



# **Guide to the J. Walter Thompson Company. Review Board Records, 1947-1976, 1987-1995**

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411 Chapel Drive

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Review Board records, 1947-1976, 1987-1995

**Source:**

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

**Creator:**

J. Walter Thompson Company

**Extent:**

19.0 Linear Feet  
circa 10,000 Items

**Language:**

English.

**Collection ID:**

RL.00745

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1mg93>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. Review Board Records, John W. Hartman Center for Sales, Advertising, and Marketing History, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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**Scope and Content**

The Review Board Records, J. Walter Thompson Company's New York Office's primary mechanism for controlling the quality of its services, span the years 1947 and 1953-1976 (bulk 1956-1974). Senior-level creative, account, and management personnel composed the Review Board. It provided guidance to account teams, which were assigned to manage advertising for particular clients, and ensured that client campaigns reflected the cumulative wisdom of the Company's most experienced employees. Frequent changes in the Review Board system make a brief description of its operations impossible,

but generally, five to eight creative, account, and management personnel comprised a Review Board for each advertising account. Clients' different brands might have a separate Review Board for each product. Individual Review Board members usually had responsibility for a dozen or more accounts. The procedures called for meetings at least once a year and every time account representatives considered a major campaign. The records consist of meeting minutes, correspondence, memoranda, and reports. Clients represented include Lever Brothers, Liggett and Myers, Scott Paper Company, Warner-Lambert, Standard Brands, Ford Motor Company, Chesebrough-Ponds, Eastman Kodak and a number of others.

The Procedures Series documents the organization and format of the Review Board over time. Also reflected is a widely held perception that the Review Board system was itself in need of some quality control. Confusion over time about the Board's scope and purpose led to numerous attempts at explaining and refining its procedures. The series is organized into the following subseries: Reports, Domestic Correspondence, International Correspondence, and Chronologies and Lists.

The Meetings Series documents the activities of the Review Board, focusing on advertising campaign strategies for JWT's clients. It forms the bulk of the collection.

## **Biographical/Historical**

The Review Board, an advisory system began informally in 1942 as the "Plans Board," when James Webb Young and Walter O'Meara headed the Creative Department. In 1956 JWT instituted the Review Board as a trans-departmental entity with written procedures and a Review Board Secretary.

In the years 1964 to 1969, Review Board functions were divided into a Plans Board, which reviewed the account team's recommended strategy (i.e., the basic proposition the advertising should made to consumers), and a Creative Review Board, which evaluated proposals for the implementation and execution of the advertising strategy.

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## **Administrative Information**

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### **Publication Statement**

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

### **Access Restrictions**

Collection is restricted: Photocopying from the Review Board Records is prohibited.

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

All or portions of this collection may be housed off-site in Duke University's Library Service Center. There may be a 48-hour delay in obtaining these materials.

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

### **Use Restrictions**

The copyright interests in the J. Walter Thompson Company Review Board Records have not been transferred to Duke University. For further information, see the section on copyright in the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

Review Board Records were transferred to the David M. Rubenstein Rare Book & Manuscript Library from the J. Walter Thompson Company (JWT) in 1987. Processing of this collection was supported in part by gifts from the J. Walter Thompson Company Fund and the John and Kelly Hartman Foundation.

### **Processing Information**

Finding Aid Edited and Completed by: Katherine Rose, Completed March 1997

Processed by: David Dailey, 1994; Encoded by Katherine Rose;

Additions processed by Richard Collier, March 2019; Accessions included: 93-039

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## Names and Subjects

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- Advertising agencies
- Advertising -- Management
- Scott Paper Company
- Standard Brands Incorporated
- Warner-Lambert Company
- Liggett & Myers Tobacco Company
- Ford Motor Company
- Eastman Kodak Company
- Chesebrough-Pond's.
- Lever Brothers Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company

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## Collection Inventory

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### Procedures Series, 1954-1975.

#### Scope and Contents note

The Procedures Series contains reports, correspondence, and file lists relating to the Review Board's format, staff assignments, and meeting dates. It also contains correspondence, file lists, and a report relating to the semi-annual Account Summaries that account teams prepared for Review Board members.

### Reports Subseries, 1954-1975.

#### Scope and Contents note

Reports include documents that outline proper Review Board procedures and others that recommend changes in existing guidelines. This subseries also contains a 1967 report on format revisions for the semi-annual Account Summaries.

Arranged chronologically.

Reports, 1954, 1956-1962, 1964-1975

Box 1

**Physical Description:** 8 folders

### Domestic Correspondence Subseries, 1956-1974.

**Scope and Contents note**

The Domestic Correspondence files contain correspondence and memoranda about procedural problems, member assignment notices, meeting schedules, and specifications for a remodeled meeting room. Also included are memoranda to account supervisors regarding overdue Account Summaries.

Arranged chronologically with some overlapping dates.

Domestic Correspondence, 1956-1958,  
1960-1961

Box 1

**Physical Description:** 4 folders

Domestic Correspondence, 1961-1974

Box 2

**Physical Description:** 11 folders

Domestic Correspondence, 1968-1972

Box 3

**Physical Description:** 5 folders

**International Correspondence Subseries, 1964-1969.**

**Scope and Contents note**

International Correspondence includes information about the implementation of Review Board meetings in some of JWT's international offices, particularly those in Great Britain, Japan, and Brazil.

Arranged chronologically.

International Correspondence, 1964-1969

Box 3

**Chronologies and Lists Subseries, 1964-1976.**

**Scope and Contents note**

The Chronologies and Lists files contain two kinds of information. First, a chronological list records the dates of all Review Board meetings, the names of persons present, and brief, two or three word descriptions of the topic(s) discussed. This chronological record may be a useful resource for determining which client accounts were attracting the greatest attention from senior level personnel. Second, this subseries contains an annual list of the Account Summaries on file with the Review Board Secretary.

Arranged chronologically within each category.

Chronologies and Lists, 1964-1976

Box 3

**Physical Description:** 5 folders

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## **Meetings Series, 1950-1974.**

### **Scope and Contents note**

The Meetings Series contains minutes, Account Summaries, and memoranda pertaining to Review Board meetings. Meeting minutes and related materials (such as background memoranda and reports) comprise the bulk of the records. The minutes were recorded by the Review Board Secretary (or in some cases a Review Board member), and they generally include a list of Review Board members, a statement of the meeting's purpose, up-to-date marketing information, analysis of the advertising "proposition" (a capsule statement of what consumers should hope to gain from purchasing client's product), and final conclusions and recommendations. In some cases the writer records discussions verbatim, providing further insight into the personalities and groups processes involved (see files for Pan-American Airlines, 1959-1960; Chesebrough-Ponds, 1957-1959). There are no Review Board meetings minutes for 1966-1968.

### **Scope and Contents note**

Account Summaries often were submitted prior to Review Board meetings, allowing them to function like a background memorandum for particular meetings. Otherwise, they provided Review Board members with an accessible, systematic examination of the status of each account. The Account Summary format changed in 1967, but generally it contained the following information: financial marketing figures for the past five years, a summary of market conditions for the client's product, a summary of advertising (current objectives and expenditures), and a frank assessment of problems and prospects for the account.

### **Scope and Contents note**

Some folders in the Meeting Records Series are labeled "John Monsarrat" because they contain documents from his personal files. He was a member of some Review Boards, chairperson of several others, and the JWT executive responsible for the Review Board system in its entirety from 1960 to 1965. His files contain memoranda and meeting minutes that would otherwise be missing from the Review Board Records.

Arranged alphabetically by client.

**Alberto-Culver, Minutes, 1964**

Box 3

**Alcan Aluminum Corp.**

Summaries, 1961-1974 Box 3

Minutes, 1971-1972 Box 3

**Aluminum Limited, Minutes, 1953-1964, 1966**

**Physical Description:** 3 folders

Box 4

**American Bankers Association, Minutes, 1956**

Box 4

**American Electric Power Service Corp.**

Summaries, 1961-1966 Box 4

Minutes, 1956-1962, 1964 Box 4

**American Film Theatre, Summaries, 1973-1974**

Box 4

**American Gas Association**

Summaries, 1967-1974 Box 4

Minutes, 1971-1973 Box 4

**Physical Description:** 5 folders

**American Gas Association, Minutes, 1974**

Box 5

**American Home Products**

Summaries (Whitehall Labs), 1965-1967 Box 5

Minutes, 1965 Box 5

**American Hospital Association, Summaries, 1974**

Box 5

**American Machine Foundry Co., Summaries, 1967-1968**

Box 5

**American Petroleum Institute**

Summaries, 1963-1970 Box 5

Minutes, 1961-1963, 1965 Box 5

**American Red Cross, Minutes, 1958-1963**

Box 5

**Amprop Inc.**

Summaries, 1970 Box 5

Minutes, 1970 Box 5

**Aquascutum, Ltd., Minutes, 1956**

Box 5

**Aspen Systems Corp., Summaries, 1969-1970**

Box 5

**Association of Playing Card Manufacturers, Minutes, 1953-1954,  
1956-1960**

Physical Description: 2 folders

Box 5

**Bausch and Lomb**

Summaries, 1969-1974 Box 5

Minutes, 1969 Box 5

**Beecham Products (formerly H.F. Ritchie Co.)**

Summaries, 1961-1962 Box 5

Minutes

Eno Antacid, 1959-1962 Box 5

Scotts Emulsion, 1956-1961 Box 5

**Blue Cross/Blue Shield**

Summaries

Associated Hospital Service of New York,  
1962-1974 Box 5

Blue Cross National Account, 1973-1974 Box 5

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Group Hospitalization and Medical Service of Washington DC, 1966-1974	Box 5
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North Carolina BC/BS Inc., 1965-1974	Box 5
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United Medical Service of New York, 1961-1972	Box 5
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### **Blue Cross/Blue Shield**

Box 6

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Minutes, 1956-1963, 1972, 1974	Box 6
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**Physical Description:** 3 folders

### **Boyle-Midway, Minutes, 1957-1959**

Box 6

#### **Brillo Manufacturing Co.**

##### Summaries

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Brillons, 1966	Box 6
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Dobie, 1963-1967	Box 6
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Industrial/Institutional products, 1966-1967	Box 6
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Paddy soap pads, 1966	Box 6
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Purex, Brillo soap pads, 1961-1967	Box 6
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Minutes, 1953-1964	Box 6
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**Physical Description:** 4 folders

### **Buitoni, Minutes, 1955-1956**

Box 6

#### **Burlington Industries, Minutes, 1956-1957**

Box 6

#### **Burroughs International, Minutes, 1957-1959**

Box 6

#### **Burry Biscuit Co.**

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Summaries, 1966-1968	Box 6
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Minutes, 1964	Box 6
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### **Champion Spark Plug Co., Summaries, 1962-1974**

**Physical Description: 3 folders**

Box 6

**Champion Spark Plug Co., Minutes, 1956-1963, 1973**

**Physical Description: 4 folders**

Box 7

**Chesebrough-Pond's**

Summaries

Angel Skin Hand Lotion, 1969-1970 Box 7

Creams, 1961-1970 Box 7

Cutex Lipstick, 1965-1966 Box 7

Cutex Nail Polish, 1963-1966 Box 7

Dreamflower Talc, 1965-1970 Box 7

Fresh Start, 1965-1970 Box 7

Make-ups, 1961-1966 Box 7

Pond's Beauty Wash, 1968 Box 7

Prince Matchabelli, 1961-1967 Box 7

Minutes

1947, 1953-1965 Box 7

**Physical Description: 5 folders**

Angel Face, 1961-1963 Box 7

Dreamflower Talc, 1963 Box 7

**Chesebrough-Pond's**

Box 8

Minutes

Perfume, 1960-1963 Box 8

Polyderm, 1961-1963 Box 8

Prince Matchabelli, 1959-1963 Box 8

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**Chunky Chocolate Corp.**

Summaries, 1962-1967 Box 8

Minutes, 1961-1963 Box 8

**Church and Dwight, Minutes, 1958-1959**

Box 8

**Ciba Pharmaceuticals, Minutes, 1957**

Box 8

**Citizens and Southern National Bank, Summaries, 1970-1972**

Box 8

**CNA Financial Corp.**

Summaries, 1973-1974 Box 8

Minutes, 1971, 1973 Box 8

**Physical Description:** 2 folders

**Congoleum**

Summaries, 1962-1974 Box 8

Minutes, 1961-1964, 1966-1967, 1970, 1974 Box 8

**Physical Description:** 4 folders

**Crocker-Citizens Bank, Minutes, 1963**

Box 8

**Crompton-Richmond, Minutes, 1956-1957**

Box 8

**Custom Farms, Inc., Minutes, 1961**

Box 8

**Dean Witter, Minutes, 1964**

Box 8

**Devoe and Reynolds, Minutes, 1957**

Box 8

**Douglas Aircraft Co., Summaries, 1961-1966**

Box 8

**Douglas Aircraft Co.,**

Box 9

Minutes

1955-1963

Box 9

**Physical Description:** 2 folders

John Monsarrat, 1965-1966

Box 9

**Francis I. DuPont and Co.**

Summaries, 1961-1963

Box 9

Minutes, 1954-1962

Box 9

**Eastman Chemical Products, Minutes, 1972-1973**

**Physical Description:** 2 folders

Box 9

**Eastman Kodak Co.**

Summaries, 1961-1965

Business Systems, 1964-1974

Box 9

Chemicals, 1974

Box 9

Consumer Markets, 1964-1974

Box 9a

Corporate, 1969-1970

Box 9a

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Box 9a

Infrared and College Recruitment, 1964-1967

Box 9a

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Box 9a

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Box 9a

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Van Den Bergh Foods (Ragu), 1990-1994 <b>Physical Description:</b> 3 folders	Box A4
Vons/Pavilions, 1988-1990 <b>Physical Description:</b> 3 folders	Box A4
Walker Manufacturing, 1990 <b>Physical Description:</b> 2 folders	Box A4
Wall Street Journal, 1990	Box A5
Warner-Lambert, 1988-1993 <b>Physical Description:</b> 7 folders	Box A5
White Castle, 1995	Box A5

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