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## **J. Walter Thompson Company scripts and production material, 1966-1984**

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**Title:** J. Walter Thompson Company scripts and production material

**Collection number:** PASC 167

**Contributing Institution:** UCLA Library Special Collections

**Language of Material:** English

**Physical Description:** 2.5 linear ft.(6 boxes)

**Date (inclusive):** 1966-1984

**Abstract:** An early innovator in radio and television advertising, the J. Walter Thompson Company developed a leading edge in program production in both media. The collection consists of scripts and production material for television variety specials such as the Academy Awards (1966-68 and 1970-71), America's Junior Miss (1983), Country Music Awards (1982), and the Golden Globe Awards (1981).

**Physical location:** Stored off-site at SRLF. Advance notice is required for access to the collection. Please contact UCLA Library Special Collections for paging information.

**Creator:** J. Walter Thompson Company

**Restrictions on Access**

Open for research. STORED OFF-SITE AT SRLF. Advance notice is required for access to the collection. Please contact UCLA Library Special Collections for paging information.

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**Provenance/Source of Acquisition**

Gift of Farlan I. Myers, Senior Vice President for J. Walter Thompson Company, 1985.

**Preferred Citation**

[Identification of item], J. Walter Thompson Company scripts and production material (Collection PASC 167). UCLA Library Special Collections, Charles E. Young Research Library, UCLA.

**Biography**

An early innovator in radio and television advertising, the J. Walter Thompson Company quickly developed a leading edge in program production in both media. The company launched its Radio Department in 1927, then re-organized it as the Radio-Television- Film Department in 1955, with a focus on the emerging television market. JWT claimed credit for producing the first commercial TV program in 1930, and was the first agency to develop and maintain an in-house television workshop for pre-testing ideas, effects, and scripts; screen-testing new talent; and previewing commercials and programs for client approval. Biography

**Scope and Content**

Collection consists of scripts and production material for television variety specials featuring personalities such as Andy Williams, Barry Manilow, Bing Crosby, Bob Hope, Dick Van Dyke, Carol Burnett, Jack Benny, Johnny Carson, Mitzi Gaynor, Perry Como, Shirley MacLaine, and Gene Kelly. Also includes material for productions of the Academy Awards (1966-68 and 1970-71), America's Junior Miss (1983), Country Music Awards (1982), and the Golden Globe Awards (1981).

**Organization and Arrangement**

The collection is arranged alphabetically by program title.

**Subjects and Indexing Terms**

J. Walter Thompson Company-Archives

Television producers and directors-Archival resources.

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Box 1, Folder 7

**1983 AMERICA'S JUNIOR MISS.**

**General note**

CBS 06/21/83. Host: Michael Landon. Script by Chuck Horner.

Box 6, Folder 4

**ACADEMY AWARDS.**

**General note**

ABC 04/07/70. 42nd Annual. Script and production materials. Dated 03/25/70.

- Box 6, Folder 3      **ACADEMY AWARDS.**  
                            **General note**  
                            ABC 04/08/68. 40th Annual. Script and production materials. Dated 04/07/68.
- Box 6, Folder 2      **ACADEMY AWARDS.**  
                            **General note**  
                            ABC 04/10/67. 39th Annual. Script and production materials. Dated 04/03/67.
- Box 6, Folder 5      **ACADEMY AWARDS.**  
                            **General note**  
                            ABC 04/15/71. 43rd Annual. Script and production materials. Dated 04/09/71
- Box 6, Folder 1      **ACADEMY AWARDS.**  
                            **General note**  
                            ABC 04/18/66. 38th Annual. Script and production materials. Dated 04/13/66.
- Box 1, Folder 5      **ANDY WILLIAMS CHRISTMAS SPECIAL, THE.**  
                            **General note**  
                            NBC 12/13/73. Tape date 12/05-7/73. Script by John McGreevey and Claudine Longet.
- Box 1, Folder 4      **BARRY MANILOW SPECIAL, THE.**  
                            **General note**  
                            ABC 03/02/77. Script and production materials.
- Box 4, Folder 5      **BING CROSBY AND HIS FRIENDS.**  
                            **General note**  
                            CBS 10/09/74. Tape date 08/10-1/74. Guests: Pearl Bailey, Sandy Duncan, and Bob Hope.  
                            Script by Harry Crane and George Bloom. Script dated 08/01/74.
- Box 3, Folder 4      **BING CROSBY SPECIAL.**  
                            **General note**  
                            NBC 10/23/68. Guests: Bob hope, Stella Stevens, Jose Feliciano and Diana Ross and the  
                            Supremes. Script by Bill Morrow and Hal Fimberg.
- Box 3, Folder 5      **BING... A 50TH ANNIVERSARY GALA.**  
                            **General note**  
                            CBS 03/02/77. Guests: Paul Anka, Pearl Bailey, Rosemary Clooney, et. al. Script by Buz  
                            Kohan.
- Box 1, Folder 8      **BOB HOPE CHRISTMAS SHOW - AROUND THE GLOBE WITH THE.**  
                            **General note**  
                            NBC 01/14/71. Script.
- Box 2, Folder 3      **BURNETT DISCOVERS DOMINGO.**  
                            **General note**  
                            CBS 01/27/84. Tape date 10/01/83/ Script by Kenny Solms and Mitzie Welch.
- Box 3, Folder 6      **COUNTRY MUSIC AWARDS.**  
                            **General note**  
                            CBS 10/11/82. 16th annual awards event. Hosts: Mac Davis and Barbara Mandrell. Annotated  
                            script by Donald K. Epstein and Martin A Ragaway.

- Box 1, Folder 2      **DICK VAN DYKE MEETS BILL COSBY.**  
General note  
CBS 03/26/72. Tape Date 04/19/70. Script and production materials including contracts.
- Box 4, Folder 1      **DISNEYLAND'S 25TH ANNIVERSARY.**  
General note  
CBS 03/06/80. Guests: Danny Kaye, Michael Jackson, the Osmonds, and Adam Rich. Written and produced by Buz Kohan. Script dated 02/05/80.
- Box 2, Folder 4      **FIRST NINE MONTHS ARE THE HARDEST, THE.**  
General note  
NBC 01/24/71. Tape date 07/17/70. Script by Bill Persky and Sam Denoff.
- Box 1, Folder 6      **GENE KELLY'S WONDERFUL WORLD OF GIRLS.**  
General note  
NBC 01/14/70. Also known as Gene Kelly with 50 Girls - Count 'Em, 50. Annotated script by Stan Daniels, Ray Jessel and Norm Lieman.
- Box 3, Folder 2      **GOLDEN GLOBE AWARDS.**  
General note  
CBS 01/31/81. Hosts: George Hamilton and Kate Jackson. Script by April Kelly. With production materials. Shown Live.
- Box 1, Folder 9      **JACK BENNY'S NEW LOOK.**  
General note  
NBC 12/07/69. Guests: Nancy Sinatra, Goeroge Burns, Gary Puckett and the Union Gap, Eddie Rochest Anderson and Gregory Peck. Script by Al Gordon and Hal Goldman. With production materials.
- Box 1, Folder 1      **JOHNNY CARSON PRESENTS THE SUN CITY SCANDALS '72.**  
General note  
NBC 03/13/72. Tape date 02/08/72. Annotated script by Joe Bigelow, George Foster, and Mickey Rose.
- Box 5, Folder 6      **KEEP U.S. BEAUTIFUL.**  
General note  
NBC 04/03/73. Tape 01/24/73. Script by Herbert Baker, Mike Marmer, Stan Burns, et al.
- Box 5, Folder 1      **KRAFT 75TH ANNIVERSARY SHOW.**  
General note  
CBS 01/24/78. Host Bob Hope. Script by Buz Kohan, Marty Farrell and Jerry Perzigian. With Kraft production materials related to commercials for the special.
- Box 2, Folder 6      **KRAFT ALL-STAR SALUTE.**  
General note  
Third Annual Pearl Bailey Special. CBS 03/14/79. Tape date 02/01/79. Annotated script and production materials.
- Box 4, Folder 4      **MERRY CHRISTMAS, FRED, FROM THE CROSBYS.**  
General note  
CBS 12/03/75. Guest star: Fred Astair. Annotated script by Buz Kohan. Dated 11/19/75,

- Box 5, Folder 4      **MITZI.**  
                                 **General note**  
NBC 10/14/68. Tape date 07/25/68. Written by Larry Hovis and Ann Elder. Starring Mitzi Gaynor.
- Box 2, Folder 1      **MITZI GAYNOR SPECIAL.**  
                                 **General note**  
NBC 10/14/68. Script by Larry Hovis and Ann Elder. Dated 07/14/69.
- Box 3, Folder 3      **MITZI... ROARING IN THE '20S.**  
                                 **General note**  
NBC 03/14/76. Tape date 02/18-21/76. Starring Mitzi Gaynor with Carl Reiner, Linda Hopkins and Ken Berry. Script by Jerry Mayer. With scripts for Kraft commercials for this special.
- Box 5, Folder 7      **NORMAN ROCKWELL'S AMERICA.**  
                                 **General note**  
NBC 11/12/69. Tape date 10/25-8/69. Host: Jonathan Winters. Guests: Michelle Lee, Dick Smothers, Norman Rockwell. Script by Herbert Baker and Treva Silverman.
- Box 2, Folder 5      **PAUL ANKA... MUSIC MY WAY.**  
                                 **General note**  
ABC 04/25/77. Annotated script by Buz Kohan. With production materials. Dated 04/08/77.
- Box 4, Folder 2      **PERRY COMO'S EASTER IN GUADALAJARA.**  
                                 **General note**  
ABC 04/13/82. Guests: Charo, Ann Jillian. Script by Stepen Pouliot. With Kraft materials and other misc. production materials.
- Box 5, Folder 5      **PERRY COMO'S WINTER SHOW.**  
                                 **General note**  
NBC 12/09/71. Guests: Art Carney, the Establishment, Mitzi Gaynor. Script by Bill Angelos and Buz Kohan. Script dated 10/08/71.
- Box 1, Folder 3      **SHIRLEY MACLAINE SPECIAL - WHERE DO WE GO FROM HERE?.**  
                                 **General note**  
CBS 11/12/77. Tape date 12/12-5/76. Guests: Les Ballets Trockadero de Monte Carlo, Don Ellis and His Electronic Orchestra, Laserium and Sergio Aragones.
- Box 5, Folder 3      **SNOOPY'S WORLD WIDE ICE FOLLIES.**  
                                 **General note**  
No airdate. Tape date 06/29/72. Production materials only.
- Box 2, Folder 2      **TELLY - WHO LOVES YA, BABY?.**  
                                 **General note**  
CBS 02/18/76. Tape date 01/25/76. Guests: Diahana Carroll, Barbara Eden, Cloris Leachman. Script by Buz Kohan. With production materials.
- Box 3, Folder 1      **TENNESSE ERNIE FORD SPECIAL, THE.**  
                                 **General note**  
CBS 12/03/67. Tape date 11/12/67. Guests: Andy Griffith, Diana Ross and the Supremes, Young Americans, Dillards, and Danny Thomas. Annotated script by Sheldon Keller and Digby Wolfe. Annotated. Dated 11/08/67.

Box 5, Folder 2

**WALT DISNEY... ONE MAN'S DREAM.**

**General note**

CBS 12/12/81. Host Michael Landon. Script by John Mc Greevey, Stan Hart and Mitzie Welch. With contracts between Disney (WDP also known as WorldCo), Kodak, and Kraft sponsorship of EPOC rides.

Box 4, Folder 3

**WALT DISNEY'S WONDERFUL WORLD OF COLOR.**

**General note**

NBC. Inventory list of 1961-69 episodes by season, including sponsorship for each episode.