



Guide to the J. Walter Thompson Company. Wally O'Brien papers, 1948-2001 and undated

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Summary

Collection Title:

J. Walter Thompson Company. Wally O'Brien papers, 1948-2001 and undated

Creator:

J. Walter Thompson Company

Source:

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

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. Walter J. (Wally) O'Brien was an executive with JWT and JWT Group, serving in a number of offices and as Vice Chairman of the company. Collection includes texts and accompanying slides of speeches and presentations; financial and management reports, correspondence and other printed materials as well as audiovisual materials in multiple formats (videocassettes, audio cassettes and tape reels, film reels). Companies represented include Beatrice, Burger King, De Beers, Ford, Goodyear, IBM, Kellogg, Kodak, Kraft, Lord Geller Federico Einstein, Mattel, Nestle, Pepsi, Philips, Reynolds Tobacco, Rolex, Unilever and Warner-Lambert. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

15.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11620

Permalink:

<https://idn.duke.edu/ark:/87924/m1jp7s>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Wally O'Brien papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes texts and accompanying slides of speeches and presentations; financial and management reports, correspondence and other printed materials as well as audiovisual materials in multiple formats (videocassettes, audio cassettes and tape reels, film reels). Companies represented include Beatrice, Burger King, De Beers, Ford, Goodyear, IBM, Kellogg, Kodak, Kraft, Lord Geller Federico Einstein, Mattel, Nestle, Pepsi, Philips, Reynolds Tobacco, Rolex, Unilever and Warner-Lambert. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. Walter J. (Wally) O'Brien was an executive with JWT and JWT Group, serving in a number of offices and as Vice Chairman of the company.

Marquette University; joined JWT New York as copywriter 1962; Account Supervisor, London Office 1966; Director, Frankfurt Office 1969; Group Account Director, Chicago Office 1972; Senior Vice President 1975; General Manager, Chicago 1979; General Manager, New York 1982; President and Chief Operating Officer, JWT USA 1982; Vice Chairman and Director of Multinational Client Services 1984; resigned 1986; partner in O'Reilly O'Brien Clow/RSCG 1986

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Arrangement

Organized into the following series: General Files; Correspondence and Memoranda; Client Files; Presentations, Writngs and Speeches; and Audiovisual Materials.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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Access Restrictions

Collection is open for research. However, original audiovisual materials are closed until use copies can be produced.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

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. Wally O'Brien papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2004.

Processing Information

Processed by Richard Collier, June 2018;

Accessions described in this collection guide: 2004-0320

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Related Materials

Related Material

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

- J. Walter Thompson Company. Account Files;
- J. Walter Thompson Company. Corporate Documentation;
- J. Walter Thompson Company. Don Johnston papers;
- J. Walter Thompson Company. Herbert Eames papers;
- J. Walter Thompson Company. Writings and Speeches

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Names and Subjects

- Advertising
- Advertising -- United States -- History
- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Advertising agencies -- United States -- Management
- Advertising executives -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- Burger King Corporation
- Beatrice Foods Company
- De Beers Consolidated Mines
- Ford Motor Company
- Goodyear Tire and Rubber Company
- International Business Machines Corporation
- Kellogg Company
- Kraft Foods Company
- Nestlé
- Pepsi-Cola Company
- PepsiCo, Inc.

- R.J. Reynolds Tobacco Company
- North American Philips Co
- Montres Rolex S.A.
- Unilever (Firm)
- Warner-Lambert Company

Collection Inventory

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Audiovisual Materials, 1979-1985

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Box AV1 > Video-cassette
RL11620-Umatic-001

Scope and Contents

17 commercials from JWT; 7 commercials from LGFE

Security Analysts Meeting (Don Johnston); 16 commercials, 1979

Box AV1 > Video-cassette
RL11620-Umatic-002

Security Analysts Meeting (Don Johnston; Herbert Eames speeches), 1983

Box AV1 > Audio-cassette
RL11620-CS-001

Security Analysts Meeting (Don Johnston; Herbert Eames speeches), 1983

Box AV1 > Audio-cassette
RL11620-CS-002

Financial Analysts Meeting (Don Johnston), 1980

Box AV1 > Audio-reel RL11620-
RR-001

Lord Geller Federico Einstein: Callard & Bowser "Help England Back on Its Feet" :60 radio spot to accompany Don Johnston speech to Analysts, 1983

Box AV1 > Audio-reel RL11620-
RR-002

Lord Geller Federico Einstein: Callard & Bowser "Help England Back on Its Feet" :60 radio spot to accompany Don Johnston speech to Analysts, 1983

Box AV1 > Audio-reel RL11620-
RR-003

JWT Group Financial Analysts Meeting commercial reel: 18 spots, 1980

Reel 1 > Film-reel RL11620-
F16-001

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