



Guide to the J. Walter Thompson Company. Writings and Speeches, 1912-2000 and undated

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Table of Contents

Summary	7
Background	8
Arrangement	8
Administrative Information	9
Names and Subjects	10
Collection Inventory	10
Open Files, 1912-1993 and undated	10
Restricted Files	198
JWT Creative Forum	199
Management Reference Center Transfers	201
Agnew, Jim	201
Allport, Richard	201
Altilia, Tony	201
Axelrad, Beth	201
Bartos, Rena	201
Bathon, Greg	203
Baumwoll, Joel	203
Betsushima, Katsuhiko	203
Black, George	203
Bowen, Steve and James Patterson	204
Buck, Ferriss	204
Buckley, Tom	204
Bullmore, Jeremy	204
Burns, Ron	204
Byron, Bob	205
Calero, Javier	205
Campbell-Harris, David	205
Cannonero, Eleanna	205
Chaiet, Alan	205
Clark, Harry	205
Clark, Jeff	205
Clauson, Dave	205
Clements, George	205

Collins, Ron	206
Cooper-Evans, Michael	206
Corbin, Bev	206
Cosyns, Dinny	206
Coveny, Terry	206
Cromie, Ronald	207
Cronin, Jack	207
Cronin, Jack and Brian Squires	207
Demuth, Robert	207
Demy, Caroline	207
Dhalla, Nariman	208
Diez, Horacio	208
Eagin, Dermid	208
Ebbecke, Frank	208
Elexpuru, Manuel	208
Emmerlich, Eilika	208
Essington, Kinder	208
Fairnington, Alan	209
Fickinger, Wayne	209
Fisher, Debra	209
Fortinberry, Glen	209
Foster, James	209
Frank, Robert	210
Furr, John	210
Gilsen, Edith	210
Glah, Roy	210
Gray, John	210
Grisman, Arnold	210
Grossberg, Lawrence	210
Gushee, Ted	211
Guyader, Jean-Manuel	211
Hagen, Laurence	211
Hall, Tom	211
Hallberg, Garth	211
Hammond, Terence	211
Heekin, Jim	211
Holmes, John	211
Hore, Marlene	212

Jarrells, Ralph	212
Johnston, Don	212
Johnston, Don and John Sharman	216
Kaatz, Ronald	216
Kalasunas, Mike	216
Kalupa, Mark	217
King, Stephen	217
Kostyra, Richard	217
Kovas, Ron	217
Krige, Maxine	217
Langtry, Robert	217
Lanigan, Denis	217
Lannon, Judie	219
Lieschke, Wolf	220
Loosley, Paul	220
MacMaster, Norm	220
Manalo, Bella	220
Manning, Burt	220
Marcus, Cubby	221
Middleton, Alan	221
Mills, Peter	221
Mitchell, Don	222
Moon, Tony	222
Murray, Jane Ellen	222
Newman, Blaise	222
Oben, Walter	222
O'Brien, Wally	222
O'Donnell, Joe	223
Otero, Fernando	223
Owett, Bernard	223
Pavao, Lee	223
Peters, Jack	223
Pierce, Thurman	223
Pitts, Larry	223
Pollak, Larry	223
Preschel, W. Lee	224
Preston, Marion	224
Priday, Paul	224

Raver, Carroll	224
Restall, Robin	224
Robertson, Don	224
Rocamora, Juan	225
Ross, Bill	225
Rust, John	225
Samuels, Gabe	225
Schulte, Joseph	225
Schwarz, Burkhard	225
Schweitzer, Peter	225
Scollay, Jack	226
Secunda, Gene	226
Senguta, Jayanta	226
Sharman, John	226
Sherman, Ron	227
Seibert, Wilson	227
Simmons, Henry	227
Simpson, David	227
Solomon, Debbie	227
Squires, Brian	227
Stein, Lloyd	227
Sutton, Tom	227
Swank, Cynthia	227
Syfret, Toby	228
Thomas, Allen	228
Thompson, Bill	228
Thompson, Don	228
Tripp, Granger	228
Tukey, Jack	228
Turner, Rosemary	229
Twiss, Jim	229
Velmans, Loet	229
Watson, Tee	229
Webb, Alan	229
Williams, Michelle	229
Wilson, Edward B.	229
Young, Michael	229
Yuspeh, Sonia	229

[Multiple speakers](#) 229

Summary

Collection Title:

J. Walter Thompson Company. Writings and Speeches, 1912-2000 and undated

Source:

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

Creator:

J. Walter Thompson Company

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is the largest enduring advertising agency in the United States. The Information Center of the New York Office began a collection of writings and speeches by former JWT executives. Later, scrapbooks and binders of speeches by Stanley Resor and Arno Johnson and Norman Strouse were added, and the Information Center expanded its activities to routinely collect texts of speeches given by current JWT staff. After the transfer of the JWT Archives to Duke University, additions continued to be received and interfiled. The J. Walter Thompson Company Writings and Speeches collection spans 1912 through 2000 and includes primarily printed texts of speeches given by advertising executives employed at the J. Walter Thompson Company. Also included to a lesser extent are clippings or reprints of articles, reports, and white papers, along with some books written in whole or in part by JWT staff. Topics include general trends in advertising and marketing, specific themes related to JWT's policies and philosophies, year-end reports, specific marketing strategies. Notable individuals represented include Rena Bartos, Charlotte Beers, Jeremy Bullmore, Nariman Dhalla, Arno Johnson, Don Johnston, Denis Lanigan, Burt Manning, Vergil Reed, Stanley Resor, Dan Seymour, Norman H. Strouse, and James Webb Young.

Extent:

40 Linear Feet
20,000 Items

Language:

Material in English, German, and French

Collection ID:

RL.00762

Permalink:

<https://idn.duke.edu/ark:/87924/m1hk96>

Preferred Citation

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

[Return to Table of Contents](#)

Background

Scope and Content

The J. Walter Thompson Company Writings and Speeches collection spans 1912 through 2000 and includes primarily printed texts of speeches given by advertising executives employed at the J. Walter Thompson Company. Also included to a lesser extent are clippings or reprints of articles, reports, and white papers, along with some books written in whole or in part by JWT staff. Topics include general trends in advertising and marketing, specific themes related to JWT's policies and philosophies, year-end reports, specific marketing strategies. Notable individuals represented include Rena Bartos, Charlotte Beers, Jeremy Bullmore, Nariman Dhalla, Arno Johnson, Don Johnston, Denis Lanigan, Burt Manning, Vergil Reed, Stanley Resor, Dan Seymour, Norman H. Strouse, and James Webb Young. The collection was originally started by the Information Center of JWT New York Office.

[Return to Table of Contents](#)

Arrangement

Collection is arranged alphabetically by last name; therein materials are arranged chronologically. At the end of the named listing, there are grouped writings and speeches involving multiple authors; materials where authorship cannot be attributed; and writings that comprised the Creative Forum in the 1960s.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Access Restrictions

Collection is restricted.

Materials are closed to non-JWT staff for 15 years from the date of creation.

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. The library may require up to 48 hours to retrieve these materials for research use.

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

Acquisition Information

The J. Walter Thompson Company. Writings and Speeches were received by the David M. Rubenstein Rare Book & Manuscript Library as transfers from 1987 through 2002. Additions are regularly received.

Processing Information

Processed by Richard Collier, February 2008

Encoded by Richard Collier, February 2008

Accessions 93-154, 93-155, 1997-0079, 1997-0089, 1998-0562, 1999-0306, 2002-0198 were merged into one collection, described in this finding aid.

[Return to Table of Contents](#)

Names and Subjects

- Advertising -- History
- Advertising agencies -- History
- Advertising executives
- Marketing -- United States
- J. Walter Thompson Company -- Employees
- Marketing -- United States -- Case studies
- Speeches, addresses, etc., American
- Speeches
- Dhalla, Nariman K.
- J. Walter Thompson Company
- J. Walter Thompson Company -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company. New York Office
- Johnson, Arno H. (Arno Hallock), 1901-
- Johnston, Don, 1927-2014
- Lanigan, Denis, 1926-
- Manning, Burt
- Bartos, Rena
- Reed, Vergil D. (Vergil Daniel), b. 1896
- Beers, Charlotte
- Resor, Stanley Burnet, 1879-1962
- Bullmore, J. J. D.
- Seymour, Dan, 1915-1982
- Strouse, Norman H.
- Young, James Webb, 1886-

Collection Inventory

Open Files, 1912-1993 and undated

Achenbaum, Alvin

Box 1

Physical Description: 3 folders

1968. Speech. Magic Ingredient in New Product Development	Box 1
1971. Speech. Does Advertising Manipulate Consumer Behavior (Statement in behalf of Joint ANA/AAAA Committee before FTC, 2 versions)	Box 1
1971. Article. Hope and the Opportunity	Box 1
1971. Speech. Research's New Responsibility in a Consumerist Environment	Box 1
1972. Article. Advertising Doesn't Manipulate Consumers	Box 1
1972. Other writing. Market Testing...(chapter for Marketing Handbook, ed. R. Ferber)	Box 1
1973. Speech. How Research Can Help in the Strategic Positioning of a Brand	Box 1
1973. Article. How Research Can Work to Help Position a Brand	Box 1
1973. Speech. Is Advertising Manipulating the Consumer	Box 1
1973. Speech. Segmenting Markets: Recrowning the Consumer King	Box 1
1973. Speech. Today's Consumer: Is Advertising Manipulating Her?	Box 1
1977. Article. Achenbaum Tells about Picking an Agency--Toyota, Datsun Style	Box 1
1977. Article. GRP's Can't Measure Effectiveness	Box 1
1979. Article. Impending Media Crisis	Box 1
<hr/>	
Adams, Michael	
1991. Speech. Diamonds in the '90s	Box 1
<hr/>	
Agnew, Jim	

Undated. Speech. J. Walter West--Winds of Change	Box 1
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Andler, Donald A. 1966. Article. Some Magazines are Best Buy in Off-Season	Box 1
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Antonowsky, Marvin 1966. Article. New of Spot TV Markets	Box 1
1967-1968. Article. Media Myths (series in Media Decisions)	Box 1
1968-1969. Article. Media Math (series in Media Decisions)	Box 1

Armstrong, Donald B. Jr. Physical Description: 2 folders	
1963. Speech. Measured Advertising Results--Revisited	Box 1
1970. Speech. Needed: A New Consumer Look at Marketing	Box 1
1973. Speech. New Products: The Advertising Agency's Contributions and Problems	Box 1
1975. Article. Change in the Market Place: An Analysis of the Recent Changes in Consumer Behavior and the Events and Attitudes Underlying Them (co-author: Garth Hallbert)	Box 1
1975. Speech. Consumers New Reality: An Analysis of Changes in the Market Place (speech, article)	Box 1
1975. Article. Is Comparison Advertising Really Better?	Box 1
1975. Article. Stimulus and Response: There is No Such Thing as a Typical Consumer	Box 1
1975-1976. Speech. Use and Abuse of Survey Research in Advertising Regulation (speech, article)	Box 1

1976. Article. TV Violence: In the Eyes of the Beholders (printed adaptation of speech)	Box 1
1977. Article. Three Research Pitfalls in Fighting FTC Complaints	Box 1
1978. Speech. Is There a Crisis in Branding in the U.S.?	Box 1
<hr/>	
Ashford, Jim	
Circa 1990. Speech. Murphy's Law	Box 1
<hr/>	
Atkinson, Leigh	
1967. Article. Public Relations in Action	Box 1
<hr/>	
Aubrey, Stever	
1968. Speech. Advertising Awards Day (draft)	Box 1
<hr/>	
1970. Speech. Marketing Policies in Times of Restricted Gas Supply	Box 1
<hr/>	
Auer, Renee	
Physical Description: 2 folders	
<hr/>	
1985-1986. Other writing. Profile of Canada	Box 1
<hr/>	
Bailey, Ray T.	
1960. Article. Big Challenge in Marketing in the '60s (Am. Egg and Poultry Review)	Box 1
<hr/>	
1960. Speech. Dynamics of Food Distribution: A History of 100 Years of Evolution in Grocery Store Distribution in America	Box 1
<hr/>	
1960. Speech. Intro. to Remarks for Panel on New Dimensions in Manufacturer-Distributor Relations	Box 1
<hr/>	
1960. Speech. State of Industry (USWGA Mtg., Dallas)	Box 1
<hr/>	
Barber, B.J.	
1993. Other writing. Understanding Quebec	Box 1
<hr/>	
Barnard, Philip	
1992. Article. New Directions in World Research	Box 1

Barnum, H.J.	Box 2
1974. Speech. Mass Media and Health Communications	Box 2
Bartolon, Dan G.	
1984. Speech. JWT Managing the Agency	Box 2
Bartos, Rena	
Physical Description: 1-25 of 39 folders	
1973. Speech. Research, Creativity, and Tunnel Vision	Box 2
1973. Speech. Target is Moving	Box 2
1973. Speech. Why a Full-Service Agency?	Box 2
1973. Speech. Women's Place (and Yours)	Box 2
1973. Speech. Working Women: The Invisible Consumer Travel Market	Box 2
1973-1998. Article. Miscellaneous brief articles	Box 2
1974. Article. Future of the Advertising Agency Research Function	Box 2
1974. Speech. Who Pipes, Who Pays, Who Calls the Tune?	Box 2
1974-1979. Other writing. Moving Target, and related articles	Box 2
1975. Speech. Advertising and the Economy	Box 2
1975. Speech. Consumer View of Advertising	Box 2
1975. Speech. Moving Target	Box 2
1976. Other writing. Advertising and Consumers	Box 2
1976. Speech. Opportunities and How to Capitalize on Them	Box 2

1976. Speech. Working Woman Audience: The Moving Target	Box 2
1977. Other writing. Founding Fathers of Advertising Research	Box 2
1978. Speech. Stereotypes, Assumptions, and the Reality Gap	Box 2
1978. Article. Target is Moving: The Changing Bank Customer	Box 2
1978. Article. What Every Marketer Should Know about Women	Box 2
1979. Article. Exploring Mysterious Markets	Box 2
1980. Speech. Do We Really Have to Make Them Mad to Sell Them?	Box 2
1980. Article. Over 49: The Invisible Consumer Market	Box 2
1981. Article. Ads that Irritate May Erode Trust in Advertised Brands	Box 2
1981. Article. Beyond the Cookie Cutters	Box 2
1981. Speech. Beyond the Rocking Chair	Box 2
Bartos, Rena (continued)	Box 3
Physical Description: 26-39 of 39 folders	
1982. Speech. Demographics of Older Shoppers and 1-2 Person Households	Box 3
1982. Article. Women and Travel	Box 3
1982. Article. Women's Market for Big-Ticket Items	Box 3
1983. Speech. Moving Target: Changing Demographics	Box 3
1983. Article. Women and Advertising	Box 3
1984. Speech. Targeting the Top	Box 3

1985. Speech. Qualitative Research: What It is and Where It Came from (speech and 2 published versions)	Box 3
1985-1986. Speech. Facts of Life	Box 3
1986. Speech. Challenging Our Assumptions	Box 3
1986. Speech. Over 49: The Invisible Consumer Market	Box 3
1986. Article. Qualitative Research	Box 3
1988. Speech. Marketing to Women around the World	Box 3
Undated. Speech. Demographic Questions	Box 3
Undated. Other writing. Do-It-Yourself Workbook for Developing a Moving Target Presentation (handbook)	Box 3
<hr/>	
Bathon, Greg	
1974. Speech. Consumer Behavior in Brazil	Box 3
1978. Speech. Managing a JWT Office for Performance & Profit	Box 3
<hr/>	
Baumwoll, Joel P.	
Physical Description: 10 folders	
1974. Speech. Segmentation Research: The Baker vs. the Cooker Maker (speech, article)	Box 3
1975. Article. Change in the Market Place: An Analysis of the Recent Changes in Consumer Behavior and the Events and Attitudes Underlying Them (co-author: Garth Hallbert)	Box 3
1975. Article. Is comparison Advertising Really Better?	Box 3
1975. Article. Stimulus and Response: There is No Such Thing as a Typical Consumer	Box 3
1975-1976. Speech. Consumers New Reality: An Analysis of Changes in the Market Place (speech, article)	Box 3

1976. Article. TV Violence: In the Eyes of the Beholders (printed adaptation of speech)	Box 3
1976. Speech. Use and Abuse of Survey Research in Advertising Regulation (speech, article)	Box 3
1977. Speech. Recall Testing Can Be Dangerous to Your Product's Health	Box 3
1977. Article. Three Research Pitfalls in Fighting FTC Complaints	Box 3
1978. Speech. Is There a Crisis in Branding in the U.S.?	Box 3
<hr/>	
Baxter, Loy J.	
1965. Speech. 100th Anniversary of Advertising	Box 3
1965. Speech. Public Relations--Publicity	Box 3
1968. Speech. Opening Remarks (speech to U.S. Marine Corps)	Box 3
1968. Speech. Untitled (speech to Indiana University graduating seniors)	Box 3
1968. Article. Uses of the On-Location Portrait	Box 3
1969. Speech. Untitled (speech to Army Chaplains)	Box 3
<hr/>	
Beatson, Ronald	Box 4
1983. Speech. MARS: Defence of Advertising Working Party	Box 4
1984. Speech. Image of Advertising in Europe	Box 4
<hr/>	
Beckerman, Jerrold	
1974. Speech. Speech given to AMA	Box 4
<hr/>	
Beers, Charlotte	
Physical Description: 19 folders	
1973. Speech. Speech given to AMA	Box 4

1974. Speech. How to Get a Better Return on Your Advertising Investment	Box 4
1974. Speech. New York Show	Box 4
1975. Speech. Account Management	Box 4
1975. Speech. American Management Association	Box 4
1975. Speech. How to Know If a Client is Really Happy	Box 4
1975. Speech. Productivity: The New Measure of an Agency	Box 4
1975. Speech. Pursuit of Productivity	Box 4
1976. Speech. Advertising Agency of the Future	Box 4
1976. Speech. Communications and Lifestyles	Box 4
1976. Speech. Getting Inside the Consumer's Head	Box 4
1976. Speech. What Alice Saw in the Looking Glass	Box 4
1977. Speech. Norman Strouse Seminar	Box 4
1977. Speech. North American Seminar	Box 4
1977. Speech. What Do You Do for a Living?	Box 4
1977. Speech. Women's Lifestyles	Box 4
1978. Other writing. New Business Issues and Techniques (handbook)	Box 4
1978. Speech. Job Survival Skills for Women in Management Positions	Box 4
1978. Speech. Tomorrow's Managers	Box 4

Berent, Paul Howard

1965. Speech. What is the Market Researcher Doing in an Advertising Agency?	Box 4
1971. Speech. Market Research on a Multi-Country Basis	Box 4
<u>Bergamo, Nestor</u> Undated. Speech. Entrepreneur in the Future of the Brazilian Economy	Box 4
<u>Bernhardt, Jack</u> 1967. Other writing. What the Creative Person Should Expect from the Account Man--And Vice Versa (Creative Forum paper #15)	Box 4
1969. Speech. How Advertising Can Sirve (sic) You	Box 4
<u>Black, George</u> 1983. Speech. Our Experience with Multi-National Brands, Their Communication Strategies and Systems	Box 4
<u>Black, Harry (?)</u> 1979. Other writing. Effective Reach: From Theory to Practice (JWT Media Department Report)	Box 4
<u>Black, Kenneth</u> 1979. Speech. How Advertising Works	Box 4
<u>Blair, Milton J.</u> 1935. Speech. Speculative Preparation of Plans, Copy or Art Work in the Solicitation of Business	Box 4
1936. Speech. Changes in the American Fruit Basket during the Last Thirty-Five Years	Box 4
<u>Bonner, Robert</u> 1977. Speech. Challenge of Rapid Change	Box 4
<u>Baren, Wallace</u> 1942-1945. Article. Wally's Wagon (brief clippings from This Week)	Box 4
<u>Boyle, Joseph</u>	

1955. Speech. Integration of a Public Relations-Publicity Department within an Agency	Box 4
Braley, Berton 1940s. Other writing. Miscellaneous Poetry (printed in This Week)	Box 4
Brand, Jonathan 1975. Article. Untitled	Box 4A
Brigandi, George Circa 1985. Speech. Study of the Changing Structure of the Retail Food Market	Box 4A
Brinckerhoff, John H. 1973. Article. Consumer Agency vs. the Specialized Agency: Which is the Best for Medical Advertising?	Box 4A
Broderick, Gerry 1983. Speech. JWT--Who is it?	Box 4A
Brouillard, Joseph 1973. Speech. Corporate Communications in the European Business Community	Box 4A
1973. Article. Television: The Workhorse for Corporate Advertisers	Box 4A
1978. Article. Larger Picture in Corporate Advertising	Box 4A
1979. Speech. Corporate Communications: Opportunities for Growth	Box 4A
Brown, Steve 1991. Speech. JWT Lifestages	Box 4A
Buchanan, Robert E. (Buck) Physical Description: 5 folders	
1976. Speech. Using Broadcast Syndication to Reach Your Market	Box 4A
1981. Speech. New Media (speech on cable, satellite transmission, etc.)	Box 4A

1981. Article. Tis the Season	Box 4A
1985. Speech. Changing U.S. Media Scene-- Does It Have Any Meaning for Latin America	Box 4A
1985. Speech. Media Requirements of Multinational Clients	Box 4A
<hr/>	
Buckley, Joseph C.	
1962. Other writing. Oil Filter Replacement Market on Farms (internal report)	Box 4A
<hr/>	
Bullmore, Jeremy	Box 5
Physical Description: 11 folders	
<hr/>	
1972. Speech. Consumer Has a Mind as well as a Stomach	Box 5
<hr/>	
1973. Speech. Speech given at ICA conference	Box 5
<hr/>	
1977. Speech. British Admen Know People Better Than Politicians	Box 5
<hr/>	
1978. Speech. Ten Tried and Trusted Methods of Getting the Least from Your Advertising Agency	Box 5
<hr/>	
1978. Speech. What Jim Young Said--And What He Didn't Say	Box 5
<hr/>	
1979. Article. Has Advertising Lost its Way?	Box 5
<hr/>	
1979. Speech. Persuasion--What Can We Learn from the Politicians and What Can They Learn from Us?	Box 5
<hr/>	
1982. Other writing. Close-Up (report on Thompson London)	Box 5
<hr/>	
1983. Other writing. Advertising Association Handbook	Box 5
<hr/>	
1983. Speech. Close-Up-1983 (speech on Thompson London)	Box 5
<hr/>	
1984. Speech. Creative Marketplace--Some Things We Have Learned	Box 5

1984. Speech. What We Have Learned	Box 5
1984. Speech. What We Have Learned about Creative Advertising	Box 5
1985. Speech. Archimedes and the Efficacy of Prayer: Some Thoughts on How We Think of Things and Put Them to the Test	Box 5
1985. Article. Brand and Its Image Revisited	Box 5
1987. Other writing. Miscellaneous writing	Box 5
<hr/>	
<u>Burns, Ron</u>	
1993. Speech. Leadership through Innovation	Box 5
<hr/>	
<u>Campbell-Harris, Davis</u>	
1982. Speech. Happy Guy Fawkes Day	Box 5
1984. Other writing. Some Things We Believe about JWT People (excerpt)	Box 5
<hr/>	
<u>Cannonero, Lea</u>	
1975. Speech. Importance of Communication	Box 5
1975. Speech. Secretary's Role in Working with People	Box 5
1975. Speech. Steps in Problem Solving	Box 5
<hr/>	
<u>Carney, Otis</u>	
1952. Speech. Creating the TV Commercial	Box 5
<hr/>	
<u>Carroll, Carroll</u>	
Circa 1964. Other writing. Fiscal Century (poetry)	Box 5
1965. Article. Hello All You Folks Out There in Radioland Revisited	Box 5
Circa 1966. Speech. Raspberry for the Teacher	Box 5
1969. Article. How to Start a Search for Success in the World's Largest Ad Agency (from Variety)	Box 5
1976. Article. And Now a Word From... (from Variety)	Box 5

1976. Article. Letter to Editor, MAC/Western Advertising News (concerns anniversary issue on JWT)	Box 5
1976. Article. They Still Love Me in Altoon, Writes Bruns, a Man Idolized (from Variety)	Box 5
1976. Article. Real Kraftsman (from Television/Radio Age)	Box 5
1978. Interview. RAB interview about radio	Box 5
Undated. Article. How Creative Should a Radio Commercial Be--And How? (draft and edited version),	Box 5
Undated. Article. Need for Sound Involvement	Box 5
<hr/>	
<u>Casseres, Aminta</u>	
1926. Article. Agencies Prefer Men! (from Printer's Ink)	Box 5
<hr/>	
<u>Chaiet, Alan</u>	
1981. Article. When is a GRP Not a GRP?	Box 5
1982. Article. Prune Principle of Advertising Exposure	Box 5
<hr/>	
<u>Charlton, Fred</u>	
Undated. Article. How Can We Improve Frozen Food Retailing?	Box 5
<hr/>	
<u>Checkman, Lee</u>	
1981. Article. Virgin Respondents are Hard to Find	Box 5
<hr/>	
<u>Cherington, Paul T.</u>	
1923. Article. Federal Legislation concerning the Branding of Fabrics	Box 5
1923. Speech. Twentieth Century Marketing (summary of speech)	Box 5
1924. Article. Some Commercial aspects of Styles and Fashions in the Clothing and Textile Industries (from Harvard Business Review)	Box 5

1926. Speech. Place of Advertising in Church Work	Box 5
1926. Article. What Producers Can Do to Maintain Prices	Box 5
1928. Article. Obligations of Business Research Advertising and Selling	Box 5
1928. Article. Shifting Sands of Distribution	Box 5
1928. Article. Unadvertised Medicine	Box 5
1930. Article. Can Commercial Research Methods Be applied to the Distribution of Securities	Box 5
1928. Article. Why the Legal Profession Needs Advertising	Box 5
1930. Article. What Social Statistics Tell Us about Markets	Box 5
1939. Speech. Frontiers and Pioneering	Box 5
1939. Article. Small Retailer (from Harvard Business Review)	Box 5
1940. Article. How Capitalism Can Get its Second Wind	Box 5
<u>Chi, Joyce Saxon</u> 1982. Speech. Untitled	Box 5
<u>Christianson, Elin B.</u> 1965. Article. Automation and Libraries	Box 5
1966. Article. Musings on Minneapolis	Box 5
1968. Article. Variation of Editorial Material in Periodicals Indexed in Readers' Guide	Box 5
<u>Churchill, Mary</u> 1988. Speech. Communicating the JWT Story	Box 5
1988. Speech. Momentum	Box 5

Ciuti, Ezio	Box 6
1984. Speech. Analysis of McCann-Erickson	Box 6
Clark, Earl	
1928. Speech. Finance (outline of speech)	Box 6
1929. Speech. Profits of an Advertising Agency	Box 6
1932. Speech. Lying and Stealing	Box 6
1933. Other writing. On legal aspects of advertising (with comments from Slaughter & May, legal counsel for JWT London)	Box 6
Clark, Harry	
Physical Description: 3 folders	
1974. Speech. Speech given at IAA meeting	Box 6
1985. Other writing. Some Things We Have Learned About Starting New Agencies (report)	Box 6
1986. Speech. David Ogilvy, Robert Browning and Other Voices I Have Heard (speech for Princeton group, 2 versions)	Box 6
1987. Article. Consumer and Corporate Values: Yet Another View on Global Marketing	Box 6
1994. Speech. JWT's Clark Speaks at International Advertising Meeting (speech on European agency/advertiser financial relationship)	Box 6
Clauson, A.W. (Tom)	
1971. Speech. Toward an Arithmetic of Quality	Box 6
Clements, George	
Physical Description: 1-20 of 35 folders	
1979. Speech. James Webb Young Seminar	Box 6
1980. Article. In Testing Advertising Computers May Lead You Astray	Box 6
1980. Article. Liking--A New Scale for Measuring the Response of Consumers	Box 6

1981. Article. Advertising Testing through to 2001	Box 6
1981. Speech. Role of Financial Advertising in Investor Relations	Box 6
1982. Article. Invisible Consumers	Box 6
1982. Speech. Relationship of Advertising Expenditure Levels to Media Costs in Canada and the United States; or, An Exploration into the World of Darkness	Box 6
1983. Article. Business Needs to Plan Now to Offset Future Static Markets	Box 6
1983. Speech. We Are What We Eat	Box 6
1983. Speech. Women are Human, Too.	Box 6
1984. Speech. Pacific isn't Terrific?	Box 6
1984-1986. Speech. Thinking About the Ads	Box 6
1985. Speech. Asia/Pacific: A Dipstick View of the Region	Box 6
1985. Speech. Creativity: Nice or Necessary?	Box 6
1985. Article. Pacific isn't Terrific?	Box 6
1985. Speech. Some Thoughts About Advertising Research	Box 6
1985. Other writing. T-Plan and Planning Cycle (handbook)	Box 6
1985-1991. Speech. Brand Personality	Box 6
1987. Speech. Communications and the Lawyer	Box 6
1987. Speech. Devising the Best Strategy	Box 6
1987. Speech. East Moves West vs. West Moves East	Box 6

1988. Speech. Is There Somebody Out There Listening to Me?	Box 6
1988. Speech. Response from the Marketplace	Box 6
1990. Speech. Creative Research	Box 6
1990. Speech. Game of Life	Box 6
1990. Speech. Market Research Agencies	Box 6
1990. Speech. Media Consumption	Box 6
1990. Speech. Perspectives on Marketing in the Future	Box 6
1990. Speech. Planning Cycle	Box 6
Clements, George (continued)	Box 7
Physical Description: 21-35 of 35 folders	
1991. Speech. Advertising Strategies for Product Positioning	Box 7
1991. Speech. Consumer Research Guidelines	Box 7
1991. Speech. Coping with the Recession	Box 7
1991. Speech. Market Research Agencies	Box 7
1992. Speech. Game of Life	Box 7
1992. Speech. How Advertising Works	Box 7
1992. Speech. Lifestages	Box 7
1992. Speech. Marketing to 50+	Box 7
1992. Speech. Taking Charge of Our Destiny	Box 7
1992-1993. Speech. Understanding Quebec	Box 7
1993. Speech. Is Most Advertising a Waste of Money?	Box 7
1993. Speech. Leadership through Innovation	Box 7

Undated. Speech. Media speech	Box 7
Undated. Speech. Research Guidelines in Advertising Development	Box 7
<u>Clurman, Ann</u> 1993. Speech. Reinventing Strategies	Box 7
<u>Cohen, Arthur</u> 1978. Article. Brand Marketing in the New Retail Environment	Box 7
<u>Colebrook, Miles</u> 1990. Speech. European Trends	Box 7
<u>Coleman, Loyd Ring</u> 1929. Article. World Grows Old (from Advertising and Selling)	Box 7
1948. Speech. What Socialism has Cost Europe and the World	Box 7
1949. Speech. Towards a Wider Thanksgiving	Box 7
1953. Speech. Guilty Men of Price Control	Box 7
1953. Speech. Religion and the Democratic Tradition	Box 7
1956. Speech. Ebbing Tide of American Foreign Investments	Box 7
1958. Article. Subliminal Advertising is 'Scientific Absurdity' Like Table Rapping, Ouija Boards: Irate Adman	Box 7
1958. Speech. Untitled (speech on Russian science to Sydney Rotary Club)	Box 7
<u>Colwell, Robert T.</u> 1957. Speech. Hard Sell or Brand Image--Do You Have to Choose?	Box 7A
1958. Other writing. Creative Man's Look at the JWT Consumer Panel Personality Profile Studies	Box 7A

Circa 1960. Speech. Five Uses of Advertising	Box 7A
1961. Speech. Inside the Interchange	Box 7A
1962. Speech. Responsibilities of Advertising Agency Management	Box 7A
1963. Article. Bob Colwell Reviews Jim Young	Box 7A
1964. Speech. Opening Remarks on the Creative Challenge of Consumer Judgment	Box 7A
1964. Speech. Writer's Footnotes to the AAAA Research	Box 7A
1965. Speech. America's Attitudes toward Advertising	Box 7A
1967. Speech. Some Things We Have Learned about Writing Advertising	Box 7A
<u>Conlin, Ronald P.</u> 1993. Speech. Goodyear Advertising Research: Past, Present, and Future	Box 7A
<u>Connell, Hugh</u> 1978-1986. Other writing. Memos and other writings	Box 7A
<u>Cooney, Linda</u> 1986. Other writing. Memos and other writings	Box 7A
<u>Cooper, W. Stanfield</u> 1963. Speech. What to Do When You're Faced with a Stark Naked Sheet of Paper	Box 7A
<u>Corbin, Bev</u> 1975. Speech. Care and Feeding of Creative Folk	Box 7A
<u>Corlett, Tom</u> 1977. Article. People's Use of Media	Box 7A
<u>Courtney, Alice E.</u> 1978. Article. Canadian Perspectives on Sex Stereotyping in Advertising (with Thomas W. Whipple)	Box 7A

Cracraft, George A.	Box 8
1966. Article. One Small Point	Box 8
Cronin, Jack Physical Description: 6 folders	
1974. Speech. What is a Good Magazine Ad?	Box 8
1974. Speech. Crisis at Credibility Gap	Box 8
1976. Speech. Address to British Columbia Association of Broadcasters	Box 8
1977. Speech. Smarter Spending of the Shrinking Advertising Dollar: An Agency Viewpoint of Media Trends	Box 8
1978. Speech. Advertising: It's the Response that Counts	Box 8
1978. Speech. Brilliant Package Goods Creative...Only Available Outside Canada? Pity.	Box 8
1978. Speech. Challenges We Face Together in the Next 5 Years	Box 8
1978. Speech. JWT Canada presentation to Board of Directors	Box 8
1979. Speech. Future of the Brand Label	Box 8
1980. Speech. JWT Canada Stewardship Report	Box 8
1980. Speech. Role of Advertising	Box 8
1980. Speech. Speech to JWT Worldwide Management Meeting	Box 8
1981. Speech. What It's Like to Sleep with an Elephant	Box 8
1983. Speech. Creative Tour through Europe	Box 8
1983. Speech. Manchester Publicity Association Luncheon Speech	Box 8

1983. Speech. Transnational Advertising	Box 8
1985. Speech. Advertising in Europe	Box 8
1985. Speech. Future Trends in Advertising	Box 8
1986. Speech. Creative Medium, or Creative Message?	Box 8
1986. Speech. James Webb Young/Delavan Seminar	Box 8
1987. Speech. Advertising: Visual Revolution or Creative Clutter?	Box 8
1987. Speech. JWT Principles--What We Believe	Box 8
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D'Aloise, Lawrence T.	
1968. Speech. Crux of Creativity	Box 8
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Daly, Derry F.	
1968. Other writing. Direct Mail Advertising	Box 8
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Danger, Lynn	
1981. Speech. Careers in Writing Seminar	Box 8
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Daniels, Barnet M.	
1965. Speech. How I Would Get Plus Advertising Lineage If I Were in Your Boots (speech and published version)	Box 8
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1965. Article. There's Plus Lineage on the Bandwagon	Box 8
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Dawkins, Colin	
1984. Other writing. Ain't It Hell on a Windy Day	Box 8
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Dawn, Hazel	
1964. Speech. Ladies' Luncheon Speech	Box 8
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Day, William L.	Box 9
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1929. Article. How Shall We Select an Advertising Agency (newsletter)	Box 9

1929. Article. What Shall the Public Think?	Box 9
1929. Other writing. What the Well Dressed Man Will Wear (humor)	Box 9
1931. Speech. Lecture to Standard Brands Incorporated Sales Class	Box 9
1932. Speech. Agency Deals with the Necessity for Creative Copy and Merchandising	Box 9
1932. Speech. General Talk on Advertising	Box 9
1932. Speech. Selling Efforts (speech to Bakery Sales Promotion Association)	Box 9
Circa 1935. Article. Strategy and Tactics in Modern Advertising	Box 9
1936. Speech. Sell It AS You Must (speech and 2 published versions)	Box 9
1937. Speech. Apology for Today in Advertising	Box 9
1937. Article. How the Public Thinks	Box 9
1941. Speech. Let's Learn How to Live	Box 9
Undated. Article. Fundamentals and Decadence	Box 9
Undated. Article. Importance of Competitive Copy	Box 9
Undated. Article. Importance of Strategy in Copy	Box 9
Undated. Article. Is Advertising Crippling Manufacturing Resourcefulness?	Box 9
Undated. Article. On Saving the Advertising Business	Box 9
Undated. Article. One Method of Using Publicity	Box 9

Undated. Article. Sales and Advertising Problems of Merged Industries	Box 9
Undated. Other writing. Time and its Relation to Advertising Copy (outline)	Box 9
Undated. Article. Untitled (on the principles and practice of advertising)	Box 9
Undated. Other writing. Untitled (booklet on JWT and advertising)	Box 9
Undated. Article. Upon Magellan's Grave Rise His Storied Riches of the Far East	Box 9
Undated. Article. What about Radio?	Box 9
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Deaton, Don	
1985. Other writing. Financial summaries	Box 9
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De Elexpuru, Manuel	
1983. Other writing. Interview	Box 9
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Dell, Glen	
1985. Speech. Staff presentation, multiple versions	Box 9
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De Paolo, Tom	
Circa 1970. Other writing. Celebrating Celebrity (reminiscence)	Box 9
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De Peterson, Peter	
1964. Speech. Farewell Address	Box 9
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Devine, C.R.	
1980. Speech. Citation of Don Johnston for IAA annual award	Box 9
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Devine, John F.	
1967. Article. As the Twig is Bent	Box 9
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1968. Other writing. Hearings before the U.S. Equal Employment Opportunity Commission on Discrimination in White Collar Employment (transcript)	Box 9
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1972. Speech. Role of Corporate Administration	Box 9

De Windt, E.M.

1981. Speech. Henry, Harvey, and Tom: Where Are You Now that We Really Need You? Box 9

Dhalla, Nariman

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1973. Other writing. Basis for Formulation of Marketing Plan for JWT Domestic Box 9

1974. Other writing. What Will the Advertising Business Be Like in Five or Six Years Box 9

Circa 1975. Article. Setting the Advertising Budget Scientifically Box 9

1975. Article. Use of Econometric Methods for Setting Advertising Budgets Box 9

1976. Other writing. Forecasts of National Advertising Expenditures in the United States Box 9

1976. Article. Forget the Product Life Cycle Concept (from Harvard Business Review) Box 9

1977. Article. How to Set Advertising Budgets Box 9

1977. Speech. NABE address Box 9

1978. Article. Accessing the Long-Term Value of Advertising Box 9

1978. Other writing. Old Age Market with Special Reference to Restaurant Business Box 9

1978. Article. Role of the Business Economist in Marketing Box 9

1979. Article. Short-Term Forecasts of Advertising Expenditures Box 9

1980. Article. Advertising as an Advertising Tool Box 9

Dignam, John F.

Circa 1980. Other writing. How to Photograph a Ford Car (handbook) Box 9

Di Paola, Vincent

1980. Article. Agency Benefits from Copier Management	Box 9
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<u>Dolan, Kevin</u>	
1992. Speech. Snapshot of JWT International	Box 9
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<u>Doyer, Bob</u>	
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1973. Speech. His Maiden-Address as Chairman of the Board of the Dutch Association of Advertising Agencies	Box 9
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<u>Durkee, Burton R.</u>	
Circa 1967. Article. Package Can Make Adman's Job Easy	Box 9
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<u>Eagen, Dermid</u>	Box 10
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1987. Speech. Fundamentals of Communication	Box 10
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<u>Eames, Herb</u>	
1982. Other writing. Technology (outline of report and personal notes)	Box 10
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1983. Speech. Quarter Financial Report (2nd draft)	Box 10
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<u>Ebbecke, Frank</u>	
1985. Speech. Hat Die Agentur Die Kreativität Gepachtet	Box 10
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<u>Edens, Bob</u>	
1970. Speech. Speech to Chicago Advertising Club	Box 10
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<u>Effer, Gordon</u>	
1963. Other writing. Interview	Box 10
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<u>Ehrenberg, A.S.C.</u>	
1977. Other writing. Understanding Consumer Behavior No. 1: Why Buyer Behavior?	Box 10
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<u>Elton, Wallace W.</u>	
1950. Speech. Comments on Creative Problems	Box 10

1956. Speech. Eyes Have It	Box 10
1957. Speech. Inner Picture	Box 10
1957. Speech. Training the Mind's Eye (speech, 2 versions)	Box 10
1962. Speech. Lady, We Need You	Box 10
1963. Article. Elton Traces Factors that Made Ford Posters Click	Box 10
1963. Speech. Need for Public Advertising	Box 10
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Elwood, Peter	
1993. Speech. Brand Equity...Severely Wounded but not Dead	Box 10
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Emerling, Ernie	
1980. Speech. What is a Brand? (with Granger Tripp)	Box 10
1993. Speech. Management of Worldwide Brands	Box 10
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Engle, Rafe	
1977. Speech. Address to ACA on advertising and the law	Box 10
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Erhard, Ludwig	
1968. Speech. Die Beziehung von Politik und Wirtschaft zue Gestaltung und Fortentwicklung des Gesundheitswesens	Box 10
1971. Speech. Die Notwendigkeit und die Rechtfertigung der Selbstmedikation aus sozialer und wirtschaftlicher Sicht	Box 10
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Erskine, William H.	
1961. Speech. Luncheon Address to Newspaper Advertising Managers Association of Eastern Canada	Box 10
1965. Speech. Retail Revolution	Box 10
1965. Other writing. Working Philosophy (statement; see also Peter Gilow Papers)	Box 10

Eyman, Richard H.	
1973. Speech. Road to Consumer Satisfaction from the Consumer's Point of View	Box 10
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Farlow, Arthur C.	
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1939. Article. Where are We Going with Food Industry Advertising	Box 10
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1945. Article. From Advertising to War and Back	Box 10
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1947. Article. Creative Advertising in Scientific Marketing	Box 10
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Fenning, Andy	
Undated. Speech. Positioning	Box 10
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Ferchat, Robert A.	
1988. Speech. Speech given at Northern Telecom Canada National Sales Conference	Box 10
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Fergus, Lucene	
1962. Speech. What about the Young People	Box 10
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1972. Speech. Finding and Training Better Personnel	Box 10
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Fickinger, Wayne	
1974. Speech. impact of Change...Planning for a Future Without Shock	Box 10
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1976. Article. Adman Takes the Spotlight...Finally	Box 10
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1976. Article. Advertising Today: From Detente to Open Warfare (2 versions)	Box 10
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1976. Article. Few More of My Unfavorite Things	Box 10
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1976. Speech. Overdog Snaps: Underdogs' Innovative Bite is Overrated	Box 10
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1978International assignment on Advertising (interview)	Box 10

1979. Article. Action, Based on Vision, Key to 1980s	Box 10
1979. Article. Challenge is to Anticipate Course of New Electronic Media	Box 10
1979. Article. It's Time to Speculate on the Future as Year of the New Media Nears	Box 10
1980. Speech. Funny Business	Box 10
Undated. Article. New Ball Game for Marketing	Box 10
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Field, Jane	
Circa 1967. Other writing. Only Way to Nirvana (annotated list of recommended books)	Box 10
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Fielden, Edward J.	
1961. Speech. Address to Indian Society of Advertisers	Box 10
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Fields, Dave	
Circa 1969. Speech. Untitled	Box 10
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Findlow, Nancy (Nan)	
1960. Other writing. Memorandum on speech prepared for May 10 meeting of the AMA (memorandum)	Box 10
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1960. Speech. Women Will Tell You Almost Anything You Want to Know about Your Product...But There's a Catch to It	Box 10
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Fine, Brian	
1979. Speech. Use of Advertising Agencies as Marketing Research Problem Solvers	Box 10
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Fischer, Barbara	
1982. Article. Automation in Advertising	Box 10
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Fisher, Debra	
Undated. Article. If the Crown Fits, Wear It (media innovation)	Box 10
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Fisher, Herbert	

1957. Speech. Panel discussion for package research conference	Box 10
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Florida, John	
1985. Speech. Address to Hill & Knowlton	Box 10
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Foch, Marshall	
Circa 1976. Speech. Canada: Significant Political/Economic/Industry Trends	Box 10
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Foot, David	
1992. Speech. Predictions and Trends	Box 10
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Foote, Donald : See entry under Cather Lemon	Box 10
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Fortinberry, Glen	
1974. Speech. What a Client Should Expect from an Agency	Box 10
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Fortini-Campbell, Lisa	
1993. Speech. Building Brand Equity	Box 10
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Foster, Ann Tolstoi	
1971. Article. Ad Lib Takes Clue from Women	Box 10
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Foster, Ron	
1988. Speech. Review--Pat on the Back	Box 10
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1989. Speech. Change and Market Expansion	Box 10
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1989. Speech. Tomorrow 10 Hours Shorter	Box 10
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1990. Speech. Report...An Update	Box 10
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Fothergill, Jack	
1968. Other writing. Continuing System for Planning and Evaluating Advertising Campaigns (report, with Timothy Joyce)	Box 10
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Francisco, Don	
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1932. Article. Informative Advertising Needed Now, More than Ever	Box 10
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1937. Speech. Address before General Agents of Pacific Mutual Life Insurance Co.	Box 10

1937. Article. Address to the San Francisco Advertising Club	Box 10
1938. Speech. Force Nobody Knows--American Industry	Box 10
1938. Speech. Making America Click	Box 10
1939. Speech. Advertising--An Essential Ingredient of Democracy	Box 10
1943. Article. Short Wave Miracle Pulls the Americas Together	Box 10
1946. Speech. Does Distribution Cost Too Much (speech, and 3 printed versions)	Box 10
1948. Speech. Distribution--Look Back, and a Look Ahead	Box 10
1948. Speech. Story of Sunkist Advertising	Box 10
1950. Speech. Address given to the Association of Advertising Men	Box 10
Undated. Other writing. Advertising and Merchandising Plan for the Great Gap lace Drawers Company, Inc. (pamphlet)	Box 10
Undated. Other writing. Cooperative Advertising (pamphlet)	Box 10
Undated. Speech. If You've Stopped Running for Trains and Winters Seem Colder, You are Getting Along Quite Normally	Box 10
Undated. Speech. So You Would Like to Join an Advertising Agency	Box 10
Undated. Speech. Some Advertising Gold Bricks	Box 10
Undated. Speech. What's Absent from Dairy Foods	Box 10

Frappier, Michel

1979. Speech. International Advertising Coordination	Box 10
Gannon, Frank	Box 11
1970. Other writing. Talking to Ourselves (internal report on communications in JWT)	Box 11
Gardner, Edward H.	
1927. Other writing. Economics of Advertising (pamphlet)	Box 11
Garvin, Charles E.	
1958. Article. Direct Mail's Big Challenge: To Meet Changing Market Requirements	Box 11
Gerhold, Paul E.	
1965. Article. Four Roadblocks to Improved Media Measurements	Box 11
1968. Article. How to Buy Media Plus Merchandising	Box 11
Ghosal, Subhas	
1984. Speech. Voice Over (farewell address by the C.E.O. of H.T.A.)	Box 11
Gilow, Peter	
Physical Description: 3 folders	
1967. Speech. German-Speaking Markets	Box 11
1967. Speech. J. Walter Thompson Frankfurt	Box 11
1967. Speech. Wie Kann Werbung dem Export Helfen?	Box 11
1968. Speech. Kurzreferat--Evangelische Akademie, Bad Boll, Entwicklungshilfe	Box 11
1968. Speech. Referat vor dem BDW- Arbeitskreis	Box 11
1968. Speech. Werbung bereitet die Zukunft vor	Box 11
1969. Article. Ist Die Deutsche Werbung Wettbewerbsfähig?	Box 11

1969. Speech. Untitled (in German)	Box 11
1974. Speech. Government Control--A New Kind of Sales Tool	Box 11
1974. Speech. Welche Themen sollte die Aktion Gemeinsinn bei der derzeitigen wirtschaftlichen und politischen Unsicherheit behandeln	Box 11
1975. Speech. Relation Between Agency and Industry	Box 11
1977. Speech. Growth and Diversification	Box 11
1977. Speech. Untitled (in German)	Box 11
1977. Speech. Welche Faktoren Können in der Preisdifferenz zwischen Hersteller--und Endverbraucherpreis von Markenartikeln Enthalten Sein?	Box 11
1979. Speech. Challenge of the Uninvited Partner--Government Involvement in Marketing and Advertising	Box 11
<hr/> <u>Gilson, Edith</u>	
1980. Article. Changing Role of the Consumer in the 1980s (with Jacqueline Spielman)	Box 11
1981. Speech. Changing Role of the Consumer in the 1980s	Box 11
1981. Article. It's Not What You Say, It's What They Hear	Box 11
1982. Article. Consumer Gray Market	Box 11
1982. Article. We're All Getting Older	Box 11
1984. Other writing. Research, Reason and Risk (report)	Box 11
1985. Article. :15 Commercial Considered	Box 11
1986. Other writing. Advertising in 1990? (memo)	Box 11

Glah, Roy

1982. Other writing. Memorandum on Management Reference Center Box 11

Godfrey, Henry F.

1949. Article. Today's Advertising Costs and What They Mean to Clients Box 11

1952. Other writing. How Agency Research Contributes to a Creative Marketing Job (script of playlet) Box 11

Gray, John

1984. Article. Viewpoints (on zapping commercials) Box 11

Grayson, David

1984. Speech. JWT Asia/Pacific--Does It Really Exist? Box 11

Green, Jack R.

1957. Speech. Need for Better Comparisons of Apples with Oranges Box 11

1957. Speech. Agency Problems in Radio Usage Box 11

1962. Other writing. Reaching the Right People in the Right Homes (comments presented in a panel discussion) Box 11

Greer, T. L.

1943. Speech. Talk before the Minnesota United Nations Committee Box 11

Grisman, Arnold E.

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1981 and Undated. Speech. Roots of Human Communication Box 11

Groom, W. S.

1922. Speech. Each Prospect Represents Expense and Opportunity (address) Box 11

Gross, Michael

1985. Article. Creative Media Planning Box 11

Grossman, Aaron

1980. Article. On a Scale of 1 to 10, What's a :10?	Box 11
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Gunn, Alexander	
1958. Speech. Going Steady--The Package and the Advertising Agency	Box 11

1963. Speech. J. Walter Thompson Company Training Programs	Box 11
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Gushee, Edward T.	
Physical Description: 1-21 of 57 folders	

Circa 1970s. Speech. Aveco speech	Box 11
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1970. Speech. Ford Dealer Association	Box 11
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1978. Speech. Emergence of Retailing in the Automotive Aftermarket	Box 11
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1978. Speech. Marketing of Shock Absorbers	Box 11
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1978. Speech. Walker meeting	Box 11
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Circa 1980s. Speech. High school address	Box 11
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Circa 1980s. Speech. Size of an Agency	Box 11
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1981. Speech. Ben Bidwell going away address	Box 11
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1981. Speech. (Monroe) Small Car America	Box 11
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1981. Speech. Principles of Marketing	Box 11
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1982. Speech. Aftermarket	Box 11
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1983. Speech. (Carhartt) The Last Thing a Company Should Do.	Box 11
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1985. Speech. (Carhartt) The Competition Is Us	Box 11
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1986. Speech. I Didn't Know That	Box 11
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1986. Speech. (J.I. Case) How High Is Up?	Box 11
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1986. Speech. (J.I. Case) Ins and Outs	Box 11
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1986. Speech. What Kind of Year Was It?	Box 11
1987. Speech. (J.I. Case) Change	Box 11
1987. Speech. (J.I. Case) Graduation Speech	Box 11
1987. Speech. (J.I. Case) How High is Up?	Box 11
1987. Speech. (J.I. Case) Yellow Brick Road	Box 11
Gushee, Edward T. (continued)	Box 12
Physical Description: 22-57 of 57 folders	
1987. Speech. We Can Only Blame Ourselves	Box 12
1987. Speech. What Business Are You In?	Box 12
1988. Speech. (Carhartt) Tomorrow Happy Customers	Box 12
1988. Speech. Change	Box 12
1988. Speech. Company's Focus: Quality Planning	Box 12
1988. Speech. Customer Satisfaction	Box 12
1988. Speech. (J.I. Case) Bad Case of Indigestion	Box 12
1988. Speech. (J.I. Case) Cowboy	Box 12
1989. Speech. (Carhartt) Managing Growth	Box 12
1989. Speech. Customer is King	Box 12
1989. Speech. (J.I. Case) Grimm Look at J.I. Case	Box 12
1989. Speech. (J.I. Case) Sky is Falling	Box 12
1989. Speech. (J.I. Case) Who Are You?	Box 12
1989. Speech. Potato Council	Box 12
1990. Speech. (J.I. Case) Sines of the Times	Box 12

1990. Speech. (J.I. Case) Who Am I?	Box 12
1990. Speech. (Mike Wolf) Cue to Success	Box 12
1991. Speech. (J.I. Case) Changing Focus	Box 12
1991. Speech. (Monroe) Giant Step Backward	Box 12
1993. Speech. To JWT Worldwide Board of Directors	Box 12
Undated. Speech. Account Servicing	Box 12
Undated. Speech. Challenge and Failure	Box 12
Undated. Speech. Death by Marketing	Box 12
Undated. Speech. Exactly the Same in a Very Different Way	Box 12
Undated. Speech. Gourmet speech	Box 12
Undated. Speech. It's a Small World	Box 12
Undated. Other writing. Jag Sheth Seminar (notes)	Box 12
Undated. Speech. (J.I. Case) Company Life Cycles	Box 12
Undated. Speech. (J.I. Case) We've Heard That Before	Box 12
Undated. Speech. Marketing: Parity, Price, Objectivity, Advertising	Box 12
Undated. Speech. (Monroe) What Business Are You In?	Box 12
Undated. Other writing. Philip Caldwell's Oxford-Collegiate Dictionary of Common English Terms	Box 12
Undated. Speech. Private Brand vs. National Brand	Box 12
Undated. Speech. Speech for John Naisbitt	Box 12

Undated. Speech. What Business Are You In?	Box 12
Undated. Speech. Miscellaneous pages to various speeches	Box 12
<u>Guyader, Jean-Michel</u> 1980. Speech. Presentation to AAAA	Box 12
<u>Hackett, Byron</u> 1975. Speech. Regulation in Advertising	Box 13
<u>Hadden, Richard</u> 1992. Speech. How Thin Can You Slice It?	Box 13
<u>Hadden, Walter</u> 1979. Speech. Address to North Bay Rotary Club (Canada)	Box 13
<u>Hallberg, Garth</u> 1975. Other writing. Change in the Market Place (with Joel Baumwoll)	Box 13
<u>Hammond, Terence</u> 1985. Article. Commercials Down Under	Box 13
<u>Hammond, William</u> 1974. Other writing. Eulogy for James Webb Young	Box 13
<u>Handley, Harold</u> 1973. Speech. Role of Advertising in Today's Food Market	Box 13
<u>Hanel, Richard S.</u> 1962. Other writing. Getting Response from Your Direct Mail Advertising (pamphlet)	Box 13
<u>Hanson, Maurice F.</u> 1955. Other writing. 4 to 15: Your Child's Early Years (pamphlet)	Box 13
1957. Speech. Next Decade for the Life Insurance Business	Box 13
1958. Other writing. Suggested Outline for JWT New Business Presentation (writing)	Box 13
<u>Hardy, Gelston</u>	

1945. Other writing. One Way to Write Better Advertising Copy (handbook, 2 versions)	Box 13
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Harper, Mike	
1993. Speech. JWT Lifestages	Box 13
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1993. Speech. Lifestages	Box 13
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Harragan, Betty	
1971. Speech. Problems in Client-Counselor Relations	Box 13
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Hawes, Robert W.	
1967. Article. Our Explosive Recruitment and Development Situation (2 versions)	Box 13
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Henderson, Howard	
Physical Description: 4 folders	
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1933. Article. Changes in Advertising Media, 1929-1932	Box 13
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1933. Article. How Union Central Advertising Does a Selling Job in Print	Box 13
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1933. Article. Part National Advertising and Development Situation	Box 13
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1934. Speech. Your Two-Tongued Magazine (2 versions)	Box 13
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1948. Speech. Creative Element in Pond's Advertising	Box 13
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1948. Speech. Truth as a Constituent of Advertising (2 versions)	Box 13
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1948. Speech. Winning the Consumers Choice	Box 13
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1954. Other writing. Businessman Looks at Education (pamphlet)	Box 13
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1959. Other writing. Some Basic Roots of the J. Walter Thompson Company (draft)	Box 13
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1960. Other writing. Basic Roots of the J. Walter Thompson Company (draft, 4 versions)	Box 13

1960. Speech. Short History of the J. Walter Thompson Company (speech/drafts, 4 versions)	Box 13
<hr/>	
Henry, Harry R.	
1959. Speech. Consumer Contests	Box 13
<hr/>	
1959. Speech. Premiums	Box 13
<hr/>	
1966. Speech. Limitations of Attitude Research in Managerial Decision-Making	Box 13
<hr/>	
Higham, Christopher	
Undated. Article. Recent Trends in Media	Box 13
<hr/>	
Hilton, Jack	
1973. Speech. FDAF, Dialog, and the New PR	Box 13
<hr/>	
1973. Speech. Why Doesn't Business Explain Itself Better?	Box 13
<hr/>	
1975. Speech. Management's Response Capability under Duress	Box 13
<hr/>	
Hine, Walter R.	
1931. Article. 4-A's Urge Advertising Films in Theatres	Box 13
<hr/>	
Hinks, Kennett	
1962. Speech. Agency Operation on the Basis of Goals	Box 13
<hr/>	
1968. Other writing. Who Was at JWT...(draft)	Box 13
<hr/>	
Hofmeyr, Jan	
1994. Article. Double Jeopardy. Canadian Journal of Marketing Research, Jan.	Box 13
<hr/>	
Holmes, John E.	
1980. Speech. How Advertising Works	Box 13
<hr/>	
Circa 1992. Speech. Award Winning Advertising from Latin America	Box 13
<hr/>	
Hopkins, Chester	
1960. Speech. How Advertising Can Help You Get to Know Your Local Market	Box 13

<u>Hore, Marlene</u> Physical Description: 3 folders	
1981. Speech. International Creative Forum	Box 13
1984. Speech. Creative Marketplace...In Target Groups	Box 13
1984. Other writing. Tale of Two Cities (interview)	Box 13
Undated. Speech. To Reader's Digest on print advertisements	Box 13
<u>Howington, Marlon</u>	Box 14
1988. Speech. J. Walter Thompson, a Legend in His Own Time	Box 14
<u>Hurd, Arthur</u>	
1946. Article. How to Increase Sales through Better Media Selection	Box 14
1948. Article. How Media Research Can Make Advertising Dollars More Effective	Box 14
<u>Huybrechts, Paul</u>	
1984. Speech. Our Strategic Product (Ford of Europe)	Box 14
<u>Hylan, William</u>	
1965. Speech. Future of Color Television	Box 14
1966. Other writing. Coming Television Season (pamphlet)	Box 14
<u>Irvine, Bob</u>	
Undated. Article. Environment: The Magazine Advantage, But Will It Last?	Box 14
<u>Jackson, Babette</u>	
1975. Article. Copy Testing in a Competitive Environment (with Valentine Appel)	Box 14
<u>Jeanty, Paul</u>	
1972. Article. Gold from a European Point of View	Box 14
<u>Johnson, A.W.</u>	

1978. Other writing. Broadcasting Priorities for the 1980s (report)	Box 14
Johnson, Arno	Box 15
Physical Description: 1-10 of 112 folders	
Scope and Contents note	
[Johnson was Vice President, Director of Media and Research, and Senior Economist at JWT. He compiled several scrapbooks of his speeches and writings. Scrapbooks number 7 through 50 and date from 1944 to 1966. Originally the collection was housed in smaller books; when the collection grew to 18 volumes they were consolidated by the Information Center, beginning with volume 18 and working backwards, which is why the current run begins at volume 7. The collection was transferred to the JWT Archives and subsequently removed from the original binders. The two-part numbering of the speeches reflects the volume and a sequential number of the speech that corresponds to a table of contents that begins each volume. In addition, many of the speeches are accompanied by correspondence, tables and charts, and relevant pamphlets and other printed materials.]	
1944. 7.1. Speech. Postwar Opportunities.	Box 15
1944. 7.2. Speech. Experience in Conducting a Consumer Panel; The Consumer Panel--a New Aid to Marketing.	Box 15
1944. 7.3. Speech. Analysis of Postwar Marketing and Advertising.	Box 15
1944. 7.4. Speech. Analysis of Postwar Marketing and Advertising.	Box 15
1944. 7.5. Speech. Advertising in Postwar Foreign Markets.	Box 15
1944. 7.7. Speech. Postwar National and International Markets; Postwar Problems of Small Business.	Box 15
1945. 7.8. Speech. Fifty Seven Million Jobs--a Postwar Goal & Opportunity.	Box 15
1945. 7.10. Speech. New Techniques in Market Research.	Box 15

1945. 7.11. Article. Advertising & Marketing Opportunities in The Postwar Period. Journal of Marketing.	Box 15
1945. 7.12. Letter. To: Mr. Stanley Resor, re: Governors Conference.	Box 15
1945. 7.13. Letter. To: Mr. Frank Bane, Secretary, Governors' Conference re: Governors' Conference	Box 15
1946. 7.14. Speech. Production, Employment & Market Potentials 1946-1950	Box 15
1946. 8.1. Speech. Preparing for a Buyers' Market	Box 15
1946. 8.2. Article. Sales Opportunities for 1947 Highest in History--No Bust Necessary	Box 15
1947. 8.3. Article. Ad Costs at Bargain Low--20% to 30% Under Prewar in Relation to Real Purchasing Power	Box 15
1947. 8.4. Speech. How to Profit from the Coming Buyers' Market	Box 15
1947. 8.5. Other writing. Summary of Veterans Population--1947 Distribution of Veterans in Relation to 1940 (tables and map)	Box 15
1947. 8.6. Other writing. Potential Influence of Income on Movie Admissions; Potential Food Expenditures; Potential Market for Wines, Cigars (tables)	Box 15
1947. 8.7. Article. Consumer Buying Power	Box 15
1947. 8.8. Speech. Common Mistakes or Misunderstandings Which Often Stand in the Way of Good Agency Service in Research	Box 15
1947. 8.9. Other writing. Marketing Research from the Management Point of View--for John Burgoyne, Jr. Burgoyne Grocery Index--Cincinnati (thesis)	Box 15

1947. 8.10. Speech. National Product Since 1869 (by Simon Kuznets)	Box 15
1947. 8.11. Speech. Consumer Purchasing Power and 1948 Market Potentials	Box 15
1947. 8.11a. Article. Market Potentials, 1948. Harvard Business Review, Jan. 1948	Box 15
1947. 8.12. Article. Exploding the Myth of the 14 Year Old Average Intellect, Advertising Age, Dec. 29 issue	Box 15
1948. 8.13. Speech. Unrealized Potentials in Hosiery--How the Wholesaler Can Help Hosiery Regain Its Lost Market Position	Box 15
1948. 8.14. Other writing. Share of Aggregate Income Received by Each Tenth of Nation's Consumer Unite in 1935-36 and 1946 (table)	Box 15
1948. 8.15. Letter. To: Mr. John R. Gilman, re: Suggestions for his talk Advertising--Keynote to Our Changed Economy	Box 15
1948. 8.16. Speech. Buyers' Market 1948	Box 15
1948. 8.17. Speech. Merchandiser Looks at 1948	Box 15
1948. 9.1. Speech. Challenge to Business as Seen by a Market Analyst	Box 15
1948. 9.2. Speech. Market Potentials--1948	Box 15
1948. 9.3. Other writing. Examples of Increases in Price to Consumers (table)	Box 15
1948. 9.4. Client talk. WECO Sales Convention; Toothpaste, Powder--Increased Present Potential; Toothpaste, Powder, etc.--How Expenditures Per Family Varied	Box 15
1948. 9.5. Client talk. United States Playing Card Company sales conference; Opportunity for Expanded Market for Top Quality Playing	

Cards as Result of Our Changed Postwar Economy	Box 15
1948. 9.6. Speech. Consumer Purchasing Power and Market Potentials for 1949	Box 15
1948. 9.7. Article. Consumer Purchasing Power and Market Potentials. The Commercial and Financial Chronicle, Oct. 28	Box 15
1948. 9.8. Speech. Trend in Consumer Purchasing Power	Box 15
1948. 9.9. Speech. Consumer Purchasing Power and Market Potentials for 1949	Box 15
1948. 9.10. Client talk. New Holland Machine sales convention	Box 15
1949. 9.11. Speech. Hosiery Market Potential	Box 15
1949. 9.12. Article. Consumer Purchasing Power in 1949	Box 15
1949. 9.13. Article. High Level of Consumer Purchasing Power Means Sales Opportunities. General Cigar, The Long Ash	Box 15
1949. 9.14. Letter. To: Loyd Ring Coleman (JWT Sydney); Outline of Speech Before Motion Picture Assn.	Box 15
1949. 9.15. Article. 1949 Consumer Purchasing Power and Marketing Opportunities. Advertising Age, Market Data issue, May 30	Box 15
1949. 9.16. Client talk. R. T. French Co. Summary of Facts about Consumer Purchasing Power and Summary of Food Sales Trends	Box 15
1949. 9.17. Speech. Economic Outlook for the Shoe Industry	Box 15
1949. 10.1. Speech. Consumer Buying Power and Marketing Opportunities, 1950	Box 15

1949. 10.2. Discussion. Which Media?	Box 15
1949. 10.3. Speech. Challenge to Marketing from a High Level of National Income	Box 15
1950. 10.4. Discussion. Sharpest New Tool in Marketing--the Consumer Purchase Panel. Harvard Business School	Box 15
1950. 10.5. Other writing. U.S.Savings Bonds Maturities of Growing Importance (table)	Box 15
Johnson, Arno (continued)	Box 16
Physical Description: 11-18 of 112 folders	
1950. 10.6. Client talk. WECO Sales Conference; 56% Decrease in the Retail Cost of Dr. West's Tooth Brush; Continued Decline in Drug Store Share of Total Retail Sales; Sales Per Retail Drug Store in 1949	Box 16
1950. 10.7. Speech. Marketing Opportunities 1950; includes JWT booklet IMPACT--More Business Means More Job Security	Box 16
1950. 10.8. Speech. Savings Bonds in Our Economy; Marketing Opportunities--1950	Box 16
1950. 10.9. Speech. Sales Opportunities for 1950	Box 16
1950. 10.10. Other writing. Savings Bonds in Our Economy (booklet)	Box 16
1950. 10.11. Article. 5 Year Market Expansion. Possible if We Sell the Consumer. Advertising Age, Market Data issue, May 29	Box 16
1950. 10.12. Speech. Economic Expansion: Promise versus Performance from the Marketing Standpoint	Box 16
1950. 10.13. Speech. Savings Bonds and Marketing Opportunities	Box 16
1950. 10.14. Speech. Market Expansion Opportunities 1950-1955	Box 16

1950. 10.15. Speech. Marketing in an Expanding Economy	Box 16
1950. 10.16. Speech. Consumer Panel, an Aid to Marketing Decisions	Box 16
1950. 10.17. Speech. Expanding Markets for Agricultural Products	Box 16
1950. 11.1. Speech. Impact of World Conditions on the U. S. Economy	Box 16
1950. 11.2. Speech. Impact of World Conditions on the U. S. Economy	Box 16
1950. 11.3. Speech. What Does the Future Look Like?	Box 16
1950. 11.4. Speech. Analysis of Consumers' Purchasing Power & Market Opportunities	Box 16
1950. 11.5. Speech. Marketing in an Expanding Economy	Box 16
1950. 11.6. Speech. Market for Your Products	Box 16
1950. 11.7. New Business. Stock Exchange. Notes on A.H.J. presentation to Stock Exchange, including charts	Box 16
1950. 11.8. Speech. Expanding Economy	Box 16
1950. 11.9. Article. Both Guns and Butter--An American Production Opportunity. Changing Times, Soap Box column, Feb. issue	Box 16
1950. 11.10. Speech. Your Sales Market in 1951	Box 16
1950. 11.11. Speech. Both Guns and Butter--Marketing Opportunities in an Expanding Economy. NOTE: Title of booklet changed to "Marketing in a Defense Economy" in later versions--See Item #14	Box 16
1951. 11.12. Speech. Americans Must Learn to Live a Third Better	Box 16

1951. 11.13. Speech. Marketing Signals in 1951	Box 16
1951. 11.14. Other writing. Marketing in a Defense Economy (booklet)	Box 16
1951. 12.1. Speech. What Does the Future Look Like?	Box 16
1951. 12.2. Speech. Marketing in a Defense Economy.	Box 16
1951. 12.2a. Other writing. Marketing in a Defense Economy (booklet)	Box 16
1951. 12.3. Speech. How International Developments Affect the Business Outlook	Box 16
1951. 12.4. Speech. Agricultural Opportunities in a Defense Economy	Box 16
1951. 12.5. Client talk. Pan American World Airways; How Lower Transatlantic Rates Could Increase Market Potential	Box 16
1951. 12.6. Article. Selling More Will Help Build Our Defenses; Advertising Age--Market Data issue, May 14	Box 16
1951. 12.7. Speech. Opportunities for Expansion of Ice Cream Consumption	Box 16
1951. 12.8. Speech. Outlook for Marketing Tomorrow	Box 16
1951. 12.9. Speech. Marketing in a Defense Economy	Box 16
1951. 12.10. Client talk. Eastman Kodak; Meeting With: K. Stuart, T. Jaccaci, W. McKamy; Charts used: The Amateur Photographic Potential Market; the Amateur Photographic Expenditures	Box 16
1951. 12.11. Letter. To: Harvey Runner, re: N.Y. Herald Tribune article; Charts: 1952 Real Consumer Purchasing Power Can Be 74% ; 1952 Discretionary Spending Power Can Be	

41/2 Times; America Can Support a Strong Defense. Table: Production & Purchasing Power Opportunities 1951-52. Excerpt: Finger-Tip Facts on Business--JWT News Letter, July 23	Box 16
1951. 12.12. New Business. Arrow Shirts; Potential Market for Men's Shirts-By Income Groups; Potential Market for Men's Shirts-Urban vs. Rural	Box 16
1951. 12.13. Client talk. WECO Sales Conference; talk based on "Marketing in a Defense Economy"	Box 16
1951. 12.14. Other writing. Increase in Real Purchasing Power--by Fifths (table)	Box 16
1951. 12.15. Other writing. Opportunity for Increased Food Sales (table)	Box 16
1951. 12.16. Speech. Consumer Purchasing Power and Savings in a Defense Economy	Box 16
1951. 12.17. Client talk. Eastman Kodak; Meeting With K. Stuart, T. Jaccaci, W. McKamy; Growing Responsibility of Management for Stability of Sales	Box 16
1951. 12.18. Speech. Market for Carpets and Rugs	Box 16
1951. 12.19. Speech. 1952 Market--a Preview	Box 16
1951. 12.20. Speech. Marketing in a Defense Economy	Box 16
1951. 12.21. Article. Our Economic Future; World-Telegram, Jan. 3	Box 16
1952. 12.22. Client talk. Pan American World Airways; Charts: Travel to S.A. Is Largely Restricted; Potential for Hawaiian Travel	Box 16
1952. 12.23. Letter. To: Frazar B. Wilde, President, Connecticut General Life Insurance	

Co. re: Understanding of "Butter" part of "Guns and Butter"	Box 16
1952. 13.1. Article. Harvey Runner column, Changes in the American Market 1940-1952	Box 16
1952. 13.2. Speech. More Sales Through Merchandising	Box 16
1952. 13.3. Article. Based on: The 1952 Market--a Preview; Made for: E.J. Gravett, Area Mgr., U.S. Savings Bonds Division Northwest	Box 16
1952. 13.4. Article. Foreword for Chapter XII, How Firm a Foundation of Clyde Bedell's new book--How to Write Advertising That Sells	Box 16
1952. 13.5. Speech. Part Advertising Will Need to Play When Our Economy Is Shifted from Defense to Civilian Production	Box 16
Johnson, Arno (continued)	Box 17
Physical Description: 19-27 of 112 folders	
1952. 13.6. Article. Sell More or Face Depression as Defense Tapers Off; Advertising Age--Market Data Issue	Box 17
1952. 13.7. Client talk. Church & Dwight; Chart--Trend in Average Monthly Sales	Box 17
1952. 13.8. Speech. How to Boost Your Sales 33%--and Why You Must Do It; Opportunity for 1/2 Higher Standard of Living by 1957--How Distribution, Selling and Advertising Can Help	Box 17
1952. 13.9. Speech. Job Ahead for Advertising--to Sell Consumers a Higher Standard of Living	Box 17
1952. 13.10. Client talk. Oneita Mills; Tables Defining Market for Childrents Underwear--Ages 2-12	Box 17
1952. 13.11. Speech. Challenge in Changing Media Trends	Box 17

1952. 13.12. Speech. What's Ahead for Advertising in 1953 as Our Economy Is Shifted from Defense to Civilian Production	Box 17
1952. 13.13. Speech. Part Advertising Will Need to Play When Our Economy Is Shifted from Defense to Civilian Production	Box 17
1952. 13.14. Speech. Prosperity Based on Peace--After Defense Spending--What?	Box 17
1952. 13.15. Speech. What Are the Prospects for Advertising in 1953?	Box 17
1952. 13.16. Speech. Let's Face the Music	Box 17
1952. 13.17. Article. Distribution--What to Plan for When Defense Slackens Off. New York World-Telegram-Sun, Special Financial Issue	Box 17
1952. 13.18. Client talk. Atlantis Sales (Brillo, Ward, Scott): How 1953 Looks for the Food Business in General	Box 17
1952. 13.19. Client talk. Pan American World Airways. Comments before annual sales meeting	Box 17
1953. 13.20. Speech. Economic Outlook for 1953	Box 17
1953. 14.1. Client talk. Institute of Life Insurance. Memo to: Wm. McKeehan re: Copy plans for 1953	Box 17
1953. 14.2. Speech. Economic Outlook for 1953	Box 17
1953. 14.3. Speech. Hidden Expansion Pressures in Our Economy	Box 17
1953. 14.4. Speech. Wholesale Grocers' Role in an Expanding Economy	Box 17
1953. 14.5. Speech. Role of Marketing in Maintaining a Sound Industrial Economy	Box 17

1953. 14.6. Speech. How Selling Can Influence Our 1953 Economy	Box 17
1953. 14.7. Client talk. Johns-Manville Corporation. Memo to: Wm. McKeenah re: Significant Changes in American Econ.	Box 17
1953. 14.8. Speech. Discretionary Income and the Use of Consumer Credit	Box 17
1953. 14.9. Article. Peace Can Mean New Sales Opportunities. Advertising Age, Market Data issue	Box 17
1953. 14.10. Speech. Hidden Expansion Pressures in Our Economy Which Will Affect Distribution and Advertising	Box 17
1953. 14.11. Speech. Advertising in an Expanding Economy	Box 17
1953. 14.12. Speech. Continuation of Business Prosperity After Defense Spending Ends	Box 17
1953. 14.13. Client talk. Quaker Oats. Hidden Pressures for Expansion in Our Economy	Box 17
1953. 14.14. Speech. Hidden Expansion Pressures in Our Economy	Box 17
1953. 14.15. Speech. 6 Hidden Explosive Areas in Our Economy that Can Mean Prosperity for the Next 10 Years	Box 17
1953. 14.16. Speech. Long Range Planning for the Instrument Industry	Box 17
1953. 14.17. Speech. Economic Conditions and Sales 1953-1954	Box 17
1953. 14.18. Speech. Job That Must Be Done	Box 17
1953. 15.1. Speech. Advertising Policies	Box 17
1953. 15.2. Client talk. Purolator Products, Inc. Charts: Annual After Market Potential;	

After Market Potential for Oil Filters; Motor Vehicle Production vs. Vehicle Miles of Travel	Box 17
1953. 15.3. Client talk. Blue Cross and Blue Shield. Public relations & enrollment conference	Box 17
1953. 15.4. Speech. Potential for Expansion in Our Economy	Box 17
1953. 15.5. Client talk. WECO sales convention. Charts: Toilet Artcles & Preparations Have Declined; Price of Dr. West's Tooth Brush; Toothpaste Convention. Powder, etc. Expenditures	Box 17
1953. 15.6. Article. Permanent Prosperity or Recession? It's Up to You. Tide Magazine, cover feature story	Box 17
1953. 15.7. Speech. What's Ahead for Business?	Box 17
1953. 15.8. Speech. Basic Factors and Trends in Our Economy of Importance to Photographic Manufacturers	Box 17
1953. 15.9. Client talk. U. S. Brewers Foundation. 12 Charts used at Advertising Committee Meeting	Box 17
1953. 15.10. Speech. What's Ahead for Business?	Box 17
1953. 15.11. Speech. Higher Standard of Living--Key to a Strong Defense and a Balanced Budget	Box 17
1953. 15.12. Speech. Job That Must Be Done	Box 17
1953. 15.13. Speech. Higher Standard of Living--Key to a Strong Defense and a Balanced Budget	Box 17
1953. 15.14. Client talk. Purolator Products, Inc. Talk given by Warren Flynn	Box 17

1953. 15.15. Speech. Sales 1954-55	Box 17
1953. 15.16. Client talk. Brillo Manufacturing Company. Sales 1954-1955	Box 17
1953. 15.17. Client talk. Pan American World Airways. Comments before Annual Sales meeting.	Box 17
1954. 15.18. Speech. How Selling Can Influence Our Economy	Box 17
1954. 15.19. Speech. Job That Must Be Done	Box 17
1954. 15.20. Speech. Sales 1954-55	Box 17
1954. 15.21. Speech. Sales 1954-55	Box 17
1954. 15.22. Speech. More Prosperity or a Downswing?	Box 17
1954. 15.23. Speech. National Business Prospects	Box 17
1954. 15.24. Speech. More Prosperity or a Downswing?	Box 17
1954. 15.25. Speech. How Selling Can Influence Our 1954-55 Economy	Box 17
1954. 15.26. Client talk. U. S. Brewers Foundation. Opportunities for Industry Growth	Box 17
1954. 15.27. Speech. Potentials for Expansion in Our Economy-And the Good Product	Box 17
1954. 15.28. Speech. Sales 1954-55	Box 17
1954. 15.29. Speech. How Selling Can Influence Our 1954-55	Box 17
1954. 15.30. Speech. How to Sell 10% More in 1954-55	Box 17
1954. 16.1. Speech. What's Ahead for Business?	Box 17

1954. 16.2. Speech. Economy of 1954 and How Sales Can Influence It	Box 17
1954. 16.3. Speech. Hidden Pressures for Expansion in Our Economy	Box 17
1954. 16.4. Article. What the Future Holds for Business. Iron Age, Apr. 8	Box 17
1954. 16.4a. Article. He Sees the Sunny Side of the Future. Business Week, Mar. 13	Box 17
1954. 16.5. Speech. How Selling Can Influence Our 1954-55 Economy	Box 17
1954. 16.6. Speech. America's Dynamic Economy Offers Expansion Opportunities for the Drug Trade in 1954-55	Box 17
1954. 16.7. Speech. Change to a Consumption Economy Challenges Marketing	Box 17
Johnson, Arno (continued)	Box 18
Physical Description: 28-35 of 112 folders	
1954. 16.8. Article. Aggressive Selling Can Turn the Tide. National Sales Executive News, April	Box 18
1954. 16.9. Speech. Selling--the Key to Sustained Prosperity	Box 18
1954. 16.10. Speech. Consumption Viewpoint on Consumer Credit	Box 18
1954. 16.11. Article. Magic of Consumption Opportunity for an Immediate 10% Increase in Sales. Advertising Age, Market Data Issue, May 3	Box 18
1954. 16.12. Speech. What's Ahead for Business?	Box 18
1954. 16.13. Speech. What's Ahead for Business?	Box 18

1954. 16.14. Speech. What's Ahead for Business?	Box 18
1954. 16.15. Speech. What's Ahead for Business?	Box 18
1954. 16.16. Speech. Question Marks in the Economy	Box 18
1954. 16.17. Speech. Change to a Consumption Economy Challenges Advertising	Box 18
1954. 16.18. Speech. Change to a Consumption Economy Challenges Salesmanship	Box 18
1954. 16.19. Speech. What's Ahead for Business?	Box 18
1954. 16.20. Speech. What's Ahead for the Power Lawn Mower Business?	Box 18
1954. 16.21. Client talk. Owens Illinois Glass. How Market for Tableware Glass Increased by Income--1941	Box 18
1954. 17.1. Speech. What's Ahead for Business in 1955?	Box 18
1954. 17.2. Speech. Sales Opportunities from the Viewpoint of the Economist	Box 18
1954. 17.3. Speech. Higher Standard of Living--Your Key to Future Prosperity	Box 18
1954. 17.4. Article. Memo to Americans: New Age of Promise Ahead! Family Weekly Magazine, Aug.29	Box 18
1954. 17.5. Client talk. United States Brewers Foundation. Visualization of Crossley Nationwide Survey of Beer & Ale Consumption; the People's Choice	Box 18
1954. 17.6. Client talk. United States Brewers Foundation. Supplementary report derived from regional tabulations of Crossley survey	Box 18

1954. 17.7. Speech. What's Ahead for the Furniture Industry?	Box 18
1954. 17.8. Speech. What's Ahead for Business in 1955?	Box 18
1954. 17.9. Speech. New Opportunities and Economic Change	Box 18
1954. 17.10. Speech. Changing Standards of Living That Will Affect Markets for Photographic Products	Box 18
1954. 17.11. Speech. Consumption Viewpoint on Consumer Credit	Box 18
1954. 17.12. Speech. What's Ahead for Business in 1955?	Box 18
1954. 18.1. Speech. Business Outlook and Your Business	Box 18
1954. 18.2. Other writing. Huge New Markets (booklet)	Box 18
1954. 18.3. Speech. Business Outlook for 1955	Box 18
1954. 18.4. Speech. Opportunities for Expansion in Sales 1955	Box 18
1954. 18.5. Speech. What's Ahead for Business in 1955?	Box 18
1955. 18.6. Speech. What's Ahead for Business in 1955?	Box 18
1955. 18.7. Speech. Huge New Markets	Box 18
1955. 18.8. Speech. Opportunities for Expansion in Sales in 1955	Box 18
1955. 18.9. Speech. Quick Look at 1955	Box 18
1955. 18.10. Speech. What's Ahead for Your Business in 1955	Box 18

1955. 18.11. Speech. What's Ahead for Business	Box 18
1955. 18.12. Client talk. Seven-Up Company. Letter and charts sent to John T. Tabor	Box 18
1955. 18.13. Speech. Influence on Our Economy of the Trend Toward Family Life	Box 18
1955. 18.14. Client talk. Eastman Kodak. Starch Analysis of Kodak Commercials and Attitude Toward Norby Program	Box 18
1955. 18.15. Speech. Sales and Prospects for the Coming Year	Box 18
1955. 18.16. Speech. Job for Advertising in the Continuing Expansion of Our National Economy	Box 18
1955. 18.17. Speech. Economic Trends That Can Expand Hosiery Sales	Box 18
1955. 19.1. Article. \$40 Billion More Sales by 1956 Essential. Advertising Age, Market Data Issue, May 16	Box 18
1955. 19.2. Speech. Size and Potential of International Markets Over the Next 25 Years International Advertising Association	Box 18
1955. 19.3. Speech. Decision in the Markets	Box 18
1955. 19.4. Speech. General Outlook for Business	Box 18
1955. 19.5. Client talk. Florida Citrus Commission. Charts used in 1955 presentation	Box 18
Johnson, Arno (continued)	Box 19
Physical Description: 36-45 of 112 folders	
1955. 19.6. Speech. Economy of 1960	Box 19
1955. 19.7. Article. Annual Food Sales of \$96 Billion Deemed Possible in 10 Years. Food Business, July	Box 19

1955. 19.8. Client talk. United States Brewers' Association. Economic Consequences of Proposed Regulation	Box 19
1955. 19.9. Speech. Huge New Markets	Box 19
1955. 19.9a. Letter. To: Mr. G. L. Howard, Advertising Manager, Elgin National Watch Company, re: jewelers talk	Box 19
1955. 19.10. Speech. Changing Standards of Living That Point to Expanding Opportunity for the Furniture Industry	Box 19
1955. 19.11. New Business. Anheuser Busch. Charts used for New Business presentation	Box 19
1955. 19.12. Client talk. Eastman Kodak. Charts: Indicated Influence of Kodak TV Programs on Picture-Taking; Indicated Influence of Kodak TV Programs on Kodak Film Purchases	Box 19
1955. 20.1. Speech. Your Marketing Outlook	Box 19
1955. 20.2. Speech. Sales and Prospects for the Coming Year	Box 19
1955. 20.3. Client talk. Scott Paper Company Sales Meeting. Greatest Future in History	Box 19
1955. 20.4. Client talk. J.B. Williams Company. Charts prepared for C.T. Lipscomb's use as a panelist at NARD meeting in October	Box 19
1955. 20.5. Speech. Outlook for Business in General	Box 19
1955. 20.6. Speech. Marketing Outlook for 1956	Box 19
1955. 20.7. Speech. \$40 Billion More Sales in 1956?	Box 19
1955. 20.8. Speech. Job For. Advertising in the Continuing Expansion of Our National Economy	Box 19

1955. 20.9. Speech. Look Ahead for Business	Box 19
1955. 20.10. Speech. Advertisings' Job in the Continuing Expansion of Our Economy	Box 19
1955. 20.11. Client talk. Aluminium Limited Sales Conference	Box 19
1955. 20.12. Speech. More Prosperity or a Downswing?	Box 19
1955. 20.13. New Business. Steinway & Sons	Box 19
1955. 20.14. Speech. Marketing Outlook for 1956	Box 19
1955. 20.15. Speech. Consumer Markets: How Much Spending? How Much Saving?	Box 19
1955. 20.16. Speech. Look Ahead for Business	Box 19
1955. 20.17. New Business. General Mills. Details re: AHJ participation in meeting	Box 19
1955. 20.18. Speech. What's Ahead for Business	Box 19
1955. 20.19. Article. Living Standards Must Be Taught. Challenge Magazine, Dec.	Box 19
1955. 20.20. Client talk. Pan American World Airways. Summary of comments and charts used at meeting	Box 19
1955. 20.21. Speech. Minnesota Mining & Mfg. Company. Details re: AHJ participation in meeting	Box 19
1956. 20.22. Letter. To: Mr. Norman Strouse, re: Projections of advertising volume to parallel 1960 and 1965 opportunity	Box 19
1956. 20.23. New Business. R.K.O. Comments by AHJ: Economic Trends That Can Be to the Advantage of a Motion Picture Producer	Box 19

1956. 20.24. Article. 1956-1965 a \$40 Billion Boom? Iron Age, Jan. 5	Box 19
1956. 20.25. Speech. Sales Outlook 1956	Box 19
1956. 21.1. Speech. Economic Outlook for the Grocery Business	Box 19
1956. 21.2. New Business. Van Camp Seafood Company. Details re: AHJ participation in solicitation for LAO	Box 19
1956. 21.3. Client talk. Wool Bureau. Memo re: Names attending presentation; and charts used	Box 19
1956. 21.4. Client talk. Seven-Up Company Letter to John T. Taber, re: Soft drink consumption per capita related to change in per capita disposable income	Box 19
1956. 21.5. Client talk. Davoe and Raynolds Company Inc. Details re: AHJ participation in meeting	Box 19
1956. 21.6. New Business. Burlington Mills--Hosiery. Details re: AHJ participation in meeting	Box 19
1956. 21.7. Speech. Sales Outlook 1956	Box 19
1956. 21.8. Client talk. Pan American World Airways. Memo to Guy Mitchell re: Measure of the expanded potential for air travel that might result from fares 20-25% under present tourist fares	Box 19
1956. 21.9. Speech. Business Outlook and Bank Public Relations Opportunities	Box 19
1956. 21.10. Speech. Dairy Sales Outlook for 1956	Box 19
1956. 21.11. Speech. Economic Outlook for 1956	Box 19
1956. 21.12. Speech. Sales Outlook 1956	Box 19

1956. 21.13. Speech. Keeping Tabs on the Explosive American Economy (speech was cancelled)	Box 19
1956. 21.14. Letter. To: John Willem (JWT Chicago), re: California Cattle Feeders Association	Box 19
1956. 21.15. Speech. Marketing in an Expanding Economy	Box 19
1956. 21.16. Speech. Sales Outlook 1956-- Keeping Tabs on the Explosive American Market	Box 19
1956. 21.17. Speech. Today's Plan--Selling and Merchandising	Box 19
1956. 21.18. Speech. What the Challenge to America Means to the Textile Industry	Box 19
1956. 21.19. Speech. Sales Outlook 1956-- Keeping Tabs on the Explosive American Market	Box 19
1956. 21.20. Other writing. Summary of Remarks Before the AAAA Int'l. Meeting	Box 19
1956. 22.1. Article. Slowdown of Business Growth Disturbing and Unnecessary. Advertising Age, Market Data issue, May 7	Box 19
1956. 22.2. Speech. Job for Advertising in the Continuing Expansion of Our National Economy	Box 19
1956. 22.3. Speech. Managements, Challenge in an Expanding Economy	Box 19
1956. 22.4. Discussion. Increasing Consumption--the Key to an Expanding Prosperous Economy	Box 19
1956. 22.5. Speech. Economic Outlook	Box 19
1956. 22.6. Speech. Economic Outlook for the 1960s	Box 19

1956. 22.7. Speech. What the Challenge to America Means to the Tufted Textile Industry	Box 19
1956. 22.8. Speech. Economic Guideposts to Changing Your Marketing Plans	Box 19
1956. 22.9. Speech. Today's Plan--Selling and Merchandising	Box 19
1956. 22.10. Letter. To: Edgar B. Mooney, Jr., Bates Fabrics Incorporated, re: Consumer expenditures for clothing & accessories	Box 19
Johnson, Arno (continued)	Box 20
Physical Description: 46-55 of 112 folders	
1956. 22.11. Client talk. Francis I. du Pont. Some Economic Changes That Mean Opportunity	Box 20
1956. 22.12. Letter. To: Charles A. McQueeney, Jr., New England Confectionery Company, re: Background data on which "1954 Was Low" chart was based	Box 20
1956. 22.13. Client talk. Pan American World Airways. Memo to: Milton S. Eisenhower, Jr. re: Projection of spending units by disposable income	Box 20
1956. 22.14. Speech. Place of Industry in Our Society	Box 20
1956. 22.15. Letter. To: John L. Van Zant (JWT Chicago) re: Meat Promotion Committee	Box 20
1956. 22.16. Speech. Outlook for Economic Expansion and Increased Sales	Box 20
1956. 22.17. New Business. Beef Council	Box 20
1956. 23.1. Speech. Economic Guideposts to Changing Your Marketing Plans	Box 20
1956. 23.2. Speech. Job for Advertising--Expanding Consumption to Match Productive Ability	Box 20

1956. 23.3. Speech. Today's Plan--Selling and Merchandising	Box 20
1956. 23.4. Speech. Factors of a Growing Market Affecting Blue Cross and Blue Shield	Box 20
1956. 23.5. Speech. Changing Patterns of Distribution in the Food Industry	Box 20
1956. 23.6. Article. Consumers Hold 'Master Key' to Prosperity. New York Herald Tribune, Harvey Runner column, Oct. 7	Box 20
1956. 23.7. Speech. Economic Guideposts to Changing Your Marketing Plans	Box 20
1956. 23.8. Article. 10% Greater Sales Opportunity in 1957--Needs 10% Greater Sales and Advertising Effort. Sales Management	Box 20
1956. 23.9. Article. 'Velocity' Termed New Dimension to Reckon with in U. S. Economy--by Mr. Norman Strouse. New York Herald Tribune, Oct. 19	Box 20
1956. 23.10. Speech. Economic Guideposts to Changing Your Marketing Plans	Box 20
1956. 23.11. Speech. Economic Optimism with A. Factual Handle	Box 20
1956. 23.12. Speech. Business Forecasts Affecting Puerto Rico	Box 20
1956. 23.13. Speech. Economic Reasons Why We Can Sell More	Box 20
1956. 23.14. Speech. Pharmaceutical Industry & Tomorrow's Market	Box 20
1956. 23.15. Client talk. Pan American World Airways. Comments made at sales meeting	Box 20
1956. 23.16. Client talk. Crompton-Richmond sales meeting	Box 20

1956. 23.17. Other writing. How Expenditures for Radios & TV Sets Increased (table)	Box 20
1956. 23.18. Speech. Economic Guideposts to Changing Your Marketing Plans	Box 20
1957. 24.1. Speech. Economic Reasons Why We Can Sell More	Box 20
1957. 24.2. Speech. Opportunity for Expansion of Meat Sales	Box 20
1957. 24.3. Client talk. Raisin Advisory Board. Talk based on Wilmington S.E.C. Talk	Box 20
1957. 24.4. Speech. Knowing the Customer	Box 20
1957. 24.5. New Business. Safeway Stores. Based on Wilmington S.E.C. Talk	Box 20
1957. 24.6. Speech. Forecast of the Future	Box 20
1957. 24.7. Speech. Sales Outlook 1957-58	Box 20
1957. 24.8. Client talk. Francis I. du Pont. Talk based on National Association of Purchasing Agents	Box 20
1957. 24.9. Client talk. Pan American World Airways. Talk before Regional Conference.	Box 20
1957. 24.10. Speech. Consumer Credit Expansion Potential	Box 20
1957. 24.11. Speech. Marketing in an Expanding Economy	Box 20
1957. 24.12. Speech. Sales Outlook 1957-58	Box 20
1957. 24.13. Speech. Future for American Agriculture	Box 20
1957. 24.14. Client talk. American Bankers Association	Box 20
1957. 25.1. Speech. Economic Reasons Why We Can, and Must, Sell More	Box 20

1957. 25.2. Speech. Blueprint for Tomorrow	Box 20
1957. 25.3. Speech. Meeting of JWT Chicago people	Box 20
1957. 25.4. Client talk. Libby McNeill & Libby. General presentation	Box 20
1957. 25.5. Speech. What Are You Goint to Do about It?	Box 20
1957. 25.6. Speech. Economic Reasons Why We Can, and Must Sell More	Box 20
1957. 25.7. Speech. Economic Guideposts for Milk Merchandising	Box 20
1957. 25.8. Letter. Suggested letter for Mr. Wm. Wright to Send to Mr. E. F. Altmaier, Mgr. Textile Fibers Division, E. I. du Pont	Box 20
1957. 25.9. Article. Why Marketing Men Need More Consumer Credit Now. Printers' Ink, May 10	Box 20
1957. 25.10. Speech. Opportunity for Expansion of Beef Sales	Box 20
1957. 25.11. Letter. To: Arthur Porter, re: Outlook for the building market	Box 20
1957. 25.12. Article. U.S. Living Standard Must Jump 50% by 1967. Advertising Age, Market Data issue, Apr. 29	Box 20
1957. 25.13. Speech. Blueprint for Tomorrow-- What Are You Going to Do about It?	Box 20
Johnson, Arno (continued)	Box 21
Physical Description: 56-64 of 112 folders	
1957. 26.1. Speech. Blueprint for Tomorrow	Box 21
1957. 26.2. Other writing. Furniture Expenditures Can Expand Rapidly (table)	Box 21

1957. 26.3. Letter. To: Samuel Meek, re: Some implications of Interurbia	Box 21
1957. 26.4. Speech. Business Outlook for the Next 10 Years and Its Relationship to Newspaper Advertising	Box 21
1957. 26.5. Speech. Packaging for a Changing Market	Box 21
1957. 26.6. Article. Opportunity for Expansion of Beef Sales. Hereford Journal	Box 21
1957. 26.7. Speech. Remarks at press conference on Western European markets; charts used by Dr. Reed Washington	Box 21
1957. 26.8. New Business. Suchard. Meeting with Mr. Bossart	Box 21
1957. 26.9. Client talk. Eastman Kodak. Suggested Introduction for booklet	Box 21
1957. 26.10. Client talk. Francis I. Du Pont. Short talk before du Pont trainee group	Box 21
1957. 26.11. Client talk. American National Red Cross. Income Per Capita from Annual Fund Campaign	Box 21
1957. 26.12. Letter. To: William McKeehan; re: How density of population affects market for gasoline	Box 21
1957. 26.13. New Business. Textile industry promotion	Box 21
1957. 26.14. Article. Blueprint for Tomorrow--10 Year Opportunity--\$650 Billion Production & \$10 Billion Retail Drug Store Sales Possible. Drug Topics, Centennial issue, Nov.	Box 21
1957. 26.15. Letter. To: Maurice Hanson, re: Aug. 29 letter from Holgar Johnson	Box 21
1957. 26.16. Client talk. Scripto meeting	Box 21

1957. 27.1. Speech. Consumption Must Expand 50% by 1958	Box 21
1957. 27.2. Speech. Blueprint for Tomorrow	Box 21
1957. 27.3. Speech. Economic and Social Trends That Can Expand Markets for Photographic Products	Box 21
1957. 27.4. Speech. Economic Guideposts for Milk Merchandising	Box 21
1957. 27.5. Speech. Blueprint for Tomorrow-- Opportunities for Expanding Retail Drug Store Sales	Box 21
1957. 27.6. Speech. Our Food Sales Potential	Box 21
1957. 27.7. Client talk. Rowntree Company Limited. Meeting and talk	Box 21
1957. 27.8. Speech. School of Advanced International Studies	Box 21
1957. 27.9. Speech. Impact of Discretionary Consumer Spending on the Economy	Box 21
1957. 27.10. Speech. Blueprint for Tomorrow-- What Are You Going to Do about It?	Box 21
1958. 28.1. Client talk. New Holland. Annual sales meeting	Box 21
1958. 28.2. Speech. Trends in Consumer Buying Habits, Disposable Income and Future Consumption Rates	Box 21
1958. 28.3. Client talk. Thomas A. Edison Industries. Potentials for Voicewriter and of Economy	Box 21
1958. 28.4. Speech. Velocity of Change in Our Markets and Population	Box 21
1958. 28.5. Speech. Role of Advertising in Our National Economy--Expanding Consumption to Match Productive Ability	Box 21

1958. 28.6. Letter. Ford Motor Company. Letter to: Ben Donaldson	Box 21
1958. 28.7. Client talk. Eastman Kodak Company. What's Ahead for Business	Box 21
1958. 28.8. Speech. Same Significant Factors Influencing the Client--Future Growth of Gravure	Box 21
1958. 28.9. Letter. Scott Paper Company Letter to Thomas B. McCabe	Box 21
1958. 28.10. Speech. Economy of 1958-59	Box 21
1958. 28.11. Letter. To: Maurice Hanson, re: Letter from Clark C. Hambley of Matchabelli	Box 21
1958. 28.12. Article. Selling Ourselves Out of a Slump. Broadcasting Magazine, Feb. 24	Box 21
1958. 28.13. Speech. Economic Outlook for Shopping Centers in 1958-59	Box 21
1958. 28.14. Speech. 10 Year Growth Opportunities	Box 21
1958. 28.15. Speech. Talk on Economy-- Including Habit Lag in Cosmetics	Box 21
1958. 28.16. Speech. Blueprint for Tomorrow	Box 21
1958. 28.17. Speech. Opportunity for Expanding Sales of Life Insurance	Box 21
1958. 29.1. Speech. Canadian Markets	Box 21
1958. 29.2. Speech. What's Ahead for the American Economy	Box 21
1958. 29.3. Article. \$28 Billion Backlog of Consumer Demand Can Jump Sales 10% by 1959. Advertising Age, Market Data issue, May 5	Box 21
1958. 29.4. Client talk. Sylvania, Meeting Board Room at Sylvania	Box 21

1958. 29.5. Letter. To: Mr. Stanley Resor, re: Some thoughts on current economic situation	Box 21
1958. 29.6. Other writing. Postwar History Shows Greatest Inflation in Years of Gov't. Surplus-Least Inflation in Years of Deficit (table)	Box 21
1958. 29.7. Speech. What's Ahead for the American Economy	Box 21
1958. 29.8. Speech. What's Ahead for the American Economy	Box 21
1958. 29.9. Client talk. Johns Manville. Talk on current economic situation	Box 21
1958. 29.10. Client talk. Elgin Watch Company. Off-cuff talk with Elgin executives	Box 21
1958. 29.11. Speech. Scientific Marketing	Box 21
1958. 29.12. Speech. Food Business of the Future	Box 21
1958. 29.13. Speech. Economic Guideposts for Milk Merchandising	Box 21
1958. 29.14. Speech. Consumption Must Expand 50% by 1968	Box 21
Johnson, Arno (continued)	Box 22
Physical Description: 65-73 of 112 folders	
1958. 29.15. Letter. To: Mr. Norman Strouse, re: Future opportunities for Pacific Northwest	Box 22
1958. 29.16. Speech. Outlook for the Economy in 1958-59	Box 22
1958. 29.17. Other writing. Challenge of Our Economy. AHJ views as well as six other economists. Printers Ink, May 16 (interview)	Box 22
1958. 29.18. Speech. Consumption Must Expand 50% by 1968	Box 22

1958. 29.19. Letter. To H. F. Guenin, Jr. (JWT Chicago); re: Mattress figures	Box 22
1958. 29.20. Speech. Growth of Our National Economy Will Expand Southern Markets Rapidly	Box 22
1958. 30.1. Speech. Economics of a Fast Moving Age	Box 22
1958. 30.2. Speech. Economics of a Fast Moving Age	Box 22
1958. 30.3. Speech. Customer's Utopia of Tomorrow	Box 22
1958. 30.4. Client talk. Elgin National Watch Company. The Economics of a Fast Moving Age	Box 22
1958. 30.5. Other writing. Key importance of Growth (table)	Box 22
1958. 30.6. Speech. Food Business of the Future	Box 22
1958. 30.7. Speech. Economic and Social Trends That Point to Growth Opportunity for the Music Industry	Box 22
1958. 30.8. Letter. To: S. W. Meek, re: Projections of foreign travel expenditures to 1967--could grow to exceed \$6 billion in 10 yrs.	Box 22
1958. 30.9. Client talk. Stouffer Corporation. Outlook for the Food Industry	Box 22
1958. 30.10. Speech. Economic Outlook	Box 22
1958. 30.11. Speech. Economic Guideposts for Milk Merchandising	Box 22
1958. 30.12. Letter. To: S. W. Meek, re: Pan American, transatlantic fares	Box 22
1958. 30.13. Speech. Opportunity Is Yours	Box 22

1958. 31.1. Article. Schlitz Brewing Company. Good Year for Quality Products	Box 22
1958. 31.2. Speech. Status of Our Economy Today and Tomorrow	Box 22
1958. 31.3. Speech. Economic Outlook	Box 22
1958. 31.4. Speech. Growing Importance of Advertising in Our American Economy	Box 22
1958. 31.5. Client talk. Schlage Lock Company. Talk based on Ebasco	Box 22
1958. 31.6. New Business. Pacific Gas & Electric; Fuller Paint Company. Talks based on Ebasco	Box 22
1958. 31.7. Speech. Is the Recession Receding? Town Hall	Box 22
1958. 31.8. Speech. \$30 Billion Backlog of Consumer Demand Awaiting Activation by Advertising	Box 22
1958. 31.9. Speech. Opportunities for Market Expansion	Box 22
1958. 31.10. Speech. Food Business of the Future	Box 22
1958. 31.11. Speech. Threefold Expansion of Foreign Travel in 10 Years: Over \$61 Billion Possible by 1969	Box 22
1958. 31.12. Client talk. McGraw-Edison. Talk based on Ebasco	Box 22
1958. 31.13. Speech. Blueprint for Tomorrow	Box 22
1958. 32.1. Speech. Economic Changes That Mean New Markets	Box 22
1958. 32.2. Speech. How Rising Standards of Living Can Expand Markets and Trade	Box 22

1958. 32.3. Speech. Food Business of the Future	Box 22
1958. 32.4. Speech. Economic Guideposts for Milk Merchandising	Box 22
1958. 32.5. Speech. Blueprint for Tomorrow	Box 22
1958. 32.5a. Letter. To: N. Strouse, re: 1959-60 opportunities for growth in business	Box 22
1958. 32.6. Client talk. Oneida Ltd. Talk at sales meeting	Box 22
1958. 32.7. Speech. America's Economy Today	Box 22
1959. 32.8. Client talk. Pan American World Airlines. Potential in European Travel Is Tenfold Greater Than Actually Realized	Box 22
1959. 32.9. New Business. Kingsberry Homes (Lumber Fabricators, Inc.). Some Factors That May Influence the Market for Summer Homes	Box 22
1959. 32.10. Speech. Setting Our Sights for the '60's	Box 22
1959. 32.11. Speech. Your Marketing Opportunities 1959-60	Box 22
1959. 32.12. Other writing. Glassware trends: three charts (table)	Box 22
1959. 32.13. Speech. Food Market Can Expand Sixty Per Cent Next Ten Years	Box 22
1959. 32.14. New Business. National Lead Company. Meeting.	Box 22
1959. 32.15. Article. World Trade Boom Ahead with Rapid Advances in Living Standards. Advertising Age, Market Data issue, Apr. 20	Box 22
1959. 33.1. Speech. Your Sales Future-- Opportunity for Increased Consumption of Eggs & Poultry Through Increased Promotion	Box 22

1959. 33.2. Speech. Economic Guideposts for Milk-Merchandising	Box 22
1959. 33.3. Speech. Future Opportunities for the Dairy Industry	Box 22
1959. 33.4. Speech. Trading Areas--Becoming Obsolete	Box 22
1959. 33.5. Speech. How Advertising Stimulates Improvement of Living Standards & Expansion of Trade	Box 22
Johnson, Arno (continued)	Box 23
Physical Description: 74-80 of 112 folders	
1959. 33.6. Letter. To: S. W. Meek, re: Growth in Red Cross Endowment Fund	Box 23
1959. 33.7. Speech. Marketing Tomorrow	Box 23
1959. 33.8. Speech. Current Economic Outlook	Box 23
1959. 33.9. Speech. World Trade Boom Ahead with Rapid Advances in Living Standards in Western Europe and U.S.	Box 23
1959. 33.10. Speech. Setting Our Sights for the Sixties	Box 23
1959. 33.11. Speech. Setting Our Sights for the Sixties	Box 23
1959. 33.12. Client talk. Lever Brothers. Trends in the U.S. Economy	Box 23
1959. 34.1. Speech. Marketing Today and Tomorrow	Box 23
1959. 34.2. Speech. Economic Guideposts for Milk Merchandising	Box 23
1959. 34.3. Speech. Setting Our Sights for the Sixties	Box 23
1959. 34.4. Speech. Setting Our Sights for the Sixties	Box 23

1959. 34.5. Speech. Setting Our Sights for the Sixties	Box 23
1959. 34.6. Speech. Advertising in the Sixties	Box 23
1959. 34.7. Article. Decade of Retail Expansion 1960-1970. Profit Parade section, Haire Publications, Dec.	Box 23
1959. 34.8. Letter. To: NAS-NRC Conference Committee on Beef, re: Beef for Tomorrow	Box 23
1959. 34.9. Article. \$115 Billion Consumer Food Potential by 1970--Up 60%. Food Topics, Jan.	Box 23
1959. 34.10. Client talk. Owens Illinois Management Meeting. Let's Set Our Sights Toward '70	Box 23
1959. 34.11. Client talk. Kraft. Four charts used at meeting	Box 23
1959. 34.12. Article. House & Home. Round table report on tight money	Box 23
1960. 35.1. Speech. Setting Our Sights for the '60s	Box 23
1960. 35.2. Client talk. Oscar Mayer. Setting Our Sights for the '60s	Box 23
1960. 35.3. Speech. Setting Our Sights for the '60s	Box 23
1960. 35.4. Client talk. Rice Industry. Food in the Sixties: Opportunity for Expansion of Rice Consumption	Box 23
1960. 35.5. Client talk. United States Brewers Foundation. Setting Our Sights for the Sixties	Box 23
1960. 35.6. Speech. From Habit-Lag to Habit-Leap in the Magic Sixties	Box 23
1960. 35.7. Speech. Setting Our Sights for the Sixties	Box 23

1960. 35.7a. Client talk. McGraw-Edison Company. Setting Our Sights for the Sixties	Box 23
1960. 35.7b. Client talk. New Holland. Setting Our Sights for the '60s	Box 23
1960. 35.8. Speech. Marketing Opportunities during the Next Decade	Box 23
1960. 35.9. Letter. To: George Dibert, re: New business--wheat promotion	Box 23
1960. 35.9a. Letter. To: Harry A. Lee, re: Statement by the Hon. Maxwell Stamp on dollar crisis	Box 23
1960. 35.10. Article. 1960 Slowdown Can Be Reversed by 1961. Advertising Age, Market Data issue, Apr. 18	Box 23
1960. 35.10a. Speech. Setting Our Sights for the '60s	Box 23
1960. 35.11. Speech. Economic Guideposts for Milk Merchandising	Box 23
1960. 35.12. Speech. Setting Our Sights for the Sixties--an Examination of Our Marketing Opportunities	Box 23
1960. 35.13. Speech. Marketing Opportunities in the Sixties	Box 23
1960. 36.1. Speech. Future of Retailing in the '60s--And What It Means to the Point-of-Purchase Producers	Box 23
1960. 36.2. Letter. To: Mr. William F. Wright, re: The economy 1960-1961	Box 23
1960. 36.3. Speech. How Fabulous Will the 1960s Be?	Box 23
1960. 36.4. Speech. Food in the Sixties--Opportunity for Expansion of Rice Consumption	Box 23

1960. 36.5. Speech. Consumer Credit Potential in the '60s	Box 23
1960. 36.6. Speech. Marketing Opportunities in the Sixties	Box 23
1960. 36.7. Speech. Marketing Opportunities during the Next Decade	Box 23
1960. 36.8. Speech. Boom Ahead in World Trade with Rapid Advances in Living Standards	Box 23
1960. 36.9. Speech. World Trade and Travel Boom Ahead Sparked by Rapid Rise of Living Standards	Box 23
1960. 36.10. Client talk. United States Brewers Foundation. Rheingold meeting	Box 23
1960. 36.11. Speech. Marketing Opportunities in the Sixties	Box 23
1960. 36.12. Speech. Opportunities for Expansion in the Food Market in the Sixties	Box 23
Johnson, Arno (continued)	Box 24
Physical Description: 81-87 of 112 folders	
1960. 37.1. Client talk. Jos. Schlitz Brewing Company. Planning for the Future--Trends and Changes that May Affect Beer Potentials in the Next Decade	Box 24
1960. 37.2. Speech. Economic Guideposts for Milk Merchandising	Box 24
1960. 37.3. Speech. Role of Advertising Research in Expanding Our Economy	Box 24
1960. 37.4. Speech. Marketing Impact of Population Trends	Box 24
1960. 37.5. Letter. To: Mr. Meek, re: Monetary Policy--Its Relation to Inflation and Standard of Living	Box 24

1960. 37.6. Client talk. Reader's Digest. Talk to sales & advertising executives based on "Selling to Tomorrow's Consumer"	Box 24
1960. 37.7. Speech. Selling to Tomorrow's Consumer	Box 24
1960. 37.8. Speech. JWT Board of Directors Meeting	Box 24
1960. 37.9. Speech. Selling Tomorrow's Consumer	Box 24
1961. 37.10. Letter. To: Mr. Tom O'Grady, re: Income and occupation as an influence on beer potential	Box 24
1961. 37.11. Speech. Selling Tomorrow's Consumer	Box 24
1961. 37.12. Client talk. Lever Brothers Company. Opportunities for Expansion in the Grocery Products Market in the 1960s	Box 24
1961. 38.1. Speech. Selling to Tomorrow's Consumer	Box 24
1961. 38.2. Letter. To: Mr. Samuel Meek, re: Advertising, a Dynamic Force in the Democratic Process	Box 24
1961. 38.3. Speech. Selling to Tomorrow's Consumer	Box 24
1961. 38.4. Speech. Citizen's National Bank. Selling to Tomorrow's Consumer	Box 24
1961. 38.5. Speech. United States Economy-- Present and Future	Box 24
1961. 38.6. Speech. Advertising--a Dynamic Factor in Economic Growth	Box 24
1961. 38.7. Speech. World Economy	Box 24
1961. 38.8. Client talk. Francis I. Du Pont. Selling to Tomorrow's Consumer	Box 24

1961. 38.9. Speech. Advertising--a Dynamic Force in Economic Growth	Box 24
1961. 38.10. Speech. Selling to Tomorrow's Retail Consumer	Box 24
1961. 38.11. Speech. Economic Guideposts for Milk Merchandising	Box 24
1961. 38.12. Client talk. Oscar Mayer. Selling to Tomorrow's Consumer	Box 24
1961. 38.13. Speech. Selling to Tomorrow's Consumer	Box 24
1961. 38.14. Article. U. S. Living Standard Can Rise 55% by 1971. Advertising Age, Market Data issue, May 8	Box 24
1961. 38.15. Speech. Advertising--a Dynamic Force in Economic Growth	Box 24
1961. 39.1. Speech. Vigorous Business Recovery Ahead?	Box 24
1961. 39.2. Speech. Vigorous Business Recovery Ahead?	Box 24
1961. 39.3. Client talk. Mobile Homes Manufacturing Association. Business Recovery and Expansion of the Mobile Home Market	Box 24
1961. 39.4. Speech. Music Industry--Growth Opportunities and Marketing Challenges of the Next Decade	Box 24
1961. 39.5. Speech. Explosive Growth of World Markets Ahead	Box 24
1961. 39.6. Speech. Explosive Growth of World Markets Ahead	Box 24
1961. 39.7. Client talk. Hospital Saving Association of Chapel Hill. Economic Trends of Importance to Blue Cross & Blue Shield	Box 24

1961. 39.8. Speech. Changing Characteristics of the Population	Box 24
1961. 39.9. Speech. Expanding Needs of Consumers and the Expanding Potential for Consumer Credit	Box 24
1961. 39.10. Speech. Opportunities for Expansion in the Food Market	Box 24
1961. 39.11. Letter. To: Mr. S. W. Meek, re: Four fallacies relating to inflation	Box 24
1961. 40.1. Other writing. Explosive Growth of World Markets. Faye Henle (WOR) interview for Your Pocketbook radio program	Box 24
1961. 40.2. Speech. Changing Characteristics of the Population	Box 24
1961. 40.2a. Speech. Advertising--The Positive Force in Economic Growth and Better Living Standards	Box 24
1961. 40.3. Letter. To: Henry Flower, re: Life insurance premiums versus disposable income and personal saving	Box 24
1961. 40.4. Speech. Advertising--The Positive Force in Economic Growth and Better Living Standards	Box 24
1961. 40.5. Speech. Unwrapping the Future	Box 24
1961. 40.6. Client talk. Francis I. du Pont. Economic Changes Affecting Your Economy	Box 24
1961. 40.7. Speech. Economic Changes Affecting Your Market	Box 24
1961. 40.8. Speech. Vigorous Business Recovery Ahead?	Box 24
1961. 40.9. Speech. Vigorous Business Recovery Ahead?	Box 24

Johnson, Arno (continued)	Box 25
Physical Description: 88-94 of 112 folders	
1961. 40.10. Speech. Profit Opportunities in Selected Markets	Box 25
1961. 40.11. Speech. JWT Board of Directors Meeting	Box 25
1962. 40.12. Speech. Vigorous Business Recovery Ahead?	Box 25
1962. 40.13. Speech. Vigorous Business Recovery Ahead?	Box 25
1962. 40.14. Client talk. American Bankers Association. Some Economic Trends to Be Considered in Bank Advertising Plans	Box 25
1962. 40.15. Speech. Where Do We Stand?	Box 25
1962. 40.16. Client talk. National Fisheries Institute. Economic Trends Point to Growth in Market Potentials for Fish and Shell Fish	Box 25
1962. 41.1. Client talk. American Bankers Association. Some Economic Trends to Be Considered in Bank Advertising Plans	Box 25
1962. 41.2. Client talk. Pan American World Airways. The Potential in European Travel Is Tenfold Greater than Actually Realized	Box 25
1962. 41.3. Client talk. Ford Dealer Association. The 7½ Million Car Market	Box 25
1962. 41.4. Speech. Vigorous Business Growth Ahead	Box 25
1962. 41.5. Speech. Some Economic Trends to Be Considered in Financial Plans	Box 25
1962. 41.6. Speech. Where Do We Stand?	Box 25
1962. 41.7. Speech. Vigorous Business Growth Ahead--If We Sell	Box 25

1962. 41.8. Client talk. Radio Corporation of America. The Economic Outlook and its Advertising Implications	Box 25
1962. 41.9. Article. Vigorous Recovery and Price Stability Possible in 1962-63 if We Increase Advertising to Expand Consumption. Advertising Age, Market Data issue, May 14	Box 25
1962. 41.10. Speech. Some Economic and Social Trends Affecting Recreation Planning--The Task to Achievement--Optimum Utilization of America's Facilities	Box 25
1962. 41.11. Speech. Speech before agency leaders from outside the U.S.	Box 25
1962. 41.12. Speech. Why Advertising Education Is Important	Box 25
1962. 41.13. Letter. To: Tom Sutton, re: Consumer markets by income groups (made by Harry Henry of Thomson Organization Ltd)	Box 25
1962. 41.14. Client talk. Radio Corporation of America. The Economic Outlook and its Advertising Implications	Box 25
1962. 41.15. Speech. Changing Characteristics of the Population	Box 25
1962. 41.16. Client talk. Francis I. du Pont. Vigorous Recovery and Price Stability Possible in 1962-63	Box 25
1962. 41.17. Letter. To: Howard Brundage, re: Investment Committee meeting (current economic situation)	Box 25
1962. 41.18. Speech. Changing Characteristics of the Population	Box 25
1962. 41.19. Speech. Summary of Current Economic Situation	Box 25
1962. 42.1. Speech. Dynamic Trends in World Markets	Box 25

1962. 42.2. Other writing. Are We Shackling Economic Growth by Overlooking the Consumer? (booklet)	Box 25
1962. 42.2a. Letter. To: Harry A. Lee (JWT San Francisco), re: Booklet, questions by Mr. Vesper (Standard Oil)	Box 25
1962. 42.3. Article. Western Europe--a \$12 Billion Advertising Potential by 1972. Media Agencies Clients, Sept. 10	Box 25
1962. 42.4. Letter. To: Norman Strouse, re: Misleading interpretation that rise in ratio of advertising to sales implies a decrease in advertising effectiveness	Box 25
1962. 42.5. Speech. Economic Guideposts in Milk Merchandising	Box 25
1962. 42.6. Letter. To: 22 VPs (suggested by E.G.Wilson) for Board of Directors Meeting, re: Summary of current economic situation	Box 25
1962. 42.7. Article. Dynamic Growth in World Markets Ahead. International Trade Review, Nov.	Box 25
1962. 42.8. Other writing. Answers to questions (attached) submitted by S.W.Meek	Box 25
1962. 43.1. Speech. World Markets for Athletic Goods (given by John Van Zant)	Box 25
1962. 43.2. Speech. Changing American Community	Box 25
1962. 43.3. Speech. Changing American Community	Box 25
1962. 43.4. Speech. Impromptu talk to Advertising Club of The Hague (visitors)	Box 25
1962. 43.5. Client talk. Francis I. du Pont. Some Factors Pointing to Future Investment Growth	Box 25

1962. 43.6. Letter. Summary of Current Economic Situation	Box 25
1962. 43.7. Speech. Factors Affecting Our Business Growth in Coming Years; used as basis for article in The World of Advertising issue of Advertising Age, Jan. 15, page 286	Box 25
1962. 43.8. Client talk. Scott Paper Company. Some Factors Pointing to Future Growth of the Market-For Food and Household Products	Box 25
1962. 43.9. Letter. Summary of Current Economic Situation	Box 25
1962. 43.10. Letter. Summary of Current Economic Situation	Box 25
1962. 43.11. Client talk. Need for Sales to Match Productive Ability	Box 25
1963. 43.11a. Speech. Rerun of AMA talk	Box 25
1963. 43.12. Speech. Some Factors Pointing to Future Shopping Center Growth	Box 25
1963. 43.13. Client talk. Pan American World Airways. Dynamic Growth in World Markets Ahead	Box 25
1963. 43.14. Speech. Review and Forecast Time	Box 25
1963. 43.15. Letter. Summary of Current Economic Situation	Box 25
1963. 43.16. Speech. Need for Sales to Match Productive Ability	Box 25
1963. 43.17. Speech. Changing American Community	Box 25
1963. 43.18. Speech. Researching Dynamic Market Trends that Will Affect Your Growth and Profits	Box 25

Johnson, Arno (continued)
Physical Description: 95-100 of 112 folders

1963. 43.19. Speech. Changing Economic Conditions Affecting Market Strategy	Box 25
1963. 43.20. New Business. Pacific Telephone & Telegraph. Changing Economic Conditions Affecting Market Strategy	Box 25
1963. 43.21. Speech. Are We Prepared to Unshackle Economic Growth?	Box 25
1963. 43.22. Client talk. National Fisheries Institute. Economic Patterns--Some Factors Pointing to Future Growth of the Market for Fish & Shell Fish	Box 25
1963. 44.1. Article. Are We Prepared to Unshackle Economic Growth? Advertising Age, Market Data issue, May 6	Box 26
1963. 44.2. Speech. Economic and Social Trends Affecting Your Market Opportunities and Distribution	Box 26
1963. 44.3. Client talk. Quaker Oats Company. Economic and Social Trends Affecting Your Market Opportunities and Distribution	Box 26
1963. 44.4. Speech. World Agricultural Prosperity in 1968--And Beyond	Box 26
1963. 44.5. Speech. Increasing Economic Role of Advertising	Box 26
1963. 44.6. Speech. Need for Sales to Match Production Ability	Box 26
1963. 44.7. Speech. Stop Underestimating Your Sales Potentials	Box 26
1963. 44.8. Letter. To: Mr. S. W. Meek, re: Comments on U.S. Steel Corporation Annual Report	Box 26
1963. 44.9. Client talk. Scott Paper Company. Some Factors Pointing to Future Growth of the Market for Food and Household Products	Box 26

1963. 44.10. Other writing. Isn't the Consumer the Real Key to Continued Economic Growth? (booklet)	Box 26
1963. 44.11. Speech. World-Wide Opportunity for Better Living Standards	Box 26
1963. 44.12. Letter. To: William L. Banks, re: Discretionary spending power	Box 26
1963. 44.13. Article. World-Wide Opportunity for Better Living Standards, AAAA reprint of Harvard talk (See #11)	Box 26
1963. 44.14. Client talk. Scott Paper Company. Some Factors Pointing to Future Growth of the Market for Food and Household Products	Box 26
1963. 45.1. Client talk. United States Brewers Association. Planning for the Future and Changes that May Affect Beer Potentials in the Next Decade	Box 26
1963. 45.2. Speech. Stop Underestimating Your Sales Potentials	Box 26
1963. 45.3. Speech. Changing Economic Conditions Affecting Market Strategy	Box 26
1963. 45.4. Speech. Population Studies: 5 Changing Characteristics of the Population that Will Affect Planning for the Super-City of Tomorrow (Faye Henle, WOR, interview on Super-City of Tomorrow)	Box 26
1963. 45.5. Speech. Isn't the Consumer the Real Key to Continued Economic Growth?	Box 26
1963. 45.6. Speech. Some Factors Pointing to Future Growth of the Market for Food, Household, and Personal Care Products	Box 26
1963. 45.7. Speech. Changing American Community	Box 26
1964. 46.1. Client talk. Scott Paper Company. Some Factors Pointing to Future Growth of	

the Market for Food, Household, and Personal Care Products	Box 26
1964. 46.2. Speech. Developing and Expanding Domestic Markets for Agricultural Products	Box 26
1964. 46.3. Client talk. United States Brewers Association. Planning for the Future--Trends and Changes that May Affect Beer Potentials in the Next Decade	Box 26
1964. 46.4. Speech. Stop Underestimating Your Sales Potentials	Box 26
1964. 46.5. Speech. Promise of 1974	Box 26
1964. 46.6. Speech. Isn't the Consumer the Real Key to Continued Economic Growth?	Box 26
1964. 46.7. Speech. Economic and Social Trends Affecting Market Opportunities for Agricultural Products	Box 26
1964. 46.8. Client talk. 7 food clients.	Box 26
1964. 46.9. Speech. Our Economy and Opportunities for Growth	Box 26
1964. 46.10. Speech. Economic and Social Trends Affecting Market Opportunities for Agricultural Products	Box 26
1964. 46.11. Speech. Isn't the Consumer the Real Key to Continued Economic Growth?	Box 26
1964. 46.12. Speech. Marketing Profile--10 Factors that Can Mean More Sales	Box 26
1964. 46.13. Article. Need Ad Push; Consumer Sales Lag. Advertising Age, Market Data issue, May 4	Box 26
1964. 46.14. Speech. U.S. Market-Picture of Dynamic Changes & Expanding Potentials	Box 26
1964. 46.15. Speech. Tomorrow's Tomorrow	Box 26

Johnson, Arno (continued)	Box 27
Physical Description: 101-106 of 112 folders	
1964. 47.1. Speech. Areas of Opportunities in Projections	Box 27
1964. 47.2. Speech. U.S. Market--Picture of Dynamic Changes	Box 27
1964. 47.3. Speech. Changing American Community	Box 27
1964. 47.4. Speech. Background of Planning and Progress	Box 27
1964. 47.5. Speech. Changing American Community--Its Impact on Public Relations in the South	Box 27
1964. 47.6. Speech. Challenge of Our Times	Box 27
1964. 47.7. Speech. Decade of Opportunity--1964 to 1974	Box 27
1964. 47.8. Speech. Sixties Still Got a Lot to Give--Newspapers	Box 27
1964. 47.9. Speech. Improvement in Consumer Standard of Living Key to Free World Economic Growth	Box 27
1964. 47.10. Speech. Decade of Opportunity--To 1974	Box 27
1964. 47.11. Speech. Decade of Opportunity--1965 to 1975	Box 27
1964. 48.1. Discussion. Advertising Mix--Teamwork for Plus Sales	Box 27
1964. 48.2. Article. Look Forward--Not Backward. Advertising Age, Centennial Issue, Dec. 7	Box 27
1965. 48.3. Speech. Decade of Opportunity--1965 to 1975	Box 27

1965. 48.4. Speech. American Economy's Impact on the Bike Boom	Box 27
1965. 48.5. Article. Discretionary Spending Power and Consumer Credit. Advertising Age, Mar. 1; American Banker, Mar. 16; Journal Commerce, June 1	Box 27
1965. 48.6. Speech. Growth of the Economy--1965 to 1975	Box 27
1965. 48.7. Speech. Decade of Opportunity--1965 to 1975	Box 27
1965. 48.8. Article. Inadequate Growth of Advertising Threatens Our Future. Advertising Age, May 24	Box 27
1965. 48.9. Speech. Decade of Opportunity--1965 to 1975	Box 27
1965. 48.10. Speech. Decade of Opportunity--1965 to 1975	Box 27
1965. 48.11. Speech. Decade of Opportunity--1965 to 1975	Box 27
1965. 48.12. Client talk. Institute of Life Insurance. The U. S. Economy in the Next Decade	Box 27
1965. 48.13. Speech. Decade of Opportunity Worldwide--1965 to 1975	Box 27
1965. 48.14. Speech. Decade of Opportunity--1965 to 1975	Box 27
1965. 48.15. Speech. Decade of Opportunity--1965 to 1975	Box 27
1965. 48.16. Article. Annual Food Sales of \$125 Billion Possible in 10 Years--by 1975. Food Business, Sept.	Box 27
1965. 49.1. Speech. Golden Decade for Floor Covering 1966-1975	Box 27

1965. 49.2. Speech. Decade of Opportunity Worldwide--1965-1975	Box 27
1965. 49.3. Speech. Framework of American Markets in 1975	Box 27
1965. 49.4. Client talk. Burry Biscuit. The Decade of Opportunity Worldwide--1965 to 1975, plus Cookie tables	Box 27
1965. 49.5. New Business. Armour & Company. The Decade of Opportunity Worldwide--1965 to 1975, plus Meat and Fish tables	Box 27
1966. 49.6. Speech. Decade of Opportunity for Marketing--1966 to 1975	Box 27
1966. 49.7. Speech. Decade of Opportunity for Marketing--1966 to 1975	Box 27
1966. 49.8. Speech. Decade of Opportunity 1966 to 1975...Newspapers	Box 27
1966. 49.9. Speech. Advertising's Biggest Job--Jobs	Box 27
1966. 49.10. Speech. Role of Advertising in Economic Growth	Box 27
1966. 49.11. Speech. Economist's View of the Food Service Industry	Box 27
1966. 49.12. Speech. Marketing's Biggest Job--Jobs	Box 27
1966. 49.13. Article. Advertising's Biggest Job--Jobs. Advertising Age, Market Data issue, Apr. 25	Box 27
1966. 49.14. Speech. Decade of Opportunity for Marketing 1966 to 1976	Box 27
1966. 49.15. Speech. Decade of Opportunity--1966 to 1976	Box 27

Johnson, Arno (continued)	Box 28
Physical Description: 107-112 of 112 folders	
1966. 50.1. Speech. Decade of Change--1966 to 1976	Box 28
1966. 50.2. Speech. Retailing in the Economic Picture	Box 28
1966. 50.3. Speech. Economist's View of the Food Service Industry	Box 28
1966. 50.4. Speech. Decade of Opportunity for Marketing	Box 28
1966. 50.5. Speech. Magazines in a Growing Economy	Box 28
1966. 50.6. Letter. To: Gilbert R. Palen (JWT Chicago), re: Population projections to 1985	Box 28
1966. 50.7. Client talk. United States Playing Card Company sales congress. The Decade of Opportunity--1966 to 1976	Box 28
1966. 50.8. Speech. Decade of Opportunity	Box 28
1966. 50.9. Letter. Summary of current economic situation (for E.G.Wilson)	Box 28
1966. 50.10. Speech. Decade of Opportunity for Motor Bus Transportation--1967-1977	Box 28
1966. 50.11. Speech. Decade of Opportunity 1967-1977	Box 28
1966. 50.12. Speech. Decade of Opportunity for Food Service--1967-1977	Box 28
1966. 50.13. Speech. Economist's View of the Food Service Industry; the Decade of Opportunity--1967-1977	Box 28
Johnson, Arno (writings not part of notebooks)	
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1943. Article. War Time Population Shifts, Shuffle Major U.S. Markets. Advertising Age	Box 28
1945. Article. Retail Trade Goals in \$145 Billion Economy. The Music Trades	Box 28
1948. Other writing. Market Potentials, 1948 (booklet)	Box 28
1963. Article. Advertising to Sustain Rapid Growth throughout Next Decade Says Advertising Agency Economist. Yale Daily News, Special issue	Box 28
1963. Article. Stop Underestimating Your Sales Potentials	Box 28
1964. Article. Patterns of Growth in the United States Economy. American Water Works Association Journal	Box 28
1967. Article. Consumption Lag Threatens Growth. Advertising Age	Box 28
1967. Article. Decade of Opportunity Ahead, 1967-1977.	Box 28
1967. Speech. Home Buildings' Decade of Opportunity 1967-1977	Box 28
<hr/>	
Johnson, Brian	
1991. Speech. T-Way of New Business	Box 28
<hr/>	
Johnston, Don	
Physical Description: 1-8 of 52 folders	
1971. Speech. Responsibility of Management	Box 28
1974. Speech. Advertising and Marketing Today and Tomorrow	Box 28

1973. Speech. Annual Meeting	Box 28
1974. Speech. Annual Meeting	Box 28
1974. Speech. Corporate Brand	Box 28
1972. Speech. Excerpts from Tarrytown Speech	Box 28
1974. Speech. Global Challenge to Communicators: Protecting Resources and Environment	Box 28
1974. Speech. Multi-National Advertising Agency	Box 28
Johnston, Don (continued)	Box 29
Physical Description: 9-23 of 52 folders	
1974. Other writing. Two Myths and One Outrageous Theory about International Advertising (notes)	Box 29
1974. Other writing. We are Ready to Meet Change with Change (pamphlet)	Box 29
1975. Speech. Advertising and Media: Influencing Opinions	Box 29
1975. Article. Article of Federation	Box 29
1975. Speech. Changing Marketplace	Box 29
1975. Speech. Corporate Brand	Box 29
1975. Article. Corporate Communications and the Consumer	Box 29
1975. Other writing. European Managers Meeting, Vienna (notes)	Box 29
1975. Other writing. FDA Talk (notes)	Box 29
1975. Speech. Future Corporate Communications Seminar	Box 29
1975. Speech. Institute of Life Insurance	Box 29

1975. Speech. Media Relations Program	Box 29
1975. Other writing. My Plans for JWT (interview)	Box 29
1975. Speech. New Business Seminar/ Harrison House	Box 29
1975. Speech. Shareholders Meeting	Box 29
1976. Speech. Annual Meeting	Box 29
1976. Speech. Desensitization	Box 29
1976. Speech. Desensitization of America	Box 29
1976. Speech. Seminar Address	Box 29
1976. Speech. Speech to FDA Chairmen, San Francisco	Box 29
1976. Speech. Statement to AAF Convention	Box 29
1977. Speech. American Consumer: Myth and Reality	Box 29
1977. Speech. Annual Meeting	Box 29
Circa 1977. Speech. Consumer of the '80s: A Preview	Box 29
1977. Speech. JWT Change	Box 29
1977. Speech. Introductory remarks at CLIO Awards	Box 29
1977. Speech. Speech to European Managers	Box 29
1977. Speech. Violence on Television	Box 29
1978. Speech. Annual Meeting	Box 29
1978. Speech. Crisis in Branding	Box 29
1978. Speech. Hazardous Journey	Box 29
1978. Speech. History of JWT	Box 29

1978. Speech. Illiteracy--The Communications Cancer	Box 29
1978. Speech. Myth and Realith in the Advertising Agency Business	Box 29
1978. Speech. What is a Brand? And How Does It Travel?	Box 29
1978-1987. Other writing. Memoranda and miscellaneous	Box 29
Johnston, Don (continued)	Box 30
Physical Description: 24-42 of 52 folders	
1979. Speech. Financial Analysts Meeting	Box 30
1979. Speech. How the Future Looks from the Chairman's Chair	Box 30
1979. Other writing. JWT in 1974 and JWT in 1979 (notes)	Box 30
1979. Other writing. Leadership at JWT (pamphlet)	Box 30
1979. Speech. Opening in Office (presentation)	Box 30
1979. Speech. Re-Examination of the Process of Branding, 2 versions	Box 30
1979. Speech. To Managers of Worldwide Agency, San Francisco	Box 30
1979. Article. Up the Agency Ladder. MBA Executive, Oct.	Box 30
1979. Other writing. What JWT Stands for (pamphlet)	Box 30
1980. Speech. 1980s: An Advertising Perspective	Box 30
1980. Speech. Annual Meeting	Box 30
1980. Speech. Client dinner	Box 30

1980. Speech. Euro-Advertising	Box 30
1980. Speech. Interview with Don Johnston (JWT Bombay)	Box 30
1980. Article. JWT Chief Sees Talent Shortage, More Mergers, Expansion Ahead. Advertising Age, Nov. 13	Box 30
1980. Speech. Remarks to the JWT Company Board of Directors Dinner	Box 30
1980. Speech. Social Responsibility of Advertising	Box 30
1980. Speech. Texas Bank	Box 30
1980. Speech. To Hill and Knowlton	Box 30
1981. Speech. 1980-1990: Marketing Revolution	Box 30
1981. Speech. 1980s: An Advertising Perspective	Box 30
1981. Speech. AAAA--Accepting Chairmanship	Box 30
1981. Speech. AAAA Annual Meeting Introductory Remarks	Box 30
1981. Speech. AAAA Media Day: Keynote Address	Box 30
1981. Speech. Board of Directors Meeting JWT Company	Box 30
1981. Speech. Boy Scouts of America Lunch-O- Ree	Box 30
1981. Speech. Branded Products at the Crossroads	Box 30
1981. Speech. Communications Services: The Case for a New Growth Perspective	Box 30
1981. Speech. Dinner Introduction of Professor Arthur Laffer	Box 30

1981. Speech. Euro-Advertising Management Meeting	Box 30
1981. Other writing. European Regional Operations (presentation)	Box 30
1981. Speech. Ford Field Service Presentation	Box 30
1981. Speech. If Advertising were Our Client, What Would We Tell Him?	Box 30
1981. Speech. International Client Meeting	Box 30
1981. Speech. JWT Recruit Program	Box 30
1981. Other writing. London Client Evening (presentation; some pages missing)	Box 30
1981. Speech. London Client Presentation	Box 30
1981. Speech. Managing Change: the Impact of New Media Developments within a Changing Marketing Environment	Box 30
1981. Speech. Process of Self-Regulation in Advertising	Box 30
1981. Speech. Quick Tour through the Past, Present and Future of Advertising	Box 30
1981. Speech. Re-examination of the Process of Branding	Box 30
1981. Speech. Tape for Unilever Meeting	Box 30
1981. Speech. Trends in American Advertising	Box 30
1981. Speech. United Way	Box 30
1982. Speech. 1983 Planning and Backup (presentation)	Box 30
1982. Speech. After Dinner Speech in Tribute to Year Anniversary of JWT and the Phillipines	Box 30
1982. Speech. Annual Meeting of Stockholders (presentation)	Box 30

1982. Speech. B'nai B'rith Dinner	Box 30
Johnston, Don (continued)	Box 31
Physical Description: 43-52 of 52 folders	
1982. Other writing. Denis Lanigan Anniversary (notes)	Box 31
1982. Speech. Dinner for David Orr	Box 31
1982. Speech. FDAF Chairman	Box 31
1982. Speech. JWT Group	Box 31
1982. Speech. Latin American Managers Meeting (speech and notes)	Box 31
1982. Speech. New Future for Personal Selling	Box 31
1982. Article. Possible Defensive Tactics. Progressive Grocer, Mar.	Box 31
1982. Speech. Present and the Future Role of Multi-National Agencies, Possible Trends and Current Problems and Pitfalls	Box 31
1982. Speech. Presentation to Security Analysts	Box 31
1982. Speech. Proprietary Association Dinner	Box 31
1982. Speech. Report of Chairman to the AAAA	Box 31
1982. Other writing. Role of the Board (mission statement)	Box 31
1982. Speech. Speech to Trainees	Box 31
1982. Speech. Speech to Trainees-JWT Around the World Agency Overview	Box 31
1983. Speech. Analysts Presentation	Box 31
1983. Speech. JWT Group presentation	Box 31
1983. Speech. Remarks at Board meeting	Box 31

1983. Speech. Road Show Financial Analysts	Box 31
1983. Speech. Tribute to Tom Sutton and Augusto Di Angelo	Box 31
1984. Speech. Analysts Presentation	Box 31
1984. Speech. Annual Meeting	Box 31
1984. Speech. Marketing in the Global Village	Box 31
1984. Speech. Opening of Epcot Forum	Box 31
1984. Speech. Security Analysts Meeting	Box 31
1984. Speech. Untitled	Box 31
1984. Speech. Zen and the Value of an Idling Engine	Box 31
1985. Speech. Analysts Presentation	Box 31
1985. Speech. JWT Group Shareholders Meeting	Box 31
1985. Speech. NYC Council on Economic Education	Box 31
1985. Speech. Paine Webber Conference	Box 31
1985. Speech. Speech to the Council on Economic Education	Box 31
1985. Speech. Statement to Board of Directors	Box 31
1985. Article. Who Will Lead the Thompson Company in the Year 2000? J. Walter Thompson News, June	Box 31
1986. Speech. How to Become an Advertising Man or Woman and Sundry Related Topics	Box 31
1986. Speech. Marketing in the Global Village	Box 31
Jones, Alun	Box 32

Physical Description: 2 folders

1975. Speech. Speech at ANA Financial Workshop	Box 32
1976. Speech. Agency is a Business	Box 32
1977. Speech. Society of Business and Economic Writers	Box 32
1978. Speech. Growth and Return on JWT Investment	Box 32
1979. Speech. Financial Analysts presentation	Box 32
<hr/>	
Jones, Hugh H.	
1973. Speech. Factories Make Products, Consumers Buy Brands: How Come?	Box 32
1973. Speech. Ethics in Advertising	Box 32
<hr/>	
Jones, John Philip	
1994. Speech. When Ads Work: New Proof of How Advertising Triggers Sales	Box 32
<hr/>	
Jones, Richard P.	
Physical Description: 2 folders	
<hr/>	
1960. Article. Understanding the Changing Agency	Box 32
1966. Article. Computers in Media at JWT	Box 32
1967. Article. Computer Editorial (2 versions)	Box 32
1967. Article. Spanish-language Market in U.S.	Box 32
1969. Speech. Outdoor Medium-American Style	Box 32
1970. Speech. If You've Got It--Flaunt It	Box 32
1971. Article. Problems of Overchoice (speech and article, 2 versions)	Box 32
1973. Speech. Allocation of Advertising Funds	Box 32
1973. Speech. Concept of Effective Reach	Box 32

1974. Speech. How are 'Positions' Compared in Media	Box 32
1975. Speech. Outdoor's Pot of Gold	Box 32
1975. Article. Media Directors View Today's Newspaper Needs and Future	Box 32
1975. Speech. Newspapers for Advertising Age	Box 32
<hr/>	
Joyce, Timothy	
Physical Description: 2 folders	
<hr/>	
1964. Speech. Setting Targets in Advertising Research	Box 32
1967. Article. Advertising's Major Role? Bolstering Brand Loyalty	Box 32
1967. Article. New Technique for Studying Reading Behaviour	Box 32
1972. Speech. Personality Classifications of Consumers	Box 32
1973. Other writing. Better Way to Measure Magazine Audiences (pamphlet)	Box 32
1973. Speech. Methods of Measuring Magazine Audiences	Box 32
<hr/>	
JWT Archives Staff	
1984-1986. Other writing. Histories of JWT	Box 32
<hr/>	
JWT Chicago Office Staff	
Undated. Other writing. Text for an informational booklet	Box 32
<hr/>	
JWT Consumer Centre (Toronto)	
1993. Other writing. Marketing in Crisis (report)	Box 32
<hr/>	
JWT Research Dept.	
Circa 1983. Other writing. Thought for Food (report)	Box 32
<hr/>	
Kaatz, Ronald B.	

1981. Speech. Future's Not What It Used To Be!	Box 32
1982. Speech. In Search of what the Ratings Hide	Box 32
1982. Article. You Can Do It Yourself! Marketing and Media Decisions, Apr.	Box 32
1983. Speech. Remarks at OAAA Convention	Box 32
1983. Article. How Winds Helped Salvage a Dreary TV Season. Advertising Age, Apr. 25	Box 32
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1984. Article. Local Cable Ads: Simplicity Aimed at Selling. Marketing and Media Decisions, Nov.	Box 32
1984. Article. Problems in Insuring Effective Ad Exposure. Broadcasting, May 21	Box 32
1984. Speech. What the Ratings Aren't Telling Us	Box 32
1985. Other writing. Cable Advertiser's Handbook (book)	Box 32
1985. Article. Mediology. Marketing and Media Decisions, Nov.	Box 32
1985. Article. Solving Problems in New Ways: A Research Challenge! Journal of Advertising Research, June/July	Box 32
1986. Speech. Zapping and the Hundredth Money	Box 32
Undated. Speech. American Mediaman Abroad	Box 32
Undated. Speech. Intrapreneur (sic) in the Media Department	Box 32
Kalasunas, Michael	Box 33

1983. Speech. Advertising Cookies and Crackers	Box 33
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1986. Article. Agency Research: Myth and Legend. Journal of Advertising Research, Dec.-Jan.	Box 33
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<u>Kalupa, Mark</u>	
1981. Speech. Canadian Sales Meeting	Box 33

1983. Speech. Monroe Auto Equipment	Box 33
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<u>Katz, William A.</u>	
Physical Description: 3 folders	
1980. Article. Sliding Schedule of Advertising Weight. Journal of Advertising Research, Aug.	Box 33

<u>Keane, Jack</u>	
1971. Speech. Spanning the Staff Management-Top Management Opportunity Gap	Box 33

<u>Kelly, Andrew</u>	
1986. Article. Eating off the Fat of the Land. Once Over Lightly, Jan.	Box 33

<u>Kemp, Herb</u>	
1980. Speech. Getting More Out of Your Agency (Quaker International Seminar)	Box 33

<u>Kennedy, James</u>	
Circa 1981. Article. There's Life in Advertising	Box 33

<u>Kennedy, William D.</u>	
1936. Article. Prodigal Son's Father	Box 33

<u>Kerasiotis, Chris</u>	
1977. Article. Greeks Have a Word for It. JWT News, Sept.	Box 33

<u>Kim, Peter</u>	
1990. Article. Perspective on Brands. Journal of Consumer Marketing, Fall	Box 33

<u>King, Stephen</u>	
Physical Description: 6 folders	

1969. Speech. Inter-Media Decisions: Implications for Agency Structure	Box 33
1974. Speech. What is a Brand?	Box 33
1975. Speech. MRS Conference	Box 33
1975. Article. Practical Progress from a Theory of Advertisements	Box 33
1975. Speech. Research from the Inside and the Outside	Box 33
1978. Other writing. Crisis in Branding (report)	Box 33
1978. Article. New Brands: Barriers to Entry?	Box 33
1983. Other writing. Conversation with Stephen King (interview). JWT News, Sept.	Box 33
1985. Other writing. Crisis in Branding (report)	Box 33
1986. Other writing. Tool Kit (handbook)	Box 33
1991. Article. Brand-Building in the 1990s. Journal of Marketing Management	Box 33
1991. Article. Tomorrow's Research. Admap, Sept.	Box 33
<hr/> Kinney, Gilbert	
Circa 1937. Speech. Small Account and the Large Agency	Box 33
1939. Speech. Dinner speech at the Annual Meeting of the AAAA	Box 33
1939. Speech. Expanding Opportunities for Advertising	Box 33
<hr/> Koch, Claus	
1984. Speech. Good Idea Works As Long As It Isn't Proven That It Doesn't Work	Box 33

1986. Speech. Wird JWT die kreativste Agentur in Deutschland?	Box 33
---	--------

Koponen, Arthur	
1958. Article. New Way to Profile Your Market	Box 33

1958. Article. Uses and Abuses (of copy testing)	Box 33
--	--------

1960. Article. Personality Characteristics of Purchasers	Box 33
--	--------

Kostyra, Richard	
Physical Description: 2 folders	

1983. Article. Web Buying Traffic Jam a Scam? Marketing and Media Decisions, Oct.	Box 33
---	--------

1984. Article. Cable's Erosion of Network Audiences; No Standstill. CableAge, June 11	Box 33
---	--------

1984. Article. Kostyra's Credo: Find the White Peas	Box 33
---	--------

1984. Article. Survival Rate for USA Today. Marketing and Media Decisions, June	Box 33
---	--------

1984. Article. Zapping--A Modest Proposal. Marketing and Media Decisions, Mar.	Box 33
--	--------

1985. Article. Premiums for 15s Seen as Drag on the Market. TV/Radio Age, Dec. 9	Box 33
--	--------

1986. Speech. Creative Medium, or Creative Message?	Box 33
---	--------

1990. Article. Communications in the Future: The Changing Media Environment. JWT U.S. Media, Aug.	Box 33
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Undated. Article. Will Pay Stay Commercial Free?	Box 33
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Kovas, Ron	
1982. Article. Ron Kovas on Advertising Careers. JWT News, Dec.	Box 33

1983. Article. Creating Standards of Professionalism. Advertising Age, Dec. 19	Box 33
1983. Article. Size is the Key. Stimulus, June	Box 33
<hr/>	
Kover, Arthur J.	
1961. Article. Selecting Commercial Spokesmen	Box 33
1976. Article. Why I Won't Teach Advertising	Box 33
1977. Article. Agencies Don't Need Personnel 'Experts'	Box 33
1978. Article. Sources You'd Never Expect May Offer New Competition for Advertising Agencies	Box 33
<hr/>	
Kroll, Alexander	
1981. Speech. How to Stimulate Creativity	Box 33
<hr/>	
Krupski, Andy	
Physical Description: 5 folders	
1988. Speech. Achieving a Balance: The New Marketing Mix	Box 33
1991. Speech. Advertising Support Project	Box 33
1991. Speech. Presentation to Scott Paper Ltd.	Box 33
1992. Speech. Presentation to Cottonelle	Box 33
1993. Speech. Tea: Age Old Beverage for New Age Consumers	Box 33
<hr/>	
Kuhl, H. Calvin	
Undated. Article. Grim Reber (profile of John U. Reber, JWT VP and pioneer in commercial radio broadcasting)	Box 33
[Copyright retained by heirs of H. Calvin Kuhl. No photocopying without permission.]	Box 33
<hr/>	
Lacey, Stan	
1965. Article. Low Men on the Totem Pole?	Box 33
<hr/>	
Landis, Jack B.	

1961. Speech. Measuring the Effectiveness of Television Advertising	Box 33
<hr/>	
Lane, Thomas H. 1969. Article. Utility Advertising from the Agency Point of View	Box 33
<hr/>	
Lanigan, Denis G. Physical Description: 1-2 of 8 folders	
<hr/>	
1978. Speech. Managing a JWT Office-- Performance and Profit	Box 33
<hr/>	
1978. Speech. Reshaping JWT for Future Needs and Opportunities	Box 33
<hr/>	
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<hr/>	
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<hr/>	
1983. Speech. What is Multinationality?	Box 33
<hr/>	
1983. Speech. What We Believe In, Or Is There a Thompson Philosophy?	Box 33
<hr/>	
Lanigan, Denis G. (continued)	Box 33a
<hr/>	
Physical Description: 3-8 of 8 folders	
<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
1984. Speech. JWT--A Personal View	Box 33a
<hr/>	
1985. Speech. UK Credentials Opening	Box 33a
<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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1958. Article. Competitive Pressures are Corrupting Market Research	Box 34
Undated. Article. Role of the Marketing Staff	Box 34

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1980s. Other writing. New Electronic Media (summary)	Box 34
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Lund, Clarence S.	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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Physical Description: 1-2 of 17 folders	

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1978. Speech. JWT Creative Seminar	Box 34
1978. Speech. Speech to NYO Creative Dept.	Box 34
1978. Speech. Yes--But What Responses?	Box 34
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1980. Speech. Speech in Manila on U.S. Advertising	Box 34
1980. Speech. Speech to JWT Atlanta Office	Box 34
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Manning, Burt (continued)	Box 35
Physical Description: 3-9 of 17 folders	
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1981. Speech. Radio: Friendly Persuasion	Box 35
1982. Article. Bankers are Entitled to Their Money's Worth	Box 35
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1982. Speech. How Much is Great Advertising Worth?	Box 35
1982. Speech. In Defense of the Press	Box 35
1982. Speech. Is Advertising Dead?	Box 35
1982. Speech. Most Expensive Advertising in the World	Box 35
1982. Speech. Strategy: Semper Fideles	Box 35
1982-1983. Speech. How Advertising Works (2 versions)	Box 35
1982-1983. Speech. Roots of Communication	Box 35
1982-1991. Other writing. Memoranda and miscellaneous	Box 35
1983. Speech. Adweek Conference	Box 35
1983. Speech. How Understanding Attitudes Helps Us Judge Advertising	Box 35
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1984. Speech. Global Advertising: Fact or Fiction?	Box 35
1984. Speech. Pittsburgh Ad Club presentation (draft)	Box 35
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1984. Speech. Visual Revolution (2 versions)	Box 35

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1985. Speech. GTE Advertising Conference	Box 35
1985. Speech. Last Speech about Creativity You'll Ever need to Hear	Box 35
1985. Speech. What Chicago Did to Advertising	Box 35
Manning, Burt (continued)	Box 36
Physical Description: 10-17 of 17 folders	
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Undated. Article. Future of Advertising: Some Sure Things	Box 36
<hr/>	
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<hr/>	
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1995. Speech. 21st Century Consumers	Box 36
<hr/>	
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<hr/>	
Mims, Stewart L.	Box 37
<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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Physical Description: 4 folders	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
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Physical Description: 2 folders	
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<hr/>	
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<hr/>	
Oldland, John	

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Olsen, G. Douglas	
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Olson, Sid	
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Physical Description: 5 folders	
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1973. Speech. Listerine Advertising--talk given at Harvard Business School	Box 38
1974. Speech. Listerine Story	Box 38
1974. Speech. Talk on Designing Effective Advertising	Box 38
Circa 1974. Speech. TV Ad	Box 38

1975. Speech. General Talk on Advertising	Box 38
1975. Speech. It's Not What You Do, It's the Way You Do It	Box 38
1975. Article. Owett on Film. JWT News, Mar.	Box 38
1975. Speech. Popular Culture in the U.S.A. How Does it Affect Advertising?	Box 38
1975. Speech. Slice of Whose Life	Box 38
1975. Speech. Talk on Advertising in 1975	Box 38
1975. Speech. Talk on Commercial Advertising	Box 38
1975. Speech. Talk on Print Advertising	Box 38
Circa 1975. Speech. Talk on Successful Salesmanship	Box 38
1976. Speech. How to Become Rich and Famous through Graphic Design	Box 38
1976. Speech. TV Ad	Box 38
1978. Speech. Listerine Antiseptic	Box 38
1978. Speech. Talk on Radio	Box 38
1978. Article. TV Ad: Some of My Best Friends are Continuing Characters	Box 38
1978. Speech. Why Use a Continuing Character	Box 38
1979. Speech. Talk on Commercials--IBM Presentation	Box 38
1979. Speech. Talk on Importance of Production and Execution in Advertising	Box 38
1980. Speech. Changing Lifestyles Means Changing Advertising	Box 38
1980. Speech. Changing Lifestyle Means changing Advertising in the '80s	Box 38

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1980. Article. JWT's Owett Talk on Changing Lifestyles	Box 38
1980. Speech. Next Fifty Years, a Fearless Forecast	Box 38
1980. Speech. Red, White and Blue in :30 and :60	Box 38
1980. Speech. Very Good Season for Dummies	Box 38
1981. Speech. Burger King Story	Box 38
1981. Speech. Changing Lifestyles: How Do They Affect Advertising?	Box 38
1982. Speech. Fine Art of Survival	Box 38
1982. Speech. Ingredients for Successful Communication	Box 38
1982. Article. Second Generation	Box 38
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1983. Speech. Talk on Effective Production in Warner Lambert Commercials	Box 38
1983. Speech. Talk on OTC Advertising	Box 38
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1984. Speech. Warner Lambert International	Box 38
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1989. Speech. Commercials! Where Do Those Damned Ideas Come From?	Box 38

1989. Speech. How to Create Effective Packaged Goods Advertising in the 1990's	Box 38
1989. Speech. Talk on Rock and Roll	Box 38
1990. Speech. Anticipating the Nineties: A Look at Things that Will Influence Advertising during the Next Ten Years	Box 38
1990. Speech. Talk on the Past and the Future of Advertising	Box 38
Undated. Speech. Ad-Man at the Movies	Box 38
Undated. Article. ...And the Rockets' Red Glare, the Ads Bursting in Air..	Box 38
Undated. Other writing. Interview of B. Owett regarding the 56th Annual Art Directors Show	Box 38
<hr/>	
Palmer, W. G.	
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<hr/>	
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<hr/>	
Parker, Ward	
Physical Description: 1 of 2 folders	
<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
1959. Speech. Is Agency-Producer Cooperation Possible? (2 versions)	Box 38
<hr/>	
1960. Speech. How Has JWT Equipped Itself to Meet its Marketing Responsibilities in the '60s	Box 38
<hr/>	
1960. Speech. Marketing Counsel or Specialists in Advertising	Box 38

1960. Speech. Place of Premiums in Marketing Strategy	Box 38
1961. Speech. Retail Revolution and its Significance to National Advertisers	Box 38
1961. Speech. Revolution in Retailing	Box 38
Parker, Ward (continued)	Box 39
Physical Description: 2 of 2 folders	
1962. Speech. Retail Revolution and its Significance to Marketing Executives	Box 39
1962. Speech. Your Role in the Retailing Revolution	Box 39
1963. Speech. Merits and Tie-Ins from the Standpoint of Creativity and Coordination	Box 39
Patterson, Jim	
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Physical Description: 2 folders	
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Pedersen, Sigrid H.	

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PETERS, JACK	
1985. Other writing. Memoranda and miscellaneous	Box 39

PETERSON, ESTHER	
1984. Speech. Remarks before World Trade Conference	Box 39

PFUFF, WAREN	
1970. Speech. Flying Leap	Box 39

PHILLIPS, ANNE	
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PHILLIPS, DOROTHY M.	
1973. Article. Dialog, and Marketing Research	Box 39

PIERCE, THURMAN R., JR.	
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1974. Speech. How an Advertising Agency Works (AAAA presentation with Larry Sachnowitz and Jeremy Sprague)	Box 39
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1977. Speech. Remarks at ANPA Research Institute	Box 39
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1979. Speech. Remarks at Newspaper Graphics Seminar	Box 39
1983. Article. New Values in Print. Marketing and Media Decisions, Mar.	Box 39
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<u>Pittman, Bob</u>	
1985. Speech. Greenbrier talk	Box 39
<u>Poletti, Jean Ellis</u>	
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<u>Pollan, Jim (?)</u>	
1985. Speech. Atlanta Analysts Meeting	Box 39
<u>Porter, Arthur A.</u>	
Physical Description: 2 folders	
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1956. Speech. Dynamic Media Strategy	Box 39
1956. Speech. Dynamic Media Strategy in Businesspaper Advertising	Box 39
1956. Article. Four Top Agencies and Their Media	Box 39

1956. Speech. Some Things I Would Be Thinking about If I Were a Newspaper Publisher	Box 39
1957. Speech. Advertising Problem	Box 39
1957. Speech. Cash in on Color	Box 39
1957. Speech. How Competitive Can You Get	Box 39
1957. Article. Mediaview	Box 39
1957. Speech. New Dimension of Radio	Box 39
1957. Speech. Third Dimension in Media Values	Box 39
1959. Speech. Look Forward to the 1960s	Box 39
<hr/>	
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1993. Speech. Introductory remarks to Canadian Advertising Congress	Box 39A
<hr/>	
<u>Powers, Frank E.</u>	
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1955. Speech. Craftsmanship and the Type Director	Box 39A
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Undated. Speech. Why the Dual Standards in Typography?	Box 39A
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Physical Description: 3 folders	
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<u>Friday, Paul</u>	
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<hr/>	
<u>Proulx, Monique</u>	
1978. Other writing. Five Million Women: A Study of the Canadian Housewife (report)	Box 39A
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<u>Quelch, John A.</u>	
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<u>Rago, Rosalinde</u>	
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<hr/>	
<u>Ralston, Richard</u>	
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<u>Raymond, Charles E.</u>	Box 40
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<u>Reed, Vergil D.</u>	
Physical Description: 1-7 of 11 folders	
<hr/>	
Circa 1931. Article. Advertising on a Small Appropriation	Box 40

1933. Speech. Stop the Retail Sales Tax	Box 40
1941. Article. Data Now Available on How Distribution Met Depression	Box 40
1943. Article. Less Selling But More Marketing	Box 40
1943. Article. War-Time Facts for Industry	Box 40
1944. Speech. Government De-Control	Box 40
1944. Article. Look at What They Found in the Trash Cans!	Box 40
1944. Article. Now is the Time for Government Agencies to Release Marketing Data	Box 40
1944. Article. War Time Facts and Peace Time Needs	Box 40
1944. Speech. Where are They and Where Will They Be? (speech and article)	Box 40
1945. Speech. Population and Purchasing Power (speech and article, 3 versions)	Box 40
1945. Other writing. Post-War Economic Policy and Planning (U.S. House of Representatives Report, Reed's personal copy)	Box 40
1945. Article. Re-Establishing Markets for Packaged and Branded Merchandise	Box 40
1946. Article. If Dreams Were Firm Orders, We Would Never Need Salesmen Again	Box 40
1946. Speech. Market Outlook for the Construction Industry	Box 40
1946. Speech. Market Research	Box 40
1946. Speech. Marketing Research Has Gone Upstairs	Box 40
1946. Article. Markets Change Faster than You Think	Box 40

1946. Speech. Promotion and Research	Box 40
1946. Article. Reading America's Palm	Box 40
1946. Article. Trends in Population and Purchasing Power	Box 40
1946. Article. You are One of These	Box 40
1947. Article. Base on Which Selling Plans and Policies Must Build	Box 40
1947. Article. Book Review	Box 40
1947. Speech. Look Behind the World Trade Mirror	Box 40
1947. Speech. Speech at Weco Forum	Box 40
1948. Other writing. Getting the Most Out of Marketing Research (speech and article, 3 versions)	Box 40
1948. Article. Good News-and Bad-About Sales	Box 40
1948. Article. Jackpot for (2 versions)	Box 40
1948. Article. Jute Industry Faces Real Task in Combating Steady Inroads by Paper	Box 40
1948. Other writing. Selection, Training, and Supervision of Field Interviewers in Marketing Research (committee report)	Box 40
1949. Speech. Business Climate and Outlook	Box 40
1949. Speech. Economic Climate and Outlook (speech and article)	Box 40
1949. Speech. International Marketing Research	Box 40
1949. Speech. Modern Marketing Methods for Hosiery Wholesalers	Box 40
1949. Article. No Cause for Jitters in Business Outlook	Box 40

1949. Article. Population Trends and Changes in the Next Decade	Box 40
1949. Article. Recent Developments in Distribution	Box 40
1949. Speech. West Coast... Basic Trends and Opportunities	Box 40
1950. Speech. Challenges Facing Food Distributors in the '50s (speech and article)	Box 40
1950. Other writing. Det Amerikanske Marked for Europaeiske Varer (Danish booklet)	Box 40
1950. Article. How and Where to Get the Facts for 'Operation Marketing (2 versions)	Box 40
1950. Speech. New Things in the Census	Box 40
1950. Speech. Values of Marketing Research (speech and article, 3 versions)	Box 40
1951. Other writing. How to Use the Census (pamphlet)	Box 40
1951. Speech. Cupid, the Stork, the Grim Reaper and Your Market	Box 40
1951. Article. Expanding Commerce Must Be Based on Healthy Balanced Trade	Box 40
1951. Article. Fastest-Growing Markets in the U.S.	Box 40
1951. Article. Import Blindness	Box 40
1951. Article. New Aid to Marketing Men: State Economic Areas	Box 40
1951. Article. New Look	Box 40
1951. Speech. Other Side of the World Trade Mirror	Box 40
1952. Article. American is Growing--Are You?	Box 40

1952. Speech. Future of Canadian-United States Trade	Box 40
1952. Article. Look or Two at '52	Box 40
1952. Article. Marketing in the Colleges	Box 40
1952. Speech. New Horizons in International Trade	Box 40
1952. Article. Outlook for the Home Laundry Industry	Box 40
1952. Article. What Our Aging Population Means to Marketing (3 versions)	Box 40
1952. Article. What Our Record Birthrate	Box 40
1952. Other writing. What's the Potential Sardine Market in Bolivia? (pamphlet)	Box 40
1953. Article. Are You Talking to Your Prospects as if They Lived in 1900 (by Ruth Reed)	Box 40
1953. Article. City is Business Capital and World Supermarket	Box 40
1953. Article. Don't Miss This Gold Mine of Market Data (2 versions)	Box 40
1953. Article. Russia Calls It Dumpling	Box 40
1953. Speech. Us Uncultured Americans (2 versions)	Box 40
1953. Speech. What's Happening to the American Market?	Box 40
1953. Article. You Don't Have to Die to Win	Box 40
1954. Article. Changes in Your Market and How You Get There	Box 40
1954. Speech. Cupid, the Stork, the Grim Reaper, Change, and Your Market	Box 40

1954. Speech. Is Canada Prepared for Her Economic Future?	Box 40
1954. Speech. Outlook for 1955	Box 40
1954. Speech. What Can or Should a Trade Association Do to Aid its Members With Their Marketing Problems	Box 40
1955. Article. Ballooning Government Outgrows Business	Box 40
1955. Speech. Changing in Your Market in the American Economy (speech and pamphlet, 3 versions)	Box 40
1955. Speech. Economic Look Ahead	Box 40
1955. Speech. How Can Wholesalers Attune Themselves to Expanding Markets?	Box 40
1955. Article. How to Get the Most Out of Marketing Research	Box 40
1956. Speech. Basic Trends in Population (2 versions)	Box 40
1956. Article. Big Market Growth in Latin America	Box 40
1956. Speech. Building a Dynamic Appliance Market	Box 40
1956. Article. Changing Profile of the United States Market	Box 40
1956. Speech. Consumer Market in Our Economy	Box 40
1956. Speech. Consumer You'll Meet	Box 40
1956. Article. Elusive Consumer	Box 40
1956. Article. General Economic and Farm Market Outlook	Box 40

1956. Speech. How Many One-Mores Can Your Market Take?	Box 40
1956. Speech. Latin American Markets	Box 40
1956. Speech. Speech delivered by Mr. Takeo Komuro	Box 40
Reed, Vergil D. (continued)	Box 41
Physical Description: 8-11 of 11 folders	
1957. Speech. Dynamic American Market	Box 41
1957. Speech. Our Economy and Your Farm Market	Box 41
1957. Speech. Our Fruit Basket Market	Box 41
1958. Article. American Market Today and Tomorrow	Box 41
1958. Article. Better Marketing: The Key to World Markets and a Higher Standard of Living (also an Italian version)	Box 41
1958. Article. Changing Farm Market	Box 41
1958. Speech. Changing Role of the Advertising Agency	Box 41
1958. Article. Miglior Distributions	Box 41
1958. Article. Tourism--The Partner of World Trade	Box 41
1960. Article. EAESP and You (talk on the Escola de Administração de Empresas de São Paulo, the first business college in Latin America)	Box 41
1960. Article. Motivation Research in Marketing	Box 41
1960. Article. Sao Paulo School to Become Latin America's First Business College	Box 41
1960. Speech. Us Uncultured Americans	Box 41

1961. Speech. Impediments to Foreign Trade	Box 41
1961. Article. Marketing Research from the Executive Standpoint	Box 41
1962. Speech. Changing Face of the American market	Box 41
1963. Speech. Future of Marketing in Argentina	Box 41
1964. Article. Investigacion de comercializacion desde el punto de vista ejecutivo	Box 41
1964. Speech. LAFTA--Its Problems and Prospects	Box 41
1965. Speech. Five Year Extension on the Trade Agreement Acts	Box 41
1966. Speech. Marketing Research from the Executive Standpoint	Box 41
1966. Speech. What is Marketing and its Place in the Economy?	Box 41
1967. Speech. Theory and Analysis of Demand	Box 41
1969. Speech. Advertising Strategy in Global Marketing (speech and article)	Box 41
1969. Speech. Around the World in an Hour and a Quarter	Box 41
Undated. Other writing. Broadening Horizons of Business (pamphlet)	Box 41
<hr/> Reeves, George C.	
1950. Article. Badvertising Creates Negative Comments	Box 41
1951. Speech. New Developments and Progress in Our Interchange on Objectionable Advertising	Box 41
<hr/> Reichel, Walter	

1994. Speech. Beyond Effective Frequency	Box 41
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Remington, Mahlon G.	
1960. Speech. What is Marketing? (2 versions)	Box 41

Resor, Stanley B.	
Physical Description: 1-3 of 7 folders	
Scope and Contents note	
[Some of Resor's speeches and writings were located in three scrapbooks dating from Resor's purchase of the company in 1916 until 1957, two years prior to his retirement as Chief Executive Officer. A fourth scrapbook, covering the period from 1925 through 1939, has been lost. The scrapbooks also contained clippings, correspondence, pamphlets and other printed materials which accompanied the speeches and writings.]	

1916. Speech. Address at Yale	Box 41
-------------------------------	--------

1916. Speech. In class	Box 41
------------------------	--------

1916. Speech. To Silk Association	Box 41
-----------------------------------	--------

1916. Speech. To Yale Seniors	Box 41
-------------------------------	--------

1917. Speech. Sphinx Club	Box 41
---------------------------	--------

1917. Speech. What Magazine Advertising is Accomplishing	Box 41
--	--------

1918. Other writing. Report of National Committee on Agency Service (AAAA pamphlet)	Box 41
---	--------

1918. Speech. Two Means of Saving Labor and Reducing Cost	Box 41
---	--------

1919. Speech. Agency and the Representative	Box 41
---	--------

1919. Other writing. How Advertising Helps Salesmen (pamphlet)	Box 41
--	--------

1919. Article. How One Big Advertising Agency Trains Its Staff to High Efficiency. Associated Advertising, Aug.	Box 41
---	--------

1919. Speech. Remarks made at U.S. Rubber Co. salesmen's convention	Box 41
---	--------

1920. Speech. For United States Rubber Company convention	Box 41
1920. Speech. Large Versus Small Agency	Box 41
1920. Other writing. Letter to a client	Box 41
1920. Other writing. Letter to the editor, Printer's Ink	Box 41
1920. Speech. O'Sullivan's salesmen's convention	Box 41
1920. Speech. Talk to class	Box 41
1921. Speech. Address at Stanley Insulating Company sales convention	Box 41
1921. Speech. Do Laws Really Govern Human Action?	Box 41
1921. Other writing. Individual Effort Has Had Its Day (pamphlet)	Box 41
1921. Article. Methods of the Big Agency of To-Day. Fourth Estate, Nov. 5	Box 41
1923. Other writing. What Do These Changes Mean? (pamphlet)	Box 41
1924. Speech. Audit Bureau of Circulations from the Point of View of the Agency	Box 41
1924. Speech. Major Developments I American Advertising During the Past Decade	Box 41
1924. Speech. New Information	Box 41
1924. Article. What the American Association of Advertising Agencies Does to Make Advertising Scientifically More Effective. Annals of the American Academy of Political and Social Science, Sept.	Box 41
Resor, Stanley B. (continued)	Box 42

Physical Description: 4-7 of 7 folders

1927. Other writing. Advertising as a Career (pamphlet)	Box 42
1929. Article. Dollar-a-Year Graduate School. Pictorial Review, June	Box 42
1929. Article. Personalities and the Public	Box 42
1930. Speech. Press and Its Relation to Public Opinion and Government	Box 42
1930. Speech. Talk on Cutex and Odorono advertising	Box 42
1931. Other writing. Publicity Program for the Boys' Club (pamphlet)	Box 42
1931. Speech. Remarks at new members group meeting	Box 42
1938. Speech. Growth and Function of the Advertising Agency	Box 42
1940. Other writing. More Jobs Than Men (pamphlet)	Box 42
1949. Speech. Acceptance speech, Annual Advertising Awards	Box 42
1949. Article. Advertising--Some Paradoxes and Parallels. Advertising and Selling, Apr.	Box 42
1949. Other writing. Facts and the Gaining of Acceptance for Them (pamphlet)	Box 42
1952. Speech. Fellow Participants in a Great Adventure	Box 42
1955. Speech. Increasing the Knowledge Available to Management for Advertising Policy Decisions (authorship attributed to James Webb Young)	Box 42
1956. Article. Selling Ideas. Harvard Crimson Guide to Career Opportunities, Jan.	Box 42

Restall, Robin
Physical Description: 2 folders

1978. Speech. International Advertising Coordination	Box 42
1980. Speech. How to Get the Best Out of Your Advertising Agency	Box 42
1984. Speech. Coordination, a Managers' View	Box 42
Undated. Speech. How to Improve Your International Advertising Through Cross-Breeding	Box 42
<hr/>	
<u>Rex, Harriet</u> 1970. Speech. Future Communication to Consumers	Box 42
<hr/>	
<u>Reynolds, Donald B.</u> 1965. Article. Merchandiser Tells Why the Drug Store Should Be Where the Action Is. NARD Journal, July 5	Box 42
<hr/>	
<u>Richey, Nunter S.</u> Circa 1920s. Article. Hundred Rules for Being a Business Man	Box 42
<hr/>	
<u>Robertson, Donald C.</u> Physical Description: 5 folders	
1973. Speech. What Really Happened as I Cried to My Basic MPP for Mercy	Box 42
1974. Speech. Advertiser/Agency Relationship--A Positive Force in an Unpredictable Economy	Box 42
1974. Speech. Challenges for Life Insurance Marketing Posed by Market and Consumer Forces over the Next Decade	Box 42
1974. Speech. Nationalism--A Reality	Box 42
1975. Speech. Advertising Agency	Box 42
1975. Speech. Changing Anatomy of an Advertising Agency	Box 42

1976. Speech. One International Service Company's Perspective Within a Nationalistic Environment	Box 42
1976. Speech. People Management at JWT Canada	Box 42
1977. Speech. Advertiser--Friend or Foe?	Box 42
1977. Speech. International Marketing Sensitivity	Box 42
1978. Speech. Agency Management Perspective on the Creative Department	Box 42
1978. Speech. Observations on Australian Advertising	Box 42
1979. Speech. North American Perspective on Australian Marketing	Box 42
1979. Speech. Role of Advertising	Box 42
1979. Speech. Should Advertising Agencies be Involved Below-the-Line?	Box 42
1981. Speech. Through the Looking Glass	Box 42
1982. Speech. Reflections of a Senile Ex-Manager	Box 42
1983. Speech. J. Walter Thompson: The Evolution of an Owl to a Hawk	Box 42
Undated. Other writing. Troutbeck--Year One Revisited (humor)	Box 42
<hr/>	
<u>Robins, Vic</u>	
1978. Speech. Generic Labels	Box 42
<hr/>	
<u>Rock, Bob</u>	
1965. Other writing. South Africa trip report	Box 42
<hr/>	
<u>Romano, Andy</u>	
1980. Article. They Even Gave It a Woman's Name So They Wouldn't Have to Pay Her as Much. Art Direction, Oct.	Box 42

Rosberg, J. Wesley	
1970. Speech. Advertising in Recession Periods	Box 42
<hr/>	
Rosenkranc, George	
1978-1979. Other writing. Miscellaneous small articles and clippings	Box 42
<hr/>	
Ross, William E.	Box 43
<hr/>	
1966. Article. 7-Up is Wet & Wild	Box 43
<hr/>	
1976. Other writing. Agency Leaders Speak Out on Advertising (Ross interview)	Box 43
<hr/>	
1976. Article. Creativity Not Defined By a Sign on the Door	Box 43
<hr/>	
1976. Article. From Hard Times/Hard Sell to Creativity/Economic Comfort (2 versions)	Box 43
<hr/>	
1976. Article. Should Agencies Abolish Creative Department?	Box 43
<hr/>	
Rotunno, Marie	
1985. Article. Color Me Pink--How 'Bout You? Once Over Lightly, Sept.	Box 43
<hr/>	
Rudolph, Peter	
1985. Article. Cannes--Return on Investment. J. Walter Thompson News, Dec.	Box 43
<hr/>	
Rushmore, Elsie M.	
1924. Other writing. Service of Research in the World of Affairs (draft)	Box 43
<hr/>	
Undated. Article. Fact Finding in the Advertising Field	Box 43
<hr/>	
Rust, John H.	
1982. Article. Looking at Magazine Repro. Graphic Arts Buyer, Jan.-Feb.	Box 43
<hr/>	
Salorio, Steve	
1987. Other writing. Statement on unsolicited ideas	Box 43
<hr/>	
Samuels, Gabriel (Gabe)	

1982. Speech. Why This Approach Will Produce Better Planning Inputs Than Awareness to GRP Models	Box 43
<hr/>	
Saunders, Douglas 1958. Article. Case for Advertising	Box 43
<hr/>	
Scaros, Constantine 1977. Speech. Language and Symbols in Advertising	Box 43
<hr/>	
Schachte, Henry M. Physical Description: 2 folders	
<hr/>	
1963. Speech. Is There a Provable Relationship between Advertising and Sales?	Box 43
<hr/>	
1963. Speech. It's Amateur Night in the ___ Game (speech and article)	Box 43
<hr/>	
1964. Speech. Who Put the Glue in the Marketing Mix?	Box 43
<hr/>	
1965. Speech. General Advertising Speech to Bartlesville	Box 43
<hr/>	
1966. Speech. Advertising Regulation	Box 43
<hr/>	
1966. Speech. Budget, Budget, Who's Got the Budget?	Box 43
<hr/>	
1967. Speech. Advertising Awards Day Speech	Box 43
<hr/>	
1967. Speech. Background of the M.P.A. Free Choice Campaign	Box 43
<hr/>	
1967. Speech. Client Service (see also Peter Gilow Papers)	Box 43
<hr/>	
1967. Speech. Industry and the Future of Our Society	Box 43
<hr/>	
1967. Speech. Marketing--The Path to Increased Profitability	Box 43
<hr/>	
1967. Other writing. Newsstand Scene (recording script), 3 versions	Box 43

1967. Speech. Simple Complexities of Marketing in America	Box 43
1968. Speech. Changing World of Thompson	Box 43
1968. Speech. Closing Speech to Magazine Publishers Association	Box 43
1968. Speech. Consumerism	Box 43
1969. Other writing. Advertising Council Annual Dinner (script)	Box 43
1969. Other writing. Management Control at JWT (draft)	Box 43
1969. Speech. Morality in the Media (on pornography)	Box 43
1969. Speech. Speech to ANA Management Seminar	Box 43
1969. Speech. Speech to Public Relations Managers Mtg.	Box 43
1969. Speech. Three Marketing Thoughts for the '70s	Box 43
1970. Speech. Magazine Day--History of Media	Box 43
1970. Other writing. Minutes of the Advertising Council (script)	Box 43
1970. Speech. Speech to Religion in American Life	Box 43
1970. Speech. Speech to Traffic Audit Bureau	Box 43
1971. Article. Advertising Function (2 versions)	Box 43
1972. Speech. Communication with the Consumer in Today's Gas Climate	Box 43
1973. Article. I'm Sure You Remember Snake Oil	Box 43

1975. Article. Are They (Research Tests) as Good as They Could Be?	Box 43
1975. Article. Need Ad Research?	Box 43
1975. Article. Should the Agency Man Jump Ship for the Client in Today's Job Market?	Box 43
1975. Article. They Did It With Media Magic	Box 43
1975. Article. Today's Agency Giants are Hiding	Box 43
1977. Article. Today's (Bad) Corporate Advertising Credo Is: Don't Stick Your Neck Out	Box 43
Schlesinger, Byron	
1984. Speech. To AT&T	Box 43
Schwarz, Burkhard	
Physical Description: 3 folders	
1979. Speech. JWT Future	Box 43
Schweitzer, Peter	
Physical Description: 3 folders	
1985-1992. Other writing. Memoranda and miscellaneous	Box 43
1989. Other writing. People Buy Brands, Not Products (pamphlet)	Box 43
1993. Speech. It's a Small World	Box 43
Scollay, John J.	
1984. Article. If the U.S. Invented the Supermarket, Who Invented the Hypermarket? JWT News, Dec.	Box 43
Scorse, Gerald	
1980. Article. There's Gold in Then Thar' Advertising Books. Magazine Age, Dec.	Box 43
Scott, John	
1986. Speech. What Did You Do in the Visual Revolution, Daddy?	Box 43
Scrivener, Robert	

1979. Speech. Canada's Incentives for R&D-- Are They Competitive?	Box 43
<hr/>	
Secunda, Eugene	
1979. Speech. Entertainment Advertising	Box 43
<hr/>	
1980. Speech. Movie Advertising on Cable and Satellite	Box 43
<hr/>	
Seibert, Wilson	
1969. Article. That Boutique Pitch	Box 43A
<hr/>	
1978. Speech. Advertising Women of New York	Box 43A
<hr/>	
1978. Speech. Not-So-Secret Ingredients of Effective Advertising	Box 43A
<hr/>	
1980. Speech. Seminar for JWT Trainees	Box 43A
<hr/>	
Senior, R. D.	
1966. Article. Four Meals a Day: That's Where the Money Goes!	Box 43A
<hr/>	
1968. Speech. Challenge of Change in Industrial Marketing	Box 43A
<hr/>	
Serrille, Lou	
Circa 1970s. Speech. X Rated Speech	Box 43A
<hr/>	
Seymour, Dan	
Physical Description: 1 of 9 folders	
<hr/>	
1962. Speech. Some Things We Have Learned (see also Peter Gilow Papers)	Box 43A
<hr/>	
1964. Speech. Communications Unlimited	Box 43A
<hr/>	
1965. Speech. Creative Presentation	Box 43A
<hr/>	
1965. Speech. Keynote Address (untitled)	Box 43A
<hr/>	
1966. Article. How Fast Do You Run to Stand Still?	Box 43A
<hr/>	
1966. Speech. Olympic Sports & Mass Media	Box 43A
<hr/>	
1966. Speech. Through the Looking Glass	Box 43A

1966. Speech. Untitled	Box 43A
1966. Speech. Untitled	Box 43A
Seymour, Dan (continued)	Box 44
Physical Description: 2-6 of 9 folders	
1967. Speech. Chicago Office Meeting Address	Box 44
1967. Article. Idea Business	Box 44
1967. Speech. New Reality of Radio	Box 44
1967. Speech. Remarks	Box 44
1967. Speech. Where Do We Stand Today?	Box 44
1967. Speech. Who's Afraid of the Changing World?	Box 44
1968. Speech. Agency Looks at Direct Mail	Box 44
1968. Speech. Challenge in International Communications to the Business World	Box 44
1968. Speech. Comments to JWT Personnel in Canada	Box 44
1968. Speech. Company Dinner Speech	Box 44
1968. Speech. Force of Television	Box 44
1968. Article. New Role of Business in Society	Box 44
1968. Speech. Toward the Consumer Revolution or Business: The Third Force	Box 44
1968. Speech. Untitled	Box 44
1968. Article. View from the Top	Box 44
1968. Speech. What to Watch in the World Today	Box 44
1969. Speech. Big Take-Over	Box 44

1969. Speech. Closed Circuit Talk on JWT Going Public	Box 44
1969. Speech. How to Go Into the Seventies	Box 44
1969. Speech. London Special Meeting Talk	Box 44
1969. Speech. Morgan Stanley Speech	Box 44
1969. Speech. Remarks	Box 44
1969. Speech. Will You Find Happiness with the Establishment?	Box 44
1969. Speech. World of Change--World of Hope	Box 44
1970. Article. Biggest Boom in History	Box 44
1970. Speech. Brave New World?	Box 44
1970. Speech. Chicago International Film Festival	Box 44
1970. Speech. Comments at Account Representative seminar	Box 44
1970. Speech. Communications in the Seventies	Box 44
1970. Article. Great Decisions & the Next Generation	Box 44
1970. Speech. Management of Change	Box 44
1970. Speech. New Responsibilities of Business	Box 44
1970. Speech. Opening Remarks, FDA Chairmen's Meeting	Box 44
Seymour, Dan (continued)	Box 45
Physical Description: 7-9 of 9 folders	
1970. Speech. Presentation to JWT Company Stockholders	Box 45

1970. Speech. Presentation to Security Analysts	Box 45
1970. Speech. Shape of the Seventies	Box 45
1970. Speech. Talk to JWT Chicago	Box 45
1970. Speech. Untitled	Box 45
1971. Speech. Design of Change	Box 45
1971. Speech. International Opportunity	Box 45
1971. Speech. Real Battle of the Century	Box 45
1971. Speech. Speech	Box 45
1971. Speech. Way to Go	Box 45
1972. Speech. Five New Imperatives for the Seventies	Box 45
1972. Speech. Gentle Art of Survival	Box 45
1972. Speech. Opening Remarks	Box 45
1972. Speech. Speech	Box 45
1972. Speech. Tarrytown	Box 45
1972. Speech. Two Cheers for Change	Box 45
1973. Speech. Advertising Outlook	Box 45
1973. Speech. Credibility Crisis	Box 45
1973. Speech. Speech	Box 45
1973. Speech. Winning the Fight for Consumer Attention	Box 45
1973. Speech. You Gotta Believe	Box 45
<hr/>	
Sharfman, William L.	
1982. Speech. National Emergency Executive Briefing on Product Tampering	Box 45
<hr/>	
Sherman, Ronald	

1967. Article. What's It Like Working for the World's Largest Advertising Agency?	Box 45
1978. Article. People--A New York Office Perspective	Box 45
<u>Shillinglaw, Selwyn (Sel)</u> Undated. Article. What Price TV Commercials?	Box 45
<u>Simrod, Shelia</u> Undated. Article. Style Opening is Looking Glass	Box 45
<u>Skelly, Florence</u> 1983. Speech. Changes Emerging in the 1980s	Box 45
<u>Smilde, Lubertus</u> 1962. Speech. European Economic Community	Box 45
1961. Speech. Statement of Lubertus Smilde, Economist	Box 45
1962. Speech. Major U.S. Population Factors Affecting Media	Box 45
1962. Article. Marketing, Media and the Big Census (2 versions)	Box 45
Undated. Speech. New Sources for Foreign Market Research	Box 45
<u>Smith, J. Walker</u> 1996. Speech. Cybercitizens	Box 45
<u>Snell, Richard</u> 1989. Speech. Acknowledging Failure	Box 45
<u>Soler, A.R.</u> 1993. Speech. Why Most Advertising Agencies Will Not Survive the '90s	Box 45
<u>Soloman, Debbie</u> 1984. Article. Foreign Circulation. Marketing and Media Decisions, June	Box 45
1984. Article. How to Use Subscriber Studies. Magazine Age, May	Box 45

1985. Article. Magazine Advertising Expenditures. Marketing and Media Decisions, Jan.	Box 45
1985. Article. National Sunday Magazines. Marketing and Media Decisions, Sept.	Box 45
1985. Article. Newspaper Rate Differentials. Marketing and Media Decisions, May	Box 45
1985. Article. Surviving the Ratings Game, 1975-1985. Marketing and Media Decisions, Dec.	Box 45
1986. Article. Newspapers. Marketing and Media Decisions, Apr.	Box 45
1986. Article. Reader Panels	Box 45
1987. Speech. Media Research Tool Box	Box 45
1988. Speech. Saturday Morning TV Viewing	Box 45
Undated. Article. How Leo Burnett Uses ABC Reports to Encourage Their Use. ABC Case Book vol. 8	Box 45
<hr/> Sondak, Norman	
1967. Article. Data Begins at Home	Box 45
<hr/> Sorrell, Martin	
1988. Article. Why I Bought JWT. Advertising Age, Nov. 21	Box 45
<hr/> Spielman, Jacqueline	
1980. Article. Changing Role of the Consumer in the 1980s. (with Edith M. Gilson) Marketing Review, Oct./Nov.	Box 45
<hr/> Stanislaw, Syd	
1981. Article. Fast-Talking Advertising. Once Over Lightly, May	Box 45
<hr/> Stanton, Henry T.	
1932. Article. Untitled. Advertising Age, Oct. 8	Box 45
<hr/> Stein, Lloyd	

1980. Speech. Tried-and-Trusted Methods of Getting the Least from Your Agency	Box 45
---	--------

Stevens, Henry M.	
1941. Speech. Advertising in Today's War Economy	Box 45
1941. Other writing. Seller's Market (pamphlet)	Box 45
1949. Speech. Good Taste in Advertising	Box 45
1950. Speech. Position of Beer in American Life	Box 45
1952. Speech. Putting Aptitude Testing and the AAAA Examinations for Advertising Under the Microscope	Box 45

Stimson, Paul	
1985. Article. Advertising as Art and Other Exhibitions. Adweek/East, Sept. 9	Box 45

Stone, Joe	
1960. Article. Copy Group Head Pleads for Return to Conviction, Sincerity in Ad Writing	Box 45

Strable, Edward	
1980. Article. Moving Up: Librarians Who Have Become Officers of Their Own Organizations (with John Kok). Special Libraries, Jan.	Box 45

Straighton, John S.	
1978. Speech. Conserver Society	Box 45

Stridsberg, Albert B.	
Physical Description: 3 folders	
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1968. Article. Advertising Abroad: How to Get Your Message Across in Any Language. Business Abroad, July Box 45A
-
1968. Article. Coordinated Variety spells Success in Today's International Campaigns. Advertising Age, June 17 Box 45A
-
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-
1968. Article. International Media Planning. Media Decisions, Sept. Box 45A
-
1969. Article. Four Minutes a Day. Media Decisions, Mar. Box 45A
-
1969. Article. Madison Ave. Doomed, Media Group is Told. Advertising Age, Mar. 31 Box 45A
-
1974. Article. Can Advertising Benefit Developing Countries? Business and Society Review, Autumn Box 45A
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1980. Other writing. Advertising Self-Regulation: A Global Perspective (edited volume, with James P. Neelankavil; published by International Advertising Association) Box 45A
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1986. Article. International Campaigns: Global or Globule? International Advertising and Media, May 15-31 Box 45A
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Strouse, Norman H.
Physical Description: 1 of 19 folders

[Strouse's speeches and writings primarily date from 1955, when he was named President, until 1968, when he retired as Chairman. In addition to his own speeches and writings, Strouse prepared extracts of speeches and articles by individuals unrelated to JWT. These "Buff Papers" covered a wide range of topics: management techniques; capitalism; consumerism; and reading. They were distributed to company executives. The extracts and indexes have been placed in folders following Strouse's own speeches and writings.]	Box 45A
1948. Speech. Outdoor--Its Burden of Proof	Box 45A
1952. Speech. Advertising Agency Answers the Challenge of Direct Mail	Box 45A
1952. Article. Newspapers, Automobiles, and Advertising	Box 45A
1953. Article. What is the Agency's Function in Outdoor Advertising? Advertising Agency and Advertising & Selling, Nov. 2	Box 45A
Circa 1955. Speech. New Applications to Outdoor Advertising	Box 45A
1956. Speech. Our Explosive Personnel Requirements during the Next Decade	Box 45A
1956. Speech. Role of Advertising in Our American Society	Box 45A
1956. Speech. Triptych for Advertising in the West	Box 45A
Strouse, Norman H. (continued)	Box 46
Physical Description: 2-6 of 19 folders	
1956. Speech. Velocity is the New Dimension	Box 46
1956. Speech. Velocity is Your Challenge	Box 46
1957. Speech. Address to Harvard Business School Association	Box 46

1957. Speech. Address to Minneapolis Star and Tribune sales meeting	Box 46
1957. Speech. Address to NOAB annual meeting	Box 46
1957. Article. Interurbia: The Changing Face of America?	Box 46
1957. Speech. Look into the Future of Marketing	Box 46
1957. Speech. Magazine in Changing America	Box 46
1957. Article. Nation on the Move. Daily Telegraph U.S. Supplement, July 22	Box 46
1957. Article. Search for Creative Talent. Advertisers' Digest, May	Box 46
1957. Speech. Seven areas of Opportunity	Box 46
1958. Article. Looking Ten Years Ahead?	Box 46
1958. Speech. Address to Booksellers League	Box 46
1958. Speech. Address to L.P. Brown Alumni	Box 46
1958. Speech. Address to Magazine Publishers Association	Box 46
1958. Speech. Address to National Wholesale Druggists Association	Box 46
1958. Speech. Address to Readers Digest sales meeting	Box 46
1958. Speech. Address to Rochester Advertisers	Box 46
1958. Speech. Address to Utah Automobile Dealers Association	Box 46
1958. Speech. As Banking Goes to Market	Box 46
1958. Speech. Comments at Executive Committee Meeting	Box 46

1958. Speech. Comments at Ford Merchandising School	Box 46
1958. Speech. Four Dimensions of the Customer	Box 46
1958. Article. Not all Beer & Skittles	Box 46
1958. Speech. Response, Colgate University	Box 46
1959. Speech. Colgate Library and National Library Week	Box 46
1959. Speech. Comments, Executive Committee Meeting	Box 46
1959. Speech. Comments, Owens-Illinois management	Box 46
1959. Speech. Comments, Printers Ink Gold Medal Awards	Box 46
1959. Speech. How to Build a Poor Man's Morgan Library	Box 46
1959. Other writing. Preface to H.G. Wells' Tono-Bungay	Box 46
1959. Speech. Should You Turn Your Mind toward Advertising as a Career?	Box 46
1959. Speech. What's New in the '60s?	Box 46
1960. Speech. Address, International Congress of Outdoor Advertising	Box 46
1960. Speech. Comments, Scott Paper Company, Divisional Sales Meeting	Box 46
1960. Speech. Introduction to marketing seminars	Box 46
1960. Speech. Lengthened Shadow	Box 46
Strouse, Norman H. (continued)	Box 47

Physical Description: 7-13 of 19 folders

1960. Speech. Madison Avenue is Many Places	Box 47
1960. Speech. Thomas Bird Mosher--The Passionate Pirate	Box 47
1961. Article. Advertising and the American Economy	Box 47
1961. Article. Common Market: What It Offers. Printers Ink, Dec. 15	Box 47
1961. Speech. European Economic Community	Box 47
1961. Article. Main Issue--Sense of Responsibility. New York Herald Tribune, Aug. 7	Box 47
1961. Speech. Modern Advertising: American Marvel or World Force?	Box 47
1961. Speech. Responsibility--Keynote of the Sixties	Box 47
1962. Speech. Address, Magazine Promotion Group	Box 47
1962. Speech. Address, United Foundation	Box 47
1962. Speech. Growing 'One World' of Advertising	Box 47
1962. Speech. How Book Collectors Get Trapped Into Manuscripts	Box 47
1962. Speech. Measuring the Value of Advertising in Our Society	Box 47
1962. Speech. Shoemaker SANS Shoes	Box 47
1962. Speech. Special Problems of Advertising Agency Management in the U.S. Today	Box 47
1963. Speech. If You Believe in Advertising, Sell It!	Box 47
1963. Speech. Talk, Kraft International Marketing Meeting	Box 47

1963. Speech. Talk with Women's Group	Box 47
1964. Speech. Address to graduating class, Institute of Advanced Advertising Studies, Northwestern University	Box 47
1964. Speech. Ad Talent Need: 2000+ Yearly	Box 47
1964. Speech. Advertising & Our Economy	Box 47
1964. Speech. Agency Management Succession	Box 47
1964. Other writing. Conversation with Norman H. Strouse. Interview, Western Advertising, Dec.	Box 47
1964. Speech. Growing Threat to Creativity	Box 47
1964. Other writing. Passionate Pirate (photocopy of monograph on American printer and publisher Thomas Bird Mosher)	Box 47
1964. Speech. Personnel Projections Revisited	Box 47
1964. Article. Public Smarter than Politicians. New York Herald Tribune, Aug. 9	Box 47
1964. Speech. Tribute to the Advertising Industry	Box 47
1965. Speech. Advertising Relationship to Profit	Box 47
1965. Speech. As Far as I Can See	Box 47
1965. Speech. Bread Upon the Waters	Box 47
1965. Speech. Comments, opening of Strouse collection of Presidential letters, Free Library of Philadelphia	Box 47
1965. Article. Creativity Sparks Advertising's Continued Growth. Graphics: New York, Mar.	Box 47

1965. Other writing. Foreword to book on advertising authored by John S. Wright and Daniel S. Warner	Box 47
1965. Speech. Hostages of Time	Box 47
1965. Speech. How to Build a Poor Man's Morgan Library (new version)	Box 47
1965. Speech. Response to Award of Franklin Medal for Distinguished Service	Box 47
1965. Speech. Responsibility of Advertising in Today's Climate--Political or Economic	Box 47
1965. Speech. Right to be Heard	Box 47
1965. Speech. Rising Threshold of Consumer Inattention	Box 47
1965. Speech. Robert Lewis Stevenson and the Silverado Episode	Box 47
1965. Article. Role of Business in Solving Community Problems. Insurance Management Review, Sept. 18	Box 47
1965. Article. Strouse Says Advertisers Need More Entrepreneurial Leaders, Less Systematic Approach in Advertising, Advertising Age, May 31	Box 47
Strouse, Norman H. (continued)	Box 48
Physical Description: 14-18 of 19 folders	
1966. Speech. Address, Dedication of Charles Trumbull Hayden Library, ASU	Box 48
1966. Speech. Internationalization of the Ad Man. Columbia Journal of World Business, Winter. Also a Japanese translation.	Box 48
1966. Speech. Invitation to Greatness	Box 48
1966. Article. Just Where Do We Stand Now? Printers Ink, Feb. 25	Box 48

1966. Speech. Ladies in My Library	Box 48
1966. Speech. Response to Presentation of Advertising Gold Medal Award	Box 48
1966. Other writing. Silverado Episode (essay on Robert Louis Stevenson)	Box 48
1966. Speech. Today's Mouse Traps Must Go to Market	Box 48
1967. Speech. Address at Dedication, North Bay Cooperative Library System	Box 48
1967. Other writing. Foreword, booklet for Thomas Bird Mosher exhibition	Box 48
1967. Speech. How's Your Green Thumb Today?	Box 48
1967. Article. Internationalization of Advertising. Newsweek Global Report, July 3	Box 48
1967. Speech. Is JWT on an Art Kick?	Box 48
1967. Speech. Ladies in My Library	Box 48
1967. Speech. New Horizons at Santa Cruz	Box 48
1967. Speech. Notes for Directors' Dinner	Box 48
1967. Speech. Role of Business in Protecting an Affluent Society	Box 48
1967. Speech. Who Needs Advertising in an Affluent Society?	Box 48
1968. Speech. Advertising: Prospect & Retrospect	Box 48
1968. Speech. Advertising: The Most Public Kind of Responsibility	Box 48
1968. Speech. Apologia for Collecting	Box 48
1968. Other writing. Ladies in My Library (exhibition catalog)	Box 48

1968. Speech. Master Craftsman: A Profile of T.J. Cobden-Sanderson	Box 48
1968. Article. Pleasures of Packing a Library	Box 48
1982. Speech. Profile of a Collector	Box 48
<hr/>	
Strouse, Norman: Buff Papers	
1963. 1. Statement by General Lauris Norstad	Box 48
1963. 2. Man and His Work. Eli Ginzberg	Box 48
1963. 3. Advertising and the Public Interest, Roy Thomson	Box 48
1963. 4. Must Capitalism Crawl? Margaret Mead	Box 48
1963. 5. Lincoln and Modern America	Box 48
1963. 5A. Renewal in Societies and Men, John Gardner	Box 48
1963. 6. Right to Choose, Luther H. Hodges	Box 48
1963. 7. Creativity is Not Enough, Theodore Levitt	Box 48
1963. 8. Advertising, Stanley Resor	Box 48
1963. 9. George Cole of Unilever, Kenneth Harris	Box 48
1963. 10. How to Produce an Idea, Helen Rowan	Box 48
1963. 11. Chairman of British Company, H.G. Lazell	Box 48
1963. 12. President of Eastman Kodak Company Defends Consumer's Freedom of Choice	Box 48
1963. 13. Miscellany No. 1	Box 48
1963. 14. Decisions...	Box 48

1963. 15. Management in the Future	Box 48
1963. 16. What Should People Expect of Top Management? Fairfax M. Cone	Box 48
1963. 17. On Magnanimity, C.P. Snow	Box 48
1963. 18. What an Executive Should Know about Making Decisions, Harry A. Bullis	Box 48
1963. 19. When Executives Retire, Gilbert W. Chapman	Box 48
1963. 20. Make the Time You Need, John Corson	Box 48
1963. 21. Power of Books, Robert B. Downs	Box 48
1963. 22. What Should an Advertiser Expect of an Agency? John B. Hunter, Jr.	Box 48
1964. 23. Personal Accountability	Box 48
1964. 24. How the Advertising Agency Started, James Webb Young	Box 48
1964. 25. Advertising Agency Compensation, James Webb Young	Box 48
1964. 26. Uncompleted Man, Loren Eiseley	Box 48
1964. 27. Art, Science, and Man, W.M.S. Russell	Box 48
1964. 28. Books and Reading	Box 48
1964. 29. Knowledge Revolution, James R. Shepley	Box 48
1964. 30. Reading for an Age of Change	Box 48
1964. 31. Surprising Uses of Idleness	Box 48
1964. 32. Education for Leadership, J. Douglas Brown	Box 48
1964. 33. Managing for Results, Peter Drucker	Box 48

1964. 34. Truth about Executive Stress, Mortimer R. Feinberg	Box 48
1964. 35. Libraires and the Space Age, Roger M. Blough	Box 48
1964. 36. Presidents as Readers, Richard L. Tobin	Box 48
1964. 37. New Climate for International Business, Irving Trust	Box 48
1964. 38. Dogma in Marketing, Peter G. Peterson	Box 48
1964. 39. Human Challenge, James M. Hester	Box 48
1965. 40. Entrepreneur: A Man of Vision and Vitality, Roy L. Ash	Box 48
1965. 41. Are You Running Scared? William, Lynde, and Williams	Box 48
1965. 42. Marketing's Responsibility in Raising the Standards of Living, Paul Chambers	Box 48
1965. 43. College Experience Ahead, Dr. John W. Gardner	Box 48
1965. 44. Business and Government: A New Balance of Power? Business Week	Box 48
1965. 45. Quest for Quality, Robert Liebenow	Box 48
1965. 46. Uses of the Past, Marshall E. Dimock	Box 48
1965. 47. Creativity: What It Is, How It Can Be Encouraged, National Observer	Box 48
1965. 48. Young Adult in the Age of Complexity, Daniel Yankelovich	Box 48
Strouse, Norman: Buff Papers (continued)	Box 49

Physical Description: 19 of 19 folders

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1966. 50. Is Advertising Used as an Instrument of Education? Robert T. Colwell	Box 49
1966. 51. What Have We Learned About Economic and Social Development? Peter Drucker	Box 49
1966. 52. 27 Books Every Executive Should Have Read, Business Management	Box 49
1966. 53. Foreword to Advertising, John S. Wright and Daniel S. Warner	Box 49
1966. 54. What Knowledge is Most Worth Having? Wayne C. Booth and Paul B. Lazarow	Box 49
1966. 55. Advertising and the Public Interest, Lord Thomson of Fleet	Box 49
1966. 56. Great Change-Overs for You, Marshall McLuhan	Box 49
1966. 57. Historian as Artist, Barbara Tuchman	Box 49
1966. 58. Tiffany & Co., Walter Hoving	Box 49
1966. 59. Unjoined Debate, George J. Stigler	Box 49
1967. 60. It's Time to Stand Up for the Upperdog, Miller Upton	Box 49
<hr/>	
Sullivan, Don Physical Description: 2 folders	
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1989. Speech. Are We On Our Clients' Agenda?	Box 49
<hr/>	
Sutton, Tom	
1961. Speech. Advertising. Restraints and Restrictions at Home and Abroad. (see also Peter Gilow Papers)	Box 49

1963. Speech. Gemeinsame und nicht so gemeinsame Faktoren der europäischen Konsumgüterwerbung (see also Peter Gilow Papers)	Box 49
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1968. Speech. International Advertising: The Wheel is Turning Full Circle	Box 49
1969. Speech. International Advertising Agencies in the 1970s	Box 49
1969. Speech. International Advertising: Thoughts in the Bath	Box 49
1974. Article. International Advertising in 1974	Box 49
1974. Speech. Japanese Consumer in Times of Shortages and Uncertainty	Box 49
1976. Speech. All Advertising is Local; So Why are the Multinational Agencies Peeing in Our Garden?	Box 49
1978. Article. Japanese Advertising Enigma	Box 49
1980. Article. ABC of Advertising in Japan	Box 49
Undated. Article. Into the Twenty-First Century--Advertising and Agencies	Box 49
Swain, Peter	
1979. Speech. Coming of Age	Box 49
Tasker, James	
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Tatham, Cautley	
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Templeton, Jane	

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<hr/>	
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1984. Speech. Multinational Advertising	Box 49
<hr/>	
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<hr/>	
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<hr/>	
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<hr/>	
Thompson, William C. Jr.	
1993. Speech. Commodore and the Multinationals	Box 49
<hr/>	
Torlée, Liz	
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Tracosas, John

Circa 1980s. Article. Advertising Classic:
Kodak as Time Goes By Box 49

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Physical Description: 2 folders

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(pamphlet) Box 49

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Know about Inflation (research report) Box 49

1973. Speech. How Advertising Works Box 49

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Marketing Box 49

1974. Speech. New World (speech and article) Box 49

1975. Speech. Consumer Constraints Box 49

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1975. Speech. Speech at Conference of the
Market Research Society of Australia Box 49

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Conference Box 49

1975. Other writing. What is Needed in the
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1976. Speech. Changing Arguments to the
Consumer Box 49

1976. Speech. History of British Advertising
Agencies: 1875-1975 (speech, article) Box 49

1976. Speech. Ten Years Later... Box 49

1977. Speech. Further Thoughts on Consumer
Change Box 49

1977. Speech. Inflation and the New
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1977. Speech. Internationalizing of Advertising	Box 49
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<hr/>	
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1967. Article. Funny Thing Happened on the Way to Answer Print	Box 49
1967. Article. No One Type of Agency is Best for Everyone	Box 49
1967. Article. What to Do till the Typewriter Comes	Box 49
1968. Article. Budgets, Like Rules, Are Made To Be Broken	Box 49
1968. Article. Making the Simple Decision is Not Always Easy	Box 49
1968. Article. Man's Best Friend is His Film Editor	Box 49
1977. Speech. Remarks, AAF Convention	Box 49
<hr/>	
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1981. Article. Buy? What's That? Once Over Lightly, Mar.	Box 49
<hr/>	
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Physical Description: 2 folders	
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1984. Speech. Some Coordinators' Views	Box 49
<hr/>	
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1962. Speech. World Markets for Athletic Goods	Box 49
<hr/>	
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<hr/>	
<u>Velman, Loet</u> 1985. Speech. Draft of remarks, JWT Group Meeting	Box 49
<hr/>	
<u>Vineall, Mike</u> 1979. Speech. International Advertising--A False God?	Box 49
<hr/>	
<u>Walker, Edward</u> 1964. Speech. Media Evaluation	Box 50
<hr/>	
<u>Wallace, Robert</u> 1981. Article. Using Broadcasting in Attempt to Create Household Name. Broadcasting, June 22	Box 50
<hr/>	
<u>Walsh, Wyn</u> 1983. Article. Advertising as Programming. Backstage, June 17	Box 50
<hr/>	
<u>Warnock, Frank</u> 1979. Speech. Extract from speech to AMA	Box 50
<hr/>	
<u>Warrens, Robert</u> 1984. Speech. Wrestling with the Mechanics of Commercial Wearout...Lighting the Candle	Box 50
<hr/>	
<u>Wasserman, Dirk</u> 1974. Article. Why Admen Get Fired. Madison Avenue, Jan.	Box 50
<hr/>	
<u>Waterson, M.J.</u> 1983. Speech. Advertising: Good, Bad, or Just Ugly?	Box 50
<hr/>	
<u>Watkins, Julian Lewis</u>	

1952. Article. Florida Citrus Ads Switched to Papers. Editor and Publisher, Jan. 5	Box 50
1952. Speech. World is Changing	Box 50
<hr/>	
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1920. Article. Conditioned Emotional Reactions. Journal of Experimental Psychology, Feb.	Box 50
1921. Article. How to Break Down Resistance to Life Insurance. Insurance Field, Nov. 25	Box 50
1922. Article. Can Science Determine Your Baby's Career Before It Can Talk? New York American Sunday Magazine, Jan. 8	Box 50
1923. Article. Gigantic Industry that Needs Advertising's Help. Printers Ink, Apr. 5	Box 50
1926. Article. What is Behaviorism? Harpers Magazine, May	Box 50
1928. Article. Feed Me on Facts. Saturday Review of Literature, June 16	Box 50
1935. Speech. Influencing the Mind of Another	Box 50
<hr/>	
Wax, Ed	
1993. Speech. From Demarketing to Trust Marketing: A Brand Relationship Approach to Marketing	Box 50
<hr/>	
Weekes, Alan	
1958. Speech. Creative Thinking in Advertising	Box 50
<hr/>	
Weilbacher, William M.	
1967. Speech. What Happens to Advertisements when They Grow Up?	Box 50
1969. Speech. Market Research Contribution to Marketing Planning	Box 50
1969. Speech. Thoughts about the area of Dominant Influence	Box 50
<hr/>	
Weinrich, Len	

1984. Speech. Pan-European Advertising	Box 50
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Weist, Ward	
1979. Other writing. Reminiscences (draft)	Box 50

Welty, Robert	
1969. Speech. Advertising Salesman and the Computer	Box 50

Whiteside, H. O.	
1958. Speech. Symbols for Sale	Box 50
1961. Speech. Social Trends in a Changing World	Box 50
1961. Speech. Why Research is of No Help to Marketing	Box 50

Wierum, Thorn	
1974-1987. Other writing. Memoranda and miscellaneous	Box 50

Wilgar, Steve	
1979. Speech. How to Improve the Return on Your Advertising Investment	Box 50
1984. Speech. Defending the Brand Management System	Box 50
1984. Other writing. Responses to brand management talk	Box 50

Willem, John M.	
1955. Speech. What Will You Sell to Whom?	Box 50
1958. Article. Interurbia is Here to Stay	Box 50

Wilson, Edward B. (Ted)	
1974. Article. Outlook for the Advertising Agency Business in the United States for 1974	Box 50

Wilson, Edward G.	
Physical Description: 2 folders	
1962. Speech. Will LAFTA be Another EEC?	Box 50
1962. Speech. Talk to Sydney Office staff	Box 50

1963. Speech. Talk to Representatives	Box 50
1967. Speech. Montreal ICC Congress (2 versions)	Box 50
1969. Speech. Learning is Beautiful: Preliminary Objectives of Talk at Association of Governing Boards of Universities and Colleges (see also Peter Gilow Papers)	Box 50
1971. Speech. Advertising and the Government	Box 50
1971. Other writing. Where is Advertising going? (notes)	Box 50
1974. Article. Outlook for the Advertising Agency Business in the United States for 1974	Box 50
1975. Speech. Let Me Do It	Box 50
1975. Other writing. Transition at JWT (book chapter draft)	Box 50
1976. Speech. Security Analysts Meeting	Box 50
1980. Speech. Presentation to Cali's Honors History Class	Box 50
1984. Speech. Talk to JWT Operations Committee	Box 50
1985. Speech. Speech to Retired Directors Dinner (speech and notes)	Box 50
1986. Speech. Directors' Dinner (notes for speech)	Box 50
<hr/> Wilt, George	
1973. Article. 4A Newspaper Committee Urges Support of Ad Reps. Editor and Publisher, Oct. 13	Box 50
<hr/> Wilt, Harold	
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<hr/> Winick, Charles	

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Woolf, James D.	Box 51
Physical Description: 2 folders	
1926. Other writing. Breaking Into Advertising as a Vocation (pamphlet)	Box 51
1948. Article. Salesense in Advertising	Box 51
1950. Article. Heart Appeal in Advertising	Box 51
1951. Article. Advertising at its Finest is a Servant of the People	Box 51
1951. Article. Advertising Czar? Perish the Thought!	Box 51
1951. Article. Advertising is Not So Difficult as It is Often Made to Appear	Box 51
1951. Article. Advertising...the Least Effective of All the Activities of Man	Box 51
1951. Article. Advice to America's Thousands of Panless Advertisers	Box 51
1951. Article. Come Right Out and Say What You Mean	Box 51
1951. Article. Difficult Art of Researching Human Handerkins	Box 51
1951. Article. Fading Away of Good Taste in Advertising	Box 51
1951. Article. Failure to Quote Prices is a Disservice to the Public	Box 51
1951. Article. Hardest Working Fellow in the Agency Business	Box 51
1951. Article. Hark Ye to the Voice of the People	Box 51

1951. Article. How Allergic are We to Facts about What We Get for Our Money?	Box 51
1951. Article. Is It Fair to Pre-empt a Common Product Virtue?	Box 51
1951. Article. Is It Possible for Agencies to Have a Continuing Corporate Experience?	Box 51
1951. Article. Is It True That Women are Denied the Bigger Opportunities in Advertising?	Box 51
1951. Article. Is the Customer Simple Minded?	Box 51
1951. Article. Is the Public Developing a Tolerance for Absurd Human Behavior in Ads?	Box 51
1951. Article. It is Wise to Put a Feeling of 'Nice People' Into Your Copy	Box 51
1951. Article. It Isn't Size that Puts Pull in Advertising	Box 51
1951. Article. It Takes a Long, Long, Long Time to Make an Idea Sink in	Box 51
1951. Article. Look for Potent Ideas by Studying Inadequacies of Mankind	Box 51
1951. Article. Mail Order Pot O' Gold	Box 51
1951. Article. Myth about Salesmen	Box 51
1951. Article. No Researcher Has Yet Licked the Problem of Human Vanity	Box 51
1951. Article. No Sale is Ever Made Until a Buyer Believes in the Integrity of a Seller	Box 51
1951. Article. Positive or Negative Appeal? are There Any Rules to Guide Us?	Box 51
1951. Article. Promise of Psychological Satisfaction Might Be a Better Way to Sell Tea	Box 51
1951. Article. Salesense in Advertising	Box 51

1951. Article. Seems That a Few Food Writers Still aren't Hip to the Facts of Life	Box 51
1951. Article. Selective Appeal in Definitive Market is Sometimes a Good Strategy	Box 51
1951. Article. Testimonials Make Most Salesense when They are Authoritative and Credible	Box 51
1951. Article. There's Sales Persuasion in the Everybody's Doing It Idea	Box 51
1951. Article. Too Much Vacuity in Advertising	Box 51
1951. Article. What is a good Advertising Idea?	Box 51
1952. Article. \$64 Question in Direct Mail Selling	Box 51
1952. Article. About Insurance Advertising	Box 51
1952. Article. Advertising Business is No Sacred Cow to Me	Box 51
1952. Article. Advertising Failures are Often Due to Shortcomings of the Product	Box 51
1952. Article. Advertising-Like Pollstering is a Baffling Business	Box 51
1952. Article. Advice to Beginners on How to Be Really Good in Advertising	Box 51
1952. Article. Another Question about Which There is No Agreement Among the Experts	Box 51
1952. Article. Are Both Right, Both Wrong, or What?	Box 51
1952. Article. Are Excesses of Advertising Accepted with 'Amused Tolerance'?	Box 51
1952. Article. Are National Advertising Agencies a Must for National Advertisers?	Box 51

1952. Article. Business Papers Must Be Spearhead the Drive for Better Trade Publication Copy	Box 51
1952. Article. C Stands for Cat-Unless You Prefer Obfuscation	Box 51
1952. Article. Concerning Futility and Wastefulness of the Indirect Approach	Box 51
1952. Article. Congratulations, 'Fortune,' on Your Attack on Ad-iness	Box 51
1952. Article. Copywriters Play It Safe when They assume Retail Salesmanship is a Myth	Box 51
1952. Article. Don't Sell So Hard that You Forget to Be Friendly	Box 51
1952. Article. Factory Facts about Your Product Often Make Weak Copy	Box 51
1952. Article. Five Reasons Why Small Ads Will Pay Off for You	Box 51
1952. Article. Here's an Object Lesson for Advertisers of Phony Bargain Sales	Box 51
1952. Article. Is Most Good Advertising NEWS for the Direct Opposite?	Box 51
1952. Article. Is the 15% commission System Jeopardizing Agencies' No. 1 Job?	Box 51
1952. Article. It Takes a Long Time for a Bona Fide Idea Man to Fade Away	Box 51
1952. Article. It's Ideas--Not Tricky Typography--That Capture and Hold Reader Interest	Box 51
1952. Article. It's Still Salesmanship in Print, Even when the Results are 'Indirect'	Box 51
1952. Article. Magic X in Copywriting is Not Taught in College Classrooms	Box 51

1952. Article. My Last Word on Short vs. Long Copy	Box 51
1952. Other writing. Notes Taken at a JWT Copy Clinic	Box 51
1952. Article. Perhaps for Effectiveness We Should Drop Superlatives Altogether	Box 51
1952. Article. Perhaps It's a Kindergarten Question, But Do You Know the Answer? (2 versions)	Box 51
1952. Article. Perhaps the Perfect Advertisement is an Artful Blend of Algebra and Music	Box 51
1952. Article. Pictures are Potent but Don't Forget the Power of Words	Box 51
1952. Article. Rankest Nonsense I've Ever Hard about Copywriting	Box 51
1952. Article. Rarely Indeed Do We See Notable Prose from an Adman's Pen	Box 51
1952. Article. Remember the Most Interesting Subject n the World	Box 51
1952. Article. Some Suggestions on What to Do in an Advertising Rat Race	Box 51
1952. Article. Take Time to Think	Box 51
1952. Article. Testing of Copy Appeals and Techniques in Still in its Infancy	Box 51
1952. Article. There are Food-Copy Adjectives that No Longer Make Mouths Water	Box 51
1952. Article. There's a Vast Difference for Improvement in Retail Newspaper Advertising	Box 51
1952. Article. Today the Consumer's Most Want Item of Information is Price	Box 51

1952. Article. Try to Make Your Copy Consistent with Ordinary Human Experience	Box 51
1952. Article. We Admen, Says a Well-Known Copy Chief, are a Bunch of Copycats	Box 51
1952. Article. Weeds Still Flourish in Adlan's Gardens	Box 51
1952. Article. What Counts is Not the Size of the Space but the Size of the Selling Idea	Box 51
1952. Article. What is Caviar for the Goose May Be Pig's Kuckles for the Gander	Box 51
1952. Article. What is Wrong with Corn in Advertising?	Box 51
1952. Article. You're Sitting Pretty when You Have a Reputation for Integrity	Box 51
1953. Article. Adult Salesmanship-in-Print Pays Off for Some Oil Companies	Box 51
1953. Article. Advertising Cannot Make S_____ Purses Out of Sow's Ears	Box 51
1953. Article. Advertising is in Part a Delayed-Action Time Bomb	Box 51
1953. Article. Advertising Seldom Succeeds Notably in Combating the 'Thing to Do'	Box 51
1953. Article. Be Your Own Guinea Pig in Your Studies of Human Behavior	Box 51
1953. Article. Concerning One of the Most Fundamental Principles in Advertising	Box 51
1953. Article. Concerning the Difficult Problem of Being Believed in Copy	Box 51
1953. Article. Copy Hits a New Low as a Fearful Bore	Box 51
1953. Article. Demonstrate...	Box 51

1953. Article. Dinner at Home With Rhonda Flemming	Box 51
1953. Article. Don't Underrate the Power of Artful Word-Slinging	Box 51
1953. Article. Does Your Copy Need More Why for Greater Credibility?	Box 51
1953. Article. Good Sportsmanship Key Requirement of Money-Back Guarantees	Box 51
1953. Article. How Vividly are They Remembering Your Promise at the Moment of Purchase?	Box 51
1953. Article. I'm Getting a Little Board With the Old Masters	Box 51
1953. Article. It's Risky to Count on Advertising's Forcing Distribution	Box 51
1953. Article. Let's Not Cry 'Woolf' about Oil Company Advertising	Box 51
1953. Article. Man Shall Not Live By Bread Alone	Box 51
1953. Article. Mediocrity, Thy Name is Oil Company Advertising	Box 51
1953. Article. New American Leisure is Good for Business	Box 51
1953. Article. Observations on an Interesting Suggestion by Zenith's President	Box 51
1953. Article. Problem Well Stated is a Problem Half Solved	Box 51
1953. Article. Question that Splits the Advertising Fraternity Right Down the Middle	Box 51
1953. Article. Retail Advertising Should Sell Ideas as Well as Bargain Prices	Box 51

1953. Article. Salute to the Artdirecting Adman!	Box 51
1953. Article. Sanctimonious Cigarette Hucksters	Box 51
1953. Article. Some Notable Exceptions to the Mediocrity of Oil Company Advertising	Box 51
1953. Article. Something Extra' Multiplies the Power of Advertising	Box 51
1953. Article. Son, Your Head Omits the Guts of the Story'	Box 51
1953. Article. There is No Cheap Way to Buy and Hold Consumer Favor	Box 51
1953. Article. There is Persuasiveness in Bashful Sincerity and Comely Love	Box 51
1953. Article. What are the Basic Laws on This Question	Box 51
1953. Article. What in the World is Advertising Coming To!	Box 51
1953. Article. What Shall I Serve My Family for Dinner Tonight?	Box 51
1953. Article. What Should Your Package Label Be--a Poster or a Page Advertisement?	Box 51
1953. Article. You, Too, Can Make a Martini Your Guests Will Rave About!	Box 51
1953. Article. You've Got to Use the Bait They're Hankering' for	Box 51
1954. Article. Actual Sales Test is the Only Sure Method of Copy Research	Box 51
1954. Article. Advertising Can Sell Only Some of the People Some of the Time	Box 51
1954. Article. Advertising's Greatest Weakness is its Glaring Lack of Credibility	Box 51

1954. Article. Appraise Your Advertisements in Terms of All-Over Impact	Box 51
1954. Article. Are you in Step with Ever-Changing Consumer Wants?	Box 51
1954. Article. As for Me, Mom, I Want My Gerber's	Box 51
1954. Article. Big Boast Does Not Develop and Nurture Brand Loyalty	Box 51
1954. Article. Big Promises Not Always Realizable	Box 51
1954. Article. Borg-Warner Ripley Campaign Pays Off	Box 51
1954. Article. Bromides Discourage Readership	Box 51
1954. Article. Busy Stage Sets Can Murder Dancers...and Ideas	Box 51
1954. Article. But How Were Thousands of Motorists to Be Convinced?	Box 51
1954. Article. Concerning TV Commercials and the Most Interesting Subject in the World	Box 51
1954. Article. Copywriters Can Learn Much from Study of Mail Selling Techniques	Box 51
1954. Article. Credible Promises Require Little Proof	Box 51
1954. Article. Discover What You Think Before You Write	Box 51
1954. Article. Does the Big Idea Come through Sharp and Clear?	Box 51
1954. Article. Do Recipes Contribute to the Effectiveness of Food Advertising?	Box 51
1954. Article. Effective Headlines Do Not Always Spell Out a Promised Benefit	Box 51

1954. Article. Flavor-Appeal of First Importance in Food Advertising	Box 51
1954. Article. I Have Little Faith in the Statistical Man	Box 51
1954. Article. I Have Yet to Meet a Bona Fide Advertising Authority	Box 51
1954. Article. If Your Product is Saleable It is Not Dull to Everybody	Box 51
1954. Article. Is the Public Becoming Immune to Your 'Battering?'	Box 51
1954. Article. It Seems that the 'Bear' Facts Can Be Beautiful	Box 51
1954. Article. Money-One of the Most Engrossing Preoccupations of Man	Box 51
1954. Article. Not Everybody Likes His Toast Well Done	Box 51
1954. Article. Off-Brand, as Well as Off-List Selling is a Problem	Box 51
1954. Article. Outstanding Ideas are Rarely the Product of 'Committee Thinking'	Box 51
1954. Article. Partial Readership is of Supermen Importance	Box 51
1954. Article. People are Not Always More Interesting than Things	Box 51
1954. Article. Readership Research Does Not Support Freak Attention-Getters	Box 51
1954. Article. Selling Power--True Measure of Great Advertisements	Box 51
1954. Article. Separate Promotions More Effective than 'Umbrella' Campaign	Box 51
1954. Article. Settle Your Basic IDEA Before You Think about Pictures	Box 51

1954. Article. Some Thoughts Concerning the Good Old Snob Appeal	Box 51
1954. Article. Specific Facts about Specific Policies Might Strengthen Insurance Company	Box 51
1954. Article. There are Times when the Negative Appeal Makes Good Sense	Box 51
1954. Article. What You Say Often More Important than How You Say It	Box 51
1954-1955. Article. Advertising Agencies Pick Their Best of	Box 51
1955. Article. Advertising Agencies Pick the Best of	Box 51
1955. Article. All Media are Instruments of Salesmanship	Box 51
1955. Article. Advertising Should Create Brand Name Familiarity	Box 51
1955. Article. Basic Philosophy of Good Advertising Remains	Box 51
1955. Article. Brand Familiarity Alone a Great Sale asset	Box 51
1955. Article. Combat Consumer's Forgetfulness with Point of Sale Remindership	Box 51
1955. Article. Continued Repetition of the Same Advertisement	Box 51
1955. Article. Good Sales are No Proof that Nonsensical Advertising Pay	Box 51
1955. Article. Emotional--or Reason Why?	Box 51
1955. Article. How Significant are the Readership Ratings?	Box 51
1955. Article. Irate Housewife is Repelled by Sameness in Advertising	Box 51

1955. Article. Popular Notions are Stubborn Things	Box 51
1955. Article. Simpler the Ad, the Greater its Impact	Box 51
1955. Article. What Sells Groceries is Eating Pleasure	Box 51
1955. Article. What Women Think about when They Turn to a Food . Article.	Box 51
1956. Article. Adopt an Individuality and Stay With It	Box 51
1956. Article. Creative Genius is No Gift of the Gods	Box 51
1956. Article. New Look in Grocery Store Ads	Box 51
1956. Article. Supermarket Dares to Be Different	Box 51
1956. Article. There's a Reason for Every Buying Action	Box 51
Undated. Other writing. Some Random Notes on Trademarks and Tradenames	Box 51
Undated. Other writing. James D. Woolf Talks... (draft of book)	Box 51
<hr/> Woolf, Janet	
1958. Article. What, If Anything, Does It Mean to Copy Writer?	Box 51
1959. Article. New Directors in Marketing: Answering Woman's Hunger for Information	Box 51
1959. Article. Today's Woman-And Premiums	Box 51
1960. Speech. Communicating With Women	Box 51
<hr/> Wright, William P. Jr.	
1956. Article. Urges Use of Proven Motivation Principles for Successful Promotion	Box 51

1957. Speech. Minimum Care Fabrics	Box 51
<hr/>	
Yeates, Allan B.	
1978. Speech. Advertising at the Crossroads	Box 51
<hr/>	
Yoder, Ken	
1987. Speech. Sales meeting	Box 51
<hr/>	
Young, James Webb	Box 52
Physical Description: 1-8 of 11 folders	
<hr/>	
1921. Other writing. Control of the Advertising Agency (draft)	Box 52
<hr/>	
1921. Article. Control of the Advertising Appropriation	Box 52
<hr/>	
1925. Article. Words, Co-Partner With Value	Box 52
<hr/>	
1927. Speech. What Do These Advertising Agencies Do for Their Commission?	Box 52
<hr/>	
1933. Article. Advertising Agency Compensation Relation to Total Cost of Advertising (2 versions)	Box 52
<hr/>	
1934. Article. Mr. Hill's Notes on Advertising Lectures	Box 52
<hr/>	
1934. Other writing. Lectures by James Young (2 copies)	Box 52
<hr/>	
1935. Article. Professor Looks at Advertising	Box 52
<hr/>	
1941. Speech. What Shall We Do about It?	Box 52
<hr/>	
1942. Article. Role of Management in Relation to Consumer Satisfaction	Box 52
<hr/>	
1943. Article. Advertising as a New Technique for Management	Box 52
<hr/>	
1945. Speech. What Advertising Learned from the War	Box 52
<hr/>	
1946. Speech. Advertising Council at Work	Box 52

1946. Speech. Mechanism for Business Leadership	Box 52
1946. Article. Say It With Coupons	Box 52
1946. Speech. Wanted: More Free Enterprise-- And Less Talk about It	Box 52
1947. Speech. Calling All Publication Salesmen	Box 52
1948. Speech. Speech to Advertising Council, Inc.	Box 52
1952. Speech. Are We Selling Americans short? (2 versions)	Box 52
1953. Article. Sale I Never Forgot	Box 52
1953. Article. Complete Angler	Box 52
1953. Article. Pervasive Art	Box 52
1953. Article. Technique for Producing Ideas (book excerpt)	Box 52
1954. Article. Advertising's Balance Sheet: on One Side, Instrument of Plenty; on the Other, 'Copywriter Strain'	Box 52
1954. Speech. My Advertising Ego- Biography	Box 52
1954. Speech. Nature of Advertising Knowledge (3 versions)	Box 52
1955. Other writing. What the J. Walter company Stands for (statement, 2 versions)	Box 52
1959. Speech. How to Make Life Most Interesting	Box 52
1959. Speech. Mirror for a Lady (2 versions)	Box 52
1960. Article. Changing Advertising Symbol	Box 52
1960. Speech. Five Uses of Advertising	Box 52

1960. Article. Found: A Responsible Critic of Advertising	Box 52
1960. Speech. How to Become an Advertising Man (3 versions)	Box 52
1960. Article. Open Letter to a Foundation	Box 52
1960. Speech. Some Footnotes to Famous Headlines	Box 52
1960. Article. Wanted: Responsible Advertising Critics	Box 52
1961. Article. Advertising Agency Paradox	Box 52
1961. Speech. Agency Compensation Paradox	Box 52
1961. Article. Do We Need a College of Propaganda	Box 52
1961. Article. Jim Webb Young on Toynbee	Box 52
1961. Article. What's Behind the 15% Ad Fee	Box 52
Young, James Webb (continued)	Box 53
Physical Description: 9-11 of 11 folders	
1962. Other writing. How to Become an Advertising Man (book)	Box 53
1962. Article. Jim Young Reviews (column)	Box 53
1963. Article. Jim Young Reviews (column)	Box 53
1963-1964. Article. Jim Young Reviews (column)	Box 53
1964. Article. Mister J. Walter Thompson	Box 53
1965. Article. Best \$10 Investment	Box 53
Undated. Speech. Speech to Youngsters Interested in a Career in Advertising	Box 53
Yuspeh, Sonia	
Physical Description: 8 folders	

1975. Other writing. Changeable Consumer (research report)	Box 53
1975. Article. Diagnosis--The Handmaiden of Prediction	Box 53
1976. Article. Forget the Product Life Cycle	Box 53
1976. Speech. What's Happening to Social Values	Box 53
1977. Speech. Product Life Cycle	Box 53
1977. Speech. TV Violence from the Viewers Vantage	Box 53
1979. Speech. Brand Utility Yardstick	Box 53
1979. Article. Medium Versus the Message (speech and article)	Box 53
1979. Article. On-the-air Test Scores May Not Be Telling All	Box 53
1980. Speech. On What It Takes to Be a Top Flight Agency Researcher	Box 53
1981. Speech. Branded Products at the Crossroads	Box 53
1981. Speech. Confident Ones: A Review of the Campaign Evaluation Methods Used by EFFIE entrants	Box 53
1981. Article. Recall Debate	Box 53
1982. Article. Can Segments Be Born Again? Journal of Advertising Research, June/July	Box 53
1982. Speech. Turbulent Times for Branded Products (2 versions)	Box 53
1983. Article. Pitfalls in the Product Life Cycle. J. Walter Thompson News, May	Box 53

1983. Article. Radical Potential of Cable Advertising (with Garth Hallberg). Journal of Advertising Research, Aug./Sept. Box 53

Multiple Authors
Physical Description: 4 folders

1978. Speech. JWT Ltd. Media Group presentation to the television industry Box 53

1983-1991. Other writing. Various writings on advertising research Box 53

1993. Speech. Are Canada's English Consumers Different Enough to Warrant Distinct Advertising? (Jack Cronin, Graham Peters, Angus Reid) Box 53

1993. Article. Convergent Findings from ARS and BehaviorScan: Empirical Foundation for Improving Advertising's Track Record Box 53

Unattributed Authors Box 54

Physical Description: 11 folders

1982. Other writing. Presentation: Advertising in Japan (JWT Tokyo) Box 54

1983. Other writing. Presentation: JWT Box 54

Circa 1985. Other writing. Presentation: The Egg and I Box 54

1985. Other writing. Report: Focus Group Interview: Benefits and Limitations Box 54

1988. Other writing. Presentation: If It's Old Hat, It Isn't News Box 54

1989. Other writing. Presentation: Food Market in Canada Box 54

1990. Other writing. Presentation: Lifestages Box 54

1992. Other writing. Presentation: Marketing and Advertising in the Global Village Box 54

Undated. Other writing. Report: The Issue of One or More than One Agency	Box 54
Undated. Other writing. Presentation: Lifestages	Box 54
Undated. Speech. Speech from Frankfurt Office	Box 54

[Return to Table of Contents](#)

Restricted Files

Access Restrictions:

[Materials are closed to non-JWT researchers for 15 years from the date of creation]

Ashley, Susan R.	Box 55
------------------	--------

1994. Speech. How to Effectively Compete Against Private-Label Brands	Box 55
---	--------

<u>Burns, Ron</u> 1994. Speech. Given to JWT Toronto	Box 55
---	--------

<u>Clements, George</u> Physical Description: 4 folders	
---	--

1994. Speech. Advertising: Art or Science	Box 55
---	--------

1994. Speech. Changing Nature of Retail Marketing	Box 55
---	--------

1994-1996. Other writing. Understanding Quebec (report)	Box 55
---	--------

<u>Furr, John</u> 1994. Speech. Who is J. Walter Thompson?	Box 55
---	--------

<u>Hall, Chris</u> 1997. Other writing. Promise and Power of Confidence (open letter to World Partners Council)	Box 55
--	--------

<u>Jeffrey, Bob</u> Physical Description: 2 folders	
---	--

2000. Other writing. Presentation to North American Managers' Meeting	Box 55
<hr/>	
Jones, Chris	
1995. Speech. Given in Rome	Box 55
<hr/>	
Madsen, Hunter	
1994. Other writing. Advertising, 2000 AD (report)	Box 55
<hr/>	
Manning, Burton	
Physical Description: 2 folders	
<hr/>	
1994. Speech. Quality and Cost in Advertising	Box 55
<hr/>	
1995. Other writing. Tokyo staff briefing	Box 55
<hr/>	
Marans, David	
1995. Speech. Look at Cable TV	Box 55
<hr/>	
Unattributed Authors	
1994. Other writing. Presentation: Coffee	Box 55

[Return to Table of Contents](#)

JWT Creative Forum

Scope and Contents note

In mid-1966, the Television, Copy, and Art Departments were integrated into the Creative Department, headed by Walter F. (Chip) Meads as Management Supervisor. In the New York Office, seven operating units were established, each run by a Creative Supervisor, and each having its own writers, art directors, television producers, and traffic persons. A Special Supplement to the 1966 July 29 issue of the J. Walter Thompson Company News (housed in the J. Walter Thompson Company. Newsletter Collection) contains additional information about the Creative Department and its staff. The Creative Forum Papers, dating from 1966 to 1968, consisted of copies of 23 speeches and articles produced by JWT staff and distributed to members of the newly organized Creative Department.

Title List:

1966. 1. Creative Vitality, Life Blood of Our Business, Dan Seymour	Box 55
<hr/>	
1966. 2. Ads Are Like People, Chip Meads	Box 55

1966. 3. Mechanism of Hope to All Would-Be Fellinis, Fred Kittel	Box 55
1966. 4. Humor in Advertising--When Does It Pay? Barney Daniels	Box 55
1966. 5. Five Basic Human Needs, James Webb Young	Box 55
1966. 6. Dramaturgy for Minute Movies, Matthew Harlib	Box 55
1966. 7. Short Journey from NY to Princeton, or Advertising Without Tears, Gene Hill	Box 55
1966. 8. Relationship Between Researchers and Creative People, Stephen King	Box 55
1966. 9. Conform with the Non-Conformists, Bev Corbin	Box 55
1966. 10. Thompson T-Square	Box 55
1966. 11. Style in Advertising, Robert Westerfield	Box 55
1967. 12. Copywriters Thoughts on Copywriting, Harriet Rex	Box 55
1967. 13. On Making Lasting Memories, Dennis Schmidt	Box 55
1967. 14. Memorandum to Henry Schachte, James F. Barnum, MD	Box 55
1967. 15. What the Creative Person Should Expect from the Account Man--And Vice Versa, Jack Bernhardt	Box 55
1967. 16. TV and the Billion Dollar Lesson, William Tyler	Box 55
1967. 17. Advertising and the Principles of War, James Webb Young and RTC	Box 55
1967. 18. Funny Thing Happened on Our Way to the Answer Print, Granger Tripp	Box 55

1967. 19. Advice to a Young Man Who Wants to Succeed, Don Fitzsimmons	Box 55
1967. 20. Only Way to Nirvana, Jane Field	Box 55
1967. 21. What Price TV Commercials, Sel Shillinglaw	Box 55
1968. 22. New Creativity	Box 55
1968. 23. Crux of Creativity, Lawrence T. D'Aloise	Box 55

[Return to Table of Contents](#)

Management Reference Center Transfers, 1969-1994

Agnew, Jim, 1984

Man is a tool-using animal, 1984 Box 57

Allport, Richard, 1984

Who's who, and how, 1984 Box 57

Altilia, Tony, 1982

Client/agency relationships, 1982 Box 57

Axelrad, Beth, 1981

Risk, quality, and the generic grocery item phenomenon, 1981 Box 57

Bartos, Rena, 1976-1987

Advertising: What, why, how, 1986 Box 57

Advertising and credibility, 1984 Box 57

Advertising research: What should be measured?, 1981 Box 57

Beyond the cookie cutter, 1982 Box 57

Beyond the rocking chair, 1981 Box 57

Changes and challenges, 1985 Box 57

Consumer profile of the 1980s, 1980	Box 57
Demographics of older shoppers and 1- and 2-person households, 1982	Box 57
Do we really have to make them mad to sell them?, 1980	Box 57
Does social research have real value in making business decisions?, 1982	Box 57
List of speeches, 1986	Box 57
Opportunities and how to capitalize on them, 1976	Box 57
Over 49, 1980	Box 57
Over 49: The invisible consumer market, 1986	Box 57
Qualitative research, 1985	Box 57
Social change and the travel marketer, 1976	Box 57
Target Latin America, 1986	Box 57
The challenge of change, 1986	Box 57
The changing consumer marketplace, 1987	Box 57
The customer for life insurance, 1976	Box 57
The facts of life, 1986	Box 57
The facts of life: The changing supermarket shopper, 1985	Box 57
The use of qualitative evaluation, 1983	Box 57
The moving target, 1983	Box 57
The moving target: A new look at the consumer marketplace, 1983	Box 57
The moving target: The changing retail customer, 1978	Box 57

The target is moving: The changing bank customer, 1978 Box 57

The working woman audience, 1976 Box 57

What every marketer should know about women, 1978 Box 57

Women and advertising, 1983 Box 57

Women and travel, 1982 Box 57

Bathon, Greg, 1980-1981

Advertising to the Hispanic market, 1980 Box 57

Current business: The foundation to be protected, 1980 Box 57

JWT's philosophy of advertising, 1981 Box 57

Baumwoll, Joel, 1976

TV violence in the eyes of the beholders, 1976 Box 57

Betsushima, Katsuhiko, 1987

The kimono revolution--Japanese women: The fragmenting market, 1987 Box 57

Black, George, 1984-1987

Creativity: Its contribution to advertising, 1986 Box 57

Food, creativity and the art of riding a bicycle, 1987 Box 57

Managing creative people, 1984 Box 57

Radio presentation, 1986 Box 57

Review of European advertising and some of its trends, 1986 Box 57

The risk of playing it safe, 1987 Box 57

Trends: Why don't we start one?, 1984 Box 57

Bowen, Steve and James Patterson, 1984

One office in a multinational company, 1984 Box 57

Buck, Ferriss, 1987

J. Walter Thompson chronology, 1987 Box 57

Buckley, Tom, 1981

Market research and auditing the market, 1981 Box 57

Bullmore, Jeremy, 1977-1986

Archimedes and the efficacy of prayer, 1985 Box 57

Britain through the eyes of its advertising, 1977 Box 57

Can TV programmes and advertising live happily together?, 1985 Box 57

Close up 1982, 1982 Box 57

Close up 82/83, 1983 Box 57

Growing through brand leadership, 1986 Box 57

On quality, 1985 Box 57

Satellite wars: The brand strikes back, 1981 Box 57

The egg and I, 1981 Box 57

What we have learned, 1984 Box 57

What we have learned about creative advertising, 1984 Box 57

Burns, Ron, 1985-1994

Changes in advertising, 1990 Box 57

Introduction to archive tapes, 1985 Box 57

Leadership through innovation, 1993-1994 Box 57

Physical Description: 4 folders

Byron, Bob, 1982

Thinking about the ads, 1982 Box 57

Calero, Javier, 1984

When an applicant asks you how JWT differs from other multinational agencies, what do you reply?, 1984 Box 57

Campbell-Harris, David, 1982-1984

Advertising in Italy, 1983 Box 57

Some things we believe about JWT people, 1984 Box 57

Taxation on advertising, 1982 Box 57

Cannonero, Eleanna, 1975

How the Chairman of the Board of the J. Walter Thompson Company works, 1975 Box 57

Chaiet, Alan, 1980

Entering the world of the new electronic media, 1980 Box 57

Clark, Harry, 1977-1984

The language of planning advertising, 1977 Box 58

Training, 1984 Box 58

Clark, Jeff, 1989

Creative advertising: Risk or responsibility?, 1989 Box 58

Clauson, Dave, 1985

A Technique for Producing Ideas, revisited, 1985 Box 58

Clements, George, 1981-1991

Advertising strategies for product positioning, 1991 Box 58

Brand personality, 1984	Box 58
Changing aspirations of Canadian and Australian women, 1988	Box 58
Communication and the chemist, 1985	Box 58
Computers and agency management, 1983	Box 58
Culture: Chasm or crack?, 1984	Box 58
How do you measure magic?, 1981	Box 58
It takes two to tango, 1987	Box 58
Management's future pathfinders?, 1983	Box 58
Significance of advertising in entrepreneurship, 1983	Box 58
Some thoughts about government investment in advertising, 1985	Box 58
Targeting: The key to advertising productivity, 1985-1986	Box 58
The consumer, 1986	Box 58
What is an creative idea?, 1988	Box 58
Collins, Ron, 1984	
Let's keep it in perspective, or, sex and the single creative director, 1984	Box 58
Cooper-Evans, Michael, 1981	
Close up 1982, 1981	Box 58
Corbin, Bev, 1980	
Creative efficiency, 1980	Box 58
Cosyns, Dinny, 1988	
So you want to be an account person, 1988	Box 58
Coveny, Terry, 1981	

Search for a big idea, 1981	Box 58
Cromie, Ronald, 1985	
Corporate communications in China, 1985	Box 58
Cronin, Jack, 1980-1987	
Advertising: Visual revolution or creative clutter?, 1987	Box 58
Advertising in the pressure cooker, 1987	Box 58
Creative medium or creative message?, 1986	Box 58
Future trends in advertising, 1985	Box 58
Growth from new business, 1980	Box 58
How we get new business from new clients, 1980	Box 58
JWT Canada stewardship report, 1980	Box 58
JWT Group Board meeting, 1985	Box 58
JWT principles: What we believe, 1987	Box 58
Manchester Publicity Association, 1983	Box 58
Tokyo client reception, 1987	Box 58
Transnational advertising, 1983	Box 58
What is an advertising idea?, 1986	Box 58
What it's like to sleep with an elephant, 1981	Box 58
Cronin, Jack and Brian Squires, 1986	
Ogilvy & Mather competitive analysis, 1986	Box 58
Demuth, Robert, 1985-1986	
Generic seafood promotion, 1985	Box 58
Generic silver promotion, 1986	Box 58
Demy, Caroline, 1984	

Latin American media, 1984	Box 58
Physical Description: 2 folders	
Dhalla, Nariman, 1975-1980	
Advertising and the economy, 1975-1976	Box 58
Advertising as an anti-recession tool, 1980	Box 58
Brand positioning, 1977	Box 58
The role of the business economist in marketing, 1977	Box 58
Diez, Horacio, 1984	
Recruitment outside the U.S., 1984	Box 58
Relax as a managerial duty, 1984	Box 58
Eagin, Dermid, 1987	
Fundamentals of communication, 1987	Box 58
Ebbecke, Frank, 1991	
The new Germany and the new Germans, 1991	Box 58
Elexpuru, Manuel, 1979-1987	
Como hacer presentaciones (Spanish), 1980	Box 58
JWT people: Transfers, 1984	Box 58
Trends in advertising, 1987	Box 58
What JWT stands for, 1979	Box 58
Emmerlich, Eilika, 1990	
Brands as international communicators, 1990	Box 58
Who needs advertising in Hell? The role of advertising in Eastern Europe, 1990	Box 58
Essington, Kinder, 1991-1992	
The Paradox Papers, 1991-1992	Box 58

Fairnington, Alan, 1986

Developing advertising for China, 1986 Box 58

Fickinger, Wayne, 1979-1983

1980s: An advertising perspective, 1980-1981 Box 58

Agency accountability, 1980 Box 58

Agency accountability, 1980 Box 59

An Easterner looks at the Chicago advertising scene, 1980 Box 59

Corporate objectives, 1981 Box 59

Current trends in TV advertising, 1981 Box 59

Funny business, 1980, 1983 Box 59

Physical Description: 2 folders

Great expectations, 1979 Box 59

Japan management group, 1980 Box 59

JWT recruit program, 1980 Box 59

Myth & reality, 1979 Box 59

New business development--North America, 1979 Box 59

New business presentation, 1979 Box 59

Skokie in the 1980s, 1981 Box 59

Fisher, Debra, 1981

Media changes in the 1980s, 1981 Box 59

Fortinberry, Glen, 1975-1977

Changing media environment, 1975 Box 59

House agency, 1977 Box 59

Foster, James, 1980

The case for an advertising agency handling the whole corporate communications program, 1980 Box 59

Frank, Robert, 1979

What's happening to social values, 1979 Box 59

Furr, John, 1984

Recruiting in the USA, 1984 Box 59

Gilsen, Edith, 1978-1985

Effective exposure, 1978 Box 59

Love me or leave me: The 15-second experience revisited in Japan and the U.S., 1985 Box 59

Shorter units, 1985 Box 59

Glah, Roy, 1979-1985

Account management, 1985 Box 59

JWT Corporate Identification System, 1979 Box 59

Gray, John, 1987

Change: Media and magazine trends, 1987 Box 59

Grisman, Arnold, 1976-1984

Desentitization of America, 1976 Box 59

Great expectations, 1978 Box 59

J. Walter Thompson: Past, present, and about-to-be, 1980 Box 59

JWT: Reputation and reality, 1978-1979 Box 59

New ways of seeing, 1984 Box 59

Roots of human communication, 1981 Box 59

Grossberg, Lawrence, 1981

Media selection trends: Broadcast, 1981	Box 59
Gushee, Ted, 1982	
The last thing a company should do is advertise, 1982	Box 59
Guyader, Jean-Manuel, 1980-1981	
European creative trends, 1980	Box 59
Print advertising in Europe, 1981	Box 59
Physical Description: 4 folders	
Hagen, Laurence, 1986	
Market modeling, 1986	Box 59
Hall, Tom, 1982	
Roots of communication, 1982	Box 59
Hallberg, Garth, 1981-1983	
Beating it: Consumer strategy for the Eighties, 1983	Box 59
Marketing planning, 1981	Box 59
Planning your market, 1981	Box 59
USA cable network seminar, 1982	Box 59
Hammond, Terence, 1984	
The opera ain't over 'til the fat lady sings, 1984	Box 59
Heekin, Jim, 1986	
Advertising to the customer, 1986	Box 59
Advertising to the fast food customer, 1986	Box 59
Holmes, John, 1984-1990	
Cambiar estrategias para sobrevivir (Spanish), 1990	Box 59

Change: Attitude and aptitude (English and Spanish), 1989	Box 59
El valor agregad de una idea poderosa (Spanish), 1990	Box 59
La publicidad Europea (Spanish), 1990	Box 59
Personnel retention, 1984	Box 59
Hore, Marlene, 1981-1984	
Radio speech, 1981	Box 60
The creative marketplace: In target groups, 1984	Box 60
Whatever happened to the baby boomers?, 1984	Box 60
Jarrells, Ralph, 1981	
Co-op advertising, 1981	Box 60
Johnston, Don, 1976-1987	
1980-1990: Marketing revolution, 1981	Box 60
Physical Description: 2 folders	
1980s: An advertising perspective, 1980-1981	Box 60
Physical Description: 4 folders	
A company of companies, 1980	Box 60
A look at the company you have joined, 1984	Box 60
A new future for personal selling, 1982	Box 60
Ad-ver-tis-ing, 1985	Box 60
Advertising and the European Community, 1977	Box 60
Audit Bureau of Circulations, 1979	Box 60
Brand leadership, 1985	Box 60

Brand Utility Yardstick: A new measure of brand loyalty, 1979	Box 60
Branded products at the crossroads, 1981-1982	Box 60
Brands in crisis and in health (English and Spanish), 1979	Box 60
Physical Description: 2 folders	
Burger King, 1976	Box 60
Case for a new growth perspective, 1982	Box 60
Communications services: The case for a new growth perspective, 1981	Box 60
Congoleum, 1979	Box 60
Creativity, growth and the bottom line, 1985	Box 60
EPCOT opening, 1984	Box 60
European Regional Meeting, 1981	Box 60
Physical Description: 2 folders	
Florida Grapefruit, 1982	Box 60
Ford presentation, 1979	Box 60
Functional illiteracy, 1979	Box 60
Getting to know the elephant/A company of companies, 1981	Box 60
Great expectations, 1977	Box 60
Growing through brand leadership, 1986	Box 60
How a major client changed advertising agencies, 1979	Box 60
IBM, 1986	Box 60
IBM: Meeting the challenge, 1980	Box 60

If advertising were our client, what would we tell him?, 1981	Box 60
Physical Description: 2 folders	
Importance of trust in the service sector, 1985	Box 60
JWT annual meeting, 1979	Box 60
JWT exploration of frozen foods, 1984	Box 60
JWT Group a company of companies: Getting to know the elephant, 1981	Box 60
JWT Group annual meeting, 1981-1987	Box 61
Physical Description: 3 folders	
JWT Group introduction, 1980	Box 61
JWT recruit program, 1981	Box 61
JWT Sydney 50th anniversary, 1980	Box 61
Kellogg speech, 1978	Box 61
Kodak, 1978	Box 61
Physical Description: 2 folders	
Kodak world account group, 1979	Box 61
Kraft--Brand Utility Yardstick, 1979	Box 61
Physical Description: 2 folders	
Kraft--Burgenstock, 1978	Box 61
Leadership at JWT, 1978	Box 61
Many Worlds of Sam Meek, 1981	Box 61
Marine in a Gray Flannel Suit, 1985	Box 61
Marketing in the global village, 1984, 1986	Box 61
Physical Description: 3 folders	
Mito y realidad (Spanish), 1979	Box 61

Myth & reality in the advertising agency business (English and Spanish), 1980	Box 61
Nestle, 1982	Box 61
Noordwijk managers meeting, 1978	Box 61
NYC Council on Economic Education, 1985	Box 61
Opening of EPCOT forum, 1984	Box 61
Present and future role of multi-national agencies, 1982	Box 61
Presentation to Bates College, 1987	Box 61
Physical Description: 2 folders	
Presentation to Canadian staff, 1983	Box 61
Presentation to Nestle, 1982	Box 61
Re-examination of the process of branding, 1979-1981	Box 61
Physical Description: 3 folders	
Reader's Digest speech, 1979	Box 61
Role of the CEO in a large advertising agency, 1979	Box 61
Roots of communication, 1978	Box 61
Security analysts, 1980-1985	Box 61
Physical Description: 3 folders	
Speech to trainees, 1982	Box 61
The 1980s: An advertising perspective (Japan), 1981	Box 62
The advertising man, 1980	Box 62
Trends, 1980	Box 62
Trend in American advertising, 1980-1981	Box 62
Physical Description: 4 folders	

Tune In--First annual volunteer awards dinner, 1983	Box 62
Tune In New York, 1983	Box 62
Under new management, 1978	Box 62
Voice and conscience of an industry (Story of AAAA; English and Spanish), 1983	Box 62
Wally Elton tribute, 1984	Box 62
Wanted: New media minds for the new media, 1981	Box 62
Wertheim breakfast, 1985	Box 62
What is a brand? How does it travel?, 1978	Box 62
What JWT stands for, 1978	Box 62
Young Men's Real Estate Association, 1981	Box 62
Zen and the value of an idling engine, 1984	Box 62
Johnston, Don and John Sharman, 1978	
Leadership at JWT, 1978	Box 62
Physical Description: 2 folders	
Kaatz, Ronald, 1978-1983	
Infomercial or Informercial, 1982	Box 62
New media responders of the 80s, 1981	Box 62
Outdoorsman's guide to cable, 1983	Box 62
The I's have it, 1978	Box 62
You can't ask an ostrich how to measure cable, 1981	Box 62
Kalasunas, Mike, 1982-1988	
How to evaluate advertising, 1988	Box 62

The pragmatic use of marketing research, 1982	Box 62
Kalupa, Mark, 1982	
Kaukauna High School, 1982	Box 62
King, Stephen, 1973-1984	
A look at the 1970s with quiet dissatisfaction, 1980	Box 62
Developing new brands, 1973, 1984	Box 62
New product development in the 1980s, 1980	Box 62
New roles for advertising in the 1980s, 1984	Box 62
Kostyra, Richard, 1980-1985	
J. Walter :15s, 1985	Box 62
The new media: The reality, 1980	Box 62
Kovas, Ron, 1984	
EPCOT, 1984	Box 62
Multinational advertising, 1984	Box 62
Krige, Maxine, 1984	
Meeting of the minds, 1984	Box 62
Langtry, Robert, 1984	
Loves me, loves me not, loves me--, 1984	Box 62
Lanigan, Denis, 1969-1986	
1982 in review, 1983	Box 62
Physical Description: 2 folders	
Advertising in crisis situations, 1983-1984	Box 62
Physical Description: 5 folders	
Advertising wars, 1985	Box 62

Analyst meetings, 1984	Box 63
EPCOT and beyond, 1984	Box 63
European managers meeting, 1979	Box 63
Physical Description: 2 folders	
European staff speeches, 1984	Box 63
How do we get there?, 1984	Box 63
Impact of telecommunications on advertising, 1982	Box 63
Physical Description: 2 folders	
Information explosion and the creation of effective advertising, 1985	Box 63
Internal staff speeches, 1984	Box 63
International alignment of accounts: The consequence for Australian business, 1984	Box 63
It's a long way down to the Creative Department, or, Information and its discontents, 1986	Box 63
J. Walter Thompson Company: An update, EPCOT, and beyond, 1984	Box 63
JWT Group annual meeting, 1982-1985	Box 63
Physical Description: 3 folders	
JWT Group corporate growth, 1984	Box 63
JWT Group meetings, 1982-1985	Box 63
Marketing in the world village, 1982	Box 63
Physical Description: 2 folders	
Report on 1981, 1982	Box 63
Physical Description: 3 folders	
Review of new business activities around the world, 1983	Box 63

Staff presentations, 1984	Box 63
Physical Description: 2 folders	
Stockholder meeting, 1983	Box 63
Taking the risk out of creative risk-taking, 1986	Box 63
Physical Description: 2 folders	
The advertising wars, 1984-1985	Box 63
Physical Description: 2 folders	
The cola wars, 1985-1986	Box 63
Physical Description: 3 folders	
The coming new media revolution, 1984	Box 63
The future's not what it used to be, 1983	Box 63
The information explosion and the creation of effective advertising, 1985	Box 63
Update on JWT, 1982	Box 64
Physical Description: 2 folders	
What is multinationality? Can it be cured?, 1983-1984	Box 64
Physical Description: 2 folders	
Worldwide Managers Meeting, 1969	Box 64
Lannon, Judie, 1983-1990	
DeBeers Creative Forum, 1983	Box 64
Euro-consumer vs. local identity, 1990	Box 64
JWT people: What are their current attitudes?, 1984	Box 64
JWT Worldwide Creative Forum, 1983	Box 64
JWT worldwide staff survey, 1984	Box 64
New techniques for understanding consumer reactions to advertising, 1986	Box 64

Lieschke, Wolf, 1985-1987

Advertising to skeptical audiences, 1985	Box 64
Procter & Gamble/Colgate/Henkel Unilever detergents coordination, 1987	Box 64
The importance of being liked, 1986	Box 64
What's happening to television advertising, 1986	Box 64

Loosley, Paul, 1984

Is anybody listening?, 1984	Box 64
-----------------------------	--------

MacMaster, Norm, 1984-1989

24 tips on how to get more out of meetings, 1984	Box 64
Advertising in Japan, 1986	Box 64
Interview, Tsusan Magazine (English and Japanese), 1985	Box 64
So what's the big idea?, 1989	Box 64
Style over substance in Japanese advertising, 1986	Box 64

Manalo, Bella, 1985

Concept testing: Crystal ball or crapshoot?, 1985	Box 64
--	--------

Manning, Burt, 1978-1992

AAAA Public Relations Seminar, 1985	Box 64
Advertising research: Stimulant or depressant?, 1979	Box 64
Board of Directors meeting, 1992	Box 64
Physical Description: 2 folders	
Creative disciplines and standards, 1978	Box 64

Everything changes but the people, 1978	Box 64
Global advertising: Fact or fiction?, 1984	Box 64
Illiteracy, the communications cancer, 1978	Box 64
In defense of the press, 1982	Box 64
Physical Description: 3 folders	
Managing the agency, 1982	Box 64
Presentation to Board of Directors, 1992	Box 64
Report on 1981, 1982	Box 64
Roots of communication, 1985	Box 64
Stimulus and response, 1980	Box 64
The golden key, 1986	Box 64
The new media, 1980	Box 64
Yes, but what responses?, 1978	Box 64

Marcus, Cubby, 1986

Radio: The afterthought with malice aforethought, 1986	Box 64
Were you saying something to me?, 1986	Box 64

Middleton, Alan, 1983-1986

Advertising's role in marketing in the 80s, 1983	Box 64
Encouraging innovation, 1984	Box 64
Trends in beverage alcohol advertising, 1986	Box 64
Which wheel on my bicycle is the most important, 1985	Box 64

Mills, Peter, 1982-1984

Choose your partner, 1984	Box 64
---------------------------	--------

JWT's current systems and needs, 1984	Box 64
Managing the agency, 1982	Box 64
Women, homosexuals, aborigines, ethnics and Little Tom Cobbley and all: Special interest sensitivities and the threat of free speech, 1984	Box 64
Mitchell, Don, 1991	
A database free with every sales promotion, 1991	Box 64
Moon, Tony, 1977	
The image makers: Narcissism in advertising and marketing, 1977	Box 64
Murray, Jane Ellen, 1975	
The Russian connection: Impressions of two advertising women in Russia, 1975	Box 64
Newman, Blaise, 1983-1984	
Developing the right advertising program for your company, 1984	Box 64
How I would advertise if I were a retailer, 1983	Box 64
Principles of advertising applied to catfish aquaculture, 1984	Box 64
Oben, Walter, 1975	
Practicality, 1975	Box 64
O'Brien, Wally, 1980-1985	
Branding: The bread and butter of the free enterprise system, 1980	Box 64
Chicago Hospital Public Relations Society, 1981	Box 64
Generics and the threat to branding, 1981	Box 64

International marketing in the 80s, 1981	Box 64
Serving multinational clients at JWT, 1984	Box 64
Trends in food advertising, 1985	Box 64
O'Donnell, Joe, 1984	
The expectations of our people, 1984	Box 64
Otero, Fernando, 1990	
La publicidad bancaria y financiera latinoamericana (Spanish), 1990	Box 64
Las comunicaciones en tiempos de crisis, 1990	Box 64
Owett, Bernard, 1981-1983	
Advertising execution in the 80s, 1983	Box 64
More than you'll ever need to know about television production, 1981	Box 64
Pavao, Lee, 1984	
How does an increased commitment to global or regional advertising campaigns affect local creative departments?, 1984	Box 65
Peters, Jack, 1982	
Automotive Service Industry Association, 1982	Box 65
Pierce, Thurman, 1982	
Speech on advertising research, 1982	Box 65
Pitts, Larry, 1984	
The pros and cons of self-promotion, 1984	Box 65
Pollak, Larry, 1981-1982	
Advertising folklore to produce better advertising, 1982	Box 65
Insights into advertising, 1981	Box 65

Preschel, W. Lee, 1984

Exposicion en la III convencion nacional de la Association Mexicana de Agencias de Publicidad (Spanish), 1984 Box 65

JWT: Where should we be?, 1984 Box 65

Preston, Marion, 1975

Efficient use of talent in producing television commercials, 1975 Box 65

Priday, Paul, 1984

Necessity: The mother of invention, 1984 Box 65

Raver, Carroll, 1984

How to create a creative environment, 1984 Box 65

Restall, Robin, 1982-1985

Advertising in Japan, 1982 Box 65

How to get the best from your advertising agency, 1985 Box 65

Robertson, Don, 1976-1984

A day in the life of a Chief Planning Officer, 1984 Box 65

Can one really believe in and practice motherhood (or fatherhood) and succeed in advertising?, 1983 Box 65

Corporate organization in the 90s, 1982 Box 65

How to succeed in and prepare for the effective management of people within a business environment, 1982 Box 65

J. Walter Thompson: The evolution of an owl to a hawk, 1983 Box 65

Madison Avenue: Whither goest thou?, 1976 Box 65

Multinationals: Growth, competition, importance, 1980 Box 65

The communication role of the Chief Executive Officer, 1976 Box 65

Rocamora, Juan, 1991

Creativity is the key to Spanish ad success, 1991 Box 65

Ross, Bill, 1977-1980

Brand Utility Yardstick, 1979 Box 65

Physical Description: 2 folders

Managing change, 1977 Box 65

Multinational targets: Our priorities and goals, 1980 Box 65

Product and profit: You can't have one without the other, 1978 Box 65

Rust, John, 1981

The quality revolution, 1981 Box 65

Samuels, Gabe, 1978-1981

Four phases of cable, 1980 Box 65

Montreal Advertising and Sales Executives' Club, 1978 Box 65

Television ratings, 1981 Box 65

Schulte, Joseph, 1987

A review of European advertising and some of its trends, 1987 Box 65

Schwarz, Burkhard, 1981-1984

JWT: Where are we?, 1984 Box 65

Thompson and its markets in the future, 1981 Box 65

Schweitzer, Peter, 1979-1990

Buying: It's not an event, it's a system, 1989	Box 65
Creative research in the 90s, 1990	Box 65
How a major client changed advertising agencies, 1979	Box 65
How newspapers can increase national linage, 1986	Box 65
People buy brands, not products, 1989	Box 65
Tomorrow is here today, 1984	Box 65

Scollay, Jack, 1981-1986

Changing structure of the retail food market, 1985	Box 65
Consumer promotion, 1985	Box 65
Promotional revolution, 1981	Box 65
Sales promotion, 1985	Box 65
The generic recession, 1982	Box 65
UK supermarkets, 1986	Box 65
Why manufacturers test market, 1981	Box 65

Secunda, Gene, 1978-1979

Government advertising, 1978	Box 65
New developments in entertainment and leisure advertising, 1979	Box 65
Radio free jazz, 1979	Box 65

Senguta, Jayanta, 1990

What is an advertising agency?, 1990	Box 65
--------------------------------------	--------

Sharman, John, 1978

Leadership at JWT, 1978	Box 65
-------------------------	--------

Sherman, Ron, 1980

JWT Group management meeting, 1980 Box 65

The Entertainment Division, 1980 Box 65

Seibert, Wilson, 1978

The not-so-secret ingredients of effective advertising, 1978 Box 65

Simmons, Henry, 1976

A candid look at the health care system, 1976 Box 65

Simpson, David, 1989-1990

Shopping for a new ad agency?, 1990 Box 65

The importance of a proper client brief, 1989 Box 65

Solomon, Debbie, 1989

HDTV: Television's next generation, 1989 Box 65

Squires, Brian, 1986

Yes, but not necessarily in that order, 1986 Box 65

Stein, Lloyd, 1986

Getting more out of your agency, 1986 Box 65

Sutton, Tom, 1984

JWT through the looking glass, 1984 Box 65

Valedictum: A final shot, 1984 Box 65

Swank, Cynthia, 1982-1987

Expanding the role of the archivist: Business archives as an alternative, 1982 Box 65

Not just another pretty face: Advertising women in the 1920s, 1982 Box 65

Some basic roots of the J. Walter Thompson Company, 1987 Box 65

Syfret, Toby, 1987

The future of TV, 1987 Box 65

Thomas, Allen, 1984

EPCOT, 1984 Box 65

Thompson, Bill, 1977-1990

Eyes on Thompson, 1990 Box 65

How to increase your rate-of-return from advertising, 1977 Box 65

Thompson, Don, 1982-1985

Battle of the burgers, 1985 Box 65

Manila 35th anniversary, 1982 Box 65

Multinational advertising: Our competition, 1984 Box 65

Summary and conclusions, JWT Asia-Pacific Creative Directors Conference, 1984 Box 66

The hit team, 1984 Box 66

Welcome, JWT Asia-Pacific Creative Directors Conference, 1984 Box 66

Tripp, Granger, 1979-1984

German retail advertisers, 1980 Box 66

JWT: How we think, 1984 Box 66

JWT philosophy, 1983 Box 66

Physical Description: 2 folders

Stimulus and response, 1979 Box 66

The JWT philosophy, 1983 Box 66

Tukey, Jack, 1983-1985

Kellogg's, 1983 Box 66

Trends in food advertising, 1985	Box 66
Turner, Rosemary, 1986	
Food trends in Europe, 1986	Box 66
Twiss, Jim, 1985	
Transnational advertising, 1985	Box 66
Velmans, Loet, 1985	
A look at the future, 1985	Box 66
Watson, Tee, 1981	
How to increase your rate-of-return from advertising, 1981	Box 66
Webb, Alan, 1987	
Change: Media and magazine trends, 1987	Box 66
Williams, Michelle, 1985-1987	
Advertising and children, 1987	Box 66
JWT philosophy, 1985	Box 66
Wilson, Edward B., 1975	
Not with those guys, 1975	Box 66
Young, Michael, 1980	
Positioning an agency: Deltakos, 1980	Box 66
Yuspeh, Sonia, 1977-1982	
A pact whose time has come, 1982	Box 66
On-air: Are we testing the message or the medium?, 1977	Box 66
Pitfalls of the product life cycle concept, 1982	Box 66
Multiple speakers, 1980-1985	

Creativity: Nice or necessary?, 1984	Box 66
Physical Description: 2 folders	
JWT Group annual meeting, 1983	Box 66
Managing change: The impact of new media developments within a changing market environment, 1981	Box 66
Physical Description: 2 folders	
Presentation books 1-3, 1984-1985	Box 66
Physical Description: 10 folders	
Presentation books 4, 1985	Box 67
Physical Description: 4 folders	
The process of self-regulation in advertising, 1981	Box 67
Worldwide Management Meeting, 1980	Box 67
Worldwide Management Meeting, 1980	Box 68
Physical Description: 3 folders	

[Return to Table of Contents](#)