



Guide to the J. Walter Thompson Company. Norman H. Strouse Papers, 1852-2003

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Summary

Collection Title:

J. Walter Thompson Company. Norman H. Strouse papers, 1852-2003

Creator:

J. Walter Thompson Company

Source:

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

Abstract:

The J. Walter Thompson Company (JWT), founded in 1864, is one of the oldest and largest enduring advertising agencies in the United States. Norman Hulbert Strouse served as Chairman and Chief Executive Officer of JWT during the 1960s. He was also a noted bibliophile and private publisher. Collection includes correspondence, office files and memoranda, reports, writings and speeches, charts, client presentations, notes and notebooks, publications, clippings, photographs, and scrapbooks. The collection primarily documents Strouse's work in the JWT Detroit Office; other files touch on corporate administration for the entire company; company history; and public relations. Major clients include Ford, Kraft foods, and Scott paper products. The collection also partially documents Strouse's interests as a bibliophile: book collecting; the works of Robert Louis Stevenson; and his involvement with Silverado Press.

Extent:

19.0 Linear Feet

Language:

English.

Collection ID:

RL.00751

Permalink:

<https://idn.duke.edu/ark:/87924/m1b06n>

Preferred Citation

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

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Background

Scope and Content

Collection includes correspondence, office files and memoranda, reports, writings and speeches, charts, client presentations, notes and notebooks, publications, clippings, photographs, and scrapbooks. The collection primarily documents Strouse's work in the JWT Detroit Office; other files touch on corporate administration for the entire company; company history; and public relations. Major clients include Ford, Kraft foods, and Scott paper products. The collection also partially documents Strouse's interests as a bibliophile: book collecting; the works of Robert Louis Stevenson; and his involvement with Silverado Press.

Biographical/Historical

Date	Description
1906 Nov. 4	Born Norman Hulbert Strouse, Olympia, Washington
1925-1928	Advertising Department, Post-Intelligencer, Seattle, Washington
1929-1936	Space buyer, J. Walter Thompson Company (JWT) San Francisco Office
1936-1941	Account Representative, JWT San Francisco Office
1942	Account Supervisor and Assistant Pacific Coast Manager, JWT San Francisco Office
1942-1945	Army Air Force; Executive Officer of Information and Education, Special Staff Section in the Pacific

Date	Description
1946-1947	Account Supervisor, Ford Motor Company account, JWT Detroit Office
1946 Aug. 2	Married Charlotte A. Holt
1947	Elected Vice President, JWT
1948-1955	Manager, JWT Detroit Office
1952	Elected Director, JWT
1955	Elected President, JWT
1960-1967	Elected Chief Executive Officer, JWT
1964-1968	Elected Chairman of the Board, JWT
1968	Retired from the J. Walter Thompson Company
1993 Jan. 19	Died, St. Helena, Calif.

Norman H. Strouse was a member of the following advertising and marketing organizations: the American Association of Advertising Agencies, Chairman of the Board (1964-1965); the Marketing Science Institute, Trustee (1962-); and the National Outdoor Advertising Bureau, Director and Board Chairman (1964-1965).

Library or bibliographic-related organizations with which he was involved include: the Bibliographical Society; the Book Club of California, Board Member; the Friends of the Columbia Library, Advisory Council (1963-); the Grolier Club, Council Member (1961-); the Manuscript Society; the National Book Committee, Chairman (1962-1964); the National Library Week Steering Committee (1958-1963); and the New York Public Library, Trustee (1963-).

For further biographical information, see the Biographical Information series of the J. Walter Thompson Company Archives.

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Arrangement

Organized into the following series: General JWT Office Files; Professional Associations; Business Writings and Speeches; Book Collecting, Library, and Printing Interests; Personal Materials; Oversize Materials.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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

Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in the J. Walter Thompson Company Archives 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 Norman H. Strouse Papers were transferred to the David M. Rubenstein Rare Book & Manuscript Library from the J. Walter Thompson Company in 1998 and received as gifts from the Strouse family 2005-2018.

Processing Information

Processed by: Donna Longo DiMichele, Jessica Wood, Richard Collier

Completed December 2, 1992; revised November 2008 and February 2024;

Processing of this collection was supported in part by gifts from the J. Walter Thompson Company Fund and the John and Kelly Hartman Foundation.

Accessions 1998-0154, 2003-0173, 2004-0078, 2005-0039, 2009-0289, 2018-0114 were merged into one collection, described in this finding aid.

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Names and Subjects

- Advertising -- Automobiles -- United States
- Scrapbooks
- Clippings (information artifacts)
- Advertising campaigns
- Book collectors -- United States
- Photographic prints
- Advertising agencies -- New York (State) -- New York
- Advertising agencies -- Michigan -- Detroit
- Advertising executives
- Advertising -- Management
- Strouse, Norman H.
- Stevenson, Robert Louis, 1850-1894
- Silverado Press
- Scott Paper Company
- Kraft Foods Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company
- Ford Motor Company
- J. Walter Thompson Company. Detroit Office

Collection Inventory

General JWT Office Files, 1886-2003 and undated

Physical Description: 9 boxes

Scope and Contents note

Includes materials relating to general corporate administration, management, and corporate history. Arranged into four subseries: **Clippings and Photographs**; **Company History**; **Corporate Administration**; and **Correspondence**.

Clippings and Photographs consist of newspaper and magazine articles from both domestic and foreign newspapers and magazines as well as photographs, correspondence, newsletters, and telegrams that pertain to the articles, including from Strouse's period at the Detroit Office. Includes materials on outdoor advertising campaigns. Arranged chronologically. Additional items in oversize boxes.

Company History contains correspondence, memoranda, transcripts, writings and a report, related to the history of JWT. Colin Dawkins, a writer for the J. Walter Thompson Company, collected information for a history of the company. This subseries contains the correspondence between Dawkins and Strouse in regard to Dawkins's research. The correspondence includes general information about JWT, especially management, as well as information specifically about Strouse's experiences in the company. The subseries includes copies of some early company correspondence, including: J. Walter Thompson's resignation; letters from Stanley Resor to JWT employees Rae H. Smith and Loyd R. Coleman; and to E.J. Copeland of Nash Motors regarding Kelvinator. There is a commentary by Lewis Mumford concerning the company library for employees, begun by Helen Lansdowne Resor. Some correspondence refers to materials in the Detroit Series, Ford Motor Company Subseries; and the Corporate Administration Series. "Basic Roots of the J. Walter Thompson Company" is an historical overview of the company compiled by Vice President Howard Henderson. It describes JWT's driving principles and policies and compares it with other agencies, including their standings in worldwide competition.

"Basic Roots" also includes case histories of some company clients and their products for the period from about 1904 to the 1920s. Items are arranged by type of material, then chronologically. The transcripts are restricted until written permission from the interviewee's heirs is obtained. See also in the JWT Archives: **Colin Dawkins Papers**, **Howard Henderson Papers**, and Charles Raymond's memoir in the **Company History and Reminiscences Collection**.

Corporate Administration consists of correspondence, memoranda, reports, billing and organizational charts, notebooks, clippings, and scrapbooks, and includes information on general management concerns and decisions regarding staff, including assignments and compensation; operating expenses; and the succession of top management positions in the 1950s. The subseries documents Mr. Strouse's transition to the presidency and the management reorganization of the New York office, including the establishment of the Executive Team, the Administrative Committee, the Operations Committee, and the Review Boards. Documentation of personnel policy issues is scattered throughout the

subseries, especially in regard to upper levels of management. There are also descriptions of the responsibilities of various positions and the professional relationships between various JWT staff members. Strouse wrote numerous memoranda evaluating the course of management policies and changes as well as future prospects for change, including those that would occur as a result of retirements. Memoranda on various aspects of forward planning are scattered throughout the series. Also includes information on the acquisition of new clients and the satisfaction of current clients, trends in advertising, billings, profits, and stock holdings. Contains information about other advertising companies, including comparisons of total billings, market distributions, and evaluation of staff who were under consideration for recruitment to JWT. The Company Image folder includes information on the architectural and interior design of the New York offices as well as discussions of the impressions of the company held by other companies and the public. Materials on public relations document responses to two articles by Arno H. Johnson of the JWT Research Department and a third article, "The Best Advertisements from Reader's Digest, 1955-1961," which Strouse had mailed to members of Congress and other federal government officials and some corporate leaders. Arranged with correspondence and memoranda at the beginning, followed by topical files in alphabetical order, and then further divided into **Writings and Speeches** and **Clippings**. All folders are arranged chronologically therein. See also Oversize Materials.

Correspondence includes general correspondence files relating to both Norman Strouse's business and private dealings, and documents general management issues; responses to promotions and retirements; and Strouse's visits to international offices. Primarily consists of Strouse's reading files of letters and memoranda written to executives of various JWT offices, business colleagues, friends, and other associates. Some files, though containing mostly correspondence, also contain clippings, brochures and other materials concerned with the issues discussed in the correspondence. Strouse's personal letters in this series detail his serious interest in books, book collecting and printing. All of the correspondence dating after Strouse's retirement in 1968 is personal. Arranged chronologically. See also Oversize Materials.

Some items have a reference to a numbered letter (e.g., letter #9); these numbers refer to letters in the J. Walter Thompson **Company History** subseries. Arranged by type of material, then subject. See also Oversize Materials.

Clippings and Photographs, 1930-2003 and undated

"Adman with a Difference," Business Week,
1966

Box 1

"Advertising: The Visible Persuaders," Time,
1962

Box 1

Association of Newspaper Classified Advertising Managers' Prominent Citizen Award, 1967	Box 1
Automotive News--Ford 100 issue, 2003	Box 33
Broadcast: color television, 1957	Box 1
Broadcast: Kraft's international commercial telecast, 1965	Box 1
Clippings, 1955-1988	Box 32
Clippings, 1958-1973	Box 33
JWT Centennial, 1964	Box 1
Detroit Office, 1930-1979 and undated 1948-1951 and undated	Box 1
1930-1979 and undated	Box 1
Photographs, ca. 1940s, 1953, 1955 and undated (Includes photographs of "Baby Talk" billboard campaign.)	Box 1
Miscellaneous, 1955-1984 and undated Physical Description: 2 folders	Box 1
Press, 1936-1968	Box 1
Company History, 1886-1979 and undated	
Background information, 1931-1964	Box 1
Bookmark to promote JWT, ca. 1886	Box 1
Copy of original certificate of incorporation of JWT, 1896	Box 1
Early JWT correspondence, 1916 (Includes 1916 letter from J. Walter Thompson to Board of Directors.)	Box 1
"Getting on in Advertising," by Charles Raymond, ca. 1930s	Box 1

Introducing the J. Walter Thompson Company
to Pittsburgh, 1961 Box 33

JWT newsletters, 1964-1967 Box 32

Norman Strouse interview by Sidney
Bernstein, 1963 Box 2

Norman Strouse telephone interview, 1979 Box 2

San Francisco, JWT representative information
for Newspaper Publishers Committee, 1940 Box 2

"Some Basic Roots of the J. Walter Thompson
Company" by Howard Henderson, 1959

Physical Description: 2 folders

(Clients: Krohn, Fechheimer and Company/
Red Cross Shoes, Breneman/Brenlin
Window Shades, Andrew Jergens Company/
Woodbury's Fine Facial Soap, Arbuckle
Brothers Company/Yuban Coffee, Pond's
Extract Company/Pond's Creams, and Lever
Brothers/Lux)

Box 2

Corporate Administration, 1945-1979 and undated

Company image, 1946-1969, undated Box 2

Scope and Contents note

[Includes information on the architectural and interior design of the New
York Offices as well as discussions of the impressions of the company held
by other companies and the public.]

Contents of an album to commemorate
Norman Strouse's becoming president of JWT,
1955 Box 2

Contents of an album to commemorate the
election of Dan Seymour as president and
Norman Strouse as CEO and chairman of the
board, 1964 Box 2

Processing Information:

[Oversize items in Box OV1.]

European trip, Kraft, 1963	Box 2
Physical Description: 2 folders	
<hr/>	
Finance, 1945-1965, undated	Box 2
Processing Information:	
[Oversize items in Box OV1.]	
<hr/>	
Forward planning, 1962-1967	Box 3
Scope and Contents note	
[Clients: P. Ballentine and Sons/"Mitch Miller Show," Nestle's Milk Products/Nescafe, and Seven-Up]	
<hr/>	
Management planning (notebook), 1960-1967	Box 3
<hr/>	
Management transition, 1959-1979, undated	Box 3
<hr/>	
Organization, 1955-1964 and undated	Box 3
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Personnel file, 1954-1968, undated	Box 3
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Planning for the Presidency, 1955	Box 3
Scope and Contents note	
[Clients: E.F. Hutton and Co. and Scott Paper Co./"Father Knows Best"]	
<hr/>	
Puerto Rico trip, 1963	Box 3
Processing Information:	
[Items removed to Box OV1.]	
<hr/>	
Reference notebook: personal, 1955-1966	Box 3
<hr/>	
Resolutions by the Board of Directors concerning Peggy King and Samuel Meek, 1964	Box 3
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Resume, 1979	Box 32
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Retirement tribute, 1969	Box 32
Physical Description: 2 folders	
<hr/>	
Shareholder file, 1962-1969	Box 3

Speech by Dan Seymour for Norman Strouse's birthday, 1964 Box 3

Correspondence, 1916-1989 and undated

General Box 3

1936-1964 Box 3

1955-1967 Box 3

Processing Information:

[Oversized materials removed to Box OV1.]

1964 Jan.-Dec. Box 4

Physical Description: 6 folders

1965 Jan.-Dec. Box 4

1965 Jan.-Dec. Box 5

Physical Description: 4 folders

1966 Jan.-Dec. Box 5

Physical Description: 3 folders

1966 Jan.-Dec. Box 6

Physical Description: 3 folders

1967 Jan.-Sept. Box 6

Physical Description: 4 folders

1968-1969 Box 7

1970-1989 and undated Box 7

Business Week cover story, 1960 Box 7

Client file, 1955-1960s, undated Box 7

Scope and Contents note

[Clients: Eastman-Kodak, Ford Motor Co., Kraft, Lever Brothers, Pan American, Standard Brands, Scott Paper Co., Seven-Up, and Quaker Oats]

Colin Dawkins, 1916-1981, undated Box 7

Scope and Contents note

[Client: Nash Motors/Kelvinator]

Colin Dawkins, Resor Library, 1928 and 1979	Box 7
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Detroit Office files, 1930-1954
Scope and Contents note

Includes correspondence, memoranda, notes, reports, client presentations and speeches, clippings, photographs, and scrapbooks. These materials primarily document various aspects of the Ford Motor Company account with the JWT and, to a lesser extent, Strouse's personal relationships with members of Ford management. The client presentations, including some to Henry Ford II, include analyses of expenditures and annual budgets, sales and marketing figures, and the results of a study authorized by the Ford Motor Company. Outdoor billboard advertising was an important component of the Ford account, and Norman Strouse was an innovator in this type of advertising. The "Baby Talk" billboard developed for the Ford Motor Company Campaign of 1947 is well documented in the subseries. There are comments from Ford dealers and district managers, outdoor advertising companies, and other J. Walter Thompson Company offices about the campaign. These groups also submitted, to the J. Walter Thompson Company Detroit office, additional solicited and unsolicited comments which they had received from the public or found in newspapers. The "Baby Talk" Billboard Scrapbook, a portfolio presentation album assembled by General Outdoor Advertising for Norman Strouse, also documents the campaign, including the public's response.

General, 1948-1979	Box 7
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Ford Motor Company General, 1949-1979	Box 7
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Direct mail advertising, 1953	Box 7
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Outdoor, "Baby Talk" billboard, 1947	Box 7
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Physical Description: 3 folders

Personal, congratulatory letters, 1955	Box 7
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Financial, 1960-1964	Box 8
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JWT, 1978-1988	Box 8
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Physical Description: 2 folders

JWT archives, 1979-1987	Box 8
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Letters and clippings in regard to Strouse's speech "Velocity is the New Dimension," 1956 See Personal Series "Business Talks" v. 2 for speech	Box 8
Memoranda, 1949-1968, undated Physical Description: 3 folders	Box 8
Public relations, A-Z, 1962-1963	Box 9

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Professional Associations Series, 1956-1978 and undated

Physical Description: 3 boxes

Scope and Contents note

Contains correspondence, photographs, brochures and publications pertaining to Strouse's involvement in organizations including the AAAA, panels on which he served, award ceremonies and honorary dinners he attended. See also Oversize Materials. Arranged alphabetically.

Advertising Club of New York, 1958	Box 9
American Red Cross, New York Chapter General, 1962	Box 9
Annual meeting, 1963	Box 9
New headquarters dedication, 1963 Physical Description: 2 folders	Box 9
B'nai B'rith dinner for Arjay Miller, 1968 June	Box 9
Economic Club of New York meeting Election of Strouse as president, 1966	Box 9
1966 November meeting	Box 9
1967 Jan.-Apr. Physical Description: 3 folders	Box 9
Honorary Doctor of Laws, Colgate University, 1958	Box 10
Joint Defense Appeal	

Dinner, 1957	Box 10
Awards, 1958	Box 10
National Outdoor Advertising Bureau, 1958	Box 10
Nikita Krushchev's visit, 1959	Box 10
Printer's Ink Awards jury, 1958	Box 10
San Francisco Advertising Club, Honorary Chairman, 1978	Box 10
"No News Is Bad News," 1969	Box 10
Time's 40th anniversary dinner, 1963 May	Box 10

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Business Writings and Speeches Series, 1935-1968 and undated

Physical Description: 10 boxes

Scope and Contents note

Includes the writings and speeches given by Norman Strouse during his time at the JWT San Francisco, New York and Detroit offices. Also included are correspondence, photographs, press releases, programs, articles, clippings, drafts, JWT newsletters, brochures, pamphlets and invitations associated with various speeches or writings. The speeches concern advertising, current affairs and management. The December 1961 "Common Market" speech contains extensive background research materials on the European community. Strouse expressed his views on women in the workplace in a speech to the Women's Ad Club of New York in 1959, mentioning his own career beginnings as a secretary. The Advertising Gold Medal Award file contains a letter from Lyndon B. Johnson to Strouse congratulating him on winning the 1965 award.

Organized into five categories: **American Association of Advertising Agencies; Bound volumes; General business talks; Detroit Office;** and **San Francisco Office.** Arranged chronologically. See also Personal Series.

American Association of Advertising Agencies

1956, "Our Explosive Personnel Requirements
During the Next Decade," 38th Annual
Meeting

Box 10

1960, "Madison Avenue Is Many Places," Regional Council Meetings, Chicago and Coronado	Box 10
1961, Western Region Convention opening statement	Box 10
1962, "Special Problems of Advertising Agency Management in the U.S. Today," Second International Meeting	Box 10
1964 and undated, Strouse's election as chairman of AAAA at annual meeting	Box 10
1964, Address to Institute of Advanced Advertising Studies	Box 11
1964, "Growing Threat to Creativity," Western Regional Convention	Box 11
1964, "Personnel Projections Revisited," Eastern Regional Council Annual Meeting	Box 11
1965, "Right to Be Heard," Michigan Council Annual Meeting	Box 11
1965, Operating Committee meeting, Rocky Mountain Council	Box 11
1965, Annual meeting	Box 11
Physical Description: 2 folders	
1965, Eastern Conference luncheon	Box 11
1967, "How's Your Green Thumb Today," 50th Annual Convention	Box 11

Bound Volumes

Vol. I, 1950-1955 and undated	Box 12
Population of the U.S., undated	Box 12
Attitude of Staff Officers, undated	Box 12
"Small Town Press as a Preservative in American Life," 1950	Box 12

Necessity of Contacting Local Distributors and Dealers, 1951	Box 12
Georgia Press Association address, 1952	Box 12
National Convention of Outdoor Advertising Association address, 1953	Box 12
Annual Convention of International Electrotypers & Stereotypers Association, 1953	Box 12
Annual Convention of Allied Daily Newspapers of Washington address, 1955	Box 12
Wayne County Republican Women's Finance Committee, 1955	Box 12
Anheuser-Busch presentation notes, 1955	Box 12
FDAF committee chairmen's meeting remarks, 1955	Box 12
Testimonial luncheon talks response, Adcraft Club of Detroit, 1955	Box 12
Presentation introduction, Minnesota Mining & Manufacturing Company, 1955	Box 12
<hr/> Vol. II, 1956	
"What Is Your Newspaper's Target for 1965?," Annual Convention of Newspaper Advertising Executives Association,	Box 12
"Role of Advertising in our American Society," Shell Management Course Arden House,	Box 12
"Our Explosive Personnel Requirements During the Next Decade," Annual Meeting of AAAA,	Box 12
"Triptych for Advertising in the West," Annual Convention of Advertising Association of the West	Box 12

"Advertising with a Capital "A" and an International Accent," Ford International Sales Managers	Box 12
Talk before field representatives	Box 12
"Velocity Is the New Dimension," Annual Meeting of Audit Bureau of Circulations Chicago	Box 12
Velocity Is Your Challenge, Annual Convention of Outdoor Advertising Association of America	Box 12
Vol. III, 1957	
Annual Meeting of Sales Organization, Minneapolis Star & Tribune	Box 12
Conference Introducing Our TV Workshop Color Equipment	Box 12
Annual Meeting of NOAB address	Box 12
"New Emphasis on Marketing," Public Relations Counsel, American Bankers Association	Box 12
"Seven Areas of Opportunity," Association of National Advertisers	Box 12
Executive Council of American Bankers Association remarks	Box 12
"Magazine in Changing America," Magazine Publishers Association	Box 12
Publishers' Weekly, Publishers' Adclub Advertising Awards luncheon comments	Box 12
"Look into the Future of Marketing," Harvard Business School Association	Box 12
Vol. IV, 1958	
Comments at L.P. Brown alumni rally address, Olympia High School	Box 13

Executive Committee Meeting of NOAB, comments	Box 13
"Comments at 11th Annual Reunion Ford Merchandising School"	Box 13
"As Banking Goes to Market," Annual Convention of Financial Public Relations Association	Box 13
"Advertising as a Career," Rochester Advertisers	Box 13
Comments at Reader's Digest sales meeting	Box 13
"Four Dimensions of the Customer," National Wholesale Druggists Association	Box 13
Address to Utah Automobile Dealers Association	Box 13
Response at J.D.A. awards dinner	Box 13
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Vol. V, 1959	
Presentation comments, Printer's Ink Gold Medal Award for 1958	Box 13
FDAF representatives comments	Box 13
Executive committee of NOAB comments	Box 13
"What's New in the 60s?" Advertising and Sales Club of Toronto	Box 13
"Should You Turn Your Mind Toward Advertising as a Career?," Advertising Career Conference	Box 13
Comments to representatives of outdoor industry in meeting with NOAB	Box 13
Owens-Illinois management comments	Box 13
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Vol. VI, 1960-1961	
Divisional sales meetings, Scott Paper Company, comments, 1960	Box 13

Introduction to Marketing seminars, 1960	Box 13
Annual meeting of United Foundation of Metropolitan Detroit address, 1960	Box 13
Field seminar address, 1960	Box 13
Press conference comments, JWT Supermarket, 1960	Box 13
International Congress of Outdoor Advertising address, 1960	Box 13
"Madison Avenue Is Many Places," AAAA Regional Council Meeting, 1960	Box 13
Meeting of vice presidents, notes, 1960	Box 13
JWT Christmas party remarks, 1960	Box 13
World Telegram & Sun guest column, 1961	Box 13
Meeting of JWT officers, comments, 1961	Box 13
"Students Enrolled in a Field Study of Food Industries," Cornell University, 1961	Box 13
"Modern Advertising, American Marvel or World Force?" The Economic Club of Detroit, 1961	Box 13
JWT representatives, notes, 1961	Box 13
Response for Mr. Resor, Advertising Federation of American, Award for Distinguished Service, 1961	Box 13
"What Is Profit?," Special request feature in Reader's Digest, 1961	Box 13
"Color Television as an Advertising Medium" article, Radio-TV Daily, 1961	Box 13
"Sense of Responsibility," Guest column, New York Herald Tribune, 1961	Box 13
JWT field representatives comments, 1961	Box 13

"Diversification Key to Detroit's Success Says JWT's Strouse," 1961	Box 13
Panel of Presidents, AAAA Western Region Convention, 1961	Box 13
Opening session of JWT's seminars, comments, 1961	Box 13
Introduction of Congressman John V. Lindsay, JWT luncheon, 1961	Box 13
"Responsibility - Keynote of the Sixties," San Francisco Ad Club, 1961	Box 13
"European Economic Community: Opportunity and Challenge to American Business," Annual Meeting of the Institute of Life Insurance, 1961	Box 13
"Common Market, What It Offers," 1961	Box 13
Vol. VII, 1962-1963	Box 14
"Advertising and the American Economy," article, Book of Knowledge, 1962	Box 14
"Shoemaker Sans Shoes," Detroit Athletic Club Beavers, 1962	Box 14
FDA meeting comments, 1962	Box 14
"Special Problems of Advertising Agency Management in the United States Today," AAAA Second International Meeting of Advertising Agency Leaders, 1962	Box 14
"Growing One World of Advertising," Rochester Junior Chamber of Commerce, 1962	Box 14
"Measuring the Value of Advertising in Our Society," American Marketing Association's 45th National Conference, 1962	Box 14
United Foundation of Metropolitan Detroit address, 1962	Box 14

JWT field service representatives, comments, 1963	Box 14
"If You Believe in Advertising - Sell It!," Pittsburgh Advertising Club & Association of Industrial Advertisers, and Sales and Marketing Executives Club, 1963	Box 14
Officers of JWT, comments, 1963	Box 14
Talk at JWT Women's Group, 1963	Box 14
Kraft International Meeting at Burgenstock, talk, 1963	Box 14
FDAF dinner, Detroit Golf Club, 1963	Box 14
President's panel, AAAA East Central Region Convention, 1963	Box 14
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Vol. VIII, 1964	
Meeting of JWT representatives serving Ford dealers advertising funds, comments	Box 14
Interview with Roy A. Newquist of Rand McNally & Co., notes	Box 14
Agency Management Succession, AAAA Annual Meeting	Box 14
"Advertising - American Export or World Force?," Alpha Delta Sigma Initiation Program	Box 14
Comments at meeting of JWT officers	Box 14
Address to graduating class of Institute of Advanced Advertising Studios	Box 14
Tribute to the Advertising Industry, response to the New York Advertising Agencies by the Mercantile Section, New York, Board of Trade, Inc.	Box 14
Act of Faith, Marketing Science Institute	Box 14

JWT personnel comments, Detroit Club dinner	Box 14
JWT international managers meeting, closing remarks	Box 14
"Advertising and our Economy," the New School for Social Research	Box 14
"Growing Threat to Creativity," AAAA Western Region Conference	Box 14
"Personnel Projections Revisited," AAAA Annual Meeting Eastern Regional Convention	Box 14
Vol. IX, 1965	
"Responsibility of Advertising in Today's Climate," Oscar Meyer Management Meeting	Box 14
Response to award of Franklin Medal for Distinguished Service, Printing Industries of Metropolitan New York	Box 14
"Right to Be Heard," AAAA Annual meeting, Michigan Council, undated	Box 14
"Rising Threshold of Consumer Inattention," AAAA Rocky Mountain Council	Box 14
"Rising Threshold of Consumer Inattention," AAAA New England Region Boston Ad Club,	Box 14
"As Far as I Can See," AAAA Annual Meeting	Box 14
"Advertising Relationship to Profit,"	Box 14
Management Conference, Kraft Foods Division at Lucerne	Box 14
Comments on retirement of O'Neill Ryan, FDAF	Box 14
"Bread Upon the Waters," Annual Convention of National Association fo Life Underwriters	Box 14
"Advertising" article	Box 14

Panel discussion, AAAA Eastern Conference luncheon	Box 14
"Hostages of Time," Annual Meeting of Association of National Advertisers	Box 14
Vol. X, 1966-1968	Box 15
"Advertising and the Enrichment of Life," Advertising Gold Medal Award acceptance speech, 1966	Box 15
Comments to participants in the JWT profit-sharing trust, 1966	Box 15
"Today's Mouse Traps Must Go to Market," American Dairy Association, 1966	Box 15
Notes at dinner for FDAF field representatives and Detroit and New York Personnel, Detroit Club, 1966	Box 15
JWT annual party, notes, 1967	Box 15
"Who Needs Advertising in an Affluent Society," National Automobile Dealers Association (NADA) Annual Meeting, 1967	Box 15
"Role of Business in Protecting an Affluent Society," Chamber of Commerce of Wausau, Wisconsin, 1967	Box 15
"How's Your Green Thumb Today?," AAAA 50th Anniversary Convention, 1967	Box 15
"Internationalization of Advertising," Newsweek Global Report, 1967	Box 15
"Is JWT on an Art Kick?," JWT Women's Luncheon Group, 1967	Box 15
Notes for JWT Director's Dinner, 1967	Box 15
Advertising, Prospect and Retrospect, Advertising Club of Los Angeles, 1968	Box 15
"Advertising, the Most Public Kind of Responsibility," International Marketing	

Congress/American Marketing Association,
1968 Box 15

Memorandum to members of JWT, JWT, final
JWT board meeting, 1968 Box 15

General Business Talks

Undated talks Box 15

1955, "Response to Testimonial," Adcraft Club
of Detroit Box 15

1956
"What Is Your Newspaper's Target?,"
Newspaper Advertising Executives
Association Box 15

"Role of Advertising," Shell Management
Course Box 15

"Triptych for Advertising in the West,"
Advertising Association of the West Box 15

Velocity is the new dimension Box 32

"Velocity Is Your Challenge," Outdoor
Advertising Association of America Box 15

"Interurbia, the Implication of Management,"
Life Insurance Institute Box 15

1957
Address to 27th Annual Business Conference,
Harvard Business School Association Box 15

"Address to Annual Meeting," Minneapolis
Star & Tribune Box 15

Comments at Publishers Weekly, Publishers
Adclub Advertising Awards luncheon Box 15

"Magazine in a Changing America,"
Magazine Publishers Association Box 15

"Nation on the Move" Box 15

Newsletter excerpt Box 16

"Seven Areas of Opportunity," Association of National Advertisers	Box 16
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1958	
"Not All Beer and Skittles"	Box 16

Address to students, Colgate University Careers Conference	Box 16
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Address to L.P. Brown Alumni Rally, Olympia High School	Box 16
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"Report of New Chairman of the Board," NOAB Executive Committee meeting	Box 16
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"As Banking Goes to Market," Financial Public Relations Association Convention	Box 16
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Address to Rochester Advertisers	Box 16
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Address to Reader's Digest Sales Meeting	Box 16
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"Some Publicity Results," National Wholesale Druggists Association (NWDA) meeting	Box 16
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Address to Utah Automobile Dealers Association	Box 16
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1959	
"The 60s Are Less than a Year Away"	Box 16

Comments at Printer's Ink Gold Medal Award for 1958 to Roy Larsen	Box 16
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Comments at NOAB Executive Committee Meeting	Box 16
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William D. Laurie, "Profile"	Box 16
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"What's New in the 60s?," address to Advertising Sales Club of Toronto	Box 16
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"Should You Turn Your Mind Toward Advertising as a Career?," Advertising Career Club	Box 16
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Comments to Owens-Illinois Management	Box 16
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1960

Comments at meeting with John Burns, RCA president Box 16

Address to Annual Meeting, United Foundation of Metropolitan Detroit Box 16

Address at International Outdoor Conference Box 16

Lead in for a Kaselow guest column Box 32

"Our Present Position and a Program for the Immediate Future" Box 17

1961

Comments at the meeting of JWT officers, New York Office Box 17

"Main Issue: Sense of Responsibility" Box 17

"Modern Advertising: American Marvel or World Force?," Economic Club of Detroit Box 17

Physical Description: 2 folders

"Responsibility...Keynote of the 60s," San Francisco Advertising Club Box 17

Physical Description: 3 folders

"What is Profit?" reprint, Box 18

Address to Annual Meeting of the Institute of Life Insurance Box 18

1962

Address to Report Luncheon, United Foundation of Metropolitan Detroit Box 18

"Advertising and the American Economy," Book of Knowledge Annual Box 18

"Shoemaker Sans Shoes," Detroit Athletic Club Beavers Box 18

Ralph Breeding Retirement Luncheon Box 18

"Growing One World of Advertising," Rochester Junior Chamber of Commerce Box 18

"Measuring the Value of Advertising in Our Society," American Marketing Association (AMA) Cincinnati	Box 18
Text on Stanley Resor for JWT News,	Box 18
1963	
Comments on meeting of JWT field service representatives	Box 18
Talk with JWT Women's Group	Box 18
Physical Description: 2 folders	
"If You Believe in Advertising - Sell It!," Pittsburgh Advertising Club	Box 18
Talk at Kraft International Marketing Meeting	Box 18
Talk at JWT Christmas Party	Box 18
1964	
"Advertising, American Export or World Force?," Alph Delta Sigma talk	Box 18
Notes for announcement of election of Dan Seymour as President	Box 18
"Act of Faith," Address to marketing Science Institute	Box 18
Comments to JWT personnel at Detroit Club dinner	Box 18
Closing remarks JWT International Managers Meeting	Box 18
"Advertising and Our Economy"	Box 18
JWT Christmas party talk and newsletter message	Box 18
Personnel projections revisited	Box 32
1965	
"Introduction to Dr. George H. Brown," Marketing Science Institute Meeting	Box 18

"Responsibility of Advertising in Today's Climate - Political or Economic," Oscar Mayer Management Meeting	Box 18
Response in receipt of Franklin Medal for Distinguished Service	Box 19
"Rising Threshold of Consumer Inattention"	Box 19
Comment notes for New York office officers meeting	Box 19
"Bread Upon the Water," Annual Convention of National Association of Life Underwriters Physical Description: 2 folders	Box 19
"Hostages of Time," Association of National Advertisers (ANA)	Box 19
"Christmas Message," in JWT News	Box 19
1966	
"Advertising and the Enrichment of Life," Advertising Gold Medal Award speech Physical Description: 3 folders	Box 19
Bruno Lucchesi premiere	Box 19
"Comments to Participants in the JWT Profit Sharing Trust"	Box 19
Introduction of Mr. Andrew Haskell, Marketing Science Institute (MSI) Conference	Box 19
"Night of the Owl," Theodore P. Jardine retirement dinner	Box 20
Notes on presentation of the Sarnoff Crystal	Box 20
"Today's Mouse Traps Must Go to Market," American Dairy Association Annual Convention	Box 20
1967	
"Affluence and Advertising," condensed from speech at Wausau Chamber of Commerce	Box 20

Announcing Strouse's retirement and Dan Seymour's appointment as CEO Box 20

"Christmas Message," JWT News by Norman Strouse and Dan Seymour Box 20

"Is JWT on an Art Kick?" Box 20

JWT Christmas party Box 20

Response to Religion in American Life (RIAL) Tribute to JWT for 18 Years Service Box 20

Role of business in protecting an affluent society Box 32

"Who Needs Advertising in an Affluent Society?," National Automobile Dealers Association (NADA) Annual Meeting Box 20

William D. Laurie, Jr., Ten Year Club Box 20

1967-1968, "Advertising: The Most Public Kind of Responsibility" Box 20

1968
"Advertising: Prospect and Retrospect" Box 20

Resignation speech to JWT Board of Directors Box 20

1969-1972

No news is bad news, 1969 Box 32

Detroit Office

Client presentations and speeches, 1948-1966 and undated Box 20

Physical Description: 2 folders

Ford Dealer Advertising Funds (FDAF) Box 21

1948, "Outdoor-Its Burden of Proof," National Outdoor Advertising Bureau (NOAB) convention Box 21

1949, "Is Outdoor the Best Medium for Automobiles"	Box 21
1950, "Small Town Press as a Preservative in American Life," address before National Editorial Association (NEA) Convention	Box 21
1950 Dec., "Part Creative Advertising Can Play in Marketing TBA Products," talk before the Oil Industry Tires, Batteries, Accessories (TBA) group	Box 21
1951, "Necessity of Contacting Local Distributors and Dealers," NOAB Annual Convention	Box 21
1951 Dec., "Discussion of Direct Mail Advertising" , by Strouse and G.P. Richardson to FDAF	Box 21
1952, Address to Georgia Press Association	Box 21
1953, Address before Outdoor Advertising Association, National Convention	Box 21
1953, Address for the Annual Convention of International Electrotypers and Stereographers Association	Box 21
1953 Dec. 3, "Talk to FDAF Committee Chairmen"	Box 21
1954 June 9-11, Meeting Talk	Box 21
1955, Address to Wayne County Republican Women's Financial Committee	Box 21
1957 Sept. 30, "Comments to FDAF Group"	Box 21
1958 Aug. 7, Comments at 11th Annual Reunion, Ford Mechandising School	Box 21
1958 Sept. 5, "Comments to FDAF Group"	Box 21
1966, Aug., Comments to FDAF meeting	Box 21
1962, Marketing strategy	Box 21

1963, "Moving Minds to Ford"	Box 21
1963 Aug. 19, "Comments at FDAF Dinner"	Box 21
1965 Aug., Comments at dinner for FDAF field members on retirement of O'Neill Ryan	Box 21

San Francisco Office

Undated, Outdoor advertising and media speeches	Box 21
1935, How to Measure Your Market	Box 21
1937, April 12, Strengthening the Newspaper Presentation	Box 21
1939, Jan 9, Institute of Life Insurance	Box 21
1940, Apr. 1, The Last Town Hall - Your Newspaper, Oakland Advertising Club	Box 21
1940 October, No News is Bad News	Box 21

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Book Collecting, Library and Printing Interests Series, 1950-1989 and undated

Scope and Contents note

Includes speeches, articles, publications, clippings, agendas, correspondence, photographs and a transcript that predominantly relate to Strouse's book collecting, the history of printing and fine printing. Contains documents relating to aspects of Norman H. Strouse's hand press, the **Silverado Press**, and his bibliophilic interests, especially the work of Robert Louis Stevenson. Norman and Charlotte Strouse were instrumental in the establishment of the Silverado Museum which focuses on Robert Louis Stevenson. Some information about this museum is scattered in the correspondence files of General office and personal series. Reproductions from Norman and Charlotte Strouse's collection of manuscripts and rare books are included in the Christmas Greeting category. The transcript is of the ABC television show Scope entitled "Ad Lib" that features Norman and Charlotte Strouse. Arranged alphabetically. Divided into four subseries: **Writings and addresses by Norman H. Strouse, Silverado Press, Christmas greetings and Miscellaneous. Writings and Addresses by Norman H. Strouse** consist of items primarily from the years 1959-1968, arranged alphabetically by title. **Silverado Press** consists of pamphlets privately printed by Norman H. Strouse; works by or about Robert

Louis Stevenson; a pamphlet on the Silverado Museum; and artwork for the press's bookplate, arranged alphabetically. **Christmas Greetings** include privately printed cards and pamphlets with reproductions from the collection of Norman and Charlotte Strouse, along with reprints of essays by Norman Strouse and others. Some include descriptions of the reproductions by the Strouses and others. Several may have been issued by the Silverado Museum. Arranged chronologically. **Miscellaneous** contains correspondence, articles, programs, photographs and clippings related to and about Strouse's interest in books and libraries. A number of the folders are concerned with National Library Week; Norman Strouse was a member of its steering committee from 1958 to 1963. Arranged alphabetically.

Writings and Addresses by Norman H. Strouse

ABC Scope program, 1965 Physical Description: 2 folders	Box 22
A collector's decabiblion , 1972	Box 32
Address at the Bookseller's League of New York, 1958	Box 22
Address to University of California Santa Cruz affiliates, 1969	Box 22
Chairman's report, National Book Committee annual meeting, 1963-1964 Physical Description: 2 folders	Box 22
"Cobden Sanderson: Binder, Printer, Mystic," Guild of Book Workers, 1964	Box 22
Colgate Library and National Library Week, Colgate University Library, 1959	Box 22
Comments at Denver Library reception, 1965	Box 22
Contemptible Horse, by John Ruskin, Introductory Essay by Norman H. Strouse, 1962	Box 22
Dedication of Charles Trumbull Hayden Library, 1966	Box 32
Dream and realization: Collecting RLS (Robert Louis Stevenson), 1970	Box 32

How to Build a Poor Man's Morgan Library, 1959 (2 copies)	Box 22
Ladies In My Library: Books and Letters from the Collection of Norman H. Strouse, 1968 (2 copies)	Box 23
"Ladies in my Library," Manuscript Society talk, 1966	Box 23
Lengthened Shadow, an Address by Norman H. Strouse at the Grolier Club, 1960	Box 23
Master craftsman (T.J. Cobden-Sanderson), 1968	Box 32
McKinley Junior High School talk, 1968	Box 23
National Library Week, speech before Magazine Promotion Group, 1962	Box 23
"New Star in Temple," Charles Trumball Hayden Library dedication, 1966	Box 23
"Passionate Pirate, Thomas Bird Mosher, Society of Printers," 1963	Box 23
Passionate Pirate, 1964	Box 23
Pleasures of Packing a Library (reprint), 1968	Box 23
"Pleasures of Paper Are Infinite," 1963	Box 23
Silverado Episode, 1966 (2 copies)	Box 23

Silverado Press

Letter from T.J. Cobden-Sanderson "To my dear Rbt.", 20 November 1914, 1950; photograph of Emery Walker and T.J. Cobden-Sanderson, undated	Box 23
Silverado Museum, a Twenty Year Retrospective, 1989	Box 23
Silverado Press bookplate sketch, undated	Box 23
Robert Louis Stevenson, 1971 and undated	

The Silverado Squatters by Robert Louis Stevenson, undated Box 23

The Silverado Squatters: Robert Louis Stevenson by Lawrence Clark Powell (reprint), 1971 Box 23

A Spirited Enterprise, by Marshall E. Dimock, 1961 (2 copies) Box 23

Christmas Greetings

Miscellaneous, 1961-1986 and undated Box 24

Miscellaneous Materials

"Case of the Private Press," Type Talks, 1961 Box 24

"Christmas and Artistic Expression Led to Silverado Press Founding," Inland Printer, 1956 Box 24

Correspondence, 1958-1986 Box 24

Gala Book Week at the Grolier Club, visit to Strouse's library, 1964 Box 24

"Home Hobbyists Delight in Toiling Over a Hot Press," New York Times, 1963 Box 24

Manuscript Society, 15th annual meeting, 1962 Box 24

Monthly Letter of the Limited Editions Club, 1966 Box 32

National Library Week, 1958-1959 1958 Box 24

1959 planning, 1958-1959 Box 24

Strouse elected chairman, 1961 Box 24

New York Public Library Fund, Strouse named chairman, 1965 Box 24

"Norman H. Strouse: a Profile in Books," Christian Science Monitor, 1960 Box 24

"Norman H. Strouse: Curiosity Is a Tool," Printer's Ink, ca. 1954-1955	Box 24
UC Santa Cruz, 1966-1970	Box 32

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Personal Materials Series, 1852-1990 and undated

Physical Description: 6 boxes

Scope and Contents note

Includes material relating to Strouse's private life. Some materials were collected for a book on Strousse's life, also included in the series, and presented to him on the occasion of his retirement from JWT. The series consists of four categories: **Clippings**, **Correspondence**, **Memorabilia** and **Photographs**. See also Oversize Materials. Arranged alphabetically.

Clippings, 1852-1924	Box 24
Correspondence, 1941-1990	
General, 1968-1969	Box 24
Army records, 1941-1967	Box 24
Physical Description: 3 folders	
Bob Haldeman, 1956-1978	Box 25
Helen Hickey, 1981-1990	Box 25
Friends from JWT days, 1965-1990	Box 25
Lord Thomson luncheon, 1967	Box 25
Personal acknowledgements, 1951-1968 and undated	Box 25
Physical Description: 3 folders	
Retirement letters, 1968	Box 25
Physical Description: 3 folders	
Stock issues, JWT, 1950-1973	Box 25
Strouse's retirement book background materials and correspondence, 1965-1970	Box 26

Strouse's 60th birthday, 1966	Box 26
Strouse's 70th birthday, 1976	Box 26
Memorabilia, 1934-1986	
AAAA	
Chairman of the board commemorative metal box, 1964-1965	Box 26
Meeting medal, 1962	Box 26
American Federation of Advertisers, American Association of the West, Printer's Ink Network Distinguished Service Award medal with stand, 1966	Box 26
Bound certificate to accompany New York Public Library anniversary medal, 1961	Box 27
Bound citation from Board of Trustees, Temple University, 1965	Box 27
Bound citation to Norman Strouse from National Outdoor Advertising Bureau on illuminated vellum, 1961	Box 27
Cartoon of Norman Strouse as an artist, undated	Box 27
Cartoon showing people coming to see Norman Strouse, undated	Box 27
Columbia University, School of Engineering and Applied Science Centennial, 1964	Box 27
First National Bank 150th birthday medal, 1962	Box 27
Forbes 50 Foremost Business Leaders, 1957 Correspondence and clippings	Box 27
Keychain	Box 27
Medal	Box 27
Framed certificate from Alpha Delta Sigma National Advertising Fraternity for Men, 1964	Box 27

Framed letter from Yousuf Karsh, 1984	Box 27
Franklin Award for Distinguished Service, medal and photographs, 1965	Box 28
Jardine memorabilia, 1961-1983	Box 28
JWT 125th anniversary lapel pin and letter, 1989	Box 28
JWT centennial paperweight, 1964	Box 28
JWT centennial medal from JWT Italy, 1964	Box 28
New York Public Library medal, 1961	Box 28
Newspaper Classified Advertising Managers--Plaque , 1967	Box 34
"Norman H. Strouse: A Collection of Rememberences on the Occasion of His Retirement from the Chairmanship of the J. Walter Thompson Company," edited by Arnold Grisman and Colin C. Dawkins, 1969	Box 28
"Norm Strouse: This Is Your Life in Posters," booklet, undated	Box 28
Original "small ad" that started Norman Strouse in advertising business, 1925	Box 28
Pease scrapbook materials, 1934-1968	Box 28
Scope and Contents note	
[Includes signed letter from President Dwight Eisenhower regarding accomodations during the dedication of the AMERICAN Red Cross Chapter Building in 1963. Also includes transcript of Strouse's 1963 "Profit" speech.]	
Poem to "First Lady" of JWT, Charlotte Strouse, 1955	Box 29
Salvation Army centenary paperweight, 1965	Box 29
Strouse 80th birthday resolution, JWT board of directors, 1986	Box 29

Strouse memorabilia inventory, 1964	Box 29
Photographs	
Luchesi Portrait, 1969	Box 29
Physical Description: 5 folders	
Scope and Contents note	
[Includes photographs, negatives and related newsletters.]	
Strouse family and friends, ca. 1910-1955	Box 29
Physical Description: 3 folders	
Vacation in Germany, 1960s	Box 29

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Oversize Materials

Physical Description: 10 boxes

Scope and Contents note

Contains oversize materials removed from previous series.

General JWT office files

Clippings and photographs, Scrapbook, 1956-1960	Box OV1
Clippings, general	Box OV2
1955, 1962	Box OV2
1852, 1947-1967	Box OV2
Detroit office, 1953, 1967-1968 (Includes contents of a scrapbook documenting Norman Strouse's election as vice president, as well as photos and sketches of wartime Manila, 1939-1946.)	Box OV2
Chicago Tribune JWT special, 1964	Box OV2
Detroit Times special, 1955	Box OV2
Times (London) supplement on JWT, 1962	Box OV2

Wall Street Journal advertisement featuring Norman Strouse, ca. 1970s	Box OV2
Company History "Adman Who Makes a Difference," Business Week, photographs and article, 1966	Box OV2
Corporate Administration, 1955-1959 Contents of an album to commemorate Dan Seymour, undated	Box OV2
General organization, 1955	Box OV2
Detroit office Scrapbook covering Strouse's election to JWT Vice-President, including photographs of wartime Manila, 1945-1947 and undated	Box OV2
In-house spoof of billboard advertisement, ca. 1950	Box OV2
Strouse-client relationships chart, 1979	Box OV2
Puerto Rico trip, 1963	Box OV2
San Francisco office Framed letter from Stanley Resor to Norman Strouse at the San Francisco office, 1936	Box OV2
Corporate administration, general correspondence files, 1955-1967	Box OV2
Professional associations	
General correspondence, 1956-1964	Box OV2
Business writings and speeches	
Folder including background articles related to 1961 speeches, 1961	Box OV2
Detroit office	
Ford Motor Company, "Baby Talk" billboard scrapbook, ca. 1947	Box OV3
Personal Materials	

Box OV4

Memorabilia

"Belgische Impressionen," color sketches of Belgium produced by JWT Frankfurt, 1963 Box OV4

Bound copy of Strouse's honorary doctorate diploma from the University of California, 1967 Box OV4

Cartoon to celebrate the 100th birthday of JWT featuring Strouse and George Reeves, ca. 1964 Box OV4

Cartoon featuring Norman Strouse and golf, undated Box OV4

Certificate of achievement from London office, 1962 Box OV4

Christmas greetings, Sunset and JWT celebrate 60 years, undated Box OV4

Citation to Norman Strouse on the occasion of his winning the Franklin Award at the Printing Week dinner, 1965 Box OV4

Matted Time cover, 1962 Box OV4

Resolution by the JWT Board and advertisement commemorating Strouse's 80th birthday, 1986 Box OV4

Photographs

Portrait of Strouse in uniform, ca. 1940s Box OV4

Portrait photographs with inscriptions to Strouse, undated
(Photographs include Bill Laurie, Kenn Hinks, Wally Elton, Dan Seymour, George Reeves and Ed Wilson.) Box OV4

Portrait photograph of Ted Jardine with personal dedication to Strouse, undated Box OV4

Scrapbook Box OV5

Photographic recording of Strouse's visit to Japan, 1964 Box OV5

Silver bowl, ca. 1959 Box OV6

Scope and Contents note

[Presented to Strouse by Helen and Stanley Resor to commemorate Strouse's 30 years of service at JWT. Presentation also marked Resor's retirement as CEO of JWT and Strouse's appointment to that position. Bowl is an exact copy of one made by Paul Revere in 1768.]

Photo album documenting Luchesi sculpture (Includes captions written by Luchesi.), 1968 Box OV7

Tribute to the Advertising Industry commemorative plaque, accepted by Norman Strouse, AAAA Chairman, 1964 Box OV8

Strouse 70th birthday greetings, bound in velvet box, 1966 Box OV9

"Norman H. Strouse: A Collection of Remembrances on the Occasion of His Retirement from the Chairmanship of the J. Walter Thompson Company," edited by Arnold Grisman and Colin C. Dawkins, 1969 Box OV10

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