

# front & center

Duke University Rare Book, Manuscript, and Special Collections Library

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## UNIQUE, ILLUSTRATED ENCYCLOPEDIA OF ADVERTISING DEBUTS Hartman Center Provided Illustrations

The Hartman Center is very pleased to announce that after several years of hard work, the *Advertising Age Encyclopedia of Advertising* has been published and is now available for purchase! Featuring nearly 600 extensively illustrated articles, this three-volume work provides detailed historic surveys of the world's leading agencies and major advertisers, as well as brand and market histories. It also profiles influential men and women in the field; provides overviews of advertising in France, Argentina, and other countries; covers important issues affecting the field; and discusses key aspects of methodology, practice, strategy, and theory.

Jacqueline Reid, Reference Archivist for the Hartman Center, served as Illustration Editor for the three-year project. She headed a team of Duke University undergraduate and graduate students who selected more than 700 images (some in

color) to accompany the entries. Assistant Illustration Editors Richard Collier and Catherine Saleeby were essential to the success of the project, unwavering and creative in their work throughout. Creation of the encyclopedia was a collaborative effort involving the Hartman Center, the Museum of Broadcast

Communications in Chicago, Fitzroy Dearborn Publishers (now owned by Routledge), and *Advertising Age* magazine.

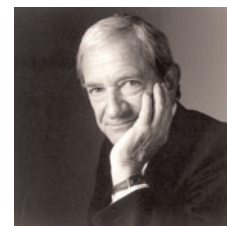
Reviews have been positive. Susan C. Awe of the University of New Mexico wrote in *Library Journal* that the set "will be a classic in libraries for many years to come." *Library Journal* also named the work one of the Best Business Books of 2002. E. Truax of the University of North Texas, in a review in *Choice*, said that "delightfully rich detail can be found" in this encyclopedia, "...the first thing of its kind in the literature of advertising."

The three-volume set sells for \$385.00 and is available for purchase through the Routledge website: [http://www.routledge-ny.com/fitzroydearborn\\_lib.cfm](http://www.routledge-ny.com/fitzroydearborn_lib.cfm).



## GENE FEDERICO PAPERS HIGHLIGHT DISTINGUISHED CAREER

The papers of graphic designer and advertising executive Gene Federico (1918–1999) came to the Hartman Center in January. In a career spanning over 40 years, Federico created elegant, award-winning advertisements for eight agencies; he was a founder and creative director of the Lord, Geller, Federico & Einstein in 1966. Federico's noted work included ads for Hennessy cognac, IBM, and *Woman's Day* magazine among many others. His ads—as well as posters, book jackets, and annual family holiday cards—show wonderful freshness and simplicity of style and what his



friend Samuel Antupit defined as "an impeccable sense of typography." Antupit's memorial tribute to Federico noted that Federico "defied convention as an elegant man in a generally barbaric field...He quietly rowed

against the tide of advertising art direction."

Federico's wife, graphic artist Helen Federico, presented the collection to Duke. Mrs. Federico and an anonymous donor also provided financial support for processing the papers, which show the evolution of Gene Federico from an art student doodling in sketchbooks to an esteemed master of design and advertising. The collection, which is especially strong in Federico's creative output, will be open for research in the autumn of 2003.

By preserving historical records and archives and sponsoring related programs, the John W. Hartman Center stimulates interest in and study of the roles of sales, advertising and marketing in society.

## EVENTS

Professor Kathy Peiss of the University of Pennsylvania presented her work-in-progress on "Taste and the Myth of American Classlessness, 1930s-1950s" at a Staff & Scholars Tea in April.

## VISITORS

Professors Tani Barlow, Alys Weinbaum, Priti Ramamurthy and Uta Poiger, all from the University of Washington, came to survey the Hartman Center's holdings for their "Modern Girl" research project.

## CLASSES

Duke Professor Ed Balleisen brought his "American Business History" class in to view materials from the Hartman Center. Professor Bill Tobin also showed his "Topics in Business History" class the resources found in our collections.

## IN THE NEWS

Ellen Gartrell authored a front-page guest column in the OAAA's e-newsletter *Outdoor Outlook* for March 17. Several individuals contacted the Hartman Center thereafter, offering items for the Outdoor Advertising Archives. Receipt of *The Outdoor Story* (pictured, right) was one happy result.

## ON THE ROAD

Lynn Eaton and Jacqueline Reid attended the 2003 meeting of the Conference on Historical Analysis and Research in Marketing (CHARM) in East Lansing, Michigan, to promote the Center's resources.

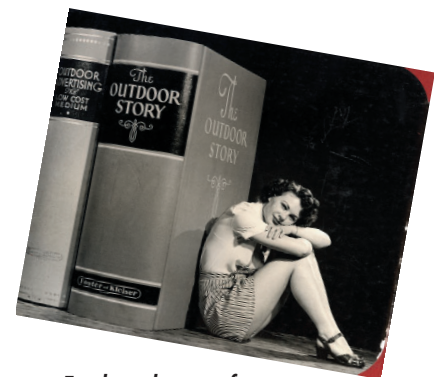
## DIVERSITY REMAINS KEY FEATURE OF CENTER COLLECTING

From selling ladies' shoes to shaping corporate images, recent Hartman Center additions will support a wide range of research topics. **Brouillard Communications** contributed over 35 cartons of print ads and documentation of corporate advertising. Predominating among the 30,000 items are corporate image advertisements from a variety of general and business publications. The collection is organized in two series, by industry (e.g. telecommunications, banking) and by company name. Companies especially well represented by articles and reports as well as print ads include AT&T, DuPont, General Electric, IBM, among others. The Brouillard gift also includes research files gathered by executive **Thomas F. Garbett** for his 1980s books on corporate image advertising. **Roy Lightner**, an executive who retired from N W Ayer in 1980, donated his collection of over 8,000 print ads dating from the late 19th century to the 1970s. Major files include over 800 AT&T ads (1910s-1970s) and over 400 Campbell's Soup ads (1900s-1970s), as well as several hundred each for Metropolitan Life, Ivory Soap, and Coca-Cola. Lightner's careful arrangement and listing of the items provides excellent access to this rich resource. **Mary Ellen Coleman** of **Lamar Outdoor** (Scranton, Pa.) sent volumes three and four of a wonderful Foster & Kleiser instructional tool for the industry, titled *The Outdoor Story* (1949)—has anyone ever seen volumes one and two? **Mrs. Freda Young**, a retired art teacher in Eugene, Oregon, carefully preserved many executions from the famous campaign "Great Ideas of Western Man," run by Container Corporation of America, from 1950 to 1976. It featured original art commissioned to illustrate philosophical quotations, as well as a series of ads featuring each U.S. state. Mrs. Young has donated nearly 200 of these print ads to the Hartman Center. Other additions include 100

books, mainly on British advertising, from the **History of Advertising Trust** of Norwich, England, and about 700 issues of advertising-rich *Life* magazine (1937-1972). The Center also has acquired a scrapbook containing 1,000 **Bullock's Department Store** (Los Angeles) newspaper ads for ladies shoes from 1921 to 1927. Over 400 items are new to the **Nicole Di Bona Peterson Collection of Advertising Cookbooks**, including 14 French-Canadian booklets from the 1910s-1930s and one publication in Italian. An addition of 5,200 U.S. and international advertising "freecards" (1980s to present) enriches a burgeoning **Advertising Postcard Collection**, which documents this unique phenomenon. We continue to receive new material from **J. Walter Thompson Company** offices (Frankfurt, New York, Chicago, London, and Detroit). We thank, also, **Bob Goldsborough**, **Francisco Mesquita**, **Marco Rimini**, **Claude Williams** and **Michael Zega** for their gifts to Hartman Center collections.



This French-Canadian cook booklet dates from 1930.



Each volume of *The Outdoor Story* contains 50 original photos and typed text that instructed Foster & Kleiser employees on posting 24-sheet panels (billboards).

Advertising rack cards are an international phenomenon. Displayed in restaurants, theaters, and other public places, they are "cool" and popular with young consumers and collectors.



## GRANT PROJECT COMPLETION PUTS OUTDOOR ADVERTISING "OUT THERE" FOR ALL TO USE

Two years of hard work has created access to the information contained in 531 feet of outdoor advertising materials in 11 separate collections. A National Endowment for the Humanities grant project—"Art and Commerce by the Side of the Road"—awarded Duke University \$171,303 to organize the boxes (and boxes!) of correspondence, reports, photographic images, research, industry promotional literature, and films and to prepare descriptive guides. These guides will be available on the web in July 2003 at

<http://scriptorium.lib.duke.edu/hartman/>. Like most archival finding aids, each one gives historical background, a collection overview, and a list of every file folder's title. Researchers using the web are able to search the guides for particular words, dates, company names, or geographic places.

Much of the material arrived at Duke in 1996 in a disorganized state, making research difficult. The Archives of the Outdoor Advertising Association of America (OAAA) presented a particular challenge. Project Archivist Lisa Chandek-Stark arranged the files from hundreds of jumbled boxes into a system; graduate student intern Richard Collier completed the work and wrote collection guides. In addition to access, the grant also supported providing proper storage for the papers



and photographic images, to preserve them for long-term use.

The Outdoor Advertising Slide Library was another collection that required much attention. Over 62,000 slides, documenting billboards from across the country and over many decades, now have been sorted. Information about those slides, and about images from the OAAA and R. C. Maxwell Company collections, will be available online through a searchable database by Fall 2003. The grant funds did not stretch far enough to allow us to scan the actual images for visual access.

Completion of the grant is a boon for a variety of users, including a wide range of scholars, opening large and significant files to them. Professor Cathy Gudis of the University of Oklahoma, author of the forthcoming book *Buyways: Billboards, Automobiles, and the American Landscape* (Routledge), emphasizes the importance of the project for research: "The OAAA collection is an invaluable resource both to scholars of advertising history and to those interested in the impact of advertising and marketing on the urban environment....The collections at the Hartman Center offer insights into not just the outdoor industry but also changing aesthetic sensibilities, consumer taste, and attitudes towards the commercialization of public space."

### LOOKING BACK

## A SALUTE TO WINGS

On December 17, 1903, the Wright brothers flew the first airplane 120 feet down the beach at Kitty Hawk, North Carolina; this year, centennial celebrations are planned both in North Carolina and in Dayton, Ohio, where the Wrights founded their aircraft company. This 1953 corporate ad for Boeing, "Fifty Years After," celebrated a half-century of flight with a nod to the Wrights and used the occasion to introduce Boeing's newest aircraft, the remarkable B-52 bomber. The ad copy linked "the courage of the two bicycle mechanics who dared the unknown" with Boeing's own pioneering spirit, whose imagination "looked ahead to unexplored frontiers." The B-52 is still in use by the U.S. military and saw duty in both Gulf wars. Next year, 2004, the B-52 will celebrate an anniversary of its own, its 50th year in service.



### KUDOS

"I am writing to thank you and your staff for providing me with such a wonderful opportunity...the J. Walter Thompson collections proved to be a most valuable resource...I look forward to visiting the Hartman Center again in the course of my career. Its unique collections and knowledgeable employees made my time there a pleasure." – happy travel grant winner recipient

### JUST FOR FUN

A newspaper editor received a letter from a subscriber complaining that he had found a spider in his paper. "What does that mean?" The editor replied: "Dear old subscriber: Finding a spider in your paper was neither good nor bad luck for you. The spider was merely looking over your paper to see which merchant is not advertising so he can go to that store, spin his web over the door, and lead a life of undisturbed peace ever afterward." – attributed to Mark Twain

### WORDS FROM THE PAST

"Advertisements are now so numerous that they are very negligently perused, and it has therefore become necessary to gain attention by magnificence of promises, and by eloquences sometimes sublime and sometimes pathetic." – Dr. Samuel Johnson (1709–1784) – *The Idler* #40.



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for Sales, Advertising &  
Marketing History**

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## 2003 TRAVEL AWARD RECIPIENTS ANNOUNCED

The Hartman Center is awarding over \$6,200 in travel grants and fellowships to thirteen academics. The awards help faculty members, graduate students, and independent scholars from around the world to use the Center's unique collections at Duke. 2003 marks the tenth anniversary of the travel grant program. Recipients were selected from a strong pool of 26 applicants from 12 states and 5 countries.

The Center awarded two J.Walter Thompson Company Research Fellowships this year to **Professor Julio Moren** (History, University of San Francisco) and **Professor Ricardo Salvatore** (History, Universidad Torcuato Di Tella, Argentina). Professor Moren is writing about consumer culture in Latin America, 1945–1990. Professor Salvatore's project is on advertising men in South America, 1920–1960. Both JWT Fellows will spend a minimum of two weeks researching their topics at the Hartman Center. The JWT Archives is rich in documentation of the agency's early expansion to South America starting in the 1920's, the decade when the agency opened offices in many foreign countries.

### Address Correction Requested

Our 2003 travel grant winners also include:

FACULTY WINNERS:

**Professor Christopher Endy**, History, California State University – Los Angeles

**Professor Rusty Monhollon**, History & Political Science, Hood College

**Professor Philip Napoli**, History, Brooklyn College, CUNY

**Professor Juliann Sivulka**, Mass Communications and Information Studies, University of South Carolina

**Professor Shirley Teresa Wajda**, History, Kent State University

STUDENT WINNERS:

**Susan Falls**, Anthropology, City University of New York

**Tom Jundt**, History, Brown University

**Alexandra Proctor Lange**, Institute of Fine Arts, New York University

**Anthony Light**, American Studies, Yale University

**Glenn Reynolds**, History, SUNY, Stony Brook

**Marlis Schweitzer**, Drama, University of Toronto

Honorable mentions went to:

**Professor Natalie Dykstra**, English, Hope College

**Victoria Vantoch**, History, University of Southern California

*For information about the 2004 travel grant program, call the Hartman Center at 919-660-5827 or email [hartman-center@duke.edu](mailto:hartman-center@duke.edu). The deadline for the next applications is January 15, 2004.*