



# Guide to the J. Walter Thompson Company. Press clippings, 1890-2001

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Press clippings, 1890-2009

**Creator:**

J. Walter Thompson Company

**Source:**

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

**Abstract:**

Founded in 1864 in New York, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was absorbed into marketing and communications firm VML in 2023. Collection includes newspaper and magazine clippings, memos, press releases, scrapbooks, and other printed materials that document appearances in mass print media of JWT and its offices, staff, and client accounts. Over the years clippings were variously pasted into scrapbooks; maintained in loose clipping files; photocopied and published as bound compilations. A portion of the collection focuses on JWT's takeover by British firm WPP and the careers of executives Burt Manning and Joe O'Donnell around the time of the takeover. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

21.0 Linear Feet

**Language:**

Materials in English, Spanish, Portuguese

**Collection ID:**

RL.11924

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1kj02>

**Preferred Citation**

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

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## **Background**

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### **Scope and Content**

Collection includes newspaper and magazine clippings, memos, press releases, scrapbooks, and other printed materials that document appearances in mass print media of JWT and its offices, staff, and client accounts. Over the years clippings were variously pasted into scrapbooks; maintained in loose clipping files; photocopied and published as bound compilations. A portion of the collection focuses on JWT's takeover by British firm WPP and the careers of executives Burt Manning and Joe O'Donnel around the time of the takeover.

### **Biographical/Historical**

Founded in 1864, the J. Walter Thompson Company (JWT) was one of the oldest and largest advertising agencies in the United States. It was headquartered in New York. The agency was acquired by British holding company WPP in 1987. JWT merged with direct marketing firm Wunderman in 2018 to form Wunderman Thompson, and in 2023 the agency was absorbed into marketing and communications firm VML.

Press clippings were originally pasted into scrapbooks or maintained in loose clipping files by JWT's public relations staff. Beginning around 1989, clippings were photocopied and bound into compilations that were distributed as a function of the Corporate Communications department.

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## **Arrangement**

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Organized into the following series: Clipping File; Weekly Press Clippings; In The News; Topical Files; Scrapbooks.

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## Administrative Information

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### Publication Statement

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### Access Restrictions

Collection is open for research.

### Use Restrictions

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

### Acquisition Information

The J. Walter Thompson Company. Press clippings were received by the David M. Rubenstein Rare Book & Manuscript Library as gifts from the J. Walter Thompson Company in 1993 and subsequent years.

### Processing Information

Processed by Richard Collier, Dec. 2023; Accessions described in this collection guide: 93-042, 97-090.

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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. Advertising vertical file;  
J. Walter Thompson Company. Burt Manning papers;  
J. Walter Thompson Company. Joseph O'Donnell papers;  
J. Walter Thompson Company. New business records;  
WPP Group records.

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## Names and Subjects

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- Advertising agencies -- United States -- History
- Clippings (information artifacts)
- Public relations
- Publicity
- Advertising agencies -- United States -- Management
- John W. Hartman Center for Sales, Advertising & Marketing History
- WPP Group plc
- Manning, Burt, 1931-
- O'Donnell, Joseph William, 1942-

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## Collection Inventory

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### Clipping File, 1969-1987

1969-1987	Box 48
<b>Physical Description:</b> 4 folders	
1970-1974	Box 1
<b>Physical Description:</b> 12 folders	
1973 September-1974 July	Box 2
<b>Physical Description:</b> 8 folders	
1974 August-1975 July	Box 3
<b>Physical Description:</b> 8 folders	

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1975 August-1976 February	Box 4
<b>Physical Description:</b> 8 folders	
1976 February-June	Box 5
<b>Physical Description:</b> 6 folders	
1976 July-1977 February	Box 6
<b>Physical Description:</b> 8 folders	
1977 March-July	Box 7
<b>Physical Description:</b> 6 folders	
1977 August-1978 April	Box 8
<b>Physical Description:</b> 9 folders	
1978 May-November	Box 9
<b>Physical Description:</b> 7 folders	
1978 December-1979 September	Box 10
<b>Physical Description:</b> 10 folders	
1979 October-December	Box 11
<b>Physical Description:</b> 3 folders	
1982 May-July	Box 11
<b>Physical Description:</b> 5 folders	
1982 July-August	Box 12
<b>Physical Description:</b> 5 folders	
1982 September-November	Box 13
<b>Physical Description:</b> 6 folders	
1982 November-1983 March	Box 14
<b>Physical Description:</b> 9 folders	
1983 October	Box 15
1985 March-September	Box 15
<b>Physical Description:</b> 9 folders	
1985 September-1986 January	Box 16
<b>Physical Description:</b> 10 folders	

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1986 January-May <b>Physical Description:</b> 10 folders	Box 17
1986 May-August <b>Physical Description:</b> 10 folders	Box 18
1986 August-1987 January <b>Physical Description:</b> 8 folders	Box 19
1986-1988 <b>Physical Description:</b> 4 folders	Box 49
1987 January-March <b>Physical Description:</b> 8 folders	Box 20
1987 March-May <b>Physical Description:</b> 8 folders	Box 21
1987 May-September <b>Physical Description:</b> 10 folders	Box 22
1987 September-1988 <b>Physical Description:</b> 9 folders	Box 23

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### Weekly Press Clippings, 1988-1989

1988 August-1989 August <b>Physical Description:</b> 8 folders	Box 24
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### In The News, 1989-1998

1989 September-1990 July <b>Physical Description:</b> 6 folders	Box 25
1990 August-1991 August <b>Physical Description:</b> 6 folders	Box 26
1991 September-1992 March <b>Physical Description:</b> 8 folders	Box 27

1992 March-August <b>Physical Description:</b> 7 folders	Box 28
1992 August-1993 February <b>Physical Description:</b> 6 folders	Box 29
1993 February-June <b>Physical Description:</b> 6 folders	Box 30
1993 June-November <b>Physical Description:</b> 6 folders	Box 31
1993 November-1994 April <b>Physical Description:</b> 9 folders	Box 32
1994 April-July <b>Physical Description:</b> 6 folders	Box 33
1994 July-December <b>Physical Description:</b> 7 folders	Box 34
1995 January-April <b>Physical Description:</b> 7 folders	Box 35
1995 April-October <b>Physical Description:</b> 7 folders	Box 36
1995 October-1996 December <b>Physical Description:</b> 7 folders	Box 37
1996 December-1997 November <b>Physical Description:</b> 6 folders	Box 38
1997 November-1998 August <b>Physical Description:</b> 6 folders	Box 39
Latin American Region (English, Spanish, Portuguese), 1994 <b>Physical Description:</b> 2 folders	Box 39

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**Topical Files, 1918, 1964-2009**

Advertising Age--Newsclips, 1999	Box 40
Advertising Age--Taiwan edition, 1996	Box 40
American Market Research Bureau, 1972	Box 40
Articles about JWT, 1970-2001	Box 40
Articles and Ratings Reports, 1983-1986	Box 40
Atlanta Office, 1983	Box 40
Best of 2007 press highlights, 2007	Box 50
Burger King, 1982-1988	Box 40
<b>Physical Description:</b> 6 folders	
Burt Manning resignation, 1986	Box 40
Chicago Office, 1983	Box 40
Creative Department Clips, 1993	Box 40
Daily Clips, 1992 June	Box 40
Deltakos, 1972	Box 40
Desensitization of America, 1976-1977	Box 40
Detroit Office, 1983	Box 41
Directions in advertising, 1987	Box 41
Discover Card, 1987	Box 41
<b>Physical Description:</b> 2 folders	
European Press Coverage, 1995-1996	Box 41
<b>Physical Description:</b> 3 folders	
Financial clippings, 1970-1971	Box 41
Flipping channels, 1986-1987	Box 41
<b>Physical Description:</b> 2 folders	
Future of Men press, 2005	Box 50

Goodyear, 1987	Box 41
<b>Physical Description:</b> 2 folders	
Harvey Klorman, 1983	Box 41
Joe O'Donnell, 1987	Box 41
Joe O'Donnell, 1987	Box 42
Joe O'Donnell binder, 1987	Box 42
<b>Physical Description:</b> 3 folders	
JWT 100th anniversary, 1964	Box 48
JWT takeover, 1987	Box 42
<b>Physical Description:</b> 4 folders	
JWT takeover, 1987	Box 43
JWT takeover binder, 1987	Box 43
<b>Physical Description:</b> 3 folders	
JWT takeover binder 2, 1987	Box 43
<b>Physical Description:</b> 2 folders	
JWT USA, 1983	Box 43
London Office, 1986	Box 43
Memos, 1977-1994	Box 44
Miscellaneous clippings, 1966-2000	Box 44
<b>Physical Description:</b> 2 folders	
Official Bulletin, Committee on Public Information, 1918	Box 44
People Meters, 1987	Box 44
<b>Physical Description:</b> 2 folders	
Pepsi/Slice, 1987	Box 44
<b>Physical Description:</b> 2 folders	
Procter & Gamble--Moonbeams, 1979	Box 44

Robert Gray, 1982	Box 44
San Francisco/Los Angeles Offices, 1982-1983	Box 44
Shots 115--Cannes contenders, 2009	Box 50
Southland, 1987	Box 44
Super Bowl, 1987	Box 44
<b>Physical Description:</b> 2 folders	
TV violence, 1977	Box 44
Washington Office, 1983	Box 44
WPP, 1987-1988	Box 44
<b>Physical Description:</b> 2 folders	

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## Scrapbooks, 1890-1905

1890-1903	Box 45
1895-1900	Box 45
1905	Box 45

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