



# **Guide to the J. Walter Thompson Company. Public Relations records, 1934-1999 and undated**

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This collection guide was produced in **2019 Mar.**.  
This PDF version was created on **April 3, 2026**.

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Public Relations records, 1934-1999 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. Collection combines the public relations, publicity and promotional efforts of a number of JWT entities, including the Public Relations Department, Public Relations Division, Corporate Communications, Publicity Department, Personality Department and others. Collection includes news and press releases, clippings, photographs, scripts, directories, advertising proofs, print advertisements and other printed materials. Activities represented include baking and other contests, merchandising, nutritional campaigns, syndicated television programming, and youth outreach programs. Companies and institutions represented include 4-H clubs, American Gas Association, Bristol Myers, Burger King, Clairol, Ford, Kodak, Kraft, National Shoe Institute, Planters Peanuts, Radio City Music Hall, Reader's Digest, Royal Baking Powder, Scott Paper, Standard Brands, U.S. Brewer's Association and Warner-Lambert. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

45.0 Linear Feet

**Language:**

Materials in English

**Collection ID:**

RL.11700

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1hp8v>

**Preferred Citation**

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

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## **Background**

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### **Scope and Content**

Collection combines the public relations, publicity and promotional efforts of a number of JWT entities, including the Public Relations Department, Public Relations Division, Corporate Communications, Publicity Department, Personality Department and others. Collection includes news and press releases, clippings, photographs, scripts, directories, advertising proofs, print advertisements and other printed materials. Activities represented include baking and other contests, merchandising, nutritional campaigns, syndicated television programming, and youth outreach programs. Companies and institutions represented include 4-H clubs, American Gas Association, Bristol Myers, Burger King, Clairol, Ford, Kodak, Kraft, National Shoe Institute, Planters Peanuts, Radio City Music Hall, Reader's Digest, Royal Baking Powder, Scott Paper, Standard Brands, U.S. Brewer's Association 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.

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## **Arrangement**

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Organized into the following series: General Files; Accounts and New Business; Events and Activities; Organizations, Offices, Subsidiaries; and Staff.

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## Administrative Information

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### Publication Statement

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411 Chapel Drive

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

### Access Restrictions

Collection is open for research.

### Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### Acquisition Information

The J. Walter Thompson Company. Public Relations records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987-2000.

### Processing Information

Processed by Richard Collier, Mar. 2019;

Accessions described in this collection guide: 90/016, 93/061, 93/077, 93/082, 93/092, 93/093, 00/245

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## Related Materials

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### Related Material

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

J. Walter Thompson Company. Account Files;

J. Walter Thompson Company. Bill Lane papers;

J. Walter Thompson Company. Brouillard Communications records;

J. Walter Thompson Company. Lucile Turnbach Platt papers;

J. Walter Thompson Company. Review Board records;

J. Walter Thompson Company. Shirley F. Woodell papers;

Nicole Di Bona Peterson collection of advertising cookbooks

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## Names and Subjects

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- Advertising
- Advertising -- History
- Advertising agencies
- Advertising agencies -- United States
- Advertising agencies -- United States -- History
- Public relations
- Publicity -- History -- 20th century
- Press releases
- Bristol-Myers Company
- Burger King Corporation
- Clairol, inc.
- Ford Motor Company
- Eastman Kodak Company
- Kraft Foods Company
- Reader's Digest Association
- Scott Paper Company
- Standard Brands Incorporated
- Warner-Lambert Company
- John W. Hartman Center for Sales, Advertising & Marketing History

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## Collection Inventory

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### General Files, 1934-1999, undated

:15 Commercials, 1985	Box 1
100 Best TV Commercials, 1976	Box 1
AAAA (American Association of Advertising Agencies)--What Advertising Agencies Are, 1976	Box 1
AAF (American Advertising Federation)--Addy Awards, 1982-1988 <b>Physical Description:</b> 2 folders	Box 1
AAF (American Advertising Federation)--Hall of Fame, 1976-1979	Box 1
Ad display, 11th floor, 1975	Box 1
Advertiser's Pocket Guide to Cable Communications, 1981-1986 <b>Physical Description:</b> 4 folders	Box 1
Advertising Age--1990 Billings, 1991	Box 1
Advertising Age--Agency Audit, 1985-1986	Box 1
Advertising Age--Agency Income Reports, 1974-1986 <b>Physical Description:</b> 4 folders	Box 1
Advertising Age--Agency Report, 1997-1998	Box 1
Advertising Age--International Agency Survey, 1984-1988	Box 1
Advertising Age--Jim O'Gara radio transcripts, 1974	Box 1
Advertising Age--JWT 125th anniversary, 1989	Box 1
Advertising Age--Special Reports, 1984	Box 1
Advertising Age--Summaries, 1974-1979 <b>Physical Description:</b> 2 folders	Box 1
Advertising Age--U.S. Employment, 1987-1991	Box 1

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Advertising Age--Year-End Report, 1988-1991	Box 1
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Advertising Career Opportunity in Media Planning, undated	Box 1
Advertising economics articles, 1967-1985	Box 1
Advertorials and Infomercials, 1987	Box 1
Adweek--Agency Report Card, 1984-1987	Box 1
<b>Physical Description:</b> 4 folders	
Adweek--Databank survey, 1986	Box 1
Adweek--Directory, 1976-1987	Box 1
<b>Physical Description:</b> 5 folders	
American Consumer 1970-1990: Great Expectations, 1978	Box 1
American Consumer Myth and Reality, 1977	Box 1
Amerika TV miniseries, 1987	Box 1
Annual report materials, 1977	Box 1
Awards, 1984-1988	Box 1
Ban the Bullet campaign (handgun control), 1975	Box 1
Black Monday study, 1987	Box 1
Brand loyalty, 1977	Box 1
Caples Award (Direct response), 1987	Box 1
CEBA Awards (Communications Excellence to Black Audiences), 1986	Box 1
Changes in the Marketplace, 1976-1977	Box 1
Cities in School program, 1975-1976	Box 1
Clean air memo, 1977	Box 1

Client confidentiality project, 1984	Box 1
Clipping book, 1979-1982	Box 2
<b>Physical Description:</b> 5 folders	
Clipping file, 1981-1982	Box 2
<b>Physical Description:</b> 6 folders	
Clipping file--Awards and presentations, 1982	Box 2
Clipping file--Cable, 1982	Box 2
Clipping file--Financial, 1982	Box 2
Clipping file--International, 1982	Box 2
Clipping file--Media, 1979-1982	Box 2
<b>Physical Description:</b> 2 folders	
Clipping file--Research, 1982	Box 2
"Close-Up" meeting, 1975	Box 2
Commercial zapping, 1984-1985	Box 2
<b>Physical Description:</b> 2 folders	
Communications Department budget, 1982-1983	Box 2
Communications plan, 1982-1983	Box 2
<b>Physical Description:</b> 2 folders	
Communications program, 1976-1977	Box 2
<b>Physical Description:</b> 2 folders	
Communications program review, 1975	Box 3
Communications review, 1974-1982	Box 3
<b>Physical Description:</b> 4 folders	
Communications strategy plan, 1981	Box 3
Competitive agency comparisons, 1981	Box 3
Corporate communications, 1978-1979	Box 3

Corporate Communications 1991 Operational Plan, 1990	Box 3
Corporate communications budget, 1995-1997	Box 3
Corporate communications proposal, 1972	Box 3
Corporate communications recommendations, 1974	Box 3
Correspondence, 1976-1994 <b>Physical Description:</b> 3 folders	Box 3
Creative awards book mailing, 1985	Box 3
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Developmental Research at JWT, 1978	Box 3
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Directory information, 1975	Box 3
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Eyes on Thompson, 1990	Box 3
Eyes on Thompson memos, 1975	Box 3
Film--People Like Charlie, 1976	Box 3
Financial, 1975-1977	Box 3
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Gallagher Report, 1984	Box 3
Guidelines for the Use and Selection of Celebrities in Advertising, 1978	Box 3
Harvey Mandlin--The Making of a Television Commercial, 1974-1979	Box 3
History of Public Relations at JWT, undated	Box 3
How Much Do Remote Control Devices Increase Flipping (TV), 1987	Box 3
"I didn't know J. Walter did that" mailing, 1985	Box 3
Impact of Network Revenues on TV Advertising, 1987	Box 3
In the News (Highlights), 1995-1999 <b>Physical Description:</b> 11 folders	Box 3
Internal and External Communications 1976 Recommended Plan, 1975	Box 3
J. Walter Response campaign, 1983-1984	Box 4
JWT Agency of the Year, 1983	Box 4
JWT Awareness/Flighting model, 1985	Box 4
JWT billings, 1990	Box 4
JWT cable program research, 1982	Box 4
JWT communications program, 1975	Box 4
JWT Company Fund, undated	Box 4
JWT corporate advertising, 1973	Box 4
JWT corporate objectives, 1981	Box 4
JWT Creative Library, 1985	Box 4
JWT financial news releases, 1973	Box 4
JWT formal reporting requirements, 1982	Box 4

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JWT history materials, 1934-1987, undated	Box 4
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JWT history materials, 1958-1977	Box 35
<b>Physical Description:</b> 2 folders	
JWT house campaign, 1991-1992	Box 4
JWT interactive/Internet, 1994-1996	Box 4
<b>Physical Description:</b> 2 folders	
JWT international news releases, 1973-1975	Box 4
JWT management succession, 1986	Box 4
<b>Physical Description:</b> 3 folders	
JWT miscellaneous information, 1987-1988	Box 4
JWT PR video, 1992-1993	Box 4
JWT Target Planning Study, 1981	Box 4
JWT traveling archives, 1993	Box 4
JWT/USA awards information sheet, undated	Box 4
JWT/USA creative awards memos and mailing lists, 1984	Box 4
JWT/USA speaker request form, undated	Box 4
JWT/USA staff questionnaire, undated	Box 4
Leadership at JWT, undated	Box 4
Lists of addresses, undated	Box 4
Madison Avenue Magazine, 1974-1975	Box 4
Managers' Reports, 1987-1988	Box 4
Marketing Information in Transition: Scanner Services and Single Source Systems, 1987	Box 4
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Media forecast, 1974	Box 4
Media Interchange Hotline, 1984	Box 4
Media relations program, 1975	Box 4
Media relations radio, 1975	Box 4
Media spending, 1985-1988	Box 4
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Memos--Desk to desk, 1987	Box 4
Memos--Don Johnston, to clients regarding management changes, 1987	Box 4
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Memos--JWT/USA all-staff, 1982-1987	Box 5
<b>Physical Description:</b> 3 folders	
Memos--Linda Tomlinson, 1983-1984	Box 5
<b>Physical Description:</b> 2 folders	
Memos--New York staff, 1974	Box 5
Memos--Reorganization, 1973-1977	Box 5
Memos--Thomas Robbins, 1984-1987	Box 5
<b>Physical Description:</b> 14 folders	
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Merchandising scrapbook--Promotional deals, 1947-1950	Box 48
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Miscellaneous, 1985-1994 <b>Physical Description:</b> 2 folders	Box 6
Myth and Reality, 1978	Box 6
Network TV costs, ratings, share trends, 1985	Box 6
New American Consumers, 1985-1986, undated <b>Physical Description:</b> 5 folders	Box 6
New Media Explorers, 1981 <b>Physical Description:</b> 2 folders	Box 6

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New Research Services, 1975	Box 6
New TV Center at JWT, 1975	Box 6
News releases, 1974-1987 <b>Physical Description:</b> 4 folders	Box 6
NYA Business Development, 1975	Box 6
People Magazine--Experts'Guide to the Baby Boomers, 1985	Box 6
Personality Department scrapbook--Lucille Platt book of sample testimonial ads, 1955-1956	Box 51
Personality Department scrapbook--Typical proofs samples, 1960	Box 52
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PR Special Projects Activities Reports, 1984-1988 <b>Physical Description:</b> 23 folders	Box 34
Press and photographs of sponsored television shows (includes Speakeasy with Chip Monck), 1974	Box 6
Press contacts, 1985-1986	Box 6
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Primetime Soap Trends 1980-1984, 1985	Box 6
Product Life Cycle, 1976	Box 6
Public Relations Review, 1978	Box 6
Recent Trends in Couponing, 1987 <b>Physical Description:</b> 2 folders	Box 6
Red Book listings, 1984-1986	Box 6
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Research--Black consumer market, 1974 <b>Physical Description:</b> 2 folders	Box 6
Research--Do America's Junior Misses Watch MTV?, 1984	Box 6
Research--JWT Target Study, 1975	Box 6
Research--Magazines, undated	Box 7
Research--Spanish language market, 1974	Box 7
Research--Target Group Index (TGI), 1976	Box 7
Research--Working and non-working women, 1974	Box 7
Retail displays (Gimbel's, FAO Schwarz, B. Altman), 1980	Box 7
Satellite Communications of Spot Media Buying Data (WESTAR), 1975	Box 7
Split :30 commercials, 1984-1985	Box 7
SRI tracking study, 1988-1989	Box 7
Super Bowl XIX and the Million-Dollar Minute, 1985	Box 7
Survey of business/financial editors, 1977	Box 7
Talking to Women, 1991	Box 7
Telecommunications, 1975-1979 <b>Physical Description:</b> 2 folders	Box 7
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The Big Picture video magazine, 1994	Box 7
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Thompson Achievement Awards program, 1983	Box 7
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American Gas Association--Annie Get Your Gun, 1966-1967	Box 7
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<b>Physical Description:</b> 2 folders	
American Gas Association--Christmas with Lorne Greene, 1966-1967	Box 8
<b>Physical Description:</b> 2 folders	
American Gas Association--Commercials, 1966-1967	Box 8
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American Gas Association--Jack and the Beanstalk, 1967	Box 8
<b>Physical Description:</b> 2 folders	

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American Gas Association--Julie Andrews Show, 1965-1968	Box 8
<b>Physical Description:</b> 2 folders	
American Gas Association--Legend of Robin Hood, 1967-1968	Box 8
American Gas Association--Mary Martin, 1966	Box 8
American Gas Association--Memos, 1966-1967	Box 8
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Beatrice, 1975	Box 8
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Benetton, 1990-1991	Box 8
Big Apple Circus, 1977	Box 8
Big Key Self Storage, 1994	Box 8
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Bob Hope Heart Research Institute, 1982	Box 8
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Eckerd Drug, 1985	Box 9
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Emery Worldwide--Case study, 1985	Box 10
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Florida Citrus Commission, 1974	Box 10
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Ford--Lowell Thomas Narrates Ford History, 1976	Box 10
Ford--Reassignment of small cars to JWT, 1975	Box 10
Ford/Jaguar, 1992	Box 10
Freddie Mac, 1992	Box 10
Galaxy Latin America (GLA), 1995	Box 10
Galway Crystal (Wedgwood), 1977	Box 10
General, 1979-1984	Box 10
General Electric--Information Services Business Division, 1973	Box 10
General Electric Credit Corporation (GECC), 1977-1978	Box 10
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Kodak--News releases, 1977-1978	Box 11
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Kodak--Photo CD system, 1992	Box 11
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Miller Brewing, 1984-1985	Box 12
<b>Physical Description:</b> 4 folders	
Miller Brewing, 1985	Oversize-folder 1

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<b>Physical Description:</b> 2 folders	
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<b>Physical Description:</b> 2 folders	
National Shoe Institute--Fact sheets (Strictly for the Girls, Lines for Listeners), 1949-1950	Box 12
National Shoe Institute--Holiday promotion, 1949	Box 12
<b>Physical Description:</b> 2 folders	
National Shoe Institute--National shoe fairs, 1949	Box 12
<b>Physical Description:</b> 3 folders	
National Shoe Institute--Spring campaign, 1949	Box 12
National Shoe Institute--Spring promotion, 1950	Box 12
<b>Physical Description:</b> 11 folders	
National Shoe Institute--Spring promotion (includes "Beams" newsletter), 1950	Box 35
National Shoe Institute--Spring promotion, 1950	Oversize-folder 1
Nestle, 1984-1995	Box 13
<b>Physical Description:</b> 2 folders	
Nestle--Nestea, 1982	Box 13
New business prime target list, 1983	Box 13
New York Arrows (sports team), 1981	Box 13
New York Cares coat drive, 1991-1994	Box 13
New York City Opera, 1982	Box 13
New York Jazz Museum, 1975	Box 13

New York Port Authority--Staggered Work Hours Plan, 1974	Box 13
NordicTrack, 1995	Box 13
Norfolk Southern, 1991-1993	Box 13
Northern Telecom, 1992	Box 13
Northwest Airlines, 1991-1992	Box 13
<b>Physical Description:</b> 2 folders	
Northwestern Mutual Life Insurance, 1990-1994	Box 13
Nutritional Research Foundation, 1977	Box 13
On the Twentieth Century, 1978	Box 13
Orion Pictures--RoboCop 3, 1993	Box 13
Orkin, 1976	Box 13
Orkin--Press kit, 1977	Box 13
Oscar Mayer, 1977-1978	Box 13
Pan Am--Press kit, 1977	Box 13
Paramount, 1991	Box 13
Payless Drug Stores, 1991	Box 13
Pepsi, 1981-1987	Box 13
<b>Physical Description:</b> 2 folders	
Perdue, 1974-1984	Box 13
Phillips Petroleum (with Tom Seaver), 1972	Box 13
Presto Foods, 1986	Box 13
Prodigy, 1992-1995	Box 13
<b>Physical Description:</b> 2 folders	
Publicker (Inver House), 1974	Box 13

Puppy Kibbles 'n Bits, 1985	Box 13
Radio City Music Hall, 1979-1980	Box 13
<b>Physical Description:</b> 3 folders	
Radio City Music Hall--Clippings, 1979-1980	Box 13
Radio City Music Hall--Clippings, 1979	Box 36
Radio City Music Hall--Clippings, 1979-1980	Oversize-folder 1
Radio City Music Hall--Kids Club/Burger King, 1979	Box 13
Radio City Music Hall--Manhattan Showboat, 1980	Box 13
Radio City Music Hall--New York Summer, 1979	Box 13
Radio City Music Hall--Snow White, 1979-1980	Box 13
<b>Physical Description:</b> 6 folders	
Radio City Music Hall--The 1940s Radio Hour, 1979	Box 13
Radio City Music Hall--The Great American Children's Hour, 1979	Box 13
Radio City Music Hall--Various (includes Snow White, New York Summer), 1979	Box 35
RCA, 1974-1975	Box 13
Readers Digest--Advertising Department, 1964	Box 14
Readers Digest--Common Market, 1963-1964	Box 14
<b>Physical Description:</b> 2 folders	
Readers Digest--Danny Thomas, 1977	Box 14
Readers Digest--Earn-Learn Tour, 1964	Box 14
Readers Digest--Faculty Viewpoint, 1963	Box 14
Readers Digest--Faculty Viewpoint: Is the Monroe Doctrine Dead?, 1962	Box 14

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Readers Digest--Faculty Viewpoint: Japan's Economy Goes Boom, 1962	Box 14
Readers Digest--Faculty Viewpoint: Let's Look Again at Those IQ Tests, 1961	Box 14
Readers Digest--Faculty Viewpoint: Our Foreign Service, 1962	Box 14
Readers Digest--Faculty Viewpoint: Our Population Crisis Is Here and Now, 1962	Box 14
Readers Digest--Faculty Viewpoint: Peace Corps, 1962	Box 14
Readers Digest--Faculty Viewpoint: Plot to Abolish Childhood, 1962	Box 14
Readers Digest--Faculty Viewpoint: The Case for Chastity, 1962	Box 14
Readers Digest--Faculty Viewpoint: The Five-Hour Day, 1962	Box 14
Readers Digest--Faculty Viewpoint: The Hidden Danger in Subsidized Marriage, 1962	Box 14
Readers Digest--Forum on Transportation, 1962	Box 14
Readers Digest--Guns by Mail, 1965 <b>Physical Description:</b> 2 folders	Box 14
Readers Digest--Guns by Mail--Clippings, 1965	Box 14
Readers Digest--Guns by Mail--Dan Seymour correspondence, 1965	Box 14
Readers Digest--Guns by Mail--Kiwanis Club, 1965	Box 14
Readers Digest--Guns by Mail--Police Chief survey, 1965	Box 14
Readers Digest--Guns by Mail--Senator Thomas Dodd, 1965 <b>Physical Description:</b> 2 folders	Box 14

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Readers Digest--"Have you ever been convicted of a felony?" forum, 1965	Box 14
Readers Digest--Hidden Threat to Children's Eyes, 1965	Box 14
Readers Digest--Hidden Threat to Children's Eyes--Amblyopia, 1965	Box 14
Readers Digest--Hidden Threat to Children's Eyes--Delta Gamma, 1965	Box 14
Readers Digest--Hidden Threat to Children's Eyes--Preschool vision screening, 1965	Box 14
Readers Digest--Let's Beautify America, 1965	Box 14
Readers Digest--Let's Beautify America--Awards, 1965	Box 14
Readers Digest--Let's Beautify America--Biographies, 1965	Box 14
Readers Digest--Let's Beautify America--Clippings, 1965	Box 14
Readers Digest--Let's Beautify America--Follow-up correspondence, 1965-1966	Box 14
Readers Digest--Let's Beautify America--General correspondence, 1965	Box 14
Readers Digest--Let's Beautify America--Historic Chart of Alexandria, Virginia, 1963	Box 36
Readers Digest--Let's Beautify America--Letters from Mayors, 1965	Box 14
<b>Physical Description:</b> 2 folders	
Readers Digest--Let's Beautify America--National Clean Up-Paint Up-Fix Up Bureau pamphlets, 1965	Box 14
Readers Digest--Let's Beautify America--Photographs, 1965	Box 14
<b>Physical Description:</b> 2 folders	

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Readers Digest--Let's Beautify America-- Proclamations, 1965	Box 14
Readers Digest--Let's Beautify America--Thank you letters, 1965	Box 14
Readers Digest--Let's Beautify America--Tour material, 1965	Box 14
Readers Digest--Look at the New Flying Machines, 1964	Box 14
Readers Digest--Macalester College, 1964	Box 14
Readers Digest--Macalester College--Program for international journalists, 1961	Box 14
Readers Digest--Physical Fitness, 1964	Box 14
Readers Digest--Protest against Storm King Mountain Dam (New York), 1964	Box 14
Readers Digest--Public relations plan, 1963	Box 14
Readers Digest--Readers Digest Foundation, 1963-1964	Box 14
Readers Digest--RCA Victor Record Club, 1961-1964	Box 14
Readers Digest--Teens and Alcohol, 1964	Box 14
Readers Digest--This Nation Under God, 1964	Box 14
Readers Digest--Yogi Berra, 1964	Box 14
Readers Digest--Young Lives, Brave Actions (Young Americans Medal for Bravery), 1965	Box 15
<b>Physical Description:</b> 2 folders	
Readers Digest--Young Lives, Brave Actions (Young Americans Medal for Bravery)-- Wisconsin, 1965	Box 15
Readers Digest--Your Eyes, Your Auto and Your Life, 1965	Box 15
<b>Physical Description:</b> 2 folders	

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Reynolds Aluminum, 1986-1987	Box 15
Reynolds Metals, 1991-1996	Box 15
Rheingold, 1974	Box 15
R.J. Reynolds (Winston)--France, 1987	Box 15
Rolex, 1975-1976	Box 15
Rowntree Mackintosh, 1982	Box 15
Royal Canadian Mint, 1985	Box 15
R.T. French, 1982	Box 15
R.T. French--Recipe hunt, 1974	Box 15
Rustenburg Platinum Mines, 1976-1977	Box 15
Ryder Truck, 1984	Box 15
Salada, 1977	Box 15
Salvation Army, 1964-1977	Box 15
<b>Physical Description:</b> 3 folders	
Samsonite, 1982	Box 15
Samsonite--Goolagong, Palmer, 1976	Box 15
Samsonite--Pittsburgh Steelers, 1977	Box 15
Saratoga Water, 1981	Box 15
Save Grand Central Station, 1977	Box 15
S.C. Johnson, 1979	Box 15
Schick, 1985-1987	Box 15
Schlitz, 1981-1982	Box 15
<b>Physical Description:</b> 2 folders	
Scientific American, 1975	Box 15
Scott Paper, 1988	Box 15

Scott Paper--Booklets, 1960-1966	Box 15
Scott Paper--Correspondence, 1968-1969	Box 15
Scott Paper--Junior Miss, 1965-1966	Box 15
Scott Paper--Junior Miss interview suggestions, 1965	Box 15
Scott Paper--Junior Miss--Off to a Beautiful Start, 1964	Box 15
Scott Paper--Junior Miss--Party Planning, 1965 <b>Physical Description:</b> 3 folders	Box 15
Scott Paper--Lady Scott, 1967	Box 15
Scott Paper--Lady Scott personality campaign, 1968	Box 15
Scott Paper--Publicity-Education program, 1969	Box 15
Scott Paper--Scotties, 1986	Box 15
Scott Paper--Ultra, 1969	Box 15
Scott Paper--Viva, 1967-1969	Box 15
Scott Paper--Viva--Anti-Bounty, 1969	Box 15
Scott Paper--Viva--Cartier, 1969	Box 15
Scott Paper--Viva--From Rags to Riches, 1968	Box 15
Scott Paper--Viva photographs, 1967-1968 <b>Physical Description:</b> 2 folders	Box 15
Screenvision, 1978	Box 15
Seven-Up, 1975	Box 15
Seven-Up Uncola, 1985	Box 15
Showtime/The Movie Channel, 1984-1986	Box 15
Signal, 1977	Box 15

Simmons Mattress, 1974	Box 15
Singer Sewing Machine, 1963-1972	Box 15
<b>Physical Description:</b> 3 folders	
Sinutab, 1984	Box 15
Six Flags, 1977-1987	Box 15
Sperry New Holland, 1973-1976	Box 15
Spiegel, 1974	Box 15
Spy Magazine, 1992	Box 15
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Standard Brands, 1960-1969	Box 16
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<b>Physical Description:</b> 4 folders	
Standard Brands--4-H Club Congress, 1965-1969	Box 16
<b>Physical Description:</b> 12 folders	
Standard Brands--4-H Club Congress/County Agents dinner, 1965	Box 16
Standard Brands--4-H Club Madison Wisconsin, 1964	Box 16
Standard Brands--4-H Clubs, 1965-1966	Box 16
Standard Brands--4-H Clubs--Inner city outreach, 1965	Box 16
Standard Brands--4-H County Extension Agents Meeting, 1967	Box 16
Standard Brands--4-H Donors Conference, 1969	Box 16

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Standard Brands--4-H Negro Bread Winners, 1964	Box 16
Standard Brands--4-H State Winners favorite recipes, 1969	Box 16
Standard Brands--Activities, 1960-1964	Box 16
Standard Brands--Alicia and Amparo (bilingual Spanish/English columns: Alicia Escribe, Consejos caseros por amparo), 1967-1968	Box 16
<b>Physical Description:</b> 3 folders	
Standard Brands--American Gas Association workshop, 1965-1966	Box 17
<b>Physical Description:</b> 2 folders	
Standard Brands--American Home Economics Association (AHEA), 1965-1967	Box 17
<b>Physical Description:</b> 4 folders	
Standard Brands--American School Food Service Association, 1961-1966	Box 17
Standard Brands--Best of All Days cooking school report, 1965	Box 17
Standard Brands--Booklets and offers, 1965-1972	Box 17
<b>Physical Description:</b> 2 folders	
Standard Brands--Brazil, 1967	Box 35
Standard Brands--California Raisin Advisory Board, 1965-1966	Box 17
Standard Brands--Catering to a Crowd, undated	Box 17
Standard Brands--Chase and Sanborn history, 1964	Box 17
Standard Brands--Coma Mas Pan (Spanish recipes), 1957	Box 17
Standard Brands--Cool Rise method, 1966	Box 17

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Standard Brands--County Extension Agents, 1969	Box 17
Standard Brands--Depressed area mailing, 1961	Box 17
Standard Brands--Dietary Fat Guide and Recipe Book, 1965-1966	Box 17
Standard Brands--Elizabeth Scott "Letters from Elizabeth", 1968-1969	Box 35
Standard Brands--Extension home economics meeting, 1966	Box 17
Standard Brands--Extension Homemaker promotion kit, 1965	Box 17
Standard Brands--Fair program, 1959	Box 17
<b>Physical Description:</b> 4 folders	
Standard Brands--Farm Editors Conference, 1963-1965	Box 17
Standard Brands--Favorite Bread Recipes from National 4-H Winners, 1967	Box 17
Standard Brands--Favorite Canadian Recipes, 1963	Box 17
Standard Brands--Fleischmann--Binder, 1959-1963	Box 17
<b>Physical Description:</b> 3 folders	
Standard Brands--Fleischmann--Margarine Calorie Subtractor, 1968	Box 17
Standard Brands--Fleischmann--Meal planning contest, 1967	Box 17
Standard Brands--Fleischmann--Meal planning contest winners' European trip, 1967	Box 17
Standard Brands--Fleischmann--Menu planning contest, 1965-1967	Box 17
<b>Physical Description:</b> 5 folders	

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Standard Brands--Fleischmann--Treasury of Yeast Baking, 1962-1966	Box 17
<b>Physical Description:</b> 2 folders	
Standard Brands--Formulas Fleischmann (Spanish recipes), undated	Box 18
Standard Brands--Foundation for Business Education, 1959-1960	Box 18
Standard Brands--Good letters, 1968-1969	Box 18
Standard Brands--Have Fun Make Rolls, 1962-1965	Box 18
Standard Brands--Inside Information (home demonstration newsletter), 1963-1965	Box 18
Standard Brands--Inter-American Rural Youth Leaders' conference, 1964	Box 18
Standard Brands--International, 1965-1969	Box 18
<b>Physical Description:</b> 2 folders	
Standard Brands--International (includes "Letters from Elizabeth"), 1967-1968	Box 35
Standard Brands--International correspondence, 1967-1969	Box 18
<b>Physical Description:</b> 3 folders	
Standard Brands--International Food Fair, 1963	Box 18
<b>Physical Description:</b> 2 folders	
Standard Brands--International photographs, 1968-1970	Box 18
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Standard Brands--International reports, 1966-1968	Box 18
<b>Physical Description:</b> 2 folders	
Standard Brands--International--Yeast for Health, 1968	Box 18

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Standard Brands--JWT Produces Award-Winning Food Booklets, 1975	Box 18
Standard Brands--Live Better Electrically, 1965	Box 18
Standard Brands--Low Sodium Diets Can Be Delicious	Box 18
Standard Brands--Menu planning contest, 1964-1966	Box 18
<b>Physical Description:</b> 3 folders	
Standard Brands--Menu planning contest--Atlantic City, 1965	Box 18
<b>Physical Description:</b> 3 folders	
Standard Brands--Menu planning contest--Lists of winners, 1965	Box 18
Standard Brands--Menu planning contest--Sister M. Dorothea, 1965	Box 18
Standard Brands--Menu planning contest--Sisters photographs, 1965	Box 18
Standard Brands--Mexico, 1969	Box 18
Standard Brands--National Association of Extension 4-H Agents, 1969	Box 18
<b>Physical Description:</b> 3 folders	
Standard Brands--National Association of Extension Home Economists, 1965	Box 18
<b>Physical Description:</b> 2 folders	
Standard Brands--Nutrition education (U.S. and South Africa), 1958-1960	Box 18
Standard Brands--Our Daily Bread, undated	Box 18
Standard Brands--Parties in Motion (getting men involved in party planning), 1966	Box 18
Standard Brands--Peanut oil information, 1963-1964	Box 18

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Standard Brands--Philippines, 1967-1968	Box 19
<b>Physical Description:</b> 2 folders	
Standard Brands--Photograph binders, 1971-1976	Box 19
<b>Physical Description:</b> 6 folders	
Standard Brands--Planters, 1962	Box 19
Standard Brands--Planters--Home Service Director mailings, 1964	Box 19
Standard Brands--Planters--Marketing to Kosher/Passover, 1965-1966	Box 19
Standard Brands--Planters--Materials on nutrition and fitness aimed at children, 1967-1970	Box 19
Standard Brands--Planters--Mr. Peanut booklets, 1962-1967, undated	Box 19
<b>Physical Description:</b> 2 folders	
Standard Brands--Planters--Mr. Peanut School Champ, 1966	Box 19
Standard Brands--Planters--Potato chips, 1975	Box 19
Standard Brands--Posters, undated	Oversize-folder 1
Standard Brands--Puerto Rico, 1966-1968	Box 19
<b>Physical Description:</b> 4 folders	
Standard Brands--Pyrofax baking contest, 1962-1964	Box 19
Standard Brands--Recipes, 1965-1966	Box 19
<b>Physical Description:</b> 2 folders	
Standard Brands--Royal, 1964-1967	Box 19
<b>Physical Description:</b> 4 folders	
Standard Brands--Royal--Cakes, 1957	Box 19

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Standard Brands--Royal--Recipe booklets, 1966, undated	Box 19
Standard Brands--Royal--Recipe search, 1965	Box 19
Standard Brands--Royal--Royal products binders, 1968-1969	Box 19
<b>Physical Description:</b> 2 folders	
Standard Brands--Royal--Royal products binders, 1965-1970	Box 20
<b>Physical Description:</b> 5 folders	
Standard Brands--Royal--South Africa, 1968	Box 35
Standard Brands--South Africa, 1967	Box 35
Standard Brands--South Africa, 1968-1969	Box 20
Standard Brands--South Africa--Nutrition posters, 1968	Oversize-folder 1
Standard Brands--South Africa--Party Time in Royal Rhyme, undated	Box 20
Standard Brands--Surplus foods welfare questionnaire (with responses), 1965	Box 20
Standard Brands--U.S. government food stamp program, 1960-1962	Box 20
Standard Brands--Welfare mailing (New York), 1961	Box 20
Standard Brands--When You Bake With Yeast, 1961, undated	Box 20
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Have Fun Make Rolls; Breads of Many Lands; Holiday Breads	
Standard Brands--Why Do Women Bake with Yeast?, 1964	Box 20
Standard Brands--Yeast Breads Plain and Fancy, 1961	Box 20

Standard Brands--Yeast-Riz, 1965	Box 20
Standard Brands--Young Cook's Bake a Bread Book, 1965	Box 20
Standard Brands/Scott Paper--You're Entertaining (Junior Miss hostess guides), 1963-1965	Box 20
Standard Brands/Seven-Up--World's Fair, 1963-1964	Box 20
Standard Federal Savings, 1986	Box 20
Standard Milling Company recipe cards, undated	Box 20
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Stick To Your Ribs restaurant, 1992	Box 20
STP (Drackett), 1976-1978 <b>Physical Description:</b> 2 folders	Box 20
STP (Drackett)--Pro bowling sponsorship, 1975-1976	Box 20
STP (Drackett)--Robert Blake, 1976	Box 20
Sun Banks of Florida, 1979	Box 20
Survival Anglia, 1976-1978	Box 20
Taft Broadcasting, 1975	Box 20
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Tenneco, 1987	Box 20
Textron, 1974-1977	Box 20
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Uncle Ben's, 1975	Box 20
Uncle Ben's (Australia)--J.S. Ibbotson, "As Others See Us", 1975	Box 35
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University of Medicine and Dentistry of New Jersey--Copsa Institute for Alzheimer's Disease, 1995	Box 20
US Air, 1979-1986	Box 20
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U.S. Brewers Association--Parties in Motion, 1960s	Box 20
U.S. Brewers Association--Shrimp and Beer Party mailing, 1965	Box 20
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Vanderbilt Medical Center, 1986	Box 20
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Vons Grocery, 1987	Box 20
W.A. Taylor, 1976	Box 20
W.A. Taylor--Courvoisier, 1986	Box 20
W.A. Taylor--VSOP (with Herbie Hancock's VSOP band), 1977	Box 20
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Wall Street Journal, 1992-1996	Box 20
Warner Bros., 1975	Box 20
Warner-Lambert, 1991-1994	Box 20
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Warner-Lambert--Clorets, 1993-1994	Box 21
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<b>Physical Description:</b> 2 folders	
Warner-Lambert--Hall's, 1994-1996	Box 21
Warner-Lambert--Listerine, 1974, 1992-1994	Box 21
<b>Physical Description:</b> 2 folders	
Warner-Lambert--Roloids, 1996	Box 21
Warner-Lambert--Schick, 1987-1996	Box 21
<b>Physical Description:</b> 2 folders	
Warner-Lambert--Schick Silk Effects (with Angie Everhart), 1996	Box 21
Warner-Lambert--Trident, 1992	Box 21
Warner-Lambert--Zantac, 1996-1997	Box 21
Weather Channel, 1984	Box 21
Wedgwood, 1973-1986	Box 21
Weight Watchers, 1995-1996	Box 21
Western Center on Law and Poverty, 1979	Box 21
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Wm. Underwood, 1975	Box 21
Women's Tennis Association (WTA), 1993	Box 21
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Andy Awards, 1985	Box 21
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Automotive Aftermarket Seminar, 1975	Box 21
<b>Physical Description:</b> 2 folders	
Awards programs, 1977	Box 21
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<b>Physical Description:</b> 2 folders	
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Blood drive, 1977	Box 21
Business-Professional Advertising Association--Mary Wells Lawrence speech, 1977	Box 21
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Chinese delegation visit, 1982	Box 21
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<b>Physical Description:</b> 2 folders	

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Food Marketing Symposium (with Secretary of Agriculture John Block), 1985	Box 21
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Helen Federico art exhibit at JWT New York, 1976	Box 21
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JWT 130th anniversary--Expenses, 1994	Box 22
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JWT 130th anniversary--J. Walter Gene, 1994	Box 22
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JWT 130th anniversary--Photographs, 1994	Box 22
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JWT Annual Stockholder Meeting materials, 1976	Box 22
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JWT Research Conference, 1977	Box 22
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Mr. T party, 1985	Box 23
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NATPE (National Association of Television Program Executives) Conference, 1977-1979	Box 23
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NOW (National Organization for Women) "badvertising" seminar, 1974	Box 23
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Publicity meetings, presentations, 1975	Box 23
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<b>Physical Description:</b> 2 folders	
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### **Organizations, Offices, Subsidiaries, 1955-1996, undated**

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Cable Shop, 1982-1983 <b>Physical Description:</b> 3 folders	Box 24
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Deltakos (see also JWT Healthcare), 1972-1974 <b>Physical Description:</b> 3 folders	Box 24
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Ferguson Communications, 1993	Box 24
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Hill and Knowlton, 1980-1986 <b>Physical Description:</b> 11 folders	Box 25
Hill and Knowlton--History, 1986	Box 25

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