



# **Guide to the J. Walter Thompson Company. Publications Collection, 1887-2005**

---

This collection guide was produced in **2006**.

This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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

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

---

## Table of Contents

---

<a href="#">Summary</a> .....	5
<a href="#">Background</a> .....	6
<a href="#">Administrative Information</a> .....	7
<a href="#">Names and Subjects</a> .....	8
<a href="#">Index</a> .....	9
<a href="#">Collection Inventory</a> .....	28
<a href="#">Corporate Publications Series, 1918-2005</a> .....	28
<a href="#">Address Lists, Worldwide Offices, 1966-1991</a> .....	28
<a href="#">Address Lists, Worldwide Offices, 1992-2005</a> .....	29
<a href="#">Client Lists, 1917-2005</a> .....	29
<a href="#">Corporate Identity Plan Records</a> .....	32
<a href="#">Financial and Stockholder Reports, 1950, 1969-1987</a> .....	33
<a href="#">JWT Group Reports, 1981-1987</a> .....	33
<a href="#">Profile Books, 1970-1996</a> .....	34
<a href="#">Profile Books, 1992-1996</a> .....	35
<a href="#">Telephone Directories, 1953-2005</a> .....	35
<a href="#">Worldwide Office Fact Books, 1994-2004</a> .....	36
<a href="#">Domestic Publications Series, 1887-2005 and undated</a> .....	36
<a href="#">Correspondence Relating to Publications, 1945-1995</a> .....	37
<a href="#">Correspondence, 1993, 1995</a> .....	37
<a href="#">General Publications, 1887-2005 and undated</a> .....	37
<a href="#">General Publications, 1992-2005</a> .....	56
<a href="#">Interurbia, 1957-1960</a> .....	61
<a href="#">Individual Offices Publications, 1909-2003 and undated</a> .....	61
<a href="#">Individual Offices, 1993-2003</a> .....	65
<a href="#">International Publications Series, 1914-2003 and undated</a> .....	65
<a href="#">London Office Publications, 1920-2003 and undated</a> .....	66
<a href="#">London Office, 1992-2003 and undated</a> .....	74
<a href="#">London/Manchester Office Publications, 1984-1991</a> .....	75
<a href="#">Other Offices Publications, 1914-2003 and undated</a> .....	76
<a href="#">Other Offices Publications, 1992-2000</a> .....	88
<a href="#">Subsidiaries and Related Firms Publications Series, 1950-2002 and undated</a> .....	90

<a href="#">A.C. Nielsen Company GMBH (Frankfurt, Germany), 1980</a>	90
<a href="#">Advertising Creative Circle (London, UK), 1953</a>	90
<a href="#">Advertising Research Foundation</a>	90
<a href="#">American Institute of Consumer Studies (Newton Square, Penn.), 2002</a>	90
<a href="#">Axiom Market Research Bureau (New York, N.Y.), 1972-1977</a>	90
<a href="#">British Market Research Bureau (London, U.K.), 1950-1974 and undated</a>	91
<a href="#">Brouillard Communications (New York, N.Y.), 1975-1986 and undated</a>	92
<a href="#">Communispond, Inc., 1977</a>	92
<a href="#">Consultancy Group, 1976</a>	92
<a href="#">Contract Advertising (India) Limited (Bombay), 1994-1995</a>	92
<a href="#">Deltakos (New York, N.Y.), 1973-1977</a>	93
<a href="#">Diogenes Market Research, Inc (New York, N.Y.), 1978</a>	93
<a href="#">Duke University, 1988, 1999</a>	93
<a href="#">EA International/Euro Advertising (Paris, France), 1979-1982</a>	93
<a href="#">Editora Referência, Ltda. (São Paulo, Brazil), 1979-1989</a>	93
<a href="#">European Market Research Bureau (EMRB), 1972-1973</a>	93
<a href="#">Hill &amp; Knowlton (New York, N.Y.), 1980-1987</a>	93
<a href="#">Huhtamäki Oy (Helsinki, Finland), 1986</a>	94
<a href="#">Innovative Information Techniques, Inc. (New York, N.Y.), 1992</a>	94
<a href="#">JWT Direct (Chicago, Ill.), 1986</a>	94
<a href="#">JWT Specialized Communications (Dallas, Tex.), 1996-2000</a>	94
<a href="#">JWT Works (Dallas, Tex.), 2000</a>	94
<a href="#">JWT Worldwide (New York, N.Y.), 1995 and undated</a>	94
<a href="#">Landsdowne Advertising (New York, N.Y.), 1975-1980s</a>	95
<a href="#">Lexington International (London, U.K.), 1978</a>	95
<a href="#">Lord, Geller, Federico, Einstein (New York, N.Y.), 1981-1985</a>	95
<a href="#">Market Research Bureau International--MRBI (London, U.K.), 1983</a>	95
<a href="#">McGraw-Hill Research (New York, N.Y.), 1985</a>	95
<a href="#">Mediamark Research (New York, N.Y.), 2002</a>	95
<a href="#">Mindshare (New York, N.Y.), 1999 and undated</a>	95
<a href="#">National Television Association (New York, N.Y.), 1991</a>	96
<a href="#">PACT (New York, N.Y.), 1982</a>	96
<a href="#">Simmons Market Research Bureau--SMRB (New York, N.Y.), 1980-1985</a>	96
<a href="#">Society of Illustrators, 1992</a>	97
<a href="#">Soskin/Thompson Associates (New York, N.Y.), 1980</a>	97
<a href="#">Thompson Recruitment Advertising, 1993</a>	97
<a href="#">Tihama (Jedda, Saudi Arabia), 1980s</a>	97
<a href="#">Tyton Information Service (London), undated</a>	97

<a href="#"><u>Subsidiaries and Related Firms, 1994-2000 and undated</u></a> .....	97
<a href="#"><u>Oversize Materials</u></a> .....	98
<a href="#"><u>Domestic Publications--General, 1933-2005</u></a> .....	98
<a href="#"><u>International--London Office, 1967-2001 and undated</u></a> .....	99
<a href="#"><u>International--Other Offices Publications, 1972-2003 and undated</u></a> .....	99
<a href="#"><u>Subsidiaries and Related Firms, 1975-1985</u></a> .....	100

## Summary

---

**Collection Title:**

J. Walter Thompson Company. Publications collection, 1887-2005

**Source:**

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

**Creator:**

J. Walter Thompson Company

**Abstract:**

The J. Walter Thompson Company, founded in 1864, is one of the largest enduring advertising agencies in the U.S. The J. Walter Thompson Company Publications Collection spans the years 1887 to 2005 and includes printed materials produced by the various offices, partners, subsidiaries and related firms of the J. Walter Thompson Company. Materials include promotional pamphlets, informational bulletins, regional market analyses, research reports, and industry overviews, as well as corporate annual reports, office directories and aggregate client lists. Materials are primarily in English, but several other languages are also represented.

**Extent:**

75 Linear Feet

**Language:**

Material is in English, French, Spanish, Portuguese, Japanese, German, Danish, Italian, Dutch, Swedish, Arabic.

**Collection ID:**

RL.00741

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1864b>

**Preferred Citation**

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

[Return to Table of Contents](#)

## Background

---

### Scope and Content

The J. Walter Thompson Company Publications Collection spans the years 1887 to 2005 and includes printed materials produced by the various domestic offices, partners, subsidiaries and related firms of the J. Walter Thompson Co. (JWT). Domestic offices include Atlanta, Chicago, Detroit, New York and San Francisco. International materials originate primarily from the London Office, but other offices in Australia, Belgium, Canada, France, Germany, India, South Africa, and Spain are also represented. The main subsidiaries and related firms represented in the collection include the British Market Research Bureau; Brouillard Communications, Inc.; Hill & Knowlton; Lord, Geller, Federico, Einstein; and the Simmons Market Research Bureau. Materials include promotional pamphlets, informational bulletins, regional market analyses, research reports, and industry overviews, as well as corporate annual reports, office directories and aggregate client lists. The oldest materials are domestic rather than international. Materials are primarily in English, but several other languages are also represented.

The collection is organized into four series: **Corporate Publications**, **Domestic Publications**, **International Publications**, and **Subsidiaries and Related Firms Publications**.

The **Corporate Publications Series** includes published documents relating to the organizational and corporate life of the agency. The series is organized into seven subseries-- **Worldwide Office Address Lists**, **Client Lists**, **Financial and Stockholder Reports**, **JWT Group Reports**, **Worldwide Office Fact Books**, **Profile Books**, and **Telephone Directories**. Most of these subseries are self-explanatory. Both the JWT Group Reports and the Financial and Stockholder Reports include annual and quarterly reports sent out to stockholders as well as 10-K and other reports filed with the Securities and Exchange Commission (JWT reorganized as the JWT Group in 1980, and maintained that name until it became part of the WPP Group in 1986). Both the Worldwide Office Fact Books and the Profile Books contain summary information about JWT's structure, client base, offices and billings for particular years.

The **Domestic Publications Series** include materials published in the U.S. The series is organized into **General Publications**, **Interurbia**, and **Individual Offices Publications**. General Publications include materials published by the main headquarters in New York and pertain to broad issues of interest throughout the company, such as employee training, research reports, regional market surveys and informational bulletins. Interurbia was a special series of reports and presentations begun in the 1950s, in which JWT sought

to address the rapid expansion of metropolitan areas in the United States. Individual Offices Publications include materials published by specific JWT offices that address issues of concern to that office or its clients. Preceding the container list of publications are folders that contain correspondence relating to publications.

The **International Publications Series** includes material published outside the U.S. by JWT's international offices. The bulk of materials come from the London office, but other offices are also represented.

The **Subsidiaries and Related Firms Series** includes publications originating with JWT's subsidiaries, such as Brouillard Communications and the British Market Research Bureau (BMRB), as well as from firms with which JWT had close working relationships at one time, such as the Simmons Market Research Bureau, after which JWT modelled the BMRB.

[Return to Table of Contents](#)

---

## Administrative Information

---

### Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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

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

### Access Restrictions

Collection is open for research.

### Use Restrictions

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

## Acquisition Information

The J. Walter Thompson Company. Publications Collection was received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 1986, with additions in subsequent years.

## Processing Information

Processed by Richard Collier, Loren Crippen, Barbara Heck, Brooke Stanley, December 2005

Encoded by Richard Collier

Completed January 2006

Accession(s) 99-312, 93-051, 93-052, 93-050, 93-146, 99-310, 99-311, 99-384, 97-095, 93-085, 93-148, 93-066, 96-093 were merged into one collection, described in this finding aid.

[Return to Table of Contents](#)

---

## Names and Subjects

---

- Advertising -- Spain -- 20th century
- Research reports and papers
- Corporation reports
- Advertising -- France -- 20th century
- Advertising -- Germany -- 20th century
- Advertising -- India -- 20th century
- Advertising -- South Africa -- 20th century
- Advertising -- Great Britain -- 20th century
- Advertising -- Australia -- 20th century
- Advertising -- Belgium -- 20th century
- Advertising -- Canada -- 20th century
- Advertising agencies -- History
- Advertising agencies -- United States -- History
- Advertising -- United States -- 20th century
- Advertising -- United States -- 19th century
- Marketing research
- Publications
- Advertising agencies -- Great Britain
- Advertising agencies -- Great Britain -- History
- Lord, Geller, Federico, Einstein, Inc.
- Simmons Market Research Bureau

- Hill & Knowlton, Inc.
- J. Walter Thompson Company. Atlanta Office
- Brouillard Communications, Inc.
- British Market Research Bureau, Ltd
- J. Walter Thompson Company. London Office
- J. Walter Thompson Company. New York Office
- J. Walter Thompson Company. Chicago Office
- J. Walter Thompson Company. Detroit Office
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company. San Francisco Office

---

## Index

---

- \$5 Billion Sales Opportunity Knocking at the Door of Business box DG9
- 1910 Census Shows that... box DG6
- 1975 Communications Plan (South Africa), box IO9
- 1980 Study of Media and Markets box SR5
- 1984 Study of Media and Markets box SR5
- 1985/1986 (JWT London) box IL7
- 1986 JWT/FDAF Meeting August 10-13 box OV1
- 1996 J. Walter Thompson Yearbook box DG25 (RESTRICTED)
- 25 Leading Advertising Agencies box DG9
- 25th Anniversary Invitation box DG19
- 40 Berkeley Square box OV3
- 50th Anniversary Kit Kat box IL7
- 86-87 Face to Face with JWT box IL7
- About BMRB box SR2
- Abra as Asas box IO2
- Accelerated Opportunities in Advertising Account Management box DG16
- Access box SR2
- Access: The BMRB Omnibus Study box SR2
- Account Management Development Program (France), box IO12 (RESTRICTED)
- Account Management Development Program (U.S.), box DG17
- Account Management Performance Evaluation, Tips, Checklist box DG24 (RESTRICTED)
- Acorn to Zapping box IL7
- Adspend Today, Adspend Tomorrow box IL7
- Advanced Media Solutions box IL8 (RESTRICTED)
- Advanced Opportunities in Advertising Account Management box DG17
- Advertiser Pocket Guide to Cable Communications, boxes DG19, DG20
- Advertising box DG19
- Advertising--Is This The Sort of Work An Honest Man Can Take Pride In? box IL2

- Advertising and Marketing Bibliography box DG25 (RESTRICTED)
- Advertising and Sales Promotion Expenditure, box IL2
- Advertising and the Nationalised Industries, box DG17
- Advertising as a Career for Women box DG14
- Advertising as a Selling Force box DG5
- Advertising Chicago Style: A Character All It's Own box OV1
- Advertising Expenditures in Western Europe 1960-1974 boxes IL3, IL4
- Advertising Expenditures: International Comparisons 1960-1975 box IL5
- Advertising Gold Medal Awards box DG16
- Advertising in a Land of Less: Circa 1980, boxes DG17, DO2
- Advertising in America box DG1
- Advertising in Small Spaces box IL1
- Advertising in the '90s box DG22
- Advertising Leadership 1864-1989 box OV1
- Advertising Management box IL3
- Advertising Planning Methods box DG21
- Advertising Workshop: Dehydrated Tomato Juice, box DG16
- Advertising: a Career for Exceptional Men, boxes DG14, DG15
- Advertising: a Career for Women box DG15
- Advertising: An Annotated Bibliography box IL3
- Advertising: Manipulation or Persuasion? box DG17
- Advertisement Films in Movie Houses box IO5
- Adweek Agency Report Card box DG19
- Affiliated Companies box DG17
- African Market Division: A Statistical Overview box IO9
- Alaskan Market box DG14
- Allegro Vivace: The History of Champagne, Cava and the Sparkling Wines of the World box IO10
- Almost Every Other Company You Consider Joining Uses Someone Like Us box IL3
- American Consumer 1970-1990 box DG18
- American Drug Store, a Qualitative Study, box DG14
- American Lifestyles Presentation Tool Kit, box DG21
- Annual Report (India) box IO5
- Annual Report (Korea) box IO6
- Annual Report (Spain) box IO10
- Annual Report J.W.T. Italia box IO6
- Annual Review (Hill & Knowlton) box SR4
- April 1984 box IL7
- Approach to Measuring Advertising Effectiveness, box SR2
- Are We Shackling Economic Growth by Overlooking the Consumer? box DG15
- Are You a Guesswork Advertiser? box DG7
- Artist in Advertising box SR1
- Aspects of Real box IO12 (RESTRICTED)
- At The Receiving End box IL2
- Audience Measurement Procedures box SR5

- Australian Market box DG15
- Australian Underview box IO1
- Ballad of Reggie Research and TGI box SR1
- Be Big box DO4
- Benchmark box OV4
- Best Sellers box IL6
- Biography of Roland T. Wentzel box IO9
- Blank in the Balance Sheet box DG19
- Brand Management: A Guide to a Few Misconceptions box DG25 (RESTRICTED)
- Brand Personality box SR2
- Bravi & Buoni box IO6
- Breads of Many Lands box DO2
- Brief Profile of JWT New York boxes DO2, IO3
- Brief Profile of the J. Walter Thompson Company, box DO2
- Britain: Its Markets and Media box SR2
- British Market Research Bureau box SR2
- Brookings Primer of Progress Illustrated, box DG10
- Brouillard Communications box SR3
- Brouillard in Brief box SR3
- Bush House, Berlin and Berkeley Square box IL7
- Business of Imagination: The Art of Creating Convictions box DG26 (RESTRICTED)
- BUY (Brand Utility) Study box DG19
- Buying: It's Not an Event, It's a System, boxes DG23, DG24, DG26 (RESTRICTED)
- Cable Capsule boxes DG19-DG21
- Cable/Satellite Industry Blue Book box DO2
- Can J. Walter Thompson Make Your Marketing Programs More Effective? box DG23 (RESTRICTED)
- Can Research Evaluate the Creative Content of Advertising? box IL2
- Canadian box IO3
- Canadian Markets box DG14
- Canadian Profile of JWT box IO3
- Career in Advertising box IL1
- Career in Market Research box SR2
- Career Opportunities in Advertising box DG16
- Case for Advertising boxes IL4, IL5
- Case for the Full-Service Agency box DG17
- Catalogue of Magazines boxes DG1, DG2
- Challenges and Problems for International Advertising box IL1
- Change and Challenge box DG16
- Change in the Marketplace box DG17
- Changes Affecting Policy Control in World-Wide Business box DG14
- Changing Face of Super Market Shopping box IL1
- Choices box SR5
- CIBA-GEIGY Agricultural Division box DO1

- Classification of the Content of the Advertising Message box IO8
- Client/Agency Relationship box IL1
- Cluster Plus Marketing box SR5
- Cold Hard Facts boxes IL8, SR6 (RESTRICTED)
- College Market box SR5
- Colour Television--A Report box IL2
- Comment Vendre boxes DG10, IO2
- Commercial Production Procedure Manual box DG19
- Commodore box DG22
- Communications Forum Papers box DG17
- Communispond, Inc. box SR3
- Como Opera la Publicidad? box IO10
- Company Advertising/London box IL2
- Comparison of Methods box SR1
- Comparison of Type Faces box DO2
- Competition Under NRA box OV1
- Computer Skills Programme: Introduction to Notes Mail box IL8 (RESTRICTED)
- Conquest Europe box DO2
- Consultancy Group box SR3
- Consumer Change and Conflict box IL5
- Consumer Change in the Mid 70's boxes DG18, IL5
- Consumer in Crisis box DG17
- Consumer in Crisis: the New American Market, box DO1
- Consumer Market in the American Economy, box DG12
- Consumer Purchasing Power box DG11
- Consumer's New Reality box DG18
- Contact Advertising Limited box IL4
- Copy Test box IL7
- Corporate Communications box IO4
- Corporate Need to Communicate box DG19
- Corporate Need to Communicate (Brouillard), box SR3
- Couponing: A Capsule Look box DO1
- Cream of Your Market (Canada) box IO3
- Cream of Your Market (U.S.) boxes DG11, DG15
- Creative Library box DO3
- Creative Research in the 1990s box DG23 (RESTRICTED)
- Creative Uprising box DG21
- Creative Workshop box SR2
- Creative Workshop: Butter box SR2
- Crisi Nell'Attività di Marca box IO6
- Crisis in Branding box IL6
- Criteria for Selecting a Worldwide Agency, box DG22
- Cutthroat Competition box DG7
- Darvon Pricing Survey box SR4
- DDFH&B box IO6
- De Ideeën Liggen op Straat box IO8

- De Medio a Medio box IO1
- Dear Personalized box IL8
- Decade of Change box IL1
- Definition and Explanation of Terms Used In Advertising box IO1
- Dependable Data for Advertising and Marketing Decisions box SR5
- Der Planungsberater box IO4
- Desarrollo Practico de una Téoria de los Anuncios box IO10
- Description of Artwork Commissioned by JWT, box DG16
- Developing New Brands box IL7
- Development and Application of Ideas in Advertising box OV1
- Development of Independent Television box IL1
- Dialog box DG19
- Dictionary of Advertising Terms box DG13
- Die Dynamik des Wertewandels in Unserer Gesellschaft box IO4
- Direct Acting High Pressure box DG2
- Direct Mail: Two Mediums Not One box DG11
- Direct Response to the 1980s box SR5
- Distribution box DG11
- Do You Know Your Way Around Europe? box IL3
- Does Advertising Manipulate Consumer Behavior? box DG17
- Does Distribution Cost Too Much? box DG10
- Donde Comer en Madrid en Agosto box IO10
- Don't Blink: The Third Beat Passion box OV4
- Dreaming box IO12 (RESTRICTED)
- EA Euro-Lyon box OV6
- EA International box SR4
- Economics of Advertising box DG9
- Education, Social Class, and Reading of Newspapers and Magazines box SR2
- Een Grootgrutter op Net Oorlogspad box IO8
- Effective Advertising box IL6
- Effective Advertising: 4 Case Studies box IL7
- Ein Portrait box IO4
- Eine Technik zum Produzieren von Ideen box IO4
- El Mercado Norteamericano Para Articulos de Ultramar box IO1
- El Mercado y Nuestros Anuncios (Spain) box IO10
- Electronic Production Services box DO2
- Employee Benefits Booklet box DG24 (RESTRICTED)
- Employee Handbook box DG26 (RESTRICTED)
- Employee Relocation Handbook box DG19
- En La Argentina box IO1
- Engine Room box DO1
- Entertaining with Wines of the Cape box IO9
- Escape the Mundane box SR6 (RESTRICTED)
- Esto No Es Un Cuchillo de Palo box OV5
- Estudio de Radio y Televisión box IO6
- Ethiopian Endeavor box IL3
- European Common Market box IO4

- European View of the Common Market box IL1
- Euroscope box IO2
- Eyes on Thompson box DG24 (RESTRICTED)
- Facts about JWT box DG17
- Facts and the Gaining of Acceptance of Them, box DG11
- Facts You Will Want to Know about the J. Walter Thompson Co. boxes DG13, DG15
- Farm Market box DG11
- Few Facts about J. Walter Thompson Company, box IO3
- Few More Chapters box DO2
- Fifteen-Second Commercials: The Simple Truth, box DG20
- Fifty in 40 box IL8 (RESTRICTED)
- Financial Fact Book box DG19
- Fish box DG26 (RESTRICTED)
- Flippers: Changes in the Way Americans Watch TV, box DG21
- Floating Thames box IL7
- Florida Department of Citrus box DO1
- Focus: The Lab box IL9 (RESTRICTED)
- Food and Cooking in England box SR2
- Food Retailing in the Netherlands box IO8
- Ford Story box DG12
- Forecasting the Demand for Consumer Durables, box IL1
- Fourth Stage Consumer box IL8 (RESTRICTED)
- Freeze-Drying Process box IL2
- Friendly Talks to Managers box DG6
- G-8 box DO2
- General Subject Headings Used in the JWT-Chicago Library box DO1
- Generation Gap: A Problem of Communication, box DO1
- Geschäftsbericht box IO4
- Gigantic Industry That Needs The Help of Advertising box DG8
- Glosario Publicitario Español-Ingles Ingles-Español box IO10
- Glossary of Common Terms Used in Media Audience Measurement Research box DG17
- Government Sponsored Advertising In Europe Today box IO2
- Graduate Recruitment Seminar box IL7
- Grassland Improvement Campaign for OEEC Countries box IO4
- Gravity of Marketing box IL3
- Great Call Reports box IL8 (RESTRICTED)
- Great Media Ideas box IL9 (RESTRICTED)
- Great Outdoors box IL3
- Grocery Marketing: The Next Five Years box IL2
- Guía para la Realización de una "Spot" Publicitario box IO10
- Guide for Secretaries box DG12
- Guide to Central America box DO4 (RESTRICTED)
- Guide to Consumer Self-Concept box SR1
- Guide To JWT In Europe box IL5
- Guide to Print Media box DG16

- Guide to Selective Selling and Merchandising in 143 U.S. Cities box DO3
- Guideline for Crisis Situations box IO2
- Guinness box IL4
- Guinness Advertising boxes IL4, IL6
- Handbook box DG25 (RESTRICTED)
- Handbook of Effective Advertising box IL7
- Handbook on Wine for Retail Licenses (South Africa) box IO9
- Happily, So Many of Our Needs Are Filled by Products Promoted Through J. Walter Thompson Co. box DG14
- Happy Birthday Cards box IO5
- Hawaiian Market box DG14
- Hidden Expansion Pressures in Our Economy, box DG12
- Hill & Knowlton box SR4
- Hindustan Thompson Associates Ltd. box IO5
- Hindustan Thompson List of Clients box IO5
- Historia Incompleta box IO10
- History of Berkeley Square box IL5
- Hold My Skateboard While I Kiss Your Girlfriend, box OV2
- Home Video box IL6
- Hospital, Surgical, and Major Medical Benefits, box DG17
- How Advertising Helps Salesmen box DG8
- How Advertising Works box IL4
- How Are We Feeling Today? box SR5 (RESTRICTED)
- How I Selected an Advertising Agency box DG9
- How Many Nations? box IL2
- How Much Do T.V. Commercials Cost To Make? box IL3
- How to Become an Advertising Man box DG22
- How to Break Down Resistance to Life Insurance, box DG8
- How to Keep Your Ads Out of Court box DG17
- How to Measure the Value of Advertising, box IL1
- How to Pick an Advertising Agency box DO1
- How to Promote Your Restaurant box DO1
- How to Put a "Spec" Book Together box DO1
- How to Step Up Production and Save Manpower Too! box DG11
- How to Win in the Public Eye box SR3
- How Useful is Proposition Testing? box IL2
- HTA Our People box IO5
- HTA Today box IO5
- Huge New Markets boxes DG11, DG12
- Huhtamäki 1985 (Finland) box SR4
- Humor: Its Serious Side box DG17
- I Hear What You Say... box IL7
- Identification Standards Manual box DG21
- I-Group Network Text box IO9
- Il Mercato U.S.A. per le Merci Italiane, box IO6
- Importance of Corporate Advertising for Communication with the U.S. Capital Market box SR3

- In Defense of Mass Media box DG21
- Increasing the Knowledge Available to Management for Advertising Policy Decisions box DG12
- Index for Travel and Transportation Merchandising Library box DG12
- Indian Market box DG14
- Individual Effort Has Had Its Day box DG8
- Industrial Marketing Research at BMRB box SR2
- Influencing the Mind of Another box DG10
- Information Center box DO2
- Information Services: Advertising Business 2nd Quarter 1979 box IL6
- Information Services: Guide to Resources, box IL6
- Information Services: Lifestyle Trends box IL7
- Information Services: Multinational Advertising Bibliography box IL6
- Information Services: Representatives' Basic Reading List box IL6
- Information that Never Got into the Files, box IL4
- Iniciativa Privada na Construção da sociedade, box IO2
- Inside This Booklet You'll Find 8 Ads..., box OV1
- Institutional Food Market in Canada box IO3
- Integrated Marketing Communications: A Return to Basics box DG26 (RESTRICTED)
- International Advertising--The Wheel Is Turning Full Circle box IL2
- International Advertising Agency box IL2
- International Organization of the J. Walter Thompson Company Ltd. box IL1
- International Standard of Living Comparison, box DG16
- Interurbia box DG28
- Introducing Diogenes box SR4
- Introducing the J. Walter Thompson Company to Pittsburgh box OV1
- Introduction to J. Walter Thompson box IO1
- Is JWT the Company for You? box DG16
- Isn't the Consumer the Real Key to Continued Economic Growth? box DG16
- Issue box IL7
- It Was a Very Good Year box DG19
- It's a World box DG25 (RESTRICTED)
- J. Walter :15: What Now? box DG20
- J. Walter Corporate box DG20
- J. Walter Edge box DG22
- J. Walter Guide box DG21
- J. Walter Merchandise Catalog boxes DG24, DG26 (RESTRICTED)
- J. Walter Source box DG24 (RESTRICTED)
- J. Walter Thompson (Australia) box IO1
- J. Walter Thompson (Belgium) boxes IO2, OV4
- J. Walter Thompson (Canada) box IO3
- J. Walter Thompson (France) box IO12 (RESTRICTED)
- J. Walter Thompson (Hong Kong) box IO5
- J. Walter Thompson (Italia) S.P.A. box IO6
- J. Walter Thompson (Philippines) box OV5
- J. Walter Thompson (South Africa) box IO9

- J. Walter Thompson (Spain) box IO12 (RESTRICTED)
- J. Walter Thompson (U.S.) boxes DG20, DG22, DG27 (RESTRICTED)
- J. Walter Thompson Agence de Publicité box IO4
- J. Walter Thompson Co. Advertising boxes DG2-DG4, DG6
- J. Walter Thompson Co. Archives box SR4
- J. Walter Thompson Co. International Organization box DG12
- J. Walter Thompson Co. Style Manual box DG14
- J. Walter Thompson Company box DG27 (RESTRICTED)
- J. Walter Thompson Company (Chicago) box DO1
- J. Walter Thompson Company Limited (Australia), box OV4
- J. Walter Thompson Company World box DG17
- J. Walter Thompson Consumer Purchase Panel, box DG13
- J. Walter Thompson Direct (Chicago) box SR4
- J. Walter Thompson Direct (London) box IL8 (RESTRICTED)
- J. Walter Thompson España de 1927-1936 box IO10
- J. Walter Thompson Identity Guidelines box DG27 (RESTRICTED)
- J. Walter Thompson New York box DO2
- J. Walter Thompson Philippines, 1947-1982, box IO9
- J. Walter Thompson Professional Development Programme box IL7
- J. Walter Thompson San Francisco box DO3
- J. Walter Thompson Yearbook box DG21
- J. Walter Who? box DO1
- Jaguar: A Love Affair box DG23
- Jahresbericht box IO4
- Jahresring 1973 box IO4
- James Walter Thompson Advertising Agent, box IL6
- James Webb Young Course box IO3
- Japanese Market box DG13
- Jota Dabliu Te box OV4
- Jump Start Cards box IL9 (RESTRICTED)
- JWT (Denmark) box IO12 (RESTRICTED)
- JWT (Philippines) box IO9
- JWT 1965 (London) box IL2
- JWT 1973-1974 box IO4
- JWT 1978 (London) box IL6
- JWT 1981: A Review of the Year's Advertising (London) box IL6
- JWT 1984 (London) box IL7
- JWT 80 London box IL6
- JWT 80 Manchester box IL6
- JWT Account Manager's Handbook box DG22
- JWT Account Team: Responsibilities and Procedures box IO1
- JWT At Forty (Philippines) box IO9
- JWT au Canada box IO3
- JWT Audit of Agency Performance box IO9
- JWT Book box DG6
- JWT Brazil--1970 box IO2
- JWT Business Communications box IO12 (RESTRICTED)

- JWT Career Opportunities box DG19
- JWT Chicago box DO1
- JWT Circle: A Quarterly Review for the Staff of JWT Southern Africa box IO9
- JWT Coloring Book box DO1
- JWT Consumer Purchase Panel box DG11
- JWT Cuisine: A Collection of Recipes from Employees and Friends of JWT Worldwide box DG25 (RESTRICTED)
- JWT Decimal Money Experiment box IL2
- JWT Detroit box DO2
- JWT Detroit Public Relations box DO2
- JWT Director-in-Charge: Roles and Expectations, box DG24 (RESTRICTED)
- JWT Effective Advertising Programme box IL7
- JWT Employee Handbook box DO4 (RESTRICTED)
- JWT en France box IO4
- JWT España de 1927 á 1936 box IO10
- JWT Europe boxes DG16, IO3
- JWT Frankfurt box IO4
- JWT Graduate Recruitment box IL9 (RESTRICTED)
- JWT Guide to Research boxes DG22, DG26 (RESTRICTED)
- JWT Guide to Research Japan Version box IO12 (RESTRICTED)
- JWT Handbook (London) box IL3
- JWT In Britain box IL2-IL5
- JWT In Europe box IL4
- JWT in Frankfurt box IO4
- JWT in Greece box IO5
- JWT In London, in Europe and Around the World, box IL5
- JWT Information Center box DG16
- JWT Information Services- Europe box IL5
- JWT International Offices box DG16
- JWT Italy box IO6
- JWT Knowledge Centre box IL9 (RESTRICTED)
- JWT London box OV3
- JWT London: 1926-1966 box IL2
- JWT London: Dates and Data box IL3
- JWT London: The Consumer Has A Mind As Well As A Stomach box IL3
- JWT Management Leadership Program, Duke University box DG24 (RESTRICTED)
- JWT Marzo 1981 box IO8
- JWT Media Person's Handbook box DG22
- JWT Media Person's Handbook Japan Version, box IO12 (RESTRICTED)
- JWT New Business Checklist for Winners box DG23 (RESTRICTED)
- JWT New Business Handbook box DG22
- JWT NIEUW box IO8
- JWT Office, John Hancock Center box DO1
- JWT Opportunities in New Zealand box IO8
- JWT Peru box IO8
- JWT Rises to the Challenge of Europe box OV3

- JWT Specialized Communications box SR6 (RESTRICTED)
- JWT TV Workshop box DG12
- JWT Washington: What It Is, What It Does, box DO3
- JWT West Employee Training Handbook box DO4 (RESTRICTED)
- JWT World Identity Programs (Commodore, Graphic Standards Manual) box DG21
- JWT Yellow Pages box DG21
- JWT: Reputation and Reality box DG18
- JWT--Who Is It? box DG19
- King Papers box IL7
- Knightsbridge Green Blueprint box OV3
- La Inversion Publicitaria en España boxes IO10, IO11
- La Investigación Publicitaria en la Agencia, box IO11
- La Lettre d'Information Media box IO4
- Laboratory of Advertising Performance box SR5
- Landsdowne boxes OV6, SR5
- Landsdowne Marketing Limited box OV6
- Latin American Markets box DG13
- Leadership at JWT box DG18
- Let's Try for That Extra 10% box DG12
- L'Equipe box IO12 (RESTRICTED)
- Lettre Ouverte box IO2
- L'etude du Marche box IO2
- Lexicon box DG21
- Lexington International box SR5
- LGFE box OV7
- Liberation box IL9 (RESTRICTED)
- Lidov Mural box OV1
- Lifestages box DG21
- Lining Up for Launch Day box IO9
- Lippold Sculpture Construction box DO2
- List of Accounts (London) box IL7
- Lo Sviluppo di Nuove Marche box IO7
- Look at 15-Second Commercials in the 90s, box DG22
- Looking Forward to the Next 10 Years box DG22
- Looking Up at JWT box DG23 (RESTRICTED)
- Lord and Thomas Creeds box DG15
- Magazine Audience Estimates box SR5
- Major Market Index Plan box SR5
- Making the Partnership Work box SR6 (RESTRICTED)
- Management Performance and Evaluation box DG20
- Management Philosophy box IO2
- Management Reference Center Chronological Bibliography box DG21
- Managers Meeting box IO3
- Managing a JWT Office for Performance and Profit box DG18
- Managing the Agency box DG27 (RESTRICTED)
- Manchester box IL10

- Manual of TV Basics box DG14
- Manual Operativo para Cuentas box IO12 (RESTRICTED)
- Many Worlds of S. Meek box DG19
- Map and Guide of European Cities box IO3
- Market Analysis of the 1931 Population Statistics for Great Britain and Ireland box IL1
- Market Data box IO6
- Market Potentials box DG11
- Market Research and the Retailer box IL2
- Market Research in Europe boxes SR2, SR4
- Market Research on a European Basis box IL3, SR4
- Market Sizes box IL5
- Market Study for the Professional Nutritionist, box DO1
- Marketing in a Defense Economy box DG11
- Marketing In Crisis box IO12 (RESTRICTED)
- Marketing Opportunities box DG11
- Marketing Research box IO2
- Marketing to Consumers box SR5
- Markets Are Made of People box DG8
- Markets to the North: Angola box IO10
- Markets to the North: Belgian Congo box IO10
- Markets to the North: British East Africa, box IO10
- Markets to the North: General box IO10
- Markets to the North: Mozambique or Portuguese East Africa box IO10
- Markets to the North: Rhodesia and Nyasaland, box IO10
- Markets to the North: South West Africa, box IO10
- Marketwise box IO12 (RESTRICTED)
- Measuring Self-Concept box SR1
- Measuring the Audiences of Magazines box DG17, SR1
- Media Digest--Europe boxes IL4, IL5
- Media Information: Europe box DG17
- Media Information (Germany) box IO12 (RESTRICTED)
- Media Information--Switzerland box IO3
- Media Information (U.S.) boxes DG17, DG18
- Media Market in 1988 box IL10
- Media Merchandising Services box DO2
- Media Research Sources box DG26 (RESTRICTED)
- Media: The New Creative Frontier? box DG21
- Medical Journals box DG1
- Memorandum and Introductory Package Regarding JWT's Transformation box DG26 (RESTRICTED)
- Memorandum Regarding Five Speeches Presented at the JWT Fifth World Management Meeting box DG18
- Merchandise Catalog box DO2
- Merchandising Case History: Shell Premium With TCP box DG12
- Merchandising of Food Products by Industry Co-Operatives box DG10
- Merchant, Banker, Doctor box DG9

- Mexican Market (Mexico) box IO7
- Mexican Market (U.S.) box DG16
- Mexican Mystique box DO2
- México box DO3
- Michigan Opera Theatre box DO4 (RESTRICTED)
- Mil Novecientos setenta y nueve box IO11
- Million Dollar Minute box DG20
- Miracle Whip: I Couldn't Make It Without You! Cookbook box DG23 (RESTRICTED)
- Mirror for a Lady box IL2
- Mis "Ajás" Preferidos sobre Promoción box IO10
- Mission Statement boxes DG19, DG22
- Modern Advertising Agency Service box IO3
- More Jobs than Men box DG10
- Motor Racing Sponsorship: A Proposal for a Three-Country Survey box SR4
- Moving Target box DG17
- MRB International box SR5
- Mysteries of Time and Space box IL7
- Naget om JWT för og nu box OV4
- National Creative Award box DG20
- Network Sports Essentials box DG20
- Net-Working: A Research Study on Employment and the Internet box DG25 (RESTRICTED)
- New American Consumer box DG20
- New Business Brochures box IL7
- New Business Services box DG27 (RESTRICTED)
- New Era in Ford Retailing box DG14
- New Housewife box IL2
- New Image Package box DG26 (RESTRICTED)
- New JWT box IO1
- New Map for Europe box IO3
- New Media Explorers box DG19
- New Medium: Television in the 1980s box DG18
- New Office Announcement box IO3
- New Premises for JWT Brussels box IO2
- New Revolution in Distribution box DG15
- New Visual Identity box DG26 (RESTRICTED)
- New Wavelength box IL4
- New York Office Guidebook box DO2
- Newsletter (Hill & Knowlton) box SR4
- No Están Todos Los Que Son, Pero Sí Son Todos Los Que Están box IO11
- Notice to All Employees box IL6
- O Público e a Propaganda box IO2
- One Advertiser's Response to Pollution, Inflation, Shortages and Whatever's Next box DG17
- One World of J. Walter Thompson Company: A Guide to 37 International Offices in 24 Countries box IL2

- One World of Sam Meek box DG16
- Open Letter to Our Cohorts at JWT box DG27 (RESTRICTED)
- Operational Research and Marketing box IL2
- Opportunities for American Manufacturers in Britain Today box IL1
- Our Best Total Branding box DG26 (RESTRICTED)
- Outline for An Advertising Agency Analysis, box IO3
- Ouvre box IO12 (RESTRICTED)
- Overview (South Africa) box IO10
- P.T. Thomertwal Advertising box IO6
- Pamphlet Collection box DG25 (RESTRICTED)
- Pan-European Communication box IO2
- Paper-Money Inflation in France: Where It Came from, What It Brought and How It Ended box DG9
- Paradox Papers: Marketing in Modern Times, boxes DG22-DG26 (RESTRICTED)
- Paradox Papers: Youth in the 90s box DG23 (RESTRICTED)
- Partial Checklist of JWT Domestic Clients for Shopping Reference boxes DG23, DG26 (RESTRICTED)
- Partners in the Marketing Revolution box DG17
- Passion '03: JWT Europe, Middle East, Africa, box OV4
- Passion 03: JWT Latinoamerica box OV5
- Passion: North America box OV2
- Passport to the North box IO3
- People Buy Brands, Not Products boxes DG21, DG23, DG25 (RESTRICTED)
- People's Use of Media box IL5
- Perfil del Mercado Peruano box IO8
- Performance Group box DO2
- Peruvian Market box DG13
- Peruvian Market Profile box IO8
- Pet Food Market box DO2
- Pharmaceutical Advertising and Marketing, box IL2
- Philippine Market boxes DG13, IO9
- Photo Engraving box DG11
- Photo Engraving Processes box DG8
- Photographic Essay box IO2
- Pierre Caille box IO2
- Pin-Pointing the Affluent Household box IL2
- Plain Talk on Research box IO3
- Plan for the Promotion of American Travel in Thailand box DG13
- Plant City Advertising boxes DG10, DG11
- Platform (Hill & Knowlton) box SR4
- Plea for Education box DG10
- Pocket Guide to Media Terms and Media Math, boxes DG20, DO1
- Population and its Distribution boxes DG7-DG10, DG12, DG15
- Population and Purchasing Power box DG10
- Population Handbook of Great Britain and Ireland box DG8
- Population Study box IO7

- Portrait boxes IO4, OV4
- Portuguese Grafitti box IO9
- Portuguese Market box DG13
- Positioning Advertising Copy Testing box SR5
- Power of the Old, Shock of the New boxes DG24, DO4 (RESTRICTED), OV1A
- PPGH/JWT Business Communications box IO8
- PPGH/JWT in 15 Characteristics box IO8
- PPGH/JWT Tien Jaar Merkenbeleid box IO8
- PPGH/Moussault Werke box IO8
- Practical Progress From A Theory of Adverstiments box IL5
- Preliminary Report on the Present Pharmaceutical Situation and the Areas of Opportunity for Deltakos (Belgium) box SR4
- Preparedness for Peace box DO1
- Present Economic Conditions box DG8
- Presentation Didn't Go Quite As We Expected..., box IL3
- Presentation to Exxon Company box DG22
- Press in Its Relation to Public Opinion and Government box DG9
- Press Information (EA International) box OV6
- Price Guarantees by Manufacturers with Sales Contracts box DO3
- Primer for Post-War Prosperity box DG10
- Primer of Capitalism Illustrated box DG10
- Primetime Television Schedule: The Essentials, box DG20
- Print Media Information box DG17
- Private Label Reviewed box IL3
- Prize Competition box DG8
- Problem box IL10
- Problem and Opportunity for Milk in California, box DG10
- Problem Solvers box SR2
- Product Information Booklet box SR5
- Professional Development Handbook box DG24
- Professional Development Programme box IO3
- Professional Forum box DO2
- Profit-Sharing and You box DG17
- Project Enterprise box IO3
- Project Norway box IL4
- Propaganda (Brazil) box SR4
- Proposal for a Series of Focus Groups on Birth Control Methods box SR4
- Proposal: Corporate Communications/Jack Hilton, box DO1
- Psychological Laboratory box SR2
- Public Issues, Public Policy Group (Hill & Knowlton) box SR4
- Publicidad en 1979 (Spain) box IO11
- Publicité box IO2
- Purchasing Power of the Consumer box DG8
- Questions and Answers in Planning Advertising, box DO2
- Radio: an Individual's Medium box DG15
- Rapporto Annuale (JWT Italy) box IO6
- Read All About It! box IL4

- Red Book/J. Walter Thompson Co. Advertising, box DG3
- Red Ear box DG1
- Reflections on an Agency/Peter Yeo box DG27 (RESTRICTED)
- Regional and Split-Run Magazine Availabilities, box DG14
- Relationship Between Purchasing Patterns and Advertising Exposure box IL3
- Religious Press box DG1
- Report on Advertising Agencies in the Far East, box IL2
- Report on the Role of Radio in the Lives of American Housewives box DG14
- Report on Private Label in U.S. Food Retailing, box IL2
- Reports and Accounts (India) box IO5
- Tesearch Audit of 1978 TGI box SR1
- Research Audit of SMRB 1985 Study of Media and Markets box SR1
- Research Department Role and Organization, box IO1
- Research Development Procedures box IO1
- Research Into Attitudes to Advertising box IL6
- Resultattaylor box OV5
- Results of 1977 Business/Financial Press Survey, box DG18
- Results of a Survey for the Market for Travel to the U.S. in Japan box DG15
- Resumption of Overseas Buying box IL1
- Retail Audit: Principles and Practices box SR2
- Retail Display and Packaging box SR2
- Retail Shopping Areas box DG9
- Retailing in the Seventies box IL3
- Retail-Unit box IO8
- Review and Summary of the Published Literature on Eating Out box DO1
- Review for Lever Brothers Company of the Independent Buying and/or Barter Services and JWT's Buying and Barter Service, box DG17
- Review of Recent Advertising Aiding the War Effort box DG10
- Rhapsody in Red box DO4 (RESTRICTED)
- Rhapsody in Red II box DO4 (RESTRICTED)
- Roadmap of Greenland box IL9 (RESTRICTED)
- Role of a New Brand Venture Group Within JWT Amsterdam box IO8
- Role of Account Management at JWT Chicago, box DO1
- Round the Woman box SR2
- Rural Hyderabad box IO5
- Ryukyuan Market box DG15
- Sales Curves of New Products box IL2
- Salute to the Stars box IO5
- Samuel Yellin Cellini Wrought Iron box DG16
- Sample Product and Brand Tables box SR1
- Sampling Shops box SR2
- Securities Exchange Act of 1934 box DG9
- Selected Articles on Setting Adversiting Goals and Measuring Results box IO2
- Self Service in Great Britain boxes IL1, SR2
- Selling Abroad box DG9
- Selling at Home box DG9

- Selling from the Corporate Point of View, box DG20
- Selling The Most Effective, Distinctive Advertising in the Marketplace box DG27 (RESTRICTED)
- Sermons on Advertising box DG5
- Simmons box SR5
- Simmons-Scarborough Pamphlet box SR5
- Simmons Study of Media and Markets box SR5
- Simmons Teenage Research Study box SR5
- Six Things Most Ad Agencies Would Never Say to a Client box DO2
- Sixty-Four Problems box SR2
- Social Change in Britain by 1984 box IL1
- Social Class Definitions in Market Research: Objectives and Practice box SR2
- Social Class in Sample Surveys box SR2
- Society of Illustrators Catalog box SR5
- Some Advertising Responsibilities in a Dynamic Society box DG11
- Some Observations On Forecasting and Planning, box IL4
- Some Things We Have Learned box DG12
- Some Things We Have Learned About Building Client Relationships box DG27 (RESTRICTED)
- Some Things We Have Learned About Managing a JWT Office boxes DG20, DG24, DG26 (RESTRICTED)
- Some Things We Learned About Launching Mindshare box SR6 (RESTRICTED)
- Sources of Information on European Countries, box IL3
- South African Clients box IO10
- South African Market box DG15
- Southern African Intelligence: General Market Report No. 47 box IO10
- Special Markets Group: The Black Consumer Market box DG18
- Spot Buying at J. Walter Thompson box DG17
- Standards for Report Typing boxes DO1, DO2
- Statement to the JWT-Japan Creative Staff/Wilson Siebert box DG17
- Statistical Accuracy of IPA NRS Results, box SR2
- Statistical Overview of the South African Market box IO10
- Strategic Concept of Consumer Involvement: It's Importance Today box IO4
- Studio Sull'Immagine delle Reti Televisive, box IO6
- Study of Media and Markets "RPC" Levels, box SR5
- Subscriber Lists box SR5
- Successful Examples of 'Mass Education' by Clients of J. Walter Thompson C. box OV1
- Surprise 1988 Forecast box DG21
- Survey of American Consumers box SR1
- Switchback to Confidence box IO2
- Symposium in Commemoration of the 25th Anniversary of JWT Japan box IO6
- Target Group Index box SR2
- Target Group Index Plan box SR1
- Target Panel box SR2
- Target Teen Index box SR1

- Technical Plan box SR1
- Technique for Producing Ideas boxes DG13, DG22, DG24 (RESTRICTED)
- Techniques in Market Forecasting box IL2
- Tele Communications boxes DG19, DO2
- Television Attention Research box IL1
- Television In Europe box IL4
- Television in Latin America box DG15
- Television Today- Television Tomorrow box IL7
- Testing Television Commercials box DG14
- Theoretical Case for Professionalism (part 1 &2) box IO10
- Things We Have Learned About Employee Attitude Surveys box DG19
- Things to Know about Trade-Marks box DG7
- This Is Argentina box IO1
- Thomas Francis Sutton box DG19
- Thompson box OV1
- Thompson Blue Book on Advertising boxes DG5-DG7
- Thompson Consumer Index of Markets box IO5
- Thompson Office Manager's Handbook box DG22
- Thompson Recruitment Advertising box DG22
- Thompson Red Book on Advertising boxes DG4, DG27 (RESTRICTED)
- Thompson Redbook box IL6
- Thompson Rural Market Index box IO5
- Thompson Total Branding (4 booklets) box DG26 (RESTRICTED)
- Thompson Total Branding Guidebook box DG26 (RESTRICTED)
- Thompson Way box IO6
- Thompson Way Handbook boxes DG21, DG27 (RESTRICTED)
- Thompson's Battery of Magazines box DG2
- Thompson's Pocket Speller boxes DG2, DG3
- Three Myths About Our Export Trade box IL2
- Tihama box SR5
- Times box IL1
- Tips on Type box DG15
- To Speak As Well As You Think box DG19
- Today's TV Market box DG12
- Tomorrow's Consumer box IL3
- Tomorrow's Food box IL3
- Tool Kit--Advertising Planning Methods box DG21
- Tourism Research in Japan box DG15
- T-Plan boxes DO2, IL2
- Training and Professional Development in the European Region box IO12 (RESTRICTED)
- Transformation box DG25 (RESTRICTED)
- Treasurer, the Stockholder and the Customer, box DG9
- Trends and Retail Sales 1966-1975 box IL5
- Trends in Magazine Audiences box SR1
- Trouble at Credibility Gap box DG17
- TV Fact Book boxes DG21-DG25 (RESTRICTED)

- TV Terminology box DG13
- TV Violence: In the Eyes of the Beholders, box DG18
- TV/Radio Schedule box DG13
- Una Técnica para Producir Ideas box IO8
- Unconventional Wisdom box DG21
- Under New Management boxes DG18, DG19
- Understanding Buyer Behavior boxes DG18, DG19
- Unified International Practices box IO2
- United States Stamps box DG16
- Upbeat box SR6 (RESTRICTED)
- Up Front, vol. 3 box SR6 (RESTRICTED)
- U.S. Clients box DG26 (RESTRICTED)
- U.S. Coffee Market box DG21
- U.S. Commercial Television 1950-1975 box DG17
- U.S. Consumer Media box DG22
- USA Market for Overseas Goods boxes DG11, DG13
- Use and Abuse of Survey Research in Advertising Regulation box DG18
- Validity of Test Marketing box IL2
- Vienna Presents box IO2
- Viewdata box IL7
- Viewers' Choice: The Value of Higher Ratings, box SR5
- Visualize: Sharing Resources box IL8
- Visualize: The Internet box IL9 (RESTRICTED)
- Walter Thompson de Mexico S.A. box IO8
- We are Ready to Meet Change with Change, box DG17
- We've Made Our Move in Detroit box DO2
- Welcome to JWT- Sue Dean box IO2
- Werbelächer: Muß das sein? box SR1
- West Coast's Marketing Opportunities box DG11
- West Germany--A Lost Opportunity? box IL2
- Western Europe box SR3
- Western European Markets box DG13
- What Do These Changes Mean? box DG8
- What Do We Know About How Advertising Works? box IL2
- What Has Happened to the Advertising Dollar? box IO3
- What I Had To Do box DG27 (RESTRICTED)
- What is a Brand? box IL3
- What is Advertising? box DG21
- What is Marketing? box IL1
- What JWT Stands For box DG19
- What Magazine Advertising is Accomplishing, box DG7
- What Others Really Think About Account Managers, box DG22
- What Puts the Prices Up? box IL2
- What Say The Augurers? box IL2
- What's New from the Corporate Point of View, box SR3
- Where Good Advertising is the Constant Product, box DG4
- Where the TV Sets Are box DG12

- Where They Live box DG9
- Who We Are (Hill & Knowlton) box SR4
- Who's Who box OV5
- Who-What-Why-When-Where of Public Relations, box DG22
- Why Work for a Living? (London) box IL7
- Why Work for a Living? (New York) box DO2
- Will Advertising Need Smaller Targets and Better Gun-Sights? box IL2
- Willkommen bei J. Walter Thompson box IO4
- Wine Consumer Survey box DG12
- Winner's Manual... box IL6
- Women in the 90s- A New Age in Marketing to Women box IO4
- Women's Use of Media box IL5
- Womenscope box DG20
- Working Smarter Through Better Time Management, box SR4
- Working Wire box SR6 (RESTRICTED)
- World Business box DG16
- World Markets for U.S. Exports box DG10
- World of Demand box DG16
- World-Wide Opportunities for Better Living Standards box IL1
- Worldwide White Pea Awards box DG25 (RESTRICTED)
- WTM en Mexico box IO8
- Xpedite! box SR4
- Year in View boxes DG26-DG27 (RESTRICTED)
- Year One of the People Meter box DG21
- Yearbook (JWT Chicago) box DO2
- Yes--But What Responses? box DG19
- Zap Proof box DG20

---

## Collection Inventory

---

### Corporate Publications Series, 1918-2005

**Physical Description:** 36 boxes

**Scope and Contents note**

Includes directories, client lists, financial reports and other publications that pertain to corporate operations. Organized into seven subseries--**Worldwide Office Address Lists, Client Lists, Financial and Stockholder Reports, JWT Group Reports, Worldwide Office Fact Books, Profile Books** and **Telephone Directories**. Most reports in this series are periodically issued; thus, files are arranged by type or title, and chronologically therein.

### Address Lists, Worldwide Offices, 1966-1991

1966-1991	Box CA1
<b>Physical Description:</b> 7 folders	

### Address Lists, Worldwide Offices, 1992-2005

1992-1993	Box CA2
<b>Physical Description:</b> 10 folders	

1993-1998	Box CA3
<b>Physical Description:</b> 15 folders	

1998-2001	Box CA4
<b>Physical Description:</b> 11 folders	

2002-2005	Box CA5
<b>Physical Description:</b> 11 folders	

### Client Lists, 1917-2005

#### Scope and Contents note

Arranged alphabetically.

### Client Gain and Loss Reports

#### Scope and Contents note

Arranged alphabetically.

Client losses, 1960-1985	Box CC1
--------------------------	---------

Domestic clients lost, 1960-1986	Box CC1
----------------------------------	---------

Gains and losses, 1982	Box CC1
<b>Physical Description:</b> 2 folders	

International account gains and losses, 1984-1987	Box CC1
<b>Physical Description:</b> 3 folders	

Worldwide gains and losses, 1988-1991	Box CC2
<b>Physical Description:</b> 7 folders	

### Domestic Clients

**Scope and Contents note**

Arranged alphabetically, and chronologically therein.

Domestic client lists

1918, 1927-1965 Box CC3

**Physical Description:** 21 folders

1965-1974 Box CC3a

1975-1981 Box CC4

**Physical Description:** 11 folders

1981-1983 Box CC5

**Physical Description:** 9 folders

1984-1986 Box CC6

**Physical Description:** 10 folders

1986-1991 Box CC7

**Physical Description:** 6 folders

North America client index, undated Box CC7

Red Book entries, 1917-1980 Box CC7

**Physical Description:** 3 folders

**Domestic Clients, Restricted Materials (Closed to non-JWT users),  
1992-2005**

Domestic client lists

1992-2005 Box CC8

**Physical Description:** 5 folders

**International Clients**

**Scope and Contents note**

Arranged alphabetically, and chronologically therein.

International client lists, 1925-1996  
(1993-1996 Removed to International Clients,  
Restricted Materials, box CC10) Box CC9

**Physical Description:** 10 folders

Top 20 clients (international and domestic), 1984-1985	Box CC9
-----------------------------------------------------------	---------

[Worldwide active clients, 1997-1998, Removed to International Clients, Restricted Materials, box CC10]	Box CC9
---------------------------------------------------------------------------------------------------------------	---------

**International Clients, Restricted Materials (Closed to non-JWT users),  
1993-1998**

International client lists, 1993-1996	Box CC10
---------------------------------------	----------

**Physical Description:** 2 folders

Worldwide active clients, 1997-1998	Box CC10
-------------------------------------	----------

**Physical Description:** 2 folders

**Subsidiaries' Client Lists**

EA International, 1981	Box CC11
------------------------	----------

Hill & Knowlton, 1983	Box CC11
-----------------------	----------

Lord, Geller, Federico, Einstein, 1978-1983	Box CC11
---------------------------------------------	----------

**Physical Description:** 2 folders

**Uniform Account Lists**

1962-1968	Box CC12
-----------	----------

**Physical Description:** 8 folders

1969-1976	Box CC13
-----------	----------

**Physical Description:** 8 folders

1977-1984	Box CC14
-----------	----------

**Physical Description:** 8 folders

1984-1987	Box CC15
-----------	----------

**Physical Description:** 7 folders

1988-1991	Box CC16
-----------	----------

**Physical Description:** 6 folders

**Uniform Account Lists, Restricted Materials (Closed to non-JWT users),  
1992-1994**

1992-1994

Box CC17

**Physical Description:** 3 folders

**Corporate Identity Plan Records, 1997-1998**

**Physical Description:** 3 Linear Feet

Audit report, 1997	Box CIP1
Billing, 1997	Box CIP1
Brief, 1997	Box CIP1
Correspondence, 1997-1998	Box CIP1
Correspondence--Internal, 1997-1998	Box CIP1
Correspondence--Partners, 1997	Box CIP1
Expressing the Power of the JWT Brand, 1997	Box CIP1
Invoices, 1997-1998	Box CIP1
J. Walter Thompson Guidelines, undated	Box CIP1
JWT Identity Guidelines, 1997	Box CIP2
Launch book, 1997	Box CIP2
Letter, business cards, 1997	Box CIP2
"Local Knowledge" design examples, undated	Box CIP2
Manual, 1997, undated	Box CIP2
<b>Physical Description:</b> 3 folders	
Manual, 1997, undated	Box CIP3
<b>Physical Description:</b> 2 folders	
Miscellaneous, undated	Box CIP3
<b>Physical Description:</b> 2 folders	
Powerpoint, DPT designs, 1997	Box CIP3
Print materials examples, undated	Box CIP3
Powerpoint examples, 1997	Box CIP4

Proposed Revisions to JWT Corporate Identity Proposal, undated	Box CIP4
----------------------------------------------------------------	----------

J. Walter Thompson Worldwide visual identity, 1997	Box CIP5
----------------------------------------------------	----------

Visual identity presentation, foamcore mounted, undated	Box CIP5
---------------------------------------------------------	----------

### **Financial and Stockholder Reports, 1950, 1969-1987**

**Scope and Contents note**

Arranged alphabetically by report title and chronologically therein.

Annual Reports, 1969-1986	Box CF1
---------------------------	---------

Annual 10-K Reports, 1969-1986	Box CF2
--------------------------------	---------

Notice of special meeting of stockholders, 1950	Box CF3
-------------------------------------------------	---------

Prospectus, 1969	Box CF3
------------------	---------

**Physical Description:** 2 folders

Proxy statements, 1970-1987	Box CF3
-----------------------------	---------

**Physical Description:** 18 folders

### **JWT Group Reports, 1981-1987**

**Scope and Contents note**

Arranged alphabetically by report title and chronologically therein.

Annual Objectives and Profit Targets, 1981	Box CJ1
--------------------------------------------	---------

Annual Report, 1981-1986	Box CJ1
--------------------------	---------

**Physical Description:** 5 folders

Directors Report on Coverage of Events, 1987 Jan. 26-Feb. 27	Box CJ1
-----------------------------------------------------------------	---------

**Physical Description:** 2 folders

**Scope and Contents note**

Analysis of media coverage of WPP's takeover of JWT.

Financial Fact Book, 1983-1985	Box CJ1
<b>Physical Description:</b> 6 folders	
Financial Review, 1983	Box CJ1
Mission statement, 1981	Box CJ1
Morgan Stanley report, 1983	Box CJ1
Press kit, 1984, 1986	Box CJ1
Recent events, 1982	Box CJ2
<b>Physical Description:</b> 6 folders	
Recent press clippings regarding Robert Gray's complaint against JWT Group Inc., 1982	Box CJ2
Stock review and commentary, 1983-1985	Box CJ2
<b>Physical Description:</b> 9 folders	

## Profile Books, 1970-1996

### Scope and Contents note

The Worldwide and Domestic Profile Books were created by the International Intelligence Unit, in response to the number of requests for information and slides for use in New Business presentations. The Profile Books are fact books designed for employee reference. The information has been extracted from annual assessment plans. Each book is arranged alphabetically by country and includes such information as population statistics, office opening dates, billings, client product listings and rankings. Employees could purchase slides of the appropriate page from the most current Profile Book. Out of date slides were transferred to the JWWT Archives, some of which were retained in the Iconographic Collection: Slides.

Organized into Domestic and Worldwide categories and arranged chronologically therein.

Domestic Profile Books, 1970-1974	Box CP1
<b>Physical Description:</b> 5 folders	
Worldwide Profile Books, 1973-1996 1973-1979	Box CP1
<b>Physical Description:</b> 5 folders	

1980-1986	Box CP2
<b>Physical Description:</b> 7 folders	

1989-1991	Box CP3
<b>Physical Description:</b> 4 folders	

### Profile Books, 1992-1996

Worldwide Profile Books 1992-1996	Box CP4
<b>Physical Description:</b> 4 folders	

### Telephone Directories, 1953-2005

#### Scope and Contents note

Organized into Domestic and International categories, and arranged alphabetically by office, therein chronologically.

#### Domestic Offices

Chicago Office	Box CT1
----------------	---------

1974-2002 (Folders for 1992-2002 removed to Domestic Offices, Restricted Materials, box CT4)	Box CT1
<b>Physical Description:</b> 6 folders	

Detroit Office 1983-1999 (Folder for 1992-1999 removed to Domestic Offices, Restricted Materials, box CT4)	Box CT1
---------------------------------------------------------------------------------------------------------------	---------

New York Office 1953-1957	Box CT1
------------------------------	---------

1965-1984	Box CT2
<b>Physical Description:</b> 8 folders	

1985-2001 (Folders for 1992-2001 removed to Domestic Offices, Restricted Materials, boxes CT4-CT5)	Box CT3
<b>Physical Description:</b> 6 folders	

#### Domestic Offices, Restricted Materials (Closed to non-JWT users), 1992-2002

Chicago Office, 1992-2002	Box CT4
---------------------------	---------

**Physical Description:** 10 folders

Detroit Office, 1992-1999	Box CT4
---------------------------	---------

New York Office 1992-1998	Box CT4
------------------------------	---------

**Physical Description:** 3 folders

1999-2001	Box CT5
-----------	---------

**International and Worldwide Offices, Restricted Materials, (Closed to non-JWT users), 1995-2005 and undated**

Europe, undated	Box CT5
-----------------	---------

Latin America, 2001	Box CT5
---------------------	---------

London Office, 2000-2001, 2005	Box CT5
--------------------------------	---------

**Physical Description:** 2 folders

Mindshare, 2001	Box CT5
-----------------	---------

Worldwide Board of Directors, undated	Box CT5
---------------------------------------	---------

Worldwide directory, 2003	Box CT5
---------------------------	---------

Worldwide Partners Council, 1995	Box CT5
----------------------------------	---------

**Worldwide Office Fact Books, 1994-2004**

**Scope and Contents note**

Arranged chronologically.

1994-2004	Box CW1
-----------	---------

**Physical Description:** 9 folders

[Return to Table of Contents](#)

**Domestic Publications Series, 1887-2005 and undated**

**Physical Description:** 32 boxes

**Scope and Contents note**

Organized into four subseries--**Correspondence Relating to Publications, General Publications, Interurbia, and Individual Offices Publications.**

General Publications are arranged chronologically, and alphabetically by title therein. Other subseries are arranged alphabetically.

### **Correspondence Relating to Publications, 1945-1995**

General, 1960-1964	Box DC1
[ Eyes on Thompson, 1993 (Removed to Correspondence, Restricted Materials, box DC2)]	Box DC1
[ Innovative Ideas, 1995 (Removed to Correspondence, Restricted Materials, box DC2)]	Box DC1
Interurbia, 1957-1962, 1969, 1978	Box DC1
JWT Manual, 1945	Box DC1
Population and its Distribution, 1928, 1931, 1961-1976	Box DC1
<b>Physical Description:</b> 5 folders	
Primer for Post-War Prosperity, 1937-1946	Box DC1
Some Things We Learned..., 1946-1951	Box DC1

### **Correspondence, 1993, 1995**

Eyes on Thompson, 1993	Box DC2
Innovative Ideas, 1995	Box DC2

### **General Publications, 1887-2005 and undated**

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

Publications that are not specific to a single office, though many were published by the New York office. Arranged chronologically and alphabetically therein.

1887	
Catalogue of Magazines	Box DG1
Medical Journals	Box DG1
Red Ear	Box DG1

Religious Press	Box DG1
<hr/>	
1889	
Advertising in America	Box DG1
<hr/>	
Catalogue of Magazines	Box DG1
<hr/>	
Direct Acting High Pressure	Box DG2
<hr/>	
Thompson's Battery of Magazines	Box DG2
<hr/>	
1890	
Thompson's Battery of Magazines	Box DG2
<hr/>	
Thompson's Pocket Speller	Box DG2
<hr/>	
1891	
Catalogue of Magazines	Box DG2
<hr/>	
1893	
Catalogue of Magazines	Box DG2
<hr/>	
1895	
J. Walter Thompson Co. Advertising	Box DG3
<hr/>	
1896	
Thompson's Pocket Speller	Box DG3
<hr/>	
1897	
J. Walter Thompson Co. Advertising	Box DG3
<hr/>	
1899	
J. Walter Thompson Co. Advertising	Box DG3
<hr/>	
Red Book/J. Walter Thompson Co. Advertising	Box DG3a
<hr/>	
1900	
Thompson Red Book on Advertising	Box DG3a
<hr/>	
1901-1902	
J. Walter Thompson Co. Advertising	Box DG3a
<hr/>	
<b>Physical Description: 3 folders</b>	
<hr/>	
1904-1905	
J. Walter Thompson Company Advertising, 1904-1905	Box DG4
<hr/>	
Thompson Blue Book on Advertising	Box DG4

1905	Where Good Advertising is the Constant Product	Box DG4
1906	J. Walter Thompson Co. Advertising	Box DG4
1906-1907	J. Walter Thompson Company Advertising, 1906-1907	Box DG4
	Thompson Blue Book on Advertising	Box DG5
1907	Sermons on Advertising	Box DG5
1909	Advertising as a Selling Force	Box DG5
	JWT Book	Box DG5
	JWT Book, 1909	Box DG6
1909-1910	Thompson Blue Book on Advertising	Box DG6
	J. Walter Thompson Co. Advertising (missing)	Box DG6
1910	Friendly Talks to Managers	Box DG6a
1911	1910 Census Shows that...	Box DG6a
	Things to Know about Trade-Marks	Box DG6a
1911-1912	Thompson Blue Book on Advertising	Box DG6a
1912	Population and its Distribution	Box DG6a
	Population and its Distribution, 1912	Box DG7
1913	Cutthroat Competition	Box DG7
1915		

Are You a Guesswork Advertiser?	Box DG7
1917	
What Magazine Advertising is Accomplishing	Box DG7
1918	
Population and its Distribution	Box DG7
1919	
How Advertising Helps Salesmen	Box DG7
1920	
Photo Engraving Processes	Box DG7
Population and its Distribution	Box DG8
1921	
How to Break Down Resistance to Life Insurance	Box DG8
Individual Effort Has Had Its Day	Box DG8
Present Economic Conditions	Box DG8
1922	
Prize Competition	Box DG8
1923	
Gigantic Industry That Needs The Help of Advertising	Box DG8
1924	
Population Handbook of Great Britain and Ireland	Box DG8
What Do These Changes Mean?	Box DG8
1925	
Purchasing Power of the Consumer	Box DG8
1926	
Markets Are Made of People	Box DG8
Population and its Distribution	Box DG8
1927	
Retail Shopping Areas	Box DG9
1928	

Selling at Home	Box DG9
1929	
How I Selected an Advertising Agency	Box DG9
1930	
Press in Its Relation to Public Opinion and Government	Box DG9
Selling Abroad	Box DG9
Treasurer, the Stockholder and the Customer	Box DG9
Where They Live	Box DG9
1931	
Economics of Advertising	Box DG9
Population and its Distribution	Box DG9
1933	
25 Leading Advertising Agencies	Box DG9
[ Competition under NRA (Removed to Oversize Materials, box OV1)]	Box DG9
Merchant, Banker, Doctor	Box DG9
Paper-Money Inflation in France: Where It Came from, What It Brought and How It Ended	Box DG9
1934	
\$5 Billion Sales Opportunity Knocking at the Door of Business	Box DG9
Securities Exchange Act of 1934	Box DG9
1935	
Influencing the Mind of Another	Box DG10
Problem and Opportunity for Milk in California	Box DG10
1936	
Brookings Primer of Progress Illustrated	Box DG10
1937	

Comment Vendre	Box DG10
Merchandising of Food Products by Industry Co-Operatives	Box DG10
1938	
Plea for Education	Box DG10
1939	
Brookings Primer of Progress Illustrated	Box DG10
Primer of Capitalism Illustrated	Box DG10
1940	
[ Development and Application of Ideas in Advertising (Removed to Oversize Materials, box OV1)]	Box DG10
More Jobs than Men	Box DG10
1941	
Population and its Distribution	Box DG10
1945	
Population and Purchasing Power	Box DG10
Primer for Post-War Prosperity	Box DG10
Review of Recent Advertising Aiding the War Effort	Box DG10
1946	
Does Distribution Cost Too Much?	Box DG10
World Markets for U.S. Exports	Box DG10
1947	
Plant City Advertising	Box DG10
1948	
Farm Market	Box DG11
Market Potentials	Box DG11
1949	
Consumer Purchasing Power	Box DG11
Distribution	Box DG11

---

Facts and the Gaining of Acceptance of Them	Box DG11
Photo Engraving	Box DG11
Plant City Advertising	Box DG11
Some Advertising Responsibilities in a Dynamic Society	Box DG11
<hr/>	
1950	
JWT Consumer Purchase Panel	Box DG11
Marketing Opportunities	Box DG11
USA Market for Overseas Goods	Box DG11
West Coast's Marketing Opportunities	Box DG11
<hr/>	
1951	
Cream of Your Market	Box DG11
Direct Mail: Two Mediums Not One	Box DG11
How to Step Up Production and Save Manpower Too!	Box DG11
Marketing in a Defense Economy	Box DG11
Population and its Distribution	Box DG11
<hr/>	
1952	
Wine Consumer Survey	Box DG12
<hr/>	
1953	
Ford Story	Box DG12
Hidden Expansion Pressures in Our Economy	Box DG12
J. Walter Thompson Co. International Organization	Box DG12
Merchandising Case History: Shell Premium With TCP	Box DG12
Today's TV Market	Box DG12
<hr/>	
1953-1954	

Where the TV Sets Are	Box DG12
<b>Physical Description:</b> 4 folders	
<hr/>	
1954	
Huge New Markets	Box DG12
[ Successful Examples of Mass Education by Clients of J. Walter Thompson Co. (Removed to Oversize Materials, box OV1)]	Box DG12
<hr/>	
1954-1955	
Some Things We Have Learned	Box DG12
<hr/>	
1955	
Consumer Market in the American Economy	Box DG12
Huge New Markets	Box DG12
Increasing the Knowledge Available to Management for Advertising Policy Decisions	Box DG12
JWT TV Workshop	Box DG12
Let's Try for That Extra 10%	Box DG12
USA Market for Overseas Goods	Box DG12
<hr/>	
1956	
Guide for Secretaries	Box DG12
Index for Travel and Transportation Merchandising Library	Box DG12
J. Walter Thompson Consumer Purchase Panel	Box DG13
Japanese Market	Box DG13
Latin American Markets	Box DG13
Philippine Market	Box DG13
Portuguese Market	Box DG13
Technique for Producing Ideas/James Webb Young, Japanese edition	Box DG13

TV Terminology	Box DG13
TV/Radio Schedule	Box DG13
1957	
Dictionary of Advertising Terms	Box DG13
Facts You Will Want to Know about the J. Walter Thompson Co.	Box DG13
Peruvian Market	Box DG13
Plan for the Promotion of American Travel in Thailand	Box DG13
Western European Markets	Box DG13
1958	
Advertising as a Career for Women	Box DG14
Alaskan Market	Box DG14
American Drug Store, a Qualitative Study	Box DG14
Canadian Markets	Box DG14
J. Walter Thompson Co. Style Manual	Box DG14
Manual of TV Basics	Box DG14
<b>Physical Description:</b> 2 folders	
New Era in Ford Retailing	Box DG14
1959	
Advertising: a Career for Exceptional Men	Box DG14
Australian Market	Box DG14
Happily, So Many of Our Needs Are Filled by Products Promoted Through J. Walter Thompson Co.	Box DG14
Indian Market	Box DG14
Regional and Split-Run Magazine Availabilities	Box DG14

Report on the Role of Radio in the Lives of American Housewives	Box DG14
Testing Television Commercials	Box DG14
<b>1960</b>	
Advertising: a Career for Exceptional Men	Box DG14
Changes Affecting Policy Control in World-Wide Business	Box DG14
Hawaiian Market	Box DG14
Radio: an Individual's Medium	Box DG15
Ryukyuan Market	Box DG15
South African Market	Box DG15
Tips on Type	Box DG15
<b>1961</b>	
Cream of Your Market	Box DG15
[ Introducing the J. Walter Thompson Company to Pittsburgh (Removed to Oversize Materials, box OV1)]	Box DG15
New Revolution in Distribution	Box DG15
Population and its Distribution	Box DG15
Television in Latin America	Box DG15
Tourism Research in Japan	Box DG15
<b>1961-1962</b>	
Advertising: a Career for Exceptional Men	Box DG15
<b>1962</b>	
Are We Shackling Economic Growth by Overlooking the Consumer?	Box DG15
Results of a Survey for the Market for Travel to the U.S. in Japan	Box DG15
<b>1963</b>	
Advertising: a Career for Women	Box DG15

---

Facts You Will Want to Know about the J. Walter Thompson Co.	Box DG15
Lord and Thomas Creeds	Box DG15
Mexican Market	Box DG16
<hr/>	
1964	
Advertising Workshop: Dehydrated Tomato Juice	Box DG16
Description of Artwork Commissioned by JWT	Box DG16
[ Lidov Mural (Removed to Oversize Materials, box OV1)]	Box DG16
One World of Sam Meek	Box DG16
World of Demand	Box DG16
<hr/>	
1965	
International Standard of Living Comparison	Box DG16
JWT Information Center	Box DG16
JWT International Offices	Box DG16
United States Stamps	Box DG16
<hr/>	
1965-1966	
Accelerated Opportunities in Advertising Account Management	Box DG16
<hr/>	
1966	
Advertising Gold Medal Awards	Box DG16
Change and Challenge	Box DG16
Guide to Print Media	Box DG16
[ Inside This Booklet You'll Find 8 Ads... (Removed to Oversize Materials, box OV1)]	Box DG16
Samuel Yellin Cellini Wrought Iron	Box DG16
<hr/>	
1967	
Career Opportunities in Advertising	Box DG16

World Business	Box DG16
<hr/>	
1968	
Is JWT the Company for You?	Box DG16
<hr/>	
Isn't the Consumer the Real Key to Continued Economic Growth?	Box DG16
<hr/>	
JWT Europe	Box DG16
<hr/>	
1969	
Advanced Opportunities in Advertising Account Management	Box DG17
<hr/>	
Advertising and the Nationalised Industries	Box DG17
<hr/>	
Communications Forum Papers (incomplete set)	Box DG17
<hr/>	
1970	
Facts about JWT	Box DG17
<hr/>	
Print Media Information	Box DG17
<hr/>	
1971	
Case for the Full-Service Agency	Box DG17
<hr/>	
Does Advertising Manipulate Consumer Behavior?	Box DG17
<hr/>	
Glossary of Common Terms Used in Media Audience Measurement Research	Box DG17
<hr/>	
J. Walter Thompson Company World	Box DG17
<hr/>	
Media Information: Europe	Box DG17
<hr/>	
1971-1972	
Media Information	Box DG17
<hr/>	
1972	
Account Management Development Program	Box DG17
<hr/>	
Advertising: Manipulation or Persuasion?	Box DG17
<hr/>	
Humor: Its Serious Side	Box DG17
<hr/>	
Spot Buying at J. Walter Thompson	Box DG17

---

Statement to the JWT-Japan Creative Staff/ Wilson Siebert	Box DG17
Trouble at Credibility Gap	Box DG17
<hr/>	
1972-1973	
Media Information	Box DG17
<hr/>	
1973	
Affiliated Companies	Box DG17
<hr/>	
Hospital, Surgical, and Major Medical Benefits	Box DG17
<hr/>	
Profit-Sharing and You	Box DG17
<hr/>	
1974	
Consumer in Crisis	Box DG17
<hr/>	
How to Keep Your Ads Out of Court	Box DG17
<hr/>	
Moving Target	Box DG17
<hr/>	
Review for Lever Brothers Company of the Independent Buying and/or Barter Services and JWT's Buying and Barter Service	Box DG17
<hr/>	
"We are Ready to Meet Change with Change"	Box DG17
<hr/>	
1974-1975	
Media Information	Box DG17
<hr/>	
1975	
Advanced Opportunities in Advertising Account Management	Box DG17
<hr/>	
Advertising in a Land of Less: Circa 1980	Box DG17
<hr/>	
Change in the Marketplace	Box DG17
<hr/>	
Measuring the Audiences of Magazines	Box DG17
<hr/>	
One Advertiser's Response to Pollution, Inflation, Shortages and Whatever's Next	Box DG17
<hr/>	
Partners in the Marketing Revolution	Box DG17
<hr/>	
U.S. Commercial Television 1950-1975	Box DG17

---

1976

Consumer Change in the mid-70s	Box DG18
Consumer's New Reality	Box DG18
Use and Abuse of Survey Research in Advertising Regulation	Box DG18

---

1977

American Consumer 1970-1990: Great Expectations	Box DG18
Media Information	Box DG18
Results of 1977 Business/Financial Press Survey	Box DG18
Special Markets Group: The Black Consumer Market	Box DG18
TV Violence: In the Eyes of the Beholders	Box DG18
Understanding Buyer Behavior	
1. Basic Concepts	Box DG18
2. The Role of Information	Box DG18

---

1978

American Consumer 1970-1990: Moving Target	Box DG18
JWT: Reputation and Reality	Box DG18
Leadership at JWT	Box DG18
Managing a JWT Office for Performance and Profit	
1. Clients, Client Relations and Client Service	Box DG18
2. Profit	Box DG18
3. People--A New York Office Perspective	Box DG18
4. Product and Profit--You Can't Have One Without the Other	Box DG18

Memorandum Regarding Five Speeches Presented at the JWT Fifth World Management Meeting	Box DG18
New Medium: Television in the 1980s	Box DG18
Under New Management	Box DG18
Understanding Buyer Behavior	
3. Brand Loyalty	Box DG18
4. Market Segmentation	Box DG18
5. Description or Explanation	Box DG18
6. Sales Out of Purchases	Box DG18
7. Penetration Growth	Box DG18
8. How Brands Differ	Box DG18
What JWT Stands For	Box DG19
Yes--But What Responses?	Box DG19
1979	
Corporate Need to Communicate	Box DG19
Understanding Buyer Behavior	
9. Multi-Brand Buying	Box DG19
11. The Dirichlet Model	Box DG19
12. The NBD/LSD Model	Box DG19
13. Models of Change	Box DG19
circa 1970s	
Blank in the Balance Sheet	Box DG19
Dialog	Box DG19
Tele Communications	Box DG19
To Speak As Well As You Think	Box DG19

---

1980

[ Advertising Chicago Style: A Character All Its Own (Removed to Oversize Materials, box OV1)]	Box DG19
Employee Relocation Handbook	Box DG19
Under New Management	Box DG19
Understanding Buyer Behavior	
15. Watching Television	Box DG19
16. How Advertising Works	Box DG19
17. How Sales Increase	Box DG19
1981	
Advertiser Pocket Guide to Cable Communications	Box DG19
Commercial Production Procedure Manual	Box DG19
Many Worlds of S. Meek	Box DG19
Mission Statement	Box DG19
New Media Explorers	Box DG19
Things We Have Learned About Employee Attitude Surveys	Box DG19
1982	
Advertiser Pocket Guide to Cable Communications	Box DG19
BUY (Brand Utility) Study	Box DG19
It Was a Very Good Year	Box DG19
1983	
25th Anniversary Invitation	Box DG19
Advertiser Pocket Guide to Cable Communications	Box DG19
Cable Capsule	Box DG19
Financial Fact Book	Box DG19

JWT Career Opportunities	Box DG19
JWT--Who Is It?	Box DG19
National Creative Award	Box DG19
Thomas Francis Sutton	Box DG19
<b>1984</b>	
Advertiser Pocket Guide to Cable Communications	Box DG19
Advertising	Box DG19
Adweek Agency Report Card	Box DG19
Cable Capsule	Box DG19
Fifteen-Second Commercials: The Simple Truth	Box DG20
J. Walter Thompson	Box DG20
Management Performance and Evaluation	Box DG20
National Creative Award	Box DG20
Network Sports Essentials	Box DG20
Pocket Guide to Media Terms and Media Math	Box DG20
Selling from the Corporate Point of View	Box DG20
Some Things We Have Learned About Managing a JWT Office	Box DG20
[ Thompson (Removed to Oversize Materials, box OV1)]	Box DG20
<b>1985</b>	
Cable Capsule	Box DG20
Million Dollar Minute	Box DG20
National Creative Award	Box DG20
New American Consumer	Box DG20

Womenscope	Box DG20
Zap Proof	Box DG20
1985-1986	
Primetime Television Schedule: The Essentials	Box DG20
1986	
[ 1986 JWT/FDAF Meeting, August 10-13 (Removed to Oversize Materials, box OV1)]	Box DG20
Advertiser Pocket Guide to Cable Communications	Box DG20
Cable Capsule	Box DG20
J. Walter :15: What Now?	Box DG20
J. Walter Corporate	Box DG20
J. Walter Guide	Box DG21
J. Walter Thompson Yearbook	Box DG21
U.S. Coffee Market	Box DG21
What is Advertising?	Box DG21
1987	
Advertising Planning Methods	Box DG21
Creative Uprising	Box DG21
Flippers: Changes in the Way Americans Watch TV	Box DG21
JWT Yellow Pages	Box DG21
Lexicon	Box DG21
Management Reference Center Chronological Bibliography	Box DG21
Thompson Way Handbook	Box DG21
Tool Kit--Advertising Planning Methods	Box DG21

Unconventional Wisdom	Box DG21
Year One of the People Meter	Box DG21
1988	
Cable Capsule	Box DG21
Identification Standards Manual	Box DG21
Surprise 1988 Forecast	Box DG21
1988-1989	
TV Fact Book	Box DG21
1989	
[ Advertising Leadership 1864-1989 (Removed to Oversize Materials box OV1)]	Box DG21
American Lifestyles Presentation Tool Kit	Box DG21
Graphic Standards Manual	Box DG21
In Defense of Mass Media	Box DG21
J. Walter Edge	Box DG22
JWT World Identity Programs (Commodore, Graphic Standards Manual)	Box DG22
Lifestages	Box DG22
Media: The New Creative Frontier?	Box DG22
People Buy Brands, Not Products	Box DG22
Thompson Recruitment Advertising	Box DG22
circa 1980s	
Criteria for Selecting a Worldwide Agency	Box DG22
Mission Statement	Box DG22
Who-What-Why-When-Where of Public Relations	Box DG22
1990	
J. Walter Thompson	Box DG22

JWT Account Manager's Handbook	Box DG22
JWT Guide to Research	Box DG22
JWT Media Person's Handbook	Box DG22
Look at 15-Second Commercials in the 90s	Box DG22
Looking Forward to the Next 10 Years	Box DG22
TV Fact Book	Box DG22
What Others Really Think About Account Managers	Box DG22
<b>1991</b>	
Advertising in the '90s	Box DG22
Commodore	Box DG22
How to Become an Advertising Man	Box DG22
J. Walter Thompson USA	Box DG22
JWT New Business Handbook	Box DG22
Paradox Papers: Marketing in Modern Times	Box DG22
Presentation to Exxon Company	Box DG22
Technique for Producing Ideas/James Webb Young	Box DG22
Thompson Office Manager's Handbook	Box DG22
TV Fact Book	Box DG22
U.S. Consumer Media	Box DG22

### **General Publications, 1992-2005**

<b>1992</b>	
Buying: It's Not an Event, It's a System	Box DG23
Can J. Walter Thompson Make Your Marketing Programs More Effective?	Box DG23
Creative Research in the 1990s	Box DG23

Jaguar: A Love Affair	Box DG23
JWT New Business Checklist for Winners	Box DG23
Looking Up at JWT	Box DG23
Miracle Whip: I Couldn't Make It Without You! Cookbook	Box DG23
Paradox Papers	
Marketing in Modern Times	Box DG23
Youth in the 90s	Box DG23
Partial Checklist of J. Walter Thompson Domestic Clients for Shopping Purposes	Box DG23
People Buy Brands, Not Products	Box DG23
Professional Development Manual	Box DG24
<b>Physical Description:</b> 2 folders	
Some Things We Have Learned About Managing a JWT Office	Box DG24
TV Fact Book	Box DG24
1993	
Account Management Performance Evaluation, Tips, Checklist	Box DG24
Eyes on Thompson program	
Brands: Their Value and Valuation	Box DG24
Commercial Showreel (NTSC)	Box DG24
Developing the Big Match Temperament	Box DG24
JWT Director-in-Charge: Roles and Expectations	Box DG24
JWT Management Leadership Program, Duke University	Box DG24
Partial Checklist of JWT Domestic Clients for Shopping Reference	Box DG24

1994

Buying: It's Not an Event, It's a System	Box DG24
Creative Research in the 1990s	Box DG24
Employee Benefits Booklet	Box DG24
J. Walter Merchandise Catalog	Box DG24
J. Walter Source	Box DG24
Power of the Old, Shock of the New	Box DG24
Technique for Producing Ideas/James Webb Young	Box DG24
Worldwide White Pea Awards	Box DG25
<b>1995</b>	
Handbook	Box DG25
Pamphlet Collection	Box DG25
Paradox Papers: Marketing in Modern Times	Box DG25
People Buy Brands, Not Products	Box DG25
TV Fact Book	Box DG25
<b>1996</b>	
It's a World	Box DG25
<b>Physical Description:</b> 3 folders	
JWT Cuisine: A Collection of Recipes from Employees and Friends of JWT Worldwide	Box DG25
Net-Working: A Research Study on Employment and the Internet	Box DG25
Paradox Papers: Marketing in Modern Times	Box DG25
Partial Checklist of JWT Domestic Clients for Shopping Reference	Box DG25
Transformation	Box DG25
<b>1997</b>	
1996 J. Walter Thompson Yearbook	Box DG25

---

Advertising and Marketing Bibliography	Box DG25
Brand Management: A Guide to a Few Misconceptions	Box DG25
Integrated Marketing Communications: A Return to Basics	Box DG26
Media Research Sources	Box DG26
Memorandum and Introductory Package Regarding JWT's Transformation	Box DG26
New Visual Identity	Box DG26
Paradox Papers: Marketing in Modern Times	Box DG26
Thompson Total Branding (4 booklets)	Box DG26
U.S. Clients	Box DG26
<hr/>	
1998	
Business of Imagination: The Art of Creating Convictions	Box DG26
Employee Handbook	Box DG26
Fish	Box DG26
JWT Guide to Research	Box DG26
Thompson Total Branding Guidebook	Box DG26
<hr/>	
1999	
New Image Package	Box DG26
Our Best Total Branding	Box DG26
Year in View	Box DG26
<hr/>	
circa 1990s	
Buying: It's Not an Event, It's a System	Box DG26
J. Walter Merchandise Catalog	Box DG26
J. Walter Thompson Company	Box DG27
J. Walter Thompson Identity Guidelines	Box DG27

Managing the Agency	Box DG27
Reflections on an Agency/Peter Yeo	Box DG27
Selling The Most Effective, Distinctive Advertising in the Marketplace	Box DG27
Some Things We Have Learned About Managing a JWT Office	Box DG27
Thompson Red Book on Advertising	Box DG27
Thompson Way Handbook	Box DG27
2000	
New Business Services	Box DG27
Year in View	Box DG27
2001	
Some Things We Have Learned About Building Client Relationships	Box DG27
2002	
[ Passion: North America (Bound volume of advertisements, removed to Oversize Materials, box OV2)]	Box DG27
Some Things We Have Learned About Building Client Relationships	Box DG27
What I Had To Do	Box DG27
2003	
[ Passion: North America (Bound volume of advertisements, removed to Oversize Materials, box OV2)]	Box DG27
2004	
J. Walter Thompson	Box DG27
Open Letter to Our Cohorts at JWT	Box DG27
2005	
[ Hold My Skateboard While I Kiss Your Girlfriend (Bound volume of advertisements, removed to Oversize Materials, box OV2)]	Box DG27

**Interurbia, 1957-1960**

1957-1960

Box DG28

**Physical Description:** 8 folders

**Individual Offices Publications, 1909-2003 and undated**

**Scope and Contents note**

Arranged alphabetically by office and publication title.

**Atlanta**

CIBA-GEIGY Agricultural Division, 1984

Box DO1

Florida Department of Citrus, 1982

Box DO1

JWT Coloring Book, 1974

Box DO1

**Chicago**

Consumer in Crisis: the New American Market, 1974

Box DO1

Couponing: A Capsule Look, 1970

Box DO1

Engine Room, undated

Box DO1

General Subject Headings Used in the JWT-Chicago Library, 1965

Box DO1

Generation Gap: A Problem of Communication, 1970

Box DO1

How to Pick an Advertising Agency, undated

Box DO1

How to Promote Your Restaurant, 1965

Box DO1

How to Put a Spec Book Together, undated

Box DO1

J. Walter Thompson Company, 1986

Box DO1

J. Walter Who?, 1988

Box DO1

JWT Chicago, 1967

Box DO1

[ JWT Employee Handbook, 1993 (Removed to Individual Offices, Restricted Materials, box DO4)]	Box DO1
JWT Office, John Hancock Center, circa 1969	Box DO1
Market Study for the Professional Nutritionist, 1975	Box DO1
Pocket Guide to Media Terms and Media Math, 1979	Box DO1
Preparedness for Peace, 1916	Box DO1
Proposal: Corporate Communications/Jack Hilton, 1971	Box DO1
Review and Summary of the Published Literature on Eating Out, 1964	Box DO1
Role of Account Management at JWT Chicago, 1986	Box DO1
Standards for Report Typing Typing and Preparation of Research Reports and Correspondence, 1963	Box DO1
Writing, Editing and General Construction, 1963	Box DO2
Tele-Communications, undated	Box DO2
Yearbook, 1997, 1998	Box DO2
<b>Physical Description:</b> 2 folders	

### **Cleveland**

Few More Chapters, circa 1909	Box DO2
-------------------------------	---------

### **Detroit**

Advertising in a Land of Less: circa 1980, 1975	Box DO2
-------------------------------------------------	---------

[ Guide to Central America, 1996 (Removed to Individual Offices, Restricted Materials, box DO4)] Box DO2

**Physical Description:** 2 folders

JWT Detroit, 1975 Box DO2

JWT Detroit Public Relations, circa 1987 Box DO2

Merchandise Catalog, 1997 Box DO2

Performance Group, circa 1984 Box DO2

[ Rhapsody in Red II, 1995 (Removed to Individual Offices, Restricted Materials, box DO4)] Box DO2

Six Things Most Ad Agencies Would Never Say to a Client, circa 1986 Box DO2

We've Made Our Move in Detroit, undated Box DO2

### **Los Angeles**

[ Cable/Satellite Industry Blue Book, 1998 (Removed to Individual Offices, Restricted Materials, box DO4)] Box DO2

**Physical Description:** 2 folders

### **New York**

Breads of Many Lands, 1957 Box DO2

Brief Profile of JWT New York, undated Box DO2

Brief Profile of the J. Walter Thompson Company, 1981 Box DO2

Comparison of Type Faces, circa 1957 Box DO2

Conquest Europe, 1988 Box DO2

Electronic Production Services, undated Box DO2

G-8, 1967 Box DO2

Information Center, 1983 Box DO2

J. Walter Thompson New York, 1982	Box DO2
Lippold Sculpture Construction, 1961	Box DO2
Media Merchandising Services, 1947	Box DO2
Mexican Mystique, 1957	Box DO2
[ New York Office Guidebook, circa 2003 (Removed to Individual Offices, Restricted Materials, box DO4)]	Box DO2
Pet Food Market, 1974	Box DO2
Professional Forum, 1971	Box DO2
Questions and Answers in Planning Advertising, undated	Box DO2
T-Plan, undated	Box DO2
Why Work for a Living? 1985	Box DO2

### **San Francisco**

[ Be Big, 1994 (Removed to Individual Offices, Restricted Materials, box DO4)]	Box DO3
[ Creative Library, 1997 (Removed to Individual Offices, Restricted Materials, box DO4)]	Box DO3
<b>Physical Description:</b> 2 folders	
Guide to Selective Selling and Merchandising in 143 U.S. Cities, 1941	Box DO3
J. Walter Thompson San Francisco, 1986	Box DO3
[ JWT West Employee Training Handbook, 1994 (Removed to Individual Offices, Restricted Materials, box DO4)]	Box DO3
México, undated	Box DO3
[ Power of the Old, Shock of the New, 1994 (Removed to Individual Offices, Restricted Materials, box DO4)]	Box DO3

Price Guarantees by Manufacturers with  
Sales Contracts, 1936 Box DO3

**Washington, D.C.**

JWT Washington: What It Is, What It Does,  
1974 Box DO3

**Individual Offices, 1993-2003**

Chicago Box DO4

JWT Employee Handbook, 1993 Box DO4

Detroit

Guide to Central America, 1996 Box DO4

**Physical Description:** 2 folders

Michigan Opera Theatre commemorative  
issue, 1998 Box DO4

Rhapsody in Red, 1994 Box DO4

Rhapsody in Red II, 1995 Box DO4

Los Angeles

Cable Satellite Industry Blue Book, 1998 Box DO4

**Physical Description:** 2 folders

New York

New York Office Guidebook, circa 2003 Box DO4

San Francisco

Be Big, 1994 Box DO4

Creative Library, 1997 Box DO4

**Physical Description:** 2 folders

JWT West Employee Training Handbook,  
1994 Box DO4

Power of the Old, Shock of the New, 1994 Box DO4

[Return to Table of Contents](#)

**International Publications Series, 1914-2003 and undated**

**Physical Description:** 22 boxes

**Scope and Contents note**

Organized into three categories--**London Office Publications**, **London/Manchester Office Publications**, and **Other Offices Publications**. London publications are arranged chronologically; other subseries are arranged alphabetically by office name and title.

**London Office Publications, 1920-2003 and undated**

**Scope and Contents note**

Arranged chronologically and alphabetically therein.

1920		Box IL1
	Resumption of Overseas Buying	Box IL1
1931		
	Market Analysis of the 1931 Population Statistics for Great Britain and Ireland	Box IL1
1934		
	How to Measure the Value of Advertising	Box IL1
1937		
	Opportunities for American Manufacturers in Britain Today	Box IL1
1946		
	Advertising in Small Spaces	Box IL1
1949		
	What is Marketing?	Box IL1
1950		
	Self Service in Great Britain	Box IL1
1954		
	Career in Advertising	Box IL1
1955		
	International Organization of the J. Walter Thompson Company Ltd.	Box IL1
1956		
	Career in Advertising	Box IL1
1959		

Development of Independent Television	Box IL1
<hr/>	
1961	
European View of the Common Market	Box IL1
Television Attention Research	Box IL1
<hr/>	
1962	
Times	Box IL1
<hr/>	
1963	
Social Change in Britain by 1984	Box IL1
World-Wide Opportunities for Better Living Standards	Box IL1
<hr/>	
1964	
Challenges and Problems for International Adversiting	Box IL1
Changing Face of Super Market Shopping	Box IL1
Client/Agency Relationship	Box IL1
Decade of Change	Box IL1
Forecasting the Demand for Consumer Durables	Box IL1
How Many Nations?	Box IL2
Mirror for a Lady	Box IL2
Pin-Pointing the Affluent Household	Box IL2
Report on Advertising Agencies in the Far East	Box IL2
T-Plan	Box IL2
Will Advertising Need Smaller Targets and Better Gun-Sights?	Box IL2
<hr/>	
1965	
Company Advertising/London	Box IL2
JWT 1965	Box IL2

One World of J. Walter Thompson Company: A Guide to 37 International Offices in 24 Countries	Box IL2
Sales Curves of New Products	Box IL2
Validity of Test Marketing	Box IL2
What Puts the Prices Up?	Box IL2
1966	
Colour Television- A Report	Box IL2
Freeze-Drying Process	Box IL2
International Advertising Agency	Box IL2
JWT London: 1926-1966	Box IL2
Three Myths About Our Export Trade	Box IL2
West Germany- A Lost Opportunity?	Box IL2
1967	
[ 40 Berkeley Square (Removed to Oversize Materials, box OV3)]	Box IL2
Advertising--Is This The Sort of Work An Honest Man Can Take Pride In?	Box IL2
Advertising and Sales Promotion Expenditure	Box IL2
At The Receiving End	Box IL2
Can Research Evaluate the Creative Content of Advertising?	Box IL2
How Useful is Proposition Testing?	Box IL2
JWT Decimal Money Experiment	Box IL2
New Housewife	Box IL2
<b>Physical Description:</b> 2 folders	
Operational Research and Marketing	Box IL2

---

Report on Private Label in U.S. Food Retailing	Box IL2
What Do We Know About How Advertising Works?	Box IL2
<hr/>	
1968	
Grocery Marketing: The Next Five Years	Box IL2
International Advertising- The Wheel Is Turning Full Circle	Box IL2
Market Research and the Retailer	Box IL2
Pharmaceutical Advertising and Marketing	Box IL2
<hr/>	
1969	
JWT In Britain	Box IL2
Techniques in Market Forecasting	Box IL2
What Say The Augurers?	Box IL2
<hr/>	
1970	Box IL3
Advertising Expenditures in Western Europe 1960-70	Box IL3
Advertising Management	Box IL3
Gravity of Marketing	Box IL3
JWT In Britain	Box IL3
JWT London: Dates and Data	Box IL3
Private Label Reviewed	Box IL3
Retailing in the Seventies	Box IL3
<hr/>	
1971	
JWT Handbook	Box IL3
Market Research on a European Basis	Box IL3
Relationship Between Purchasing Patterns and Advertising Exposure	Box IL3

What is a Brand?	Box IL3
<hr/>	
1972	
Advertising: An Annotated Bibliography	Box IL3
Ethiopian Endeavor	Box IL3
JWT London: The Consumer Has A Mind As Well As A Stomach	Box IL3
Presentation Didn't Go Quite As We Expected...	Box IL3
Sources of Information on European Countries	Box IL3
Tomorrow's Consumer	Box IL3
Tomorrow's Food	Box IL3
<hr/>	
1973	
Almost Every Other Company You Consider Joining Uses Someone Like Us	Box IL3
Do You Know Your Way Around Europe?	Box IL3
Great Outdoors	Box IL3
How Much Do T.V. Commercials Cost To Make?	Box IL3
JWT In Britain	Box IL4
New Wavelength	Box IL4
Some Observations On Forecasting and Planning	Box IL4
Television In Europe	Box IL4
<hr/>	
1973-1974	
Guinness	Box IL4
<hr/>	
1974	
How Advertising Works	Box IL4
Information that Never Got into the Files	Box IL4

JWT In Britain	Box IL4
JWT In Europe	Box IL4
Media Digest- Europe	Box IL4
Project Norway	Box IL4
Read All About It!	Box IL4
1974-1975	
Guinness Advertising	Box IL4
1975	
Advertising Expenditures in Western Europe 1960-1974	Box IL4
Case for Advertising	Box IL4
Contact Advertising Limited	Box IL4
JWT In Britain	Box IL4
Media Digest- Europe	Box IL5
Practical Progress From A Theory of Adverstiments	Box IL5
Trends and Retail Sales 1966-1975	Box IL5
Women's Use of Media	Box IL5
1975-1976	
People's Use of Media	Box IL5
1976	
Case for Advertising	Box IL5
Consumer Change and Conflict	Box IL5
Consumer Change in the Mid 70's	Box IL5
JWT In Britain	Box IL5
JWT In London, in Europe and Around the World	Box IL5
JWT Information Services- Europe	Box IL5

Market Sizes	Box IL5
<hr/>	
1977	
Advertising Expenditures: International Comparisons 1960-1975	Box IL5
Guide To JWT In Europe	Box IL5
History of Berkeley Square	Box IL5
JWT In Britain	Box IL5
Media Digest- Europe	Box IL5
<hr/>	
1978	Box IL6
Crisis in Branding	Box IL6
James Walter Thompson Advertising Agent	Box IL6
JWT 1978	Box IL6
Notice to All Employees	Box IL6
Research Into Attitudes to Advertising	Box IL6
Thompson Redbook	Box IL6
<hr/>	
1979	
Information Services	
Advertising Business 2nd Quarter 1979	Box IL6
Guide to Resources	Box IL6
Multinational Advertising Bibliography	Box IL6
Representatives' Basic Reading List	Box IL6
<hr/>	
1979-1980	
Guinness Advertising	Box IL6
<hr/>	
1980	
Best Sellers	Box IL6
Effective Advertising	Box IL6
JWT 80 London	Box IL6

JWT 80 Manchester	Box IL6
<hr/>	
1980-1981	
Guinness Advertising	Box IL6
<hr/>	
1981	
Home Video	Box IL6
<hr/>	
JWT 1981: A Review of the Year's Advertising	Box IL6
<hr/>	
Winner's Manual...	Box IL6
<hr/>	
1982	Box IL7
<hr/>	
Viewdata	Box IL7
<hr/>	
1983	
List of Accounts	Box IL7
<hr/>	
New Business Brochures	Box IL7
<hr/>	
Television Today--Television Tomorrow	Box IL7
<hr/>	
1984	
April 1984	Box IL7
<hr/>	
Copy Test	Box IL7
<hr/>	
Developing New Brands	Box IL7
<hr/>	
Effective Advertising: 4 Case Studies	Box IL7
<hr/>	
Information Services: Lifestyle Trends	Box IL7
<hr/>	
JWT 1984	Box IL7
<hr/>	
List of Accounts	Box IL7
<hr/>	
1984-1991	
Graduate Recruitment Seminar	Box IL7
<hr/>	
<b>Physical Description:</b> 7 folders	
<hr/>	
1985	
Bush House, Berlin and Berkeley Square	Box IL7
<hr/>	
Why Work for a Living?	Box IL7
<hr/>	
1985-1986	

1985/1986	Box IL7
1986	
Floating Thames	Box IL7
Issue	Box IL7
1987	
50th Anniversary Kit Kat	Box IL7
86-87 Face to Face with JWT	Box IL7
Acorn to Zapping	Box IL7
I Hear What You Say...	Box IL7
1988	
King Papers	Box IL7
1989	
Adspend Today, Adspent Tomorrow	Box IL7
JWT Effective Advertising Programme	Box IL7
1989-1990	
J. Walter Thompson Professional Development Programme	Box IL7
1990	
[ JWT Rises to the Challenge of Europe (Removed to Oversize Materials, box OV3)]	Box IL7
Mysteries of Time and Space	Box IL7
1991	
Handbook of Effective Advertising	Box IL7
<b>London Office, 1992-2003 and undated</b>	
1992	Box IL8
Dear Personalized	Box IL8
Great Call Reports	Box IL8
J. Walter Thompson Direct	Box IL8
1993	

Fourth Stage Consumer	Box IL8
1995	
Cold Hard Facts	Box IL8
1996	
Advanced Media Solutions	Box IL8
Fifty in 40	Box IL8
1999	
Computer Skills Programme: Introduction to Notes Mail	Box IL8
Focus: The Lab	Box IL9
Visualize: Sharing Resources	Box IL9
Visualize: The Internet	Box IL9
1990s, 2002	
Great Media Ideas	Box IL9
2001	
[ Knightsbridge Green Blueprint (Removed to Oversize Materials, box OV3)]	Box IL9
2003	
Liberation	Box IL9
Undated	
Jump Start Cards	Box IL9
JWT Graduate Recruitment	Box IL9
JWT Knowledge Centre	Box IL9
Roadmap of Greenland	Box IL9

### **London/Manchester Office Publications, 1984-1991**

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

Arranged chronologically.

1984	Box IL10
Media Market in 1988	Box IL10
1990	

Manchester	Box IL10
------------	----------

1991 Problem	Box IL10
-----------------	----------

**Other Offices Publications, 1914-2003 and undated**

**Scope and Contents note**

Arranged alphabetically by office and publication title.

**Argentina**

De Medio à Medio, 1984	Box IO1
------------------------	---------

El Mercado Norteamericano Para Articulos de Ultramar, 1950	Box IO1
------------------------------------------------------------	---------

En La Argentina, 1969	Box IO1
-----------------------	---------

Encuestas Exploratorias de Grupo, 1980s	Box IO1
-----------------------------------------	---------

J. Walter Thompson Argentina SRI, circa 1964	Box IO1
----------------------------------------------	---------

[ Manual Operativa para Cuentas, 1994 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO1
----------------------------------------------------------------------------------------------------------------	---------

**Physical Description:** 2 folders

Nombreme, circa 1979	Box IO1
----------------------	---------

Pamphlets, circa 1991	Box IO1
-----------------------	---------

This Is Argentina, 1961	Box IO1
-------------------------	---------

[ Thompson Way, 1991: Removed to Oversize Materials, box OV4]	Box IO1
---------------------------------------------------------------	---------

**Asia Pacific**

[ Don't Blink: The Third Beat Passion, 2002 (Bound volume of advertisements, removed to Oversize Materials, box OV4)]	Box IO1
-----------------------------------------------------------------------------------------------------------------------	---------

**Australia**

Australian Underview, circa 1980	Box IO1
----------------------------------	---------

Definition and Explanation of Terms Used In Advertising, 1964	Box IO1
[ Dreaming, 1993 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO1
Introduction to J. Walter Thompson, 1984	Box IO1
J. Walter Thompson, undated	Box IO1
[ J. Walter Thompson Company Limited, 1983 (Removed to Oversize Materials, box OV4)]	Box IO1
J.W.T. Account Team: Responsibilities and Procedures, 1964	Box IO1
New JWT, undated	Box IO1
Research Department Role and Organization, 1964	Box IO1
Research Development Procedures, 1964	Box IO1
Selected Articles on Setting Advertising Goals and Measuring Results , 1964	Box IO2
Switchback to Confidence, 1977	Box IO2
Unified International Practices, 1964	Box IO2
Welcome to JWT--Sue Dean, undated	Box IO2
<b>Austria</b>	
Vienna Presents, 1977	Box IO2
<b>Belgium</b>	
Comment Vendre, 1933, 1937	Box IO2
<b>Physical Description:</b> 2 folders	
Euroscope, 1974	Box IO2
Government Sponsored Advertising in Europe Today, 1974	Box IO2
J. Walter Thompson, 1984	Box IO2

[ J. Walter Thompson, 1984 (Removed to Oversize Materials, box OV4)]	Box IO2
Lettre Ouverte, 1935	Box IO2
L'etude du Marché, 1957	Box IO2
Management Philosophy, 1973	Box IO2
Marketing Research, 1957	Box IO2
New Premises for JWT Brussels, 1973	Box IO2
Pan-European Communication, 1973	Box IO2
Photographic Essay, 1970	Box IO2
Pierre Caille, 1967	Box IO2
Publicité, 1952	Box IO2

### **Brazil**

Abra as Asas, 1990	Box IO2
[ Brasil, 1987: REmoved to Oversize Materials, box OV4]	Box IO2
Guideline for Crisis Situations, 1983	Box IO2
Iniciativa Privada na Construção da sociedade, 1966	Box IO2
[ Jota Dabliu Te, undated (Removed to Oversize Materials, box OV4)]	Box IO2
[ JWT, undated: Removed to Oversize Materials, box OV4]	Box IO2
JWT Brazil-1970, 1970	Box IO2
O Público e a Propaganda, 1967	Box IO2

### **Canada**

Brief Profile of JWT New York, undated	Box IO3
Canadian, 1955	Box IO3

Canadian Profile of JWT, 1972	Box IO3
Cream of Your Market, 1954	Box IO3
Institutional Food Market in Canada, 1956	Box IO3
JWT au Canada, 1976	Box IO3
J. Walter Thompson, 1981	Box IO3
[ Marketing In Crisis, 1994 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO3
Modern Advertising Agency Service, 1914	Box IO3
Outline for An Advertising Agency Analysis, 1951	Box IO3
Plain Talk on Research, 1955	Box IO3
Project Enterprise, 1975	Box IO3
What Has Happened to the Advertising Dollar?, 1958	Box IO3

### **Denmark**

[ JWT, 1996 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO3
[ Naget om JWT før og nu, 1972 (Removed to Oversize Materials, box OV4)]	Box IO3
Passport to the North, 1986	Box IO3

### **Europe**

Few Facts about J. Walter Thompson Company, 1985	Box IO3
James Webb Young Course, 1991	
1. Craft Skills Seminar	Box IO3
2. Business Skills Seminar	Box IO3
3. Multinational Client Services	Box IO3

5. Management Simulation	Box IO3
JWT Europe, 1968	Box IO3
Managers Meeting, 1990	Box IO3
Map and Guide of European Cities, 1991	Box IO3
Media Information--Switzerland, 1968	
Europe, 1970-1971	Box IO3
Switzerland, 1968	Box IO3
New Map for Europe, undated	Box IO3
New Office Announcement, 1990	Box IO3
Professional Development Programme, 1985	Box IO3
[ Training and Professional Development in the European Region, 1995 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO3
<b>Europe/Middle East/Africa</b>	
[ Benchmark, 2001 (Bound volume of advertisements, removed to Oversize Materials, box OV4)]	Box IO3
[ Passion '03: JWT Europe, Middle East, Africa (Bound volume of advertisements, removed to Oversize Materials, box OV3)]	Box IO3
<b>France</b>	
[ Account Management Development Program, 1993 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO4
[ Aspects of Real, 1992 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO4
Devoirs de Vacances, 1984	Box IO4
Grassland Improvement Campaign for OEEC Countries, circa 1940	Box IO4

[ J. Walter Thompson, 1993 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO4
J. Walter Thompson Agence de Publicité, 1985	Box IO4
JWT 1973-1974, circa 1975	Box IO4
JWT en France, 1970	Box IO4
[ L'Equipe, 1995 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO4
La Lettre d'Information Media, 1984	Box IO4
[ Ouvre, 1995 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO4
Strategic Concept of Consumer Involvement: It's Importance Today, undated	Box IO4
Women in the 90's--A New Age in Marketing to Women, undated	Box IO4
<b>Germany</b>	
Corporate Communications, 1982	Box IO4
Der Planungsberater, 1981, 1982, 1985	Box IO4
<b>Physical Description:</b> 3 folders	
Die Dynamik des Wertewandels in Unserer Gesellschaft, 1984	Box IO4
Ein Portrait, 1980	Box IO4
Eine Technik zum Produzieren von Ideen, 1983	Box IO4
European Common Market, 1959	Box IO4
Geschäftsbericht, 1974	Box IO4
Jahresbericht, 1975	Box IO4
Jahresring 1973, 1973	Box IO4

JWT Frankfurt, circa 1963, 1971, 1972	Box IO4
<b>Physical Description:</b> 3 folders	
JWT in Frankfurt, 1970	Box IO4
[ Media Information, 1993 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO4
Portrait, 1983	Box IO4
[ Portrait, 1984 (Removed to Oversize Materials, box OV4)]	Box IO4
Willkommen bei J. Walter Thompson, undated	Box IO4
<b>Greece</b>	
JWT in Greece, 1975	Box IO5
<b>Hong Kong</b>	
Happy Birthday Cards, undated	Box IO5
J. Walter Thompson, undated	Box IO5
[ Marketwise, 2000 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO5
<b>India</b>	
Advertisement Films in Movie Houses, 1955	Box IO5
Annual Report, 1970-1974, 1977, 1978, 1982, 1985	Box IO5
<b>Physical Description:</b> 9 folders	
Hindustan Thompson Associates Ltd., circa 1967	Box IO5
Hindustan Thompson List of Clients, 1983	Box IO5
HTA Our People, 1980	Box IO5
HTA Today, 1980	Box IO5

Reports and Accounts, 1969	Box IO5
Rural Hyderabad, circa 1948	Box IO5
Salute to the Stars, 1990	Box IO5
Thompson Consumer Index of Markets, 1960, 1963	Box IO5
<b>Physical Description:</b> 2 folders	
Thompson Rural Market Index, 1972	Box IO5
<b>Indonesia</b>	
P.T. Thomertwal Advertising, undated	Box IO6
<b>Ireland</b>	
DDFH&B, undated	Box IO6
<b>Italy</b>	
Annual Report J.W.T. Italia, 1979, 1981, 1983, 1984	Box IO6
<b>Physical Description:</b> 4 folders	
Bravi & Buoni, 1994 (collection of office artwork)	Box IO6
Crisi Nell'Attività di Marca, 1982	Box IO6
Il Mercato U.S.A. per le Merci Italiane, 1950	Box IO6
J. Walter Thompson (Italia) S.P.A., circa 1960	Box IO6
[ JWT Business Communications, circa 1994 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO6
JWT Italy, circa 1970	Box IO7
Lo Sviluppo di Nuove Marche, 1982	Box IO7
Rapporto Annuale, 1981, 1983	Box IO7
<b>Physical Description:</b> 2 folders	

Studio Sull'Immagine delle Reti Televisive, 1984 Box IO7

[ Who's Who, undated (Removed to Oversize Materials, box OV5)] Box IO7

### Japan

[ JWT Guide to Research Japan Version, 1992 (Removed to Other Offices Publications, Restricted Materials, box IO12 Box IO7

[ JWT Media Person's Handbook Japan Version, 1992 (Removed to Other Offices Publications, Restricted materials, box IO12)] Box IO7

Symposium in Commemoration of the 25th Anniversary of JWT Japan, 1981 Box IO7

Thompson Way, undated Box IO7

### Korea

Annual Report, 1984 Box IO7

### Mexico

Estudio de Radio y Televisión, 1960 Box IO7

Market Data, 1957 Box IO7

Mexican Market, 1959, 1963 Box IO7

**Physical Description:** 2 folders

[ Passion 03: JWT Latinoamerica, 2003 (Bound volume of advertisements, removed to Oversize Materials, box OV5)] Box IO7

Population Study, 1957 Box IO7

Walter Thompson de Mexico S.A., 1952 Box IO7

WTM en Mexico, 1970 Box IO7

**Physical Description:** 2 folders

### Netherlands

Classification of the Content of the Advertising Message, undated	Box IO8
De Ideeën liggen op Straat, 1983	Box IO8
Een Grootgrutter op Net Oorlogspad, 1983	Box IO8
Food Retailing in the Netherlands, 1964	Box IO8
JWT NIEUW, circa 1983	Box IO8
[ PPGH/JWT Business Communications, circa 1992 (Removed to Other Offices Publications, Restricted Materials, box IO12)]	Box IO8
PPGH/JWT in 15 Characteristics, 1989	Box IO8
PPGH/JWT Tien Jaar Merkenbeleid, 1991	Box IO8
PPGH/Moussault Werke, 1987	Box IO8
Retail-Unit, circa 1973	Box IO8
Role of a New Brand Venture Group Within JWT Amsterdam, circa 1975	Box IO8

### **New Zealand**

JWT Opportunities in New Zealand, 1971	Box IO8
----------------------------------------	---------

### **Peru**

Conozca Thompson, circa 1992	Box IO8
JWT Marzo 1981, 1981	Box IO8
JWT Peru, circa 1978	Box IO8
Perfil del Mercado Peruano, 1982-1983	Box IO8

**Physical Description:** 2 folders

Peruvian Market Profile, 1972	Box IO8
Una Técnica para Producir Ideas, undated	Box IO8

### **Philippines**

[ J. Walter Thompson, 1982 (Removed to Oversize Materials, box OV5)]	Box IO8
----------------------------------------------------------------------	---------

J. Walter Thompson Philippines 1947-1982, undated	Box IO8
---------------------------------------------------	---------

JWT, circa 1979	Box IO9
-----------------	---------

JWT At Forty, undated	Box IO9
-----------------------	---------

Philippine Market, 1961, 1967	Box IO9
-------------------------------	---------

**Physical Description:** 4 folders

### **Portugal**

Portuguese Grafitti, undated	Box IO9
------------------------------	---------

### **South Africa**

1975 Communications Plan, 1975	Box IO9
--------------------------------	---------

African Market Division: A Statistitical Overview, 1974	Box IO9
---------------------------------------------------------	---------

Biography of Roland T. Wentzel, 1993	Box IO9
--------------------------------------	---------

Entertaining with Wines of the Cape, 1962	Box IO9
-------------------------------------------	---------

Handbook on Wine for Retail Licensees, 1956	Box IO9
---------------------------------------------	---------

I-Group Network Text, 1975	Box IO9
----------------------------	---------

J. Walter Thompson, undated	Box IO9
-----------------------------	---------

JWT Audit of Agency Performance, 1971	Box IO9
---------------------------------------	---------

JWT Circle: A Quarterly Review for the Staff of JWT Southern Africa, 1972	Box IO9
---------------------------------------------------------------------------	---------

Lining Up for Launch Day, 1974	Box IO9
--------------------------------	---------

Markets to the North, 1954	Box IO10
----------------------------	----------

General, 1954	Box IO10
---------------	----------

Angola, 1956	Box IO10
--------------	----------

Belgian Congo, 1956	Box IO10
British East Africa, 1956, 1957	Box IO10
<b>Physical Description:</b> 2 folders	
Mozambique or Portuguese East Africa, 1956	Box IO10
Rhodesia and Nyasaland, 1956	Box IO10
South West Africa, 1956	Box IO10
Overview, 1971	Box IO10
South African Clients, 1969	Box IO10
Southern African Intelligence: General Market Report No. 47, 1965	Box IO10
Statistical Overview of the South African Market, 1969, 1970	Box IO10
<b>Physical Description:</b> 2 folders	
Theoretical Case for Professionalism (part 1 and 2), circa 1969	Box IO10

## Spain

Allegro Vivace: The History of Champagne, Cava and the Sparkling Wines of the World, 1988	Box IO10
Annual Report, 1977-1980	Box IO10
<b>Physical Description:</b> 3 folders	
Como Opera la Publicidad? undated	Box IO10
Desarrollo Practico de una Téoria de los Anunciós, 1977	Box IO10
Donde Comer en Madrid en Agosto, 1992	Box IO10
El Mercado y Nuestros Anuncios, 1984	Box IO10
[ Esto No Es Un Cuchillo de Palo, 1991 (Removed to Oversize Materials, box OV5)]	Box IO10

Glosario Publicitano Español-Ingles, Ingles-Español, undated Box IO10

Guiá para la realización de una "Spot" Publicitano, undated Box IO10

Historia Incompleta, undated Box IO10

[ J. Walter Thompson, 1996 (Removed to Other Offices Publications, Restricted Materials, box IO12)] Box IO10

JWT España de 1927-1936, 1978 Box IO10

La Inversion Publicitaria en España, 1981-1985 Box IO10

**Physical Description:** Folders 1-2 of 5

La Inversion Publicitaria en España, 1981-1985 (continued) Box IO11

**Physical Description:** Folders 3-5 of 4

La Investigación Publicitaria en la Agencia, 1977 Box IO11

Mil Novecientos setenta y nueve, 1977, 1978 Box IO11

**Physical Description:** 2 folders

Mis "Ajás" Preferidos sobre Promoción de Ventas, 1976 Box IO11

No Esán Todos Los Que Son, Pero Si Son Todos Los Que Están, 1978 Box IO11

Publicidad en 1979, 1979 Box IO11

### Sweden

[ Resultattavlor, 1984 (Removed to Oversize Materials, box OV5)] Box IO11

### Uruguay

Corporación/Thompson, circa 1992 Box IO11

### Other Offices Publications, 1992-2000

Argentina	Box IO12
Manual Operativa para Cuentas, 1994	Box IO12
<b>Physical Description:</b> 2 folders	
Australia	
Dreaming, 1993	Box IO12
Canada	
Marketing in Crisis, 1994	Box IO12
Europe	
Training and Professional Development in the European Region, 1995	Box IO12
France	
Account Management Development Program, 1993	Box IO12
Aspects of Real, 1992	Box IO12
J. Walter Thompson, 1993	Box IO12
L'Equipe, 1995	Box IO12
Ouvre, 1995	Box IO12
Germany	
Media Information, 1993	Box IO12
Hong Kong	
Marketwise, 2000	Box IO12
Italy	
JWT Business Communications, circa 1994	Box IO12
Japan	
JWT Guide to Research Japan Version, 1992	Box IO12
JWT Media Person's Handbook Japan Version, 1992	Box IO12
Netherlands	
PPGH/JWT Business Communications, circa 1992	Box IO12
Spain	

J. Walter Thompson, 1996

Box IO12

[Return to Table of Contents](#)

**Subsidiaries and Related Firms Publications Series, 1950-2002 and undated**

**Physical Description:** 6 boxes

**A.C. Nielsen Company GMBH (Frankfurt, Germany), 1980**

Werbelöcher: Muß das sein?, 1980

Box SR1

**Advertising Creative Circle (London, UK), 1953**

Artist in Advertising, 1953

Box SR1

**Advertising Research Foundation**

Research Audit of 1978 TGI, 1978

Box SR1

Research Audit Report of SMRB 1985 Study of  
Media and Markets, 1985

Box SR1

**American Institute of Consumer Studies (Newton Square, Penn.), 2002**

Survey of American Consumers, 2002

Box SR1

**Axiom Market Research Bureau (New York, N.Y.), 1972-1977**

Ballad of Reggie Research and TGI, 1972

Box SR1

Comparison of Methods, 1973

Box SR1

Guide to Consumer Self-Concept, 1973

Box SR1

Measuring the Audience of Magazines, 1972

Box SR1

Measuring Self-Concept, 1972

Box SR1

Sample Product and Brand Tables, 1973

Box SR1

Target Group Index Plan, 1972-1978

Box SR1

Target Teen Index, 1976

Box SR1

Technical Plan, 1975

Box SR1

Trends in Magazine Audiences, 1975

Box SR1

**British Market Research Bureau (London, U.K.), 1950-1974 and undated**

About BMRB, undated	Box SR2
ACCESS, undated	Box SR2
Access: The BMRB Omnibus Study, undated	Box SR2
Approach to Measuring Advertising Effectiveness, 1962	Box SR2
Brand Personality, 1968	Box SR2
Britain: Its Markets and Media, 1965	Box SR2
British Market Research Bureau, 1970, 1974	Box SR2
<b>Physical Description:</b> 2 folders	
Career in Market Research, 1964	Box SR2
Creative Workshop, undated	Box SR2
Creative Workshop: Butter, 1965	Box SR2
Education, Social Class, and Reading of Newspapers and Magazines, 1966	Box SR2
Food and Cooking in England, 1964	Box SR2
Industrial Marketing Research at BMRB, undated	Box SR2
Market Research in Europe, 1972	Box SR2
Problem Solvers, undated	Box SR2
Psychological Laboratory, undated	Box SR2
Retail Audit: Principles and Practice, 1960	Box SR2
Retail Display and Packaging, undated	Box SR2
Round the Woman, 1960	Box SR2
Sampling Shops, 1960	Box SR2
Self-Service in Great Britain, 1950	Box SR2

Sixty-Four Problems, undated	Box SR2
Social Class Definitions in Market Research: Objectives and Practice, 1963	Box SR2
Social Class in Sample Surveys, 1954	Box SR2
Statistical Accuracy of the IPA NRS Results, circa 1965	Box SR2
Target Group Index, 1970	Box SR2
Target Panel, 1969	Box SR2
Western Europe, 1954, 1956-1957	Box SR3
<b>Physical Description:</b> 3 folders	
<b>Brouillard Communications (New York, N.Y.), 1975-1986 and undated</b>	
Brouillard Communications, undated	Box SR3
Brouillard in Brief, 1984, 1986	Box SR3
<b>Physical Description:</b> 2 folders	
Corporate Need to Communicate, 1975	Box SR3
How to Win in the Public Eye, undated	Box SR3
Importance of Corporate Advertising for Communication with the U.S. Capital Market, undated	Box SR3
What's New from the Corporate Point of View, 1988	Box SR3
<b>Communispond, Inc., 1977</b>	
Communispond, Inc., circa 1977	Box SR3
<b>Consultancy Group, 1976</b>	
Consultancy Group, circa 1976	Box SR3
<b>Contract Advertising (India) Limited (Bombay), 1994-1995</b>	
[ Up Front, vol. 3, 1995 (Removed to Subsidiaries and Related Firms, Restricted Materials, box SR6)]	Box SR3

[ Upbeat, 1994 (Removed to Subsidiaries and Related Firms, Restricted Materials, box SR6)]	Box SR3
<b>Deltakos (New York, N.Y.), 1973-1977</b>	
Darvon Pricing Survey, 1977	Box SR4
Preliminary Report on the Present Pharmaceutical Situation and the Areas of Opportunity for Deltakos (Belgium), 1973	Box SR4
Proposal for a Series of Focus Groups on Birth Control Methods, 1976	Box SR4
<b>Diogenes Market Research, Inc (New York, N.Y.), 1978</b>	
Introducing Diogenes, circa 1978	Box SR4
<b>Duke University, 1988, 1999</b>	
J. Walter Thompson Co. Archives, 1988, 1999	Box SR4
<b>EA International/Euro Advertising (Paris, France), 1979-1982</b>	
[ EA Euro-Lyon, 1979 (Removed to Oversize Materials, box OV6)]	Box SR4
EA International, 1982	Box SR4
[ Press Information, 1980 (Removed to Oversize Materials, box OV6)]	Box SR4
<b>Editora Referência, Ltda. (São Paulo, Brazil), 1979-1989</b>	
Propaganda, 1973-1989	Box SR4
<b>Physical Description:</b> 2 folders	
<b>European Market Research Bureau (EMRB), 1972-1973</b>	
Market Research in Europe, 1972	Box SR4
Market Research on a European Basis, 1973	Box SR4
Motor Racing Sponsorship: A Proposal for a Three-Country Survey, 1973	Box SR4
<b>Hill &amp; Knowlton (New York, N.Y.), 1980-1987</b>	

Annual Review, 1981-1984	Box SR4
<b>Physical Description:</b> 4 folders	
Hill & Knowlton, 1980, 1986, 1987	Box SR4
<b>Physical Description:</b> 3 folders	
Newsletter, 1983 July	Box SR4
Platform, 1986-1987	Box SR4
Public Issues, Public Policy Group, 1980	Box SR4
Who We Are, circa 1981	Box SR4
<b>Huhtamäki Oy (Helsinki, Finland), 1986</b>	
Huhtamäki 1985, 1986	Box SR4
<b>Innovative Information Techniques, Inc. (New York, N.Y.), 1992</b>	
Working Smarter Through Better Time Management, 1992	Box SR4
<b>JWT Direct (Chicago, Ill.), 1986</b>	
J. Walter Thompson Direct, 1986	Box SR4
<b>JWT Specialized Communications (Dallas, Tex.), 1996-2000</b>	
[ Escape the Mundane, 2000 (Removed to Subsidiaries and Related Firms, Restricted Materials, box SR6)]	Box SR4
[ JWT Specialized Communications, circa 1996 (Removed to Subsidiaries and Related Firms, Restricted Materials, box SR6)]	Box SR4
<b>JWT Works (Dallas, Tex.), 2000</b>	
[ Working Wire, 2000 (Removed to Subsidiaries and Related Firms, Restricted Materials, box SR6)]	Box SR4
<b>JWT Worldwide (New York, N.Y.), 1995 and undated</b>	

[ Cold Hard Facts, 1995 and undated  
(Removed to Subsidiaries and Related Firms,  
Restricted Materials, box SR6)] Box SR4

**Physical Description:** 2 folders

### **Landsdowne Advertising (New York, N.Y.), 1975-1980s**

[ Landsdowne, 1979 (Removed to Oversize  
Materials, box OV6)] Box SR5

Landsdowne, circa 1980s Box SR5

[ Landsdowne Marketing Limited, 1975  
(Removed to Oversize Materials, box OV6)] Box SR5

### **Lexington International (London, U.K.), 1978**

Lexington International, circa 1978 Box SR5

### **Lord, Geller, Federico, Einstein (New York, N.Y.), 1981-1985**

[ LGFE, 1981, 1984-1985, (Removed to  
Oversize Materials, box OV7)] Box SR5

**Physical Description:** 3 folders

### **Market Research Bureau International--MRBI (London, U.K.), 1983**

MRB International, 1983 Box SR5

### **McGraw-Hill Research (New York, N.Y.), 1985**

Laboratory of Advertising Performance, 1985 Box SR5

**Physical Description:** 3 folders

### **Mediamark Research (New York, N.Y.), 2002**

Magazine Audience Estimates, 2002 Box SR5

### **Mindshare (New York, N.Y.), 1999 and undated**

[ Making the Partnership Work, 1999  
(Removed to Subsidiaries and Related Firms,  
Restricted Materials, box SR6)] Box SR5

[ Some Things We Learned About Launching  
Mindshare, undated (Removed to Subsidiaries

and Related Firms, Restricted Materials, box  
SR6)]

Box SR5

**National Television Association (New York, N.Y.), 1991**

Viewers' Choice: The Value of Higher Ratings,  
1991

Box SR5

**PACT (New York, N.Y.), 1982**

Positioning Advertising Copy Testing, 1982

Box SR5

**Simmons Market Research Bureau--SMRB (New York, N.Y.), 1980-1985**

1980 Study of Media and Markets, 1980

Box SR5

1982 Study of Media and Markets, 1982

Box SR5

1984 Study of Media and Markets, 1984

Box SR5

Audience Measurement Procedures, 1978

Box SR5

Choices, 1987

Box SR5

Cluster Plus Marketing, 1983

Box SR5

College Market, 1983

Box SR5

Dependable Data for Advertising and  
Marketing Decisions, 1985

Box SR5

Major Market Index Plan, 1978

Box SR5

Product Information Booklet, 1984

Box SR5

Simmons, circa 1984

Box SR5

Simmons-Scarborough Pamphlet, 1985

Box SR5

Simmons Study of Media and Markets, 1983

Box SR5

Simmons Teenage Research Study, 1984

Box SR5

Study of Media and Markets RPC Levels, 1984

Box SR5

Subscriber Lists, 1984-1985

Box SR5

Xpedite!, 1985

Box SR5

**Society of Illustrators, 1992**

Catalog, 1992 Box SR5

**Soskin/Thompson Associates (New York, N.Y.), 1980**

Direct Response to the 1980s, circa 1980 Box SR5

**Thompson Recruitment Advertising, 1993**

[ How Are We Feeling Today?, 1993 (Removed to Subsidiaries and Related Firms, Restricted Materials, box SR6)] Box SR5

**Tihama (Jedda, Saudi Arabia), 1980s**

Tihama (in Arabic), circa 1980s Box SR5

**Tyton Information Service (London), undated**

Marketing to Consumers, undated Box SR5

**Subsidiaries and Related Firms, 1994-2000 and undated**

Contract Advertising Limited Box SR6

Up Front, vol. 3, 1995 Box SR6

Upbeat, 1994 Box SR6

JWT Specialized Communications, Inc.  
Escape the Mundane, 2000 Box SR6

JWT Specialized Communications, circa 1996 Box SR6

JWT Works  
Working Wire, 2000 Box SR6

JWT Worldwide  
Cold Hard Facts, 1995, undated Box SR6

**Physical Description:** 2 folders

Mindshare  
Making the Partnership Work, 1999 Box SR6

Some Things We Learned About Launching  
Mindshare, undated Box SR6

[Return to Table of Contents](#)

## Oversize Materials

Physical Description: 7 boxes

### Domestic Publications--General, 1933-2005

1933	Box OV1
Competition under NRA	Box OV1
Circa 1940	
Development and Application of Ideas in Advertising	Box OV1
1954	
Successful Examples of Mass Education by Clients of J. Walter Thompson Co.	Box OV1
1961	
Introducing the J. Walter Thompson Co. to Pittsburgh	Box OV1
1964	
Lidov Mural	Box OV1
Circa 1966	
Inside this Booklet You'll Find 8 Ads...	Box OV1
1980	
Advertising Chicago Style: A Character All Its Own	Box OV1
1984	
Thompson	Box OV1
1986	
1986 JWT/FDAF Meeting, August 10-13	Box OV1
1989	
Advertising Leadership 1864-1989	Box OV1
1994	Box OV1A
Power of the Old, Shock of the New (JWT San Francisco)	Box OV1A

2002-2003	Box OV2
Passion: North America	Box OV2
<b>Physical Description:</b> 2 folders	
2005	
Hold My Skateboard While I Kiss Your Girlfriend	Box OV2
<b>International--London Office, 1967-2001 and undated</b>	
1967	Box OV3
40 Berkeley Square	Box OV3
1990	
JWT Rises to the Challenge of Europe	Box OV3
2001	
Knightsbridge Green Blueprint	Box OV3
Undated	
JWT London	Box OV3
<b>International--Other Offices Publications, 1972-2003 and undated</b>	
<b>Asia-Pacific</b>	
Don't Blink: The Third Beat Passion, 2002	Box OV4
<b>Australia</b>	
J. Walter Thompson Co. Limited, 1983	Box OV4
<b>Belgium</b>	
J. Walter Thompson, 1984	Box OV4
<b>Brazil</b>	
Jota Dabliu Te, undated	Box OV4
<b>Denmark</b>	
Naget om JWT før og nu, 1972	Box OV4
<b>Europe/Middle East/Africa</b>	
Benchmark, 2001	Box OV4

Passion '03: JWT Europe, Middle East, Africa, 2003 Box OV4

**Germany**

Portrait, 1984 Box OV4

**Italy**

Who's Who, undated Box OV5

**Mexico**

Passion '03: JWT Latinoamerica, 2003 Box OV5

**Philippines**

J. Walter Thompson, 1982 Box OV5

**Spain**

Esto No Es Un Cuchillo de Palo, 1991 Box OV5

**Sweden**

Resultattavlor, 1984 Box OV5

**Subsidiaries and Related Firms, 1975-1985**

**EA International/Euro Advertising (Paris, France)**

EA Euro-Lyon, 1979 Box OV6

Press Information, 1980 Box OV6

**Landsdowne Advertising (New York, N.Y.)**

Landsdowne, 1979 Box OV6

Landsdowne Marketing Limited, 1975 Box OV6

**Lord, Geller, Federico, Einstein**

LGFE, 1981, 1984-1985 Box OV7

**Physical Description:** 3 folders

[Return to Table of Contents](#)