



# **Guide to the J. Walter Thompson Company. Dan Seymour Papers, 1951-1974**

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## Summary

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**Collection Title:**

J. Walter Thompson Company. Dan Seymour papers, 1951-1974

**Source:**

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

**Creator:**

J. Walter Thompson Company

**Abstract:**

Consists of correspondence, office files, memoranda, notes, client files and some advertisements, reports, charts, reprints, schedules, scripts, printed material, and calendars. The collection documents advertising history, especially television and the management of client accounts; the development of television shows and other aspects of television programming, including the selection of actors and audience profiles; advertising clients' account histories; the corporate administration of the J. Walter Thompson Company; and the career of Dan Seymour. There is limited material about Seymour prior to his employment by the J. Walter Thompson Company in 1955 or after his retirement from it in 1974. Clients of the company represented in the collection include Eastman Kodak Company, Ford Motor Company, Kraft Foods Company, Lever Brothers Company, and Liggett & Myers Tobacco Company. There is considerable overlap in the content of the series in this collection.

**Extent:**

21.5 Linear Feet

16,125 Items

**Language:**

English.

**Collection ID:**

RL.00747

**Permalink:**

<https://idn.duke.edu/ark:/87924/m13g9f>

**Preferred Citation**

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

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## Background

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### Scope and Content

The papers of Dan Seymour span the years 1951 to 1974, although the bulk of the material dates from 1955 to the 1960s. They consist of correspondence, office files, memoranda, notes, client files and some advertisements, reports, charts, reprints, schedules, scripts, printed material, and calendars. The collection documents advertising history, especially television and the management of client accounts; the development of television shows and other aspects of television programming, including the selection of actors and audience profiles; advertising clients' account histories; the corporate administration of the J. Walter Thompson Company; and the career of Seymour. There is limited material about Seymour prior to his employment by the J. Walter Thompson Company in 1955 or after his retirement from it in 1974. Clients of the company represented in the collection include the Eastman Kodak Company, the Ford Motor Company, the Kraft Foods Company, the Lever Brothers Company, and the Liggett and Myers Tobacco Company. There is considerable overlap in the content of the series in this collection.

The work of the J. Walter Thompson Company Radio-Television Department, primarily in television, is chiefly documented in the Radio-Television Series. When he joined the company, Seymour's first objective was to reorganize its radio and television operations into a single Radio-Television Department because television had emerged as the leading media in the United States in the 1950s. The process of reorganization and overall administration of the Radio-Television Department is documented throughout the Radio-Television Department Series (Office Files and Thompson Company Offices). Aspects of administration documented include: the roles of company unit heads, such as the group heads or domestic office heads; relationships among the various units; operations of review boards; new business development; client relationships; and budgets. The New York office and other domestic offices, especially the Hollywood, Chicago, and Detroit offices, were key corporate links in television-related advertising. The New York office's radio and television activities are documented throughout Radio-Television Department Series; the Thompson Company Offices Subseries primarily documents the radio and television work of other domestic offices, but it includes a small amount of information about the New York office's operations. There is additional documentation for the Radio-Television Department in the Corporate Administration Series (Office Files).

Specific television programs and the scheduling of client advertising are documented in the Radio-Television Department Series (Programming), but radio programming is minimally represented. Availabilities and the Show Files are bound compilations of documents which provide information about

programs available for J. Walter Thompson Company clients to sponsor. There are synopses of shows, which usually include descriptions of actors, directors, and producers, and scripts of various lengths. The Talent Showcase files appear to serve a similar function to those of the Availabilities and Show Files. More information on program availabilities for specific networks is in the Radio-Television Department Series (Networks). Screening reports, which are synopses of programs viewed by company staff, are scattered throughout the Availabilities and the Show Files binders, but the majority of the screening reports are found in the Radio-Television Department Series (Thompson Company Offices), especially for the Chicago, Hollywood, and New York offices. Some files for specific programs that were sponsored by company clients are in the Clients Series.

There is much overlap between the Corporate Administration Series and the Radio-Television Department Series in that both series contain information on the J. Walter Thompson Company's role in television advertising. The Radio-Television Department Series contains material on this topic from 1955, when Seymour was the director of this department, to 1967, during which time Seymour was also involved in company-wide management. The Corporate Administration Series also includes material related to the Radio-Television Department.

Not only does the collection document television advertising, it also pertains to Seymour's account management of J. Walter Thompson Company clients. In fact the Clients Series, which documents this activity, comprises almost one-half of the collection. This series particularly concerns advertising strategies, billings, the development of new business, and negotiations with clients. It also documents the conceptualization and production of television shows and motion pictures that were sponsored by individual clients. The call reports are records of telephone or personal contacts with clients and include information on many aspects of JWT-client relationships. Programs sponsored by the Eastman Kodak, Ford Motor, Kraft Food, Lever Brothers, and Liggett and Myers Tobacco companies are especially well described. Documentation for client accounts is also in the Review Board files of the Corporate Administration Series (Office Files) and scattered throughout the Radio-Television Department Series (Programming).

In addition to client activity, the collection reflects the corporate business of the company, especially as conducted through the New York office, in the Corporate Administration Series (Correspondence). In particular the Reading Files and the Norman H. Strouse correspondence pertain to this corporate activity. The series also includes general correspondence and topical files that are peripherally related to company operations. Strouse's letters concern corporate administration and management at the level of the President, and reflect the information exchanges and cooperation among the company's executive officers. The Strouse files span the period in which Seymour was elected to the Executive Committee and continue through his election to the Presidency of the company, succeeding Strouse. As Chairman of the Executive Committee,

Seymour was responsible for all of the company's domestic operations. The Executive Committee files in the Corporate Administration Series (Office Files), include monthly reports for "New Projects" and include client names, the product or services involved, the nature of the project, and costs.

The Corporate Administration Series (Thompson Company Offices) also documents organizational issues in domestic offices other than the New York office. The establishment of the Chicago Office's review boards is documented in the subseries. The reports in the Corporate Administration Series (Reports), reflect research and concerns about internal J. Walter Thompson Company operations as well as client and public relations issues.

In the late 1930s through 1950, before Seymour joined the J. Walter Thompson Company, he developed relationships with radio and television celebrities, client-sponsors of programs, network and studio personnel, and advertising executives. These relationships continued in Seymour's work as an advertising executive in Young and Rubicam and the J. Walter Thompson Company. The congratulatory correspondence, mostly responses to Seymour's promotions, in the Radio-Television Series, the Corporate Administration Series, and the Miscellaneous Series documents these relationships. The invitations to professional and social events in the Corporate Administration Series (Correspondence) reflect the business of the corporate world beyond the J. Walter Thompson Company.

### **Biographical/Historical**

<b>Date</b>	<b>Description</b>
1914, June 28	Born, New York, N. Y.
1935	Received A.B. from Amherst College; Married Louise Scharff
1935-1956	Announcer, WNAC (Yankee Network), Boston
1936-1940	Announcer, Columbia Broadcasting System, New York
1940-1949	Freelance announcer and producer
1949-1955	Radio-Television Programming and Production, Young and Rubicam agency, New York

<b>Date</b>	<b>Description</b>
1953	Vice-President, Young and Rubicam agency, New York
1955, Oct.	Director, Radio-Television Department, New York Office, J. Walter Thompson Company
1955, Dec.	Elected Vice-President, J. Walter Thompson Company
1958, June	Elected to the Board of Directors, J. Walter Thompson Company
1960, Sept.	Elected to the Executive Committee, J. Walter Thompson Company
1960, Nov.	Operations Committee, J. Walter Thompson Company
1961, Feb.	Elected Senior Vice-President, J. Walter Thompson Company
1963, Feb.	Elected Chairman of the Executive Committee and Chief Administrative Officer, J. Walter Thompson Company
1964, June	Elected President and Chief Operating Officer, J. Walter Thompson Company
1967	Elected Chief Executive Officer, J. Walter Thompson Company
1972, June-1974	Chairman of the Board, J. Walter Thompson Company
1974, June	Retired from J. Walter Thompson Company

<b>Date</b>	<b>Description</b>
1982, July 27	Died, New York, N. Y.

Dan Seymour was a member of the following advertising, marketing, and broadcasting organizations: the American Association of Advertising Agencies; the Marketing Science Institute (1960s); and the Academy of Television Arts and Sciences. Civic activities in which Dan Seymour participated include the Executive Committee of the Boy's Clubs of America, the Veterans Hospital Radio and Television (Bedside Network), and the Ad Hoc Advisory Group on the Presidential Vote for Puerto Rico (1971). For further biographical information, see the Biographical Information Series of the J. Walter Thompson Company Archives.

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## **Administrative Information**

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### **Publication Statement**

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### **Access Restrictions**

Access to some portions of the Dan Seymour Papers is restricted.

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. Dan Seymour Papers 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**

The Dan Seymour Papers were transferred to the David M. Rubenstein Rare Book & Manuscript Library from the J. Walter Thompson Company 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**

Processed by: Donna Longo DiMichele

Completed June 30, 1993

Encoded by Stephen Douglas Miller and Alvin Pollock

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## **Names and Subjects**

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- Television advertising -- United States -- History
- Broadcast advertising
- Advertising agencies -- New York (State)
- Television broadcasting -- United States -- History
- Advertising -- Management
- Advertising executives
- Advertising campaigns
- Corporate culture -- United States -- History -- 20th century
- Ford Motor Company
- Eastman Kodak Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- Lever Brothers Company
- Liggett & Myers Tobacco Company
- Kraft Foods Company

## Collection Inventory

### Radio-Television Department Series, 1953-1967, undated bulk 1954-1963.

#### Scope and Contents note

Divided into six subseries: Correspondence, Office Files, J. Walter Thompson Company Offices, Programming, Networks, and Reports.

#### Correspondence Subseries

##### Scope and Contents note

Radio-Television Department: Correspondence Subseries, 1955-1962. Includes correspondence, printed material, and clippings.

1955-1962	Box 1
Congratulatory, 1955, Aug.-Oct.	Box 1

#### Office Files Subseries

##### Scope and Contents note

Radio-Television Department: Office Files Subseries, 1953-1963(bulk 1955-1960). Includes correspondence, memoranda, notes, reports, presentation exhibits, printed material, and clippings. See also oversize materials. Arranged into a chronological section, followed by subject files, with clippings at the end; arranged chronologically therein.

1953-1962	Box 1
<b>Physical Description:</b> 5 folders	
Credentials, including drafts and notes, 1953-1956	Box 1
Evening homes using TV study, 1957-1960	Box 2
"General TV Presentation": New Business, ca. 1955 Local Live TV Group," 1953-1956?	Box 2
MCA TV/ American Football League, 1962	Box 2
New business, 1956	Box 2
Presentation (with N. Strouse?) on JWT's capabilities with television, 1955	Box 2

Radio-Television Exploitation Services, 1957	Box 2
Talent, 1956	Box 2
Television Advisory Group, 1963	Box 2
(JWT) Television Workshop (channel 3); JWT Color Television Workshop, 1955-1963	Box 2
TV Art Group, 1956	Box 2
Clippings: 1955-1962	Box 2
Canadian, 1956	Box 2

## J. Walter Thompson Company Offices Subseries

### Scope and Contents note

Radio-Television Department: J. Walter Thompson Company Offices Subseries, 1955-1962. Includes correspondence, memoranda, and reports. Arranged alphabetically by the name of the office, or by subject, then chronologically therein.

Chicago:	Box 2
Public Relations Department, 1956	Box 2
TV Availability reports, 1956, Sept.-Dec.	Box 2
Hollywood, 1955-1961	Box 2
<b>Physical Description:</b> 2 folders	
Hollywood, 1963	Box 3
Hollywood: Memoranda/Reports on TV-related subjects, including screenings, from Len White, 1955, Oct.-1962	Box 3
<b>Physical Description:</b> 3 folders	
New York: Screening reports, 1955-1956	Box 3
San Francisco: 1956-1961	Box 3
<b>Physical Description:</b> 2 folders	
Sydney, 1962	Box 3

Tokyo, 1960-1961 Box 3

### Programming Subseries

#### Scope and Contents note

Radio-Television Department: Programming Subseries, 1955-1967, undated(bulk 1955-1957). Includes memoranda, call reports, scripts, schedules, program proposals, reports and charts, and correspondence. The majority of the folder titles are adapted from original titles assigned by Seymour or from the titles of the enclosed documents. See also oversize materials. Arranged alphabetically by folder title, then chronologically therein.

Agents, scripts, studios, and stations, 1955, Nov.-1967 Box 3

**Physical Description:** 2 folders

Availabilities: Box 4

Lucian Chimene, 1956 Box 4

1957, May-June, undated Box 4

**Physical Description:** 4 folders

Availabilities, 1958, Jan.-Oct. Box 5

**Physical Description:** 5 folders

Availabilities, 1958, Aug.-Dec., undated Box 6

**Physical Description:** 3 folders

Easter Show Proposal, Radio City Music Hall, 1956-1957 Box 6

"Landmark":

Personnel and presentation, 1955-1956 Box 6

Report and sample stories [Screen Gems/Columbia], 1956, undated Box 6

Script, 1956 Box 6

**Physical Description:** 2 folders

Mark Hellinger Theatre, 1950s Box 6

"Meet the Press," 1955-1956 Box 7

New programs:

1954-1957, undated	Box 7
<b>Physical Description:</b> 2 folders	
Broadcasting Department: Reports and correspondence, 1963-1964	Box 7
"Omnibus" ( CBS and NBC), 1955-1956 (Clients: Aluminium Limited, Douglas Aircraft, Institute of Life Insurance, Johns-Manville, Owens-Illinois Glass, and Scott Paper Co.)	Box 7
Options for clients and shows, 1956	Box 7
Ratings: Arbitron, 1961	Box 7
Share Trends, 1957-1964, undated	Box 7
Records of network radio and TV programs with client sponsors for 1954-1957 seasons, 1957	Box 7
Rerun analysis, 1955, Dec. 4	Box 7
Research project: story values and ratings by Frank Wisbar, Barbara Television, 1956	Box 7
Screen Gems, 1956-1957	Box 7
Show Files, 1957, Feb. 1-5	Box 7
<b>Physical Description:</b> 2 folders	
Show Files, 1957, Feb. 5-April	Box 8
<b>Physical Description:</b> 4 folders	
Talent Showcase, 1956, Jan.-Mar.	Box 8
Talent Showcase, 1956, Apr.-Nov.	Box 9
<b>Physical Description:</b> 2 folders	
Television Program Evaluations, 1960	Box 9
A Totally Different Comedy Concept, presentation by Radio-Television Department, 1960-1961	Box 9

## Networks Subseries, 1953-1964

### Scope and Contents note

Includes correspondence, memoranda, printed material, reprints, and schedules. Arranged alphabetically by the name of the network, then chronologically therein.

American Broadcasting Company, 1956-1962	Box 9
Columbia Broadcasting System: 1956-1963	Box 9
Television as an Extension School of Democracy, by J. L. Van Volkenburg, President of CBS, 1953, Dec. 17	Box 9
National Broadcasting Company: 1955-1964	Box 9
<b>Physical Description:</b> 2 folders	
"One Man's Family," 1954, Feb.	Box 9

## Radio-Television Department: Reports Subseries, 1956-1963.

### Scope and Contents note

Includes reports and memoranda by the J. Walter Thompson Company. Arranged alphabetically by title.

"An Evaluation of Adult Daytime Television," 1961	Box 10
FCC Hearings: "In the Matter of the Study of Radio and Television Broadcasting," 1961, Sept. 26-Oct. 6	Box 10
"J. Walter Thompson Overseas Films," 1956, Aug.	Box 10
"A New Method of Classifying Television Programs," 1961, Apr.	Box 10
"Performer Popularity Analysis," 1961, May- Aug.	Box 10
"Pretesting TV Commercials," Research Department, 1957	Box 10

"Recent Pioneering Research," 1960-1961	Box 10
"Review of Major Radio and Television Program Rating Services," 1957	Box 10
"Significant New Developments in Media," 1961	Box 10
" Sindlinger and Nielsen Media Data Comparison," 1963	Box 10
"Television Program Image Study," 1960-1961	Box 10
"TV Commercial Pretesting for Advertising Strategy," 1961	Box 10
"TV-Q Trend Reports," 1962	Box 10

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**Corporate Administration Series, 1955-1973, undated (bulk 1956-1965).**

**Scope and Contents note**

Divided into five subseries: Correspondence, Office Files, J. Walter Thompson Company Offices, Reports, and Miscellaneous.

**Corporate Administration: Correspondence Subseries, 1958-1974 (bulk 1960-1970).**

**Scope and Contents note**

Includes correspondence, memoranda, and attachments such as printed materials, speeches, clippings, and notes. See also oversize material. Arranged with general correspondence first, followed by congratulatory letters, invitations, Norman H. Strouse correspondence, and Reading Files. Arranged chronologically within folders, except for the Reading Files.

**Scope and Contents note**

The contents of the Reading Files, which consist of incoming and outgoing correspondence, are arranged numerically by numbers assigned by Seymour, however, the order roughly correlates with chronological order. For each year, there is an alphabetical index of correspondents and all names are listed with the corresponding number(s) of their letter(s) in the Reading Files.

1961, Jan.-1964, Nov.

Box 11

Congratulatory, 1958-1964	Box 11
<b>Physical Description:</b> 8 folders	
Congratulatory, 1964-1967	Box 12
<b>Physical Description:</b> 7 folders	
Congratulatory, 1967	Box 13
Invitations, 1963-1964	Box 13
<b>Physical Description:</b> 5 folders	
Strouse, Norman H., 1960-1961	Box 13
<b>Physical Description:</b> 2 folders	
Strouse, Norman H., 1962-1964	Box 14
<b>Physical Description:</b> 4 folders	
Reading File and index, 1970	Box 14
<b>Physical Description:</b> 2 folders	
Reading File and index, 1970, July-1972	Box 15
<b>Physical Description:</b> 6 folders	
Reading File and index, 1973-1974	Box 16
<b>Physical Description:</b> 4 folders	

**Corporate Administration: Office Files Subseries, 1955-1971 (bulk 1960s).**

**Scope and Contents note**

Includes correspondence, memoranda, speeches, charts and tables, reports, and clippings. Arranged into general, chronological files; followed by subject files arranged by folder title and chronologically therein; with clippings at the end.

1961-1963	Box 16
<b>Physical Description:</b> 3 folders	
1964-1967	Box 17
<b>Physical Description:</b> 4 folders	
(JWT) Art Program and Art Decor for corporate offices, 1961-1965	Box 17

Billings to clients, 1962	Box 17
(JWT) Board of Directors meetings, 1961-1962	Box 17
Christmas file, 1963	Box 17
Creative Department: Reorganization, 1964	Box 18a
Diners Fugazy Travel and Incentive Co., 1970	Box 18a
Editorial Department: Reorganization, 1964	Box 18a
Executive Committee: 1961-1962	Box 18a
<b>Physical Description:</b> 2 folders	
Distribution of Arno H. Johnson pamphlet, 1962	Box 18a
Forward Planning: Preparation of marketing strategy by Sidney Olson, 1960, Nov. 28	Box 18a
(JWT) House Advertising, 1963-1964	Box 18a
House Advertising Committee, 1961	Box 18a
International offices, 1961-1962	Box 18a
J. Walter Thompson Advertising (analysis and credential development), 1961	Box 18a
J. Walter Thompson presidency, text for Advertising Age, 1964	Box 18a
JWT World planning, 1963	Box 18a
Marketing Department, 1963	Box 18a
Media Department, 1957, 1963	Box 18a
MPO Videotronics collaboration with J. Walter Thompson, 1963-1964	Box 18a
New Business:	Box 18b
1955-1957	Box 18b
<b>Physical Description:</b> 2 folders	

(Clients: American Chicle Co., Anheuser-Busch, B.F. Goodrich Tire Co., Diamond Crystal Salt, General Foods, Lever Brothers Co., Schick, Shulton Foods, and Manhattan Shirt Co.)	Box 18b
Dan Seymour notes, 1956-1957 (Clients: B.F. Goodrich Tire Co., Columbia Broadcasting System, and Ford Motor Company)	Box 18b
Personnel: Restricted	Box 19
1955-1964	Box 19
<b>Physical Description:</b> 2 folders	
Candidates, 1970-1971	Box 19
Investigation by Smith, Dingwall Associates, 1963-1964	Box 19
Resumes and reports, 1961-1964	Box 19
<b>Physical Description:</b> 4 folders	
(JWT) Profit Sharing Plan and Trust, 1959-1962	Box 20
Research Department, 1963	Box 20
Review Board: 1963-1964	Box 20
<b>Physical Description:</b> 3 folders	
(Clients: Aluminium Limited, American Electric Power Service, American Petroleum Institute, Associated Hospital Service of New York, Brillo Manufacturing Co., Chesebrough-Pond's, Chunky Corp. Rowntree, Congoleum-Nairn, Francis I. duPont and Co., Douglas Aircraft Co., Eastman Kodak Co., Good Humour Corp., Institute of Life Insurance, Intercontinental Hotels Corp., Irving Trust Co., Lever Brothers Co., Liebmann Breweries, Liggett and Myers Tobacco Co., Massachusetts Mutual Life Insurance Co., McGraw-Edison Dictating Equipment, Mentholatum Co., National Car Rental	

System, New Holland Machine Co., New York World's Fair, Panagra (Pan American-Grace Airways), Phillips Petroleum Co., Purolator Products, Radio Corporation of America General (RCA), Reader's Digest Services, R.T. French Co., Scott Paper Co., Singer Co., Standard Brands, United States Brewers Assoc., United States Lines, United States Playing Card Co., Warner-Lambert, and W.F. Young)	Box 20
General plans, 1962-1963	Box 20
New procedures, 1964	Box 20
Procedures: Report with appendices, 1964	Box 20
(Clients: Pan American World Airways and Standard Brands)	Box 20
Eastman Kodak, 1962	Box 20
Ford Division, 1964	Box 20
Johns-Manville, 1956	Box 20
Liggett and Myers Tobacco Co., 1962	Box 20
Scott Paper Co., 1964	Box 20
Standard Brands: Planters Nut and Chocolate Company, 1963	Box 20
Speeches:	
By non-JWT staff, 1957-1962	Box 20
Johnson, Arno H., "Summary of Current Economic Situation," 1962, June 26	Box 20
Jones, Richard P., "A Look at the Future of Radio," 1962, Dec. 4	Box 20
Porter, Arthur A., "The New Dimension of Radio," 1957, Mar. 25	Box 20
Strouse, Norman H.:	
"Modern Advertising: American Marvel or World Force?," 1961, May 8	Box 20

"Responsibility - Keynote of the Sixties," 1961, Nov. 29;"Measuring the Value of Advertising in Our Society," 1962, June 21	Box 20
Thomas, Franklyn R., "Imagineering: Vital Buy-Product of Business," 1964	Box 21
Wilson, Edward G., "Talk by Edward G. Wilson to selected members of Sydney Office Staff," 1962, Oct. 31	Box 21
(JWT) Stock, 1964	Box 21
Testing commercials ( Schwerin Research Corp.), 1963	Box 21
Clippings: 1958-1964	Box 21
(JWT) Presidency, 1964	Box 21

### **J. Walter Thompson Company Offices Subseries, 1960-1964, undated**

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

Includes correspondence, memoranda, reports, tables, minutes, and printed material. See also oversize materials. Arranged alphabetically by the name of the office, then chronologically therein.

Chicago, 1961-1964, undated	Box 21
<b>Physical Description:</b> 2 folders	
Detroit, 1962-1964	Box 21
London, 1961-1962	Box 21
Los Angeles, 1963-1964	Box 21
Manila, 1960-1962	Box 21
San Francisco, 1961-1962	Box 21

### **Reports Subseries, 1956-1966, undated**

**Scope and Contents note**

Includes reports by the J. Walter Thompson Company. Arranged alphabetically by title.

"Account Group Procedures," 1961	Box 21
"Advertising Budget Requirements," 1956-1964	Box 21
"Advertising Planning, Creative Department, and Campaign Evaluation at J. Walter Thompson," 1965	Box 21
"Advertising Spending Level Experiment/ Calendar Year 1963, 1962	Box 21
"How Research Can Improve Advertising for J. Walter Thompson Clients," 1959-1963	Box 22
"An Improvement Program for J. Walter Thompson," 1961[?]	Box 22
"International Service Slide Presentation," [1961]	Box 22
"An Introduction to Marketing Research at J. Walter Thompson," 1960[?]	Box 22
"Manager of Creative Services," [1965?]	Box 22
"Marketing Semantics," 1965	Box 22
"Measured Advertising Results," 1963	Box 22
"Network Program Development," 1965-1966	Box 22
"The New Revolution in Distribution and Its Significance for National Advertisers," 1961	Box 22
"Notes for Executive Committee and Board of Directors Meeting," 1965	Box 22
"Outline of a Process that Should Make for Effective Marketing Communications," 1963	Box 22
"The Packaging Industry," 1961	Box 22

"Philosophy or Point of View on 'Public Reputation' Advertising," undated	Box 22
"Principles of Advertising," 1963	Box 22
"Production Department and Personnel Evaluation," 1963	Box 22
"Professionalism in Advertising Agency Practise [sic]," 1964	Box 23
"Program for Guidance Research," JWT Research Department, [1963?]	Box 23
"Programme for Advertising Research," 1964	Box 23
"Programmed Advertising," 1964	Box 23
"Project Youth," 1960s	Box 23
"Seminar and Development Program," undated	Box 23
"Some Facts About the J. Walter Thompson Company," 1960	Box 23
"Story of Six Retailers, Sequel to Revolution in Retailing, Marketing-Merchandising Department," 1962	Box 23
"A Strategy for the Future," 1963	Box 23
Symposium on the Negro Market," by JWT Marketing Department, 1963	Box 23
"Thompson's Tomato Fresh Tomato Juice, A New Product Presentation Advertising Workshop," 1964	Box 23
"U.S. Textile Industry," by JWT Market Research Department, 1962?	Box 23

**Miscellaneous Subseries, 1956-1971, undated**

**Scope and Contents note**

Includes correspondence, reprints, printed material, and clippings. Arranged by subject.

"Buff Papers" from Norman H. Strouse:  
Excerpts of published literature selected and  
circulated by Strouse to JWT executives, 1964 Box 24

Constructive Publicity about the J. Walter  
Thompson Co. (a clipping collage), 1960 Box 24

**Miscellaneous Subseries**

Hayes, Arthur Hull, "Suppose They'd Never  
Invented Radio," 1956, Nov. 13;  
Sandage, C. H., "The Next Step: A  
Philosophical Foundation for Advertising,"  
1960s; Universal Broadcasting System, "This  
is UBS," undated Box 24

Servan-Schreiber, Jean-Jacques:  
1970-1971 Box 24

Forcer le Destin, 1970 Box 24

**Clients Series, 1951-1970, undated (bulk 1955-1964).**

**Scope and Contents note**

Forms the largest series, including correspondence, memoranda, notes, reports, call reports, advertisements, and printed material. See also oversize materials. Arranged alphabetically by client names. Clients with extensive materials are further arranged into general, chronological files; then alphabetically in topical files; then alphabetically by product names; and then alphabetically by titles of television shows. Topical files often contain reports.

Alberto-Culver Company, 1961-1970 Box 24

**Physical Description:** 3 folders

Aluminium, Ltd., 1955-1962 Box 24

American Electric Power, 1964 Box 24

American Home Products, 1963-1964 Box 24

American Petroleum Institute, 1962 Box 24

Atlantis Sales Corporation, 1957	Box 24
Brillo Manufacturing Company, 1955	Box 24
Chesebrough-Pond's, 1955-1964	Box 25
Chun King Corporation, 1956-1964	Box 25
CIBA Pharmaceutical Products, undated	Box 25
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Dean Witter, 1963-1964	Box 25
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<b>Physical Description:</b> 2 folders	
<u>Topical files:</u>	
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Call Reports, 1956-1958	Box 26
<b>Physical Description:</b> 2 folders	
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Daytime Programs, Columbia Broadcasting System, 1957	Box 26
International Sales and Advertising Area managers visit to JWT, 1958	Box 26
Nielsen Ratings, 1956-1958	Box 26
"Profile of Camera Owners and Users," 1954-1956	Box 26

Recommendation: 1962Advertising Recommendations for International Department, 1961	Box 26
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<b>Recommendation:</b>	
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A Suggestion for Special Kodak TV Programming, 1961, Feb. 14	Box 27
Screen Gems, 1956	Box 27
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Television Presentation outline, 1955?	Box 27
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United States Golf Association National Open Tournament, 1956	Box 27
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Publicity, 1956-1958	Box 28
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"Screen Directors Playhouse," 1955-1956, Oct. <b>Physical Description:</b> 2 folders	Box 28
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"Screen Directors Playhouse":	
Hal Roach Studios:	
1955-1956	Box 29
Invoices, 1956	Box 29
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Weekly reports and story status reports, 1955-1956	Box 29
"Walt Disney's Wonderful World of Color," 1961-1962	Box 29
Clippings, 1956-1964	Box 29
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Firestone Tire and Rubber Company, 1956	Box 30
Florist Telegraph Delivery Association, 1956	Box 30
Ford Motor Company:	Box 30
Chronological files:	
1956-1961	Box 30
<b>Physical Description:</b> 9 folders	
Ford Motor Company:	Box 31
Chronological files:	
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<b>Physical Description:</b> 5 folders	

<b>Topical files:</b>	
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Recommendations, 1956-1962	Box 32
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"Hazel," 1962-1964 <b>Physical Description:</b> 2 folders	Box 34
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"Startime," 1962	Box 34
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"Wagon Train," 1958	Box 34
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Good Humor Corporation: Advertising recommendations, 1964, Feb. 18	Box 35
Gu-H: Gulf Oil, 1951-1955; Helene Curtis Industries, 1962; H.F. Richie Co.\Scotts Emulsion, 1956	Box 35
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<b>Physical Description:</b> 2 folders	
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"Kraft Suspense Theater," 1964	Box 37
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"Father Knows Best," 1958	Box 39
" Garry Moore Show," 1955-1956	Box 39
"Haggis Baggis," 1958	Box 39
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"Lux-Schlitz Playhouse," 1957-1958	Box 39
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<u>Chronological files:</u> 1956-1964 <b>Physical Description:</b> 3 folders	Box 40
<u>Topical files:</u> "The Continuing Study of Advertising Impact and Consumer Attitudes for the Liggett and Myers Tobacco Company: A Report on Phase I," 1961, Dec.	Box 40
"The Continuing Study of Cigarette Smoking, Brand Preferences, and Brand Switching," 1964	Box 40
" LandM Cigarettes Recommended Strategy and Advertising Plan, October-December 1961; "LandM Cigarettes Proposed Marketing Strategy and Advertising Plan, 1962 1961, Nov.	Box 40
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Oscar Mayer: Chicago, 1964	Box 41
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S: Scripto, 1957; Sweets Co. of America, 1956	Box 42
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Corporate Advertising Idea Book, 1964, June	Box 43
"Advertising Objectives, Creative Strategy and Media Recommendations For 1964," 1964	Box 43
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Weigl meeting material, 1964	Box 44
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### **Professional Organizations and Activities Series, 1956-1971.**

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

Includes correspondence, reports, and printed materials. Arranged alphabetically by name of organization, then chronologically therein.

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### **Miscellaneous Series, 1953-1974.**

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

Includes calendars; correspondence; memoranda; legal documents; financial documents and propositions, including a script of a play titled "Rashamon";

and reports. See also oversized materials. Arranged alphabetically and chronologically therein.

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## Oversize Materials

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Vital Buy-Product of Business," 1964 Box 51

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### **Clients Series**

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"Ford Star Jubilee," 1956,undated Box 51

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Lever Brothers Company: Handy Andy, 1964,  
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Lever Brothers Company: "Lux Video Theater,"  
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### **Miscellaneous Series**

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**Physical Description:** 2 folders

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