

# front & center

Duke University Rare Book, Manuscript, and Special Collections Library

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## CENTER DIRECTOR ELLEN GARTRELL McGEORGE RETIRES

Ellen Gartrell McGeorge retired at the end of June 2004 after leading the Hartman Center for almost seventeen years. Gartrell came to Duke in 1981 as Assistant Curator of Manuscripts for Reader Services. She assumed responsibility for managing the J. Walter Thompson Company Archives soon after its arrival in 1987. In 1992 she became the first director of the newly formed John W. Hartman Center for Sales, Advertising & Marketing History.

At a reception held in Gartrell's honor on June 17, 2004, Robert Byrd, director of the Rare Book, Manuscript, and Special Collections Library, noted that Gartrell, "more than anyone else, was responsible for building the Hartman Center into a major international repository for the documentation and study of advertising history. What she has created will endure for generations as a witness to her professional achievements."

Under Gartrell's leadership, the JWT Archive

itself has doubled in size, acquiring rich documentation about European and global operations as well as major North American accounts and offices. Other significant collections were added to the holdings of the Hartman Center, notably the records of DMB&B, the archives of the Outdoor Advertising Association of America, the records of Wells Rich Greene, and papers of a number of leading individuals in the field of advertising and marketing.

Gartrell is a native of the Philadelphia area. Before coming to Duke, she worked in the libraries of the College of Physicians of Philadelphia and the University of Pennsylvania.

Earlier this year Gartrell married Nicholas McGeorge, a British citizen. Her early retirement will allow her to enjoy a transatlantic lifestyle, dividing her time between Lymington, England, and the U.S.

Jacqueline Reid, who served as

Reference Archivist for the Hartman

Center from 1998 to 2004, has been appointed Interim Director of the center. Lynn Eaton, formerly Technical Services Archivist for the Center, has assumed the role of Reference Archivist.



Lee Pavao and John Furr socialize with Ellen Gartrell McGeorge at her retirement reception.



New Hartman Center leadership: Jacqueline Reid and Lynn Eaton.

## DAVID B. McCALL PAPERS ILLUMINATE A REMARKABLE LIFE

The Hartman Center is proud to announce its acquisition of the papers of advertising executive and humanitarian David B McCall (1928-1999). A brilliant copy writer and astute executive, McCall was also an outspoken advocate for social justice who forced the advertising industry to confront social issues ranging from minority hiring to cigarette advertising.

McCall's advertising career literally followed the legendary path from mailroom to boardroom. A college dropout, he worked first as a mail clerk and later as copy writer at Young & Rubicam. His skills took him to Ogilvy Benson & Mather, where he became chief copy writer in 1960; two years later he and fellow Ogilvy executive Jim McCaffrey

formed McCaffrey & McCall, whose clients included Mercedes Benz of North America and North American Philips.



McCall was noted for the pro bono work he performed for non-profit clients. He took part in many projects such as the "Unsell" campaign to raise consciousness against the war in Vietnam; the effects of tobacco advertising on children; Save the Children; the Roe v. Wade challenges in 1989; the international land mine ban and demining efforts; and Refugees International.

The David B. McCall Papers contain business reports and correspondence, and a substantial collection of McCall's writings and speeches, which further illuminate the professional as well as moral preoccupations of one of the advertising industry's most complex personalities and interesting public intellectuals.

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.

## VISITORS

Jojo and Bill Edwards visited the Hartman Center as they passed through North Carolina. Mrs. Edwards is the stepdaughter of former JWT CEO Norman Strouse. John Furr of JWT Chicago conducted research in the JWT Archives. Retired JWTER Lee Pavao and Chapel Hill city manager Cal Horton visited the center.

## CLASSES

Duke Professor Ed Balleisen brought in 60 "American Business History" students. His class has the option of using parts of the JWT Archives to write their final term paper. Professor Matt Cohen brought his "History of the Book in North America" class in to learn about advertising history in the U.S.

## PRESENTATIONS

Jacqueline Reid presented a paper at the Society of American Archivists annual meeting in Boston, MA as part of a panel entitled "Where Are My Records? Issues in Documenting Advertising History." Lynn Eaton led over 200 Tarheel Junior Historians in a workshop entitled "Body Odor and Flapper Flair: Advertising in the 1920s" at the North Carolina Museum of History in Raleigh.

## ON THE ROAD

Jacqueline Reid visited the offices of JWT in Detroit and New York. Both Jacqueline Reid and Lynn Eaton attended the AEF symposium "Advertising and the New Femininity: Exposing the Myths and Midrifts of Today's Young Women" in New York.

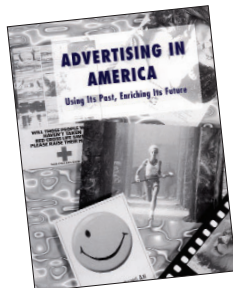
## IN MEMORIUM

The Hartman Center notes with sorrow the recent death of one of its major benefactors, Kelly Bill Hartman, wife of John W. Hartman. Kelly was an indomitable lady, a true friend of libraries, and a tireless volunteer for philanthropic causes. She will be greatly missed.

WE'VE COME  
A LONG WAY, BABY

As the Hartman Center leadership changes, it seems appropriate to look back on how far we've come in the last seventeen years. Below is a timeline that includes many of our significant achievements.

- 1987 • J. Walter Thompson Company Archives arrives at Duke University, with over 900 cartons, 2000 linear feet of documents
- 1988 • Ellen Gartrell becomes Advertising History Specialist in Manuscript Department
- 1989 • DMB&B Archives arrives
- 1990 • Retired directors of J. Walter Thompson Company hold their first reunion at Duke
- 1991 • Library begins to plan for broader documentation of advertising history and increases staff to 1.5 FTE
- 1992 • John Hartman (Duke '44) makes initial gift to found Hartman Center for Sales, Advertising & Marketing History, with additional support from Duke classmate, William Lane
  - Travel-to-collections grants program is created
- 1993 • "Advertising in America: Using Its Past, Enriching Its Future" conference held, funded by NHPRC and co-sponsored by Center for Advertising History, Smithsonian Institution
  - Center provides hundreds of images for JWT publication *Fifty Years of Better Ideas: Ford Advertising 1943-1993* cele-



brating the agency's 50-year client relationship with Ford Motor Company

- Center takes leadership role in Council on Advertising History, an informal organization that met for several years to build on the work of the 1993 conference
- 1994 • JWT Endowment challenge is achieved
  - First issue of newsletter *Front & Center*
  - Tom LaPorte becomes Center's first full-time Reference Archivist
- 1995 • First website launched; Center mounts archival guides on web, becoming one of the first archives in the world to do so
  - Nicole Di Bona Peterson Collection of Advertising Cookbooks launched, with gift of 200 items; collection now totals over 4,000
  - HCSAMH is first used as a resource for Duke Talent Identification Program summer classes for teenagers
  - JWT Frankfurt Office records are added to JWT Archives, adding about 600 feet of material
- 1996 • First JWT Research Fellowships awarded
  - Archives of the Outdoor Advertising Association of America arrives, along with several related collections
- 1997 • Center offers first annual graduate student internship
  - Center publishes booklet "J. Walter Thompson: An Advertising Archive and A Place in History" in honor of its relationship with the agency
  - Television scripts by William Faulkner from 1953, long thought lost, discovered in JWT Archives



## NEW ACQUISITIONS

EXECUTIVES AND COMMUNISTS  
AND SALESMEN, OH MY!

An interesting assortment of collections has found a home at the Center recently. Gail Sonn, widow of the late **Irving Sonn**, donated her husband's papers. He spent much of his career at Ted Bates & Co as their Executive Creative Director. Some speeches and files of **Victor Bloede**, former President and Chairman of Benton & Bowles, were donated by his widow, Merle Bloede. Of particular note is a 1952 file documenting the accusations that B&B, Proctor & Gamble, and the Compton Agency all sympathized with communists because representatives signed a Radio Writers Guild statement denouncing blacklisting. A scrapbook illustrating the 1944-1956 tenure of Erie, PA salesman **Cecil "Barney" Barnett** with the Monroe Company is a nice addition to our sales and salesmanship initiative. Also acquired are the papers of **Richard Finkel Advertising & Associates** of Seattle, WA. Finkel's agency did a lot of newspaper advertising in the northwest in the 1950s. Additions to the **J. Walter Thompson** archives also arrived from the Atlanta, Detroit and New York offices, along with supplements to the OAAA collection as well. Thanks to all our donors for thinking of the Hartman Center!



I am participating in a Summer Institute about American Popular Culture for social studies teachers. I want to thank you for making the collection available for instructional use. Students will benefit greatly from it.

—graduate student

I wanted to thank you and the rest of the staff for your help last week. I have been going over the materials I brought home and I can tell it was a very useful visit. Not all archives are as well organized, making it difficult to get much done in one week's time.

—professor of history

**ENCYCLOPEDIA RECEIVES PRAISE FROM ALA**

The American Library Association's Reference and User Services Association (RUSA) has chosen the *Advertising Age Encyclopedia of Advertising* as one of its top reference titles for 2004. Nine librarians from the Reference Sources Committee chose the 3-volume set from among 75 titles by using multiple criteria, ranging from suitability for intended audience to the quality of scholarship and writing. Interim Director Jacqueline Reid served as Illustration Editor for the work. RUSA's description in the May issue of *American Libraries* notes, "Selected color plates complement entries on major advertising agencies and classic campaigns," with the final kudo, "titles such as the *Advertising Age Encyclopedia of Advertising* ... will long remain classic works."

- Center publicizes outdoor advertising collections with miniature tableau, garnering press attention and television coverage
- 1998** • Center receives the Mobius Advertising Awards Collection, with over 8,600 TV commercials and 1,000 radio commercials entered in the competition 1984–1991
- Center wins \$75,000 grant in the Library of Congress/Ameritech National Digital Library Competition to digitize early advertising images
- Hartman Center assumes role of illustrating the *Encyclopedia of Advertising*
- Jacqueline Reid joins staff as Reference Archivist and Illustration Editor
- Wells Rich Greene BDDP Archives come to Duke upon closing of the agency
- Center co-curates major library exhibit "The Perfect Woman: 100 Years in the Making"
- 1999** • Ad\*Access database goes live on the web, with over 7,000 advertisements, a project funded by The Duke Endowment "Library 2000" Fund
- Center receives McGraw-Hill Marketing Information Center Collection, a rich resource especially for b-to-b marketing history
- 2000** • Center receives collection of Durham-based Liggett & Myers Tobacco Company records and advertisements
- Center receives \$171,303 award from National Endowment for the Humanities to organize and describe the OAAA and related outdoor advertising collections
- JWT Worldwide Executive Group visits the agency's archives
- "Emergence of Advertising in America: 1850-1920" website (funded by LC/Ameritech) launches to rave reviews



- Lynn Eaton joins staff as Technical Services Archivist
- 2001** • Center hosts CHARM, the 10th Conference on Historical Analysis and Research in Marketing," with over 40 participants from several countries
- 2002** • "Medicine and Madison Avenue" website debuts, funded by a gift from the Ahmanson Foundation secured by Professor Nancy Tomes of SUNY-Stony Brook
- Center celebrates 10th anniversary with presentation by Yankelovich Partners President J. Walker Smith and a day-long advisory group meeting to map the future
- *Advertising Age Encyclopedia of Advertising* is published and named one of *Library Journal's* "Best Business Books of 2002." The Center's Jacqueline Reid directed the crew that provided over 700 images
- Center participates with JWT in celebrating the agency's 100 year relationship with Unilever
- 2003** • Gene Federico Papers added to Center
- Center launches initiative to build Salesmanship and Sales Training Literature Collection
- Hartman Center receives remaining records of Bates Worldwide when WPP Group purchases the agency
- 2004** • Ellen Gartrell McGeorge retires after managing the growth of Duke's advertising collections for 16 years (and 23 years at Duke); Jacqueline Reid becomes interim Center Director and Lynn Eaton becomes Reference Archivist



**LOOKING BACK**

**MARKETING THE VOTE, 1968 AND NOW**

The marketing of presidential candidates to the American electorate has long been big business, yet with the advent of television campaigning this became a vital component of political success. In the 1968 presidential race, Republican candidate Richard M. Nixon launched one of the most controversial yet influential advertising campaigns of television-era politics. Conceived jointly by a team of political consultants and advertising executives, the Nixon/Agnew "Decisions" ad campaign addressed an America divided over the war in Vietnam, plagued by urban riots, and demoralized by the Kennedy and King assassinations. Represented in this 1968 billboard advertisement, and echoed in accompanying radio and television ads, the campaign transmitted a do-or-die message to American voters: "This Time, Vote Like Your Whole World Depended On It." As American voters prepare to cast their ballots this November, similarly divided over military conflict abroad, this message remains a rallying call for voter participation and a testament to the impact of individual voters on our collective political future.





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

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## 2005 TRAVEL GRANT APPLICATION PROCESS BEGINS

Planning a research project that involves sales, advertising or marketing material? The Hartman Center awards a number of travel grants and fellowships to assist faculty members, graduate students and independent scholars from around the world to use the unique collections held here at Duke.

Travel grants up to \$750 are available for research using any of the Center's collections. Up to three J. Walter Thompson Research Fellowships are also available. Winners will receive a stipend of \$1000 for a minimum of two weeks research at the Hartman Center focusing on material in the J. Walter Thompson Archives.

Applications are due January 17, 2005. Awards will be announced March 15, 2005. For more information contact Lynn Eaton via email ([lynn.eaton@notes.duke.edu](mailto:lynn.eaton@notes.duke.edu)) or visit the website: <http://scriptorium.lib.duke.edu/grants.html>.

### Address Correction Requested

## TESTIMONY FROM A HAPPY RESEARCHER

The late 1920s mark a seminal point in the history of international advertising. In the space of a few years, the operations of the J. Walter Thompson agency had spread across the globe. Branches were opened in Africa, across Europe, and into South



America. Offices were also opened in Australia, first in Melbourne and then in Sydney. As a Postdoctoral Research Fellow at the National Centre for Australian Studies at Monash University, it is the opening of these two branches that brought me to Duke University. I am currently preparing a history of Australia's advertising industry, and I was hoping that the John W. Hartman Center would provide an opportunity to investigate this development from an international perspective. Fortunately, the materi-

al held in the Center's repositories did not let me down. My research not only provided unique insights into the reasons for JWT's foray into the Australian market, it also enabled me to view this development within its broader context. My research also uncovered other significant material. The hitherto unknown research reports on Australian attitudes will illuminate the preferences of Australian consumers.

I would like to express my sincerest thanks to the Hartman Center for the travel grant which enabled me to undertake this research. I would also like to thank the friendly and helpful staff at the Center, who helped to make this visit a truly rewarding experience.

*Dr. Robert Crawford  
September 17, 2004*