.

Box IN2

### **Mexico**

### **[ Bitácora, 1992: Removed to Restricted Newsletters, Box RN2]**

Box IN2

### **Qué Hay de Nuevo en JWT Mexico, 1983-1985**

#### **Scope and Contents note**

Agency and personnel news from Mexico. Published three times per year by the Mexico City office, in Spanish.

Box IN2

**Temas Thompson, 1978-1982**

**Scope and Contents note**

Agency and personnel news from Mexico. Published quarterly (?) by the Mexico City office, in Spanish.

Box IN2

**Peru**

**Qué Pasa en JWT Perú, 1983-1987**

**Scope and Contents note**

Agency and personnel news from Peru. Published by the Lima office, in Spanish.

Box IN2

**Puerto Rico**

**Llegando, 1978-1980, 1984**

**Scope and Contents note**

Office and light news for Martí, Flores, Prieto, Comunicaciones, Inc., JWT's affiliate in Puerto Rico. Published in Caparra Heights, in Spanish.

Box IN2

**Venezuela**

**Entre nosotros: bolétin informativo interno, 1970**

**Scope and Contents note**

Agency, client, and personnel news from Venezuela. Published irregularly by the Caracas office, in Spanish.

Box IN2

**Qué pasa en JWT Venezuela, 1985**

**Scope and Contents note**

News from the Caracas office. In Spanish.

Box IN2

**Europe**

**General**

**[ Commodore, 1993-1995: Removed to Restricted Newsletters, Box RN2]**

Box IN2

**European Managers Monthly Digest, 1977-1978**

**Physical Description:** 3 folders

**Scope and Contents note**

Agency, office, personnel, and general political and economic news from all JWT European offices. Published for executives. In English.

Box IN3

**[ Out of the Blue, 1998-2004: Removed to Restricted Oversize Newsletters, Box ROV2]**

Box IN3

**Austria**

**Vienna Report, 1966**

**Scope and Contents note**

Office, client, and personnel news. In German.

Box IN3

**Belgium**

**Belgian Bulletin, 1960-1961**

**Scope and Contents note**

Agency, client, and personnel news from Belgium. Published by the Antwerp office, primarily in English, with some French and Flemish.

Box IN3

**France**

**Common Market Newsletter, 1959-1961**

**Scope and Contents note**

General business and trade news, covering France, the Common Market, and other parts of Western Europe. Published several times per year by the Paris office, in English.

Box IN3

**Informations JWT (later: Informations JWT Paris), 1961-1964**

**Scope and Contents note**

Office and personnel news from France. Published several times per year by the Paris office, in French.

Box IN3

## **Germany**

### **JWT Aktuell, 1983**

#### **Scope and Contents note**

News of advertising campaigns. In German.

Box IN3

### **JWT Mittwoch Report, 1975, 1984**

#### **Scope and Contents note**

Agency and office news from the Frankfurt office. In German. Includes one "Newcomer of the Month" cover in 1984.

Box IN3

### **JWT Report Frankfurt, 1961**

**Physical Description:** 2 folders

#### **Scope and Contents note**

Agency and office news from West Germany. Published several times per year by the Frankfurt office, in German.

Box IN3

### **Letzter Blick auf 1983, 1983**

#### **Scope and Contents note**

Focused on media information. In German.

Box IN3

### **Mahlzeit, 1972, 1975**

#### **Scope and Contents note**

Office and light news from the Frankfurt office. In German.

Box IN3

### **[ Media Newsletter, 1994-1995: Removed to Restricted Newsletters, Box RN2]**

Box IN4

### **Meet-In, 1967**

#### **Scope and Contents note**

In German.

Box IN4

### **Pressespiegel, circa 1984**

**Scope and Contents note**

Agency news from Germany. In German.

Box IN4

**Who is New?, circa 1983**

**Scope and Contents note**

Personnel news from the Frankfurt office. In German.

Box IN4

**Greece**

**Alector, 1964**

**Scope and Contents note**

Agency and office news for Alector, JWT's affiliate in Greece (?).  
Published in Athens, in English.

Box IN4

**Italy**

**[ Business Communication, 1993: Removed to Restricted Oversize Newsletters, Box ROV1]**

Box IN4

**Dal mondo del mezzi/From the world of media, 1983**

**Scope and Contents note**

Media news in Italy. In Italian.

Box IN4

**Notiziario JWT-Italia, 1963**

**Scope and Contents note**

General news. In Italian.

Box IN4

**Qui...Thompson, 1963-1965**

**Scope and Contents note**

Agency, office, and personnel news from Italy. Published quarterly by the Milan office, in Italian.

Box IN4

**Netherlands**

## **J. Walter Thompson Company News, 1961-1966**

### **Scope and Contents note**

Agency, client, and personnel news from the Netherlands. Issued bimonthly, 1961-1962; quarterly, 1962. Published by the Amsterdam office, in English.

Box IN4

## **Netherlands Newsletter, 1960**

### **Scope and Contents note**

Agency, office, and personnel news. In English.

Box IN4

## **Spain**

**[ JWT, 1976 Dec. 15: Removed to Oversize Newsletters, Box OV3]**

Box IN4

## **Notícias, 1980-1985**

### **Scope and Contents note**

Agency and personnel news from Spain. In Spanish.

Box IN4

## **Notícias de medios, 1984**

### **Scope and Contents note**

Media news in Spain. In Spanish.

Box IN4

## **Switzerland**

**[ JWT-Report, 1976: Removed to Oversize Newsletters, Box OV3]**

Box IN4

**[ Spezialausgabe Sport, 1982: Removed to Oversize Newsletters, Box OV3]**

Box IN4

## **United Kingdom**

**[ 40 Something, 1993: Removed to Restricted Newsletters, Box RN2]**

Box IN4

## **Advertising Bulletin, 1949-1951**

**Physical Description:** 3 folders

**Scope and Contents note**

Agency, client, and personnel news (emphasis on issues in advertising).  
Published by the London office, possibly once per season.

Box IN5

**Advertising Business, 1974-1979**

**Physical Description:** 2 folders

**Scope and Contents note**

Survey of articles focused on advertising industry-wide concerns.  
Published by JWT Information Services.

Box IN5

**Book Bulletin, 1971**

**Physical Description:**

**Scope and Contents note**

Notices of additions to the Information Services library.

Box IN5

**Book News, 1972-1990**

**Physical Description:** 11 folders

**Scope and Contents note**

Reviews and abstracts of additions to the JWT Library. Published  
bimonthly by the London office.

1972-1984

Box IN5

**Physical Description:** 1-7 of 11 folders

1985-1990

Box IN6

**Physical Description:** 8-11 of 11 folders

**The Case for Advertising: Newsletter, 1975**

**Scope and Contents note**

Examines political and company background into the "Case for Advertising" project of the London office. For further information, see the J. Walter Thompson Co. Publications Collection, London Office Publications.

Box IN6

**Consumer Affairs, 1980-1985**

**Physical Description: 6 folders**

1980-1984

Box IN6

**Physical Description: 1-4 of 6 folders**

1984-1985

Box IN7

**Physical Description: 5-6 of 6 folders**

**Contents List, 1967-1983**

**Scope and Contents note**

Reports of JWT London Information Center library holdings, contents of recent trade journal articles available for reprint.

Box IN7

**European Food News, 1969-1970**

**Scope and Contents note**

News concerning the food retail industry. Continued by New Products and Sales Promotion in Europe.

Box IN7

**Extracts, 1966-1968**

**Physical Description: 2 folders**

**Scope and Contents note**

Summaries of news reports.

Box IN7

**Family Square, 1977**

**Scope and Contents note**

Parody of Round the Square, from the London office.

Box IN7

**Food and Drink News, 1976**

**Physical Description: 3 folders**

**Scope and Contents note**

News from the food and beverage industries, excerpted from published reports and the trade press.

Box IN7

**Food News, 1975**

**Scope and Contents note**

Excerpts from articles appearing in the food products industry trade journals.

Box IN7

**General Interest, 1935**

**Scope and Contents note**

Overview of office activity.

Box IN7

**International Market News, 1977**

**Scope and Contents note**

News concerning the food retailing industry.

Box IN7

**Issue, 1986-1987**

**Scope and Contents note**

Occasional papers addressing marketing and advertising issues in greater depth than other newsletters. Published by the London office.

Box IN8

**JWT Bulletin, 1948-1950, 1970-1975**

**Physical Description:** 2 folders

**Scope and Contents note**

Headlines from various British newspapers, magazines, and business publications, addressing marketing, trade, and banking and other economic issues. Published by the London office.

Box IN8

**JWT Information Services, 1977-1979**

**Scope and Contents note**

Guides to resources in JWT Information Services departments.

Box IN8

**[ JWT in Print, 1997-2001: Removed to Restricted Newsletters, Box RN2]**

Box IN8

**JWT Market Reports, 1963-1966**

**Physical Description:** 2 folders

**Scope and Contents note**

Single-topic marketing research reports.

Box IN8

**JWT Marketing News, 1968**

**Scope and Contents note**

Extracts from food trade publications.

Box IN8

**JWT Merchandising Newsletter, 1962**

**Scope and Contents note**

Merchandising news and issues in Britain. Published by the London office.

Box IN8

**JWT/BMRB News, 1950-1951**

**Scope and Contents note**

Agency, client, and personnel news for JWT and its associate, the British Market Research Bureau. Published monthly by the London office.

Box IN8

**New Products, 1975**

**Scope and Contents note**

Brief notices of new products from clients.

Box IN8

**New Products and Sales Promotions in Europe, 1971-1972**

**Scope and Contents note**

Continues European Food News.

Box IN8

**Round the Square, 1951-1986**

**Physical Description:** 31 folders

**Scope and Contents note**

Agency, client, and personnel news for JWT and its associate, the British Market Research Bureau. Published monthly (occasionally bimonthly) by the London office. Continues JWT/BMRB News.

1951-1957

Box IN8

**Physical Description:** 1-3 of 31 folders

1957-1970

Box IN9

**Physical Description:** 4-20 of 31 folders

1970-1986

Box IN10

**Physical Description:** 21-31 of 31 folders

**Sales Promotion, 1970-1975**

**Scope and Contents note**

Merchandising news.

Box IN10

**Sales Promotion & New Products in Great Britain, 1975-1978**

**Physical Description:** 2 folders

**Scope and Contents note**

Primarily extracts from trade journal articles. Combines Sales Promotion and New Products journals.

Box IN10

**Scrip, 1973**

**Scope and Contents note**

Focuses on the pharmaceutical industry.

Box IN10

**Trends, 1966**

**Scope and Contents note**

Trends in fashion, jewelry, discotheques, buildings, and furniture and furnishings. Published by the London office. Does not address JWT news.

Box IN10

**[ Vantage, 1996-1997: Removed to Restricted Newsletters, Box RN2]**

Box IN10

**[ Whistling Sausage, 1993-2003: Removed to Restricted Newsletters, Box RN3]**

Box IN10

**Asia/Pacific/Africa**

**General**

**[ Thompson Way, 1994-1997 and undated: Removed to Restricted Newsletters, Box RN3 (Issues for years 1994-1995 removed to Restricted Oversized Newsletters, Box ROV1)]**

Box IN11

**Australia**

**Australian News, 1959**

**Scope and Contents note**

Agency, client, and personnel news from Australia. Covers Sydney and Melbourne offices.

Box IN11

**Intercomm: A Marketing/Management Digest from the J.W.T. Sidney Information Centre, 1977**

**Scope and Contents note**

Australian and international business news. Does not cover JWT affairs.

Box IN11

**JWT Communique, 1977**

**Scope and Contents note**

Office and personnel news. Covers Sydney and Melbourne offices.

Box IN11

**JWT Media Information, 1977**

**Scope and Contents note**

Adelaide, Brisbane, Melbourne, and Perth surveys of television programming and viewership.

Box IN11

**JWT News, early 1970s**

**Scope and Contents note**

Single issue covers Don Johnston's trip to Melbourne and Sydney offices.

Box IN11

**Market Facts, 1961-1963**

**Scope and Contents note**

Each issue focuses on a single topic.

Box IN11

**This Week--Info Centre, 1977**

**Scope and Contents note**

Australian business news. Does not cover JWT affairs.

Box IN11

**[ Viewpoint, 1992-1993: Removed to Restricted Newsletters, Box RN3]**

Box IN11

**Hong Kong**

**Newsletter, 1984**

**Scope and Contents note**

Light office and personnel news. In English.

Box IN11

**India**

**HTA Today, 1988-2003 (1991-2003 folder removed to Restricted Newsletters, Box RN3)**

**Scope and Contents note**

General news about Hindustan Thompson. In English.

Box IN11

**Indian File, 1968-1972**

**Scope and Contents note**

Agency, client, and personnel news from India. Published monthly by the Bombay office, in English; also covers Calcutta, Madras, and New Delhi offices.

Box IN11

**J.W.T. Club Bulletin, 1958**

**Scope and Contents note**

Light office and personnel news from the Bombay office. In English.

Box IN11

**Looking Ahead, 1956**

**Scope and Contents note**

Agency, client, and personnel news from India. Covers Bombay, Calcutta, Madras, and New Delhi offices. In English.

Box IN11

**[ Promotion, 1976: Removed to Oversize Newsletters, Box OV3]**

Box IN11

**Indonesia**

**The Indonesia Letter, 1970**

**Scope and Contents note**

Indonesian political, economic, and military news. Does not cover JWT affairs. Published by P.T. Thomertwal Advertising, JWT's affiliate in Jakarta, in English.

Box IN11

**Newsletter, 1975**

**Scope and Contents note**

Office and market news. Published by P.T. Thomertwal Advertising, JWT's affiliate in Jakarta, in English.

Box IN11

**Japan**

**Tokyo JWT News, 1967**

**Scope and Contents note**

Agency, client, and personnel news from Japan. Published by the Tokyo office, in Japanese.

Box IN11

**Malaysia**

**Now Read This: The Newsletter of PTM Thompson Advertising, 1977-1978**

**Scope and Contents note**

Office and personnel news. Published by JWT's affiliate in Kuala Lumpur. In English.

Box IN11

**PTM Thompson, 1977**

**Scope and Contents note**

Office, client, and personnel news. In English.

Box IN11

**Philippines**

**JWT Newsletter, 1969**

**Scope and Contents note**

Office and personnel news from the Philippines. Published weekly by the Manila office, in English.

Box IN11

**South Africa/Rhodesia (Zimbabwe)**

**JWT Circle, 1968-1970, 1972**

**Physical Description:** 2 folders

**Scope and Contents note**

Agency, client, and personnel news from JWT in South Africa and Rhodesia. Published bimonthly (quarterly in 1972), in English. Covers Johannesburg, Capetown, Port Elizabeth, Durban, and Salisbury (Harare), as well as JWT activities elsewhere in southern Africa.

Box IN11

**JWT Media Bulletin, 1976**

**Scope and Contents note**

Focus on broadcast media advertising. In English.

Box IN11

**JWT Newsgram, 1974-1976**

**Scope and Contents note**

Agency, client, and personnel news from JWT in southern Africa. Covers Johannesburg, Capetown, and Salisbury offices. In English.

Box IN11

**[ Key Response, 1992-1993: Removed to Restricted Newsletters, Box RN3]**

Box IN11

**[ Media Update, 1992: Removed to Restricted Newsletters, Box RN3]**

Box IN11

**News Letter, 1968**

**Scope and Contents note**

Agency news in South Africa and Rhodesia. No South African offices specified. In English.

Box IN11

[Return to Table of Contents](#)

**Oversize Newsletters, 1930-1982**

**Main Newsletter Series, 1930-1931**

**J.W.T. News, 1930-1931**

Box OV1

**Domestic Newsletter Series, circa 1942-1945, 1978-1986**

**Offices Subseries, circa 1942-1945, 1978-1986**

**Detroit**

Directions, undated

Box OV2

**New York**

402 Lex, 1982-1986

Box OV2

**Scope and Contents note**

News specific to the New York office building. Sometimes inserted into issues of New York Thompson.

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JWT Front and Center, circa 1942-1945

Box OV2

**Scope and Contents note**

Bulletin of JWT employees serving in the military during World War II.

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New York Thompson, 1978-1982

Box OV2

**Physical Description:** 2 folders

**Scope and Contents note**

Office, agency, client, and personnel news.

**International Newsletter Series, 1976-2004**

**Europe, 1976, 1982**

**Spain**

JWT, 1976 Dec. 15

Box OV3

**Scope and Contents note**

Single issue celebrating 10th anniversary of JWT España. In Spanish.

**Switzerland**

JWT-Report, 1976 June

Box OV3

**Scope and Contents note**

Published by the Zürich Office. In German.

Spezialausgabe Sport, 1982

Box OV3

**Scope and Contents note**

Published by the Zürich Office. In German.

**Asia/Pacific/Africa, 1978**

**India**

Promotion, 1978

Box OV3

**Scope and Contents note**

Newsletter of AAA India. In English.

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**Other Newsletters**

**Domestic Newsletter Series**

**Offices Subseries**

**Atlanta**

**Owl and the Lamp, 1992-1993**

**Scope and Contents note**

Light news and humor. Published at irregular intervals.

Box RN1

**Chicago**

**Talker, 1992-1998**

**Physical Description:** 6 folders

**Scope and Contents note**

Light office news. Published biweekly. Continued by Talker Online.

Box RN1

**Talker Online, 1998-1999**

**Physical Description:** 3 folders

**Scope and Contents note**

Electronic newsletter. Published monthly. Continues Talker.

Box RN1

**Detroit**

**Ford/Thompson Times, 1999-2005**

**Scope and Contents note**

Office, client, and personnel news. Also entitled Ford/JWT Times

Box RN1

**JWTimes, 1995-1998**

**Physical Description:** 2 folders

**Scope and Contents note**

Published quarterly.

Box RN1

**News from J. Walter Thompson Detroit, 1991-1994**

**Scope and Contents note**

Office, client, and personnel news.

Box RN1

**New York**

**Target, 1991-1992, 1994**

**Scope and Contents note**

Focus on new business in North America.

Box RN1

**San Francisco**

**Change, 1995-1996**

**Scope and Contents note**

Focus on brand communications.

Box RN1

**Divisions Subseries**

**JWT Specialized Communications**

**Live Wire, circa late 1990s-2000**

**Scope and Contents note**

Focus on the mature market.

Box RN1

**Other Newsletters Subseries**

**In the News, 1995, 1998-1999**

Box RN1

**J. Walter Thompson Kid Stuff, 1994-1997**

**Scope and Contents note**

"Collection of Information and Shared Experiences from the World of Kids." Published bimonthly.

Box RN2

**J. Walter Thompson World, 1991-1992**

**Scope and Contents note**

Published quarterly.

Box RN2

**JWT Greenwatch, 1991-1993**

**Scope and Contents note**

Broadly focused on the green movement in business and environmental protection.

Box RN2

**J.W.Trends, 1990-1994**

**Scope and Contents note**

"Brief notes about business, technological, and social trends..."  
Published weekly by the Chicago office's Information Center.

Box RN2

**White Papers, 1992-1993**

**Scope and Contents note**

Monographic reports on special topics.

Box RN2

**World News Roundup, 1997-1999**

**Scope and Contents note**

News summaries in both paper and email formats.

Box RN2

**International Newsletter Series**

**Latin America**

**Mexico**

**Bitácora, 1992**

**Scope and Contents note**

Internal publications focused primarily on account news. In Spanish.

Box RN2

**Europe**

**General**

**Commodore, 1993-1995**

**Scope and Contents note**

Survey of news from various European offices. In English.

Box RN2

**Germany**

**Media Newsletter, 1994-1995**

**Physical Description:** 4 folders

**Scope and Contents note**

In German.

Box RN2

**United Kingdom**

**40 Something, 1993**

**Scope and Contents note**

General company news. Published monthly.

Box RN2

**JWT in Print, 1997-2001**

**Scope and Contents note**

Highlights published work by JWT employees.

Box RN2

**Vantage, 1996-1997**

**Scope and Contents note**

Each issue focuses on a different topic.

Box RN3

**Whistling Sausage, 1993-2003**

**Physical Description:** 2 folders

**Scope and Contents note**

Satirical view of London Office life.

Box RN3

**Asia/Pacific/Africa**

**General**

**Thompson Way, 1994-1997 and undated (Issues for years 1994-1995 removed to Restricted Oversized Newsletters, Box OV5)**

**Scope and Contents note**

General news about JWT Asia/Pacific operations. In English.

Box RN3

**Australia**

**Viewpoint, 1992-1993**

**Scope and Contents note**

Focus on media research and consumer behavior. Published quarterly.

Box RN3

**India**

**HTA Today, 1991-2003**

**Scope and Contents note**

General news about Hindustan Thompson. In English.

Box RN3

**South Africa/Rhodesia (Zimbabwe)**

**Key Response, 1992**

**Scope and Contents note**

News about new products, research and innovations in campaign strategies. In English.

Box RN3

**Media Update, 1992**

**Scope and Contents note**

Focus on broadcast media. In English.

Box RN3

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**Other Oversize Newsletters**

**Scope and Contents note**

15-year contractual restriction for materials in this series expired in 2019.

**Domestic Newsletters Series**

**Offices Subseries**

**Chicago**

Listener, 1993

Box ROV1

**Scope and Contents note**

Focus on consumer attitudes and behavior.

## **International Newsletters Series**

### **Europe**

#### **General**

##### **Out of the Blue, 1998-2004**

###### **Scope and Contents note**

Glossy magazine of general European account news.

Box ROV2

#### **Italy**

Business Communications, 1993

Box ROV1

###### **Scope and Contents note**

Published by JWT Business Communications. In Italian.

### **Asia/Pacific/Africa**

#### **General**

Thompson Way, 1994-1995

Box ROV1

###### **Scope and Contents note**

Publication of JWT Asia-Pacific. In English.

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