

Spring 2006
Vol. 12 No. 1

IN THIS ISSUE:

News & Notes 2

New Acquisitions 2

Researcher Clive Challis 3

CHARM 2007 3

Looking Back 3

Stanley C. Marshall 4

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.

Exhibit Highlights Atlantic City Signs and Scenes

The Hartman Center has mounted an exhibit entitled *Maxwell Did It! Photographing the Atlantic City Boardwalk, 1920s-1950s*, in the Special Collections Gallery at Duke University. The photographs capture the Boardwalk at the height of the city's popularity as a tourist attraction and document the local society during specific events, from Easter Sunday crowds to Miss America parades.

The R. C. Maxwell Company Records contain thousands of photographs documenting outdoor advertising between the 1890s and the 1970s. The collection also includes scrapbooks, diaries, business records, photographic and printing hardware, and memorabilia reflecting the activities of one of the earliest enduring outdoor advertising companies. Over 80 photographs are featured in the exhibit. The Hartman Center staff culled through hundreds of photos of the Atlantic City Boardwalk taken by the Maxwell Company, selecting those images that highlighted billboards and spectaculars along with images that evoke a sense of the activity and feel of the Boardwalk.

Spectaculars, or electric signs, made a big splash in the 1920s. One of the most famous signs on the

Boardwalk was a 50-foot tall thermometer designed for Colgate. In the 1930s thousands came to Atlantic City to parade their Easter finest on the Boardwalk and for summer swimming. In the 1940s sailors and soldiers arrived and billboards took on a more patriotic flavor as the war was supported on the home front. Parades for the Miss America contest highlight the 1950s section of the exhibit. Desegregation of the Boardwalk is also visible in many of the 1950s images as the number of African Americans walking the piers increased.

The gallery exhibit runs January 11 – March 26, 2006. An on-line version is available at <http://library.duke.edu/exhibits/maxwell>.



The GE spectacular at night on the Million Dollar Pier in June of 1929.

Center Acquires Papers of Newspaper Scholar Leo Bogart

The papers of Dr. Leo Bogart, renowned sociologist and media scholar, have arrived at the Hartman Center after being deaccessioned by the University of Wyoming's American Heritage Center. Bogart was best known for his scientific analysis of the decline in newspaper readership. Author of over a dozen books, Bogart served as the executive vice president and general manager of the Newspaper Advertising Bureau; taught marketing at New York University, Columbia University and the Illinois Institute of Technology; and was a senior fellow at the Center for Media Studies at Columbia and a Fulbright research fellow in France.

Born in Poland, he immigrated to the United States with his family at age two. After graduating from

Brooklyn College in 1941, he joined the U.S. Army Signal Intelligence Corps. Fluent in German as well as six other languages, he intercepted communications in Germany during World War II. Those experiences were recorded in his memoir, *How I Earned the Ruptured Duck: From Brooklyn to Berchtesgaden in World War II*. He later earned a doctorate in sociology at the University of Chicago.

Bogart passed away on October 15, 2005. At the time of his death he was a director and senior consultant for Innovation, an international media consulting firm, and wrote a column for *Presstime*, the magazine of the Newspaper Association of America. He endorsed the transfer of his papers to the Hartman Center, and his family, in accordance with his wishes, plans to add materials to the collection.



VISITORS

- Mark Gardner, University of London
- Clive Challis, Central Saint Martins College of Art & Design, London
- Ben Rosen, donor

ON THE ROAD

- Jacqueline Reid attended New York's Advertising Week in September and visited the JWT Buenos Aires office in October.

CLASSES

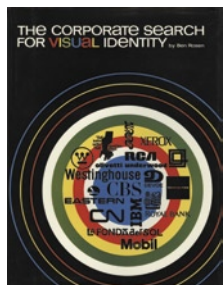
- Duke Professor Erik Harms brought his "Freedom and Control" writing class to view ads that depict or speak of freedom.
- Elon University Professor Kelli Burns brought her "Principles of Advertising" class for an introduction to the history of advertising through Hartman Center collections.

STAFF CHANGES

- The Hartman Center is pleased to announce that Dr. Richard Collier is now the Hartman Center Technical Services Archivist. Previously he was the Project Archivist working on the Bates Worldwide Archives.
- Greg Johnson has joined us as a Technical Services Intern. Greg is currently a graduate student at UNC-Chapel Hill in Library Science. He also has a Masters in History from Purdue University. His first project is processing the JWT Rena Bartos Papers.

Design, Demographics & Executive Donations

The Hartman Center is pleased to announce the acquisition of several new and significant collections. The papers of **Ben Rosen** document his career as a graphic designer and visual communications consultant and author of the books *Type and*



Typography, The Designer's Type Book and *The Corporate Search for Visual Identity*.

Rosen worked with a variety of corporate clients such as The Equitable, Exxon, Philip Morris, CCMI/McGraw-Hill and Memorial Sloan-Kettering Cancer Center. Viacom Outdoor's Creative Director, **Sean Robertson**, donated

the **Jack Foote Collection**, which includes black and white photographs of Foster & Kleiser and Eller Outdoor billboards as well as two 1950s era binders with photos of outdoor advertising designs from west coast cities, including Phoenix, Los Angeles and San Francisco, used mainly as a sales tool to demonstrate uses of the medium. The binders include a few pages of "dos and don'ts" for creative design. **O. Milton Gossett** gave his papers and runs of several agency house organs to the Hartman Center. Gossett was president and CEO of Compton Advertising and later Saatchi & Saatchi. His papers document the takeover of Compton by Saatchi & Saatchi, as well as work done for several major clients including Procter & Gamble. Following his recent retirement as chairman and CEO of JWT, **Peter Schweitzer** donated his papers to the Hartman Center. Schweitzer worked for JWT beginning in 1975, with a short stint at Burger King as executive VP and director of marketing and corporate planning.

Most of his career was spent in the JWT Detroit office where he became general manager, in 1986. Schweitzer's papers include many of his speeches and memos sent to the company. **John Benjamin Harris**, professor emeritus at Virginia State University, donated a collection of his papers recently. He taught marketing and management for many years and also did work for many companies on marketing to minorities. Several of his early proposals for Kodak and Cleveland Electric Illuminating Company are included. Also recently acquired are 180 pieces of original artwork for the advertising and packaging of mass market cigars made by the **Landmann Company** of Neckarau, Germany, from the 1920s and 1930s.



Two samples from the Landmann Company label collection.

New printed materials acquired by the Hartman Center include a variety of publications and reports analyzing the African American market in the 1950s and 1960s. Titles include: *The Negro Market: A Phenomenon in Transitory Exit, Presenting 149,547 Customers You've Overlooked*, and *The Negro Market in 1956*. Also acquired are several similar reports created by the BBDO agency for clients B. F. Goodrich, New England Life Insurance Company, and Pepsi Cola, and one analyzing the Puerto Rican population in New York City for Hormel.

The Hartman Center thanks the following for their recent financial support:

John and Kelly Hartman Foundation
Bruce Carroll
O. Milton Gossett
John B. Harris
David Maxwell
OAAA
Caroline Wood

Newly Available Collection Guides

Hartman Center electronic finding aids for collections recently posted to the web include:

- Gene Federico Papers, 1918-2003
- Garrett Orr Papers, 1873-1994
- Howard Scott Papers, 1921-1984
- Sheldon Sosna Papers, 1922-2001

- J. Walter Thompson Co. John Devine Papers, 1952-1974
- J. Walter Thompson Co. Domestic Advertisements Collection, 1875-2001

These and other Hartman Center collections' finding aids can be found and searched at the website:
<http://library.duke.edu/specialcollections/research/findingaids/>

Inside the Hartman Center With Researcher Clive Challis

Challis was an art director in both New York and London before becoming head of the advertising course at Central Saint Martins College of Art & Design in London. His current book is entitled **Helmut Krone. The book. Graphic Design and Art Direction (concept, form and meaning) after advertising's Creative Revolution.**

The book is available from www.enchorial.com, or from *Worldwide Books*, <http://www.worldwide-artbooks.com>



Between 1954 and 1964, the "Creative Revolution" in advertising changed the direction of American advertising and had immediate repercussions within the fine art world. During this revolutionary period, graphic design (which promotes an appreciation of the designer and design form) split from advertising art direction (in which the creator remains anonymous and concept reigns supreme). My book is on Bill Bernbach's great art director, Helmut Krone, who was responsible for a large slice of that Revolution; he directed key campaigns for Polaroid, the VW Beetle, and Avis ("We try harder"). In my attempt to explain this split between design form and concept, the Hartman Center's advertising archive has proven an invaluable resource.

The Center's holdings of *Art Director & Studio News*, the predecessor to *Art Direction* magazine,

were particularly valuable to my book project (these are unobtainable in art school collections, the New York Public Library, the Victoria & Albert Museum, the British Library, or the Museum of Modern Art). I also consulted JWT reports on the U.S. consumer and a more contemporary report on the rise and significance of Bill Bernbach's *modus operandi* as founding partner of Doyle Dane & Bernbach. The JWT Competitive Advertisements, divided by year and product category, provide examples of how American art directors integrated cross-cultural and international influences: these include American ads produced by the Swiss Herbert Matter, the Bauhaus master Herbert Bayer, the Hungarian Moholy Nagy, the Russian Alexei Brodovitch, all active in the United States. The Center also has an impressive record of the home-grown "early adopters," the ads of Paul Rand, and the work of Doyle Dane & Bernbach's first art director, Bob Gage, as well as ads by Helmut Krone (which Krone himself had chosen to suppress) and his contemporaries. These Hartman Center source materials, previously undocumented and invaluable to modern art historians, have provided an essential and unique resource for my research.

- Clive Challis



LOOKING BACK

40 Years of Super Bowl Advertising

The significance of Super Bowl advertising has changed exponentially during its first 40 years. The early AFL-NFL Championships and first Super Bowls were largely reported and celebrated by local newspapers and radio and for the most part neglected by the advertising world. The present day Super Bowl has now become a multi-billion dollar national "holiday," with the commercials almost superceding the game in importance. With that in mind, 30-second commercial spots during the United States broadcast of Super Bowl XL were selling for more than \$86,000 a second.

This Miller Lite advertisement, selected from the February 4, 1986, edition of the *Chicago Tribune*, highlights the Super Bowl XX Champion Chicago Bears. This type of advertisement, celebrating a local sports team, was, and still is, common in the local newspapers of the cities that have professional sports teams.



KUDOS

"I just wanted to let you know what a wonderful website you have. The collection of advertisements is astounding and quite interesting. I currently teach marketing and fashion marketing, grades 10-12, in south Florida. My students are currently compiling information to make a fashion magazine of the 1900s - 1990s. One part of the assignment requires them to research old advertisements, and your site is a wealth of knowledge. Thank you so much for taking the time to compile this; it makes my job so much easier!"

- High school teacher

CHARM 2007

CALL FOR PAPERS

The Hartman Center will host the next Conference on Historical Analysis & Research in Marketing (CHARM) May 17-20, 2007. Papers on all aspects of marketing history and the history of marketing thought in all geographic areas and time frames are welcome. The deadline for paper submissions is November 15, 2006. For more information go to the CHARM website: <http://faculty.quinnipiac.edu/charm/>.



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

**Rare Book, Manuscript,
and Special Collections
Library**

Box 90185
Duke University
Durham, NC 27708

Contact Information:

Jacqueline Reid, *Director*
919.660.5836
j.reid@duke.edu

Lynn Eaton, *Reference Archivist*
919.660.5827
lynn.eaton@notes.duke.edu

Send all other email to:
hartman-center@duke.edu
or fax:
919.660.5934

We're on the web at:
<http://scriptorium.lib.duke.edu/hartman>

FIRST CLASS MAIL
U.S. POSTAGE
PAID
PERMIT NO. 60
DURHAM, NC

ADDRESS CORRECTION REQUESTED

Marketing Visionary and American Dreamer: Stanley C. Marshall

The Hartman Center has acquired the **Stanley C. Marshall Papers**, a collection documenting Marshall's long career as a marketing executive, strategy consultant, civic leader, humanitarian, educator, and valued friend. Described by his colleagues as a "self-made communications giant whose great goodwill and generosity of spirit" inspired others, Marshall dedicated his life "to serving and uplifting, in the most unselfish manner, his community, his city, and professional colleagues." A pioneer in corporate and institutional strategic planning, Marshall rose to prominence in Pittsburgh marketing circles as an executive at Lando, Inc., Marsteller, Inc., and his own marketing firm, Stanley C. Marshall, Inc. Renowned for his focus on accountability, "positioning" methods for effective marketing, and Input/Output economics, Marshall lectured on these business concepts for a range of audiences, including the U.S. Department of Commerce, American Marketing Association, Association of American Advertisers, and U.S. Committee for UNICEF.

Beyond his contributions to marketing and advertising, Marshall was a tireless advocate of social, educational and civic programs throughout

the U.S. and the developing world. In addition to serving on Pennsylvania's State Board of Education and Council for Higher Education, he helped launch several award-winning initiatives: the Partnership for Productivity Foundation, "Get-Out-The-Vote," Conflict Resolution Center International, NEED (Negro Emergency Education Drive), Outreach (alternatives to the juvenile justice system), Chicago Association of Scientists and Engineers, and NIBS (association of outstanding arts, business, educational and government leaders). An engaging public speaker and educator, Marshall taught in the Katz School of Business at the University of Pittsburgh; he also lectured for corporate and university audiences throughout the U.S. and Europe. He is remembered fondly by colleagues and students alike as a "quintessentially American" individual who "kept re-inventing himself, kept enlarging upon an American's dream to be the person he chose to be. Stan's great secondary talent was to get others to dream his dreams . . . of conflict resolution or world peace or scholarships for the needy."

The **Stanley C. Marshall Papers** document over fifty years of Marshall's career in marketing, civic leadership, and education. The collection includes correspondence, marketing and strategy reports, seminar and presentation materials, speeches, radio scripts, articles, books, catalogs, clippings, and a variety of audiovisual materials.



Stanley C. Marshall
1919 - 2004