

# front & center

Duke University Rare Book, Manuscript, and Special Collections Library

Summer 2011  
Vol. 17 No. 1

## IN THIS ISSUE:

News & Notes 2

Henry Haberman Photos 2

Party Like It's 1965 3

Looking Back: Peace Corps 3

Advertising to Children Exhibit 4



## Get on the ROAD! (2.0)

*Outdoor Advertising Digital Collection Now Available*

The Hartman Center announces the launch of ROAD 2.0, a digital collection of 27,000 outdoor advertising images spanning the 1910s-1980s. This collection is available at [http://library.duke.edu/digitalcollections/outdoor\\_advertising/](http://library.duke.edu/digitalcollections/outdoor_advertising/) and was made possible by a grant from the National Historic Publications and Records Commission (NHPRC).



Sprite billboard ad featuring "Ernest" from 1987.

The database is searchable on a variety of descriptors, including brand and posting company. An advanced search option is also available. These outdoor advertising images are of interest to a broad range of users, including the outdoor advertising industry, scholars of popular culture, advertising enthusiasts, publishers, and film or TV producers who want to recreate historical settings. Because of the collection's large size, publication of ROAD 2.0 instantly doubled the number of digital images available on the Duke Libraries Digital Collections website.

The goal of the ROAD 2.0 project was to digitize outdoor advertising images already described in the original ROAD database created in 2005. Images

scanned for this project mainly consist of items from the OAAA Archives and OAAA Slide Library, but also include images from the John Paver Papers and the John E. Brennan Outdoor Advertising Survey Reports. A separate collection of digitized images from the R.C. Maxwell Company Archives is expected to be added to ROAD 2.0 by fall 2011.

About 14,000 photographs and negatives for ROAD 2.0 were digitized in Duke's Digital Production Center (DPC) and about 13,000 35mm slides were outsourced to a vendor. In addition to digital imaging, the Digitization Assistant, Rita Johnston, cleaned up some of the original 27,000 metadata records associated with the ROAD 2.0 images.



A Roper gas range billboard circa 1950s that is now part of the Outdoor Advertising Digital Collection.

## Traveling Exhibits Now Available

Two recent exhibits are now offered to museums and cultural institutions in traveling form. *Not Just Mad Men* highlights 1960s ad agency culture. *The Power of Refined Beauty* depicts photo portraits of society women taken by well known photographers for the Pond's ad campaign, 1920s to 1950s. Contact the director or go to the Center's homepage for more information about these exhibits.



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**

- Lois Gaeta and David R. Baker

**CLASSES**

Duke classes using the Hartman Center this spring included:

- Robert Healy's *Suburbs, Malls, Office Buildings*.
- George Grody's *Markets and Marketing*.
- Mara Kaufman's *Writing 20: Globalization*.
- Sally Deutsch's *U.S. Between the Wars*.

**PRESENTATIONS**

Jacqueline Reid spoke at the annual dinner for the Friends of Duke University Libraries about the Hartman Center and its recent AdViews web project. George Grody also spoke at that event about how his Markets and Management Studies students have used the Hartman Center collections in his classes and for the 2011 Mad Men and Mad Women Library Party. Reid also spoke at the TRLN Enrichment Series about AdViews.

**ON THE ROAD**

Jacqueline Reid attended the 2011 OAAA convention and OBIE awards in Miami Beach, FL.

**INTERNS**

Thanks to Sarah Bost, Neale Stokes and Katharine French-Fuller for all their hard work as Hartman Center interns this year.

**NEW ACQUISITIONS**

*Portrait of Henry Haberman, undated.*



## Center Acquires Henry Haberman Photographs

The Hartman Center announces the acquisition of the photographs, slides, transparencies and print advertisements of commercial photographer and artist Henry Haberman (1917-2008). The collection consists of several thousand images that show the range of Haberman's professional and personal creative output: model sessions, travel photography, experiments with focus and visual effects. It also includes a set of slides of hundreds of Haberman's original paintings.

Henry Haberman was born in Brooklyn and studied at the New School and the Brooklyn Museum Art School. He worked at the William Becker Studio in New York before opening his own studio, Habershaw, with partner Frank Gershaw. Haberman worked with several major advertising agencies from the 1940s-1970s, especially BBDO, on a wide range of accounts, including Cover Girl, Pepsi, General Electric, Lucky Strike and Samsonite. He won numerous creative awards for his work, which was also featured in exhibits at New York galleries. He retired from commercial photography in 1972 and became a full-time painter based in Martinique, Florida, Mexico and the U.S., selling primarily to private collectors.

The Haberman collection is currently being processed and should be available to researchers by the end of the summer.



*Circa 1950s ad for Ship'n Shore.*

## Newly Available Collection Guides

The following Hartman Center collections now have collection guides searchable at: <http://library.duke.edu/digitalcollections/rbmscl/inv/>

- Bill Communications Sales and Marketing Management Vertical Files, 1960-1994
- Bud Titsworth Commercials, 1968-1991
- Charlie Steinmann Papers, 1937-1988
- Coca-Cola Company Star Salesman Kit, 1949-1951
- Foote, Cone & Belding Communications, Inc. Records, 1964-1978
- Gaess Outdoor Advertising Photographs, 1950s-1960s
- General Electric Company. Appliance and Merchandise Dept. General Electric Sales Educational Bulletins, 1940-1941
- J. Walter Thompson Company:
  - Alun Jones Papers, 1930-1984
  - Charles J. Balestrino Papers, 1986-1994
  - Company Histories, Memoirs and Reminiscences, 1890s-2010
  - London Office. Terry Bullen Papers, 1979-2002
  - London Office. Sam Soper Papers, 1941-1996
  - Memoranda, 1915-1999
  - San Francisco Office Records, 1949-1999
- John E. Browning Papers, 1930-1999
- Lester Wunderman Papers, 1946-2010
- McCann-Erickson Audiovisual Collection, 1980s-1990s
- National Press Company Advertising and Promotional Materials Collection, 1949-1955
- Pepperidge Farm Advertising and Promotional Materials Collection, 1957-1967
- R.C. Maxwell Company Records, 1891-2001
- Roy Lightner Collection of Antique Advertisements, 1871-2009
- Victor G. Bloede Papers, 1952-1983
- W.W. Parleir Papers, 1909-1937

## 2011 TRAVEL GRANT RECIPIENTS

The Hartman Center awarded travel grants and fellowships to 10 researchers for 2011. The program assists scholars from around the world who need to use the Center's unique collections.

The Center awarded two J. Walter Thompson Company Research Fellowships this year. *Dr. Lisa Sumner* (Art History & Communication Studies, McGill University) is researching the influence of U.S. advertising in Canada. *Alex Taylor* (Art History, Oxford University) is researching his dissertation entitled "The Role of Abstraction in Advertising Cultures of the 1960s." The Fellowship program assists scholars whose research focuses on JWT collections and requires a minimum of two weeks. For more information on the Travel Grants program, please visit our website. The next deadline for applications is January 31, 2012.

Our 2011 travel grant recipients also include:

### Faculty:

- Professor Elise Chenier, History, Simon Fraser University
- Professor Janet Golden, History, Rutgers University
- Professor Lareh Jayasanker, History, Carroll University
- Professor Catherine Keyser, English, University of South Carolina

### Independent Scholars:

- Leif Frederickson, Missoula, MT

### Students:

- Joseph Malharek, American Studies, George Washington University
- Laura Phillips, History, University of Virginia
- Elliott Weiss, History, University College (UK)

To see a video about the Mad Men & Mad Women Party, go online to [tinyurl.com/dukeliblibraryparty](http://tinyurl.com/dukeliblibraryparty). You can also see more pictures at [tinyurl.com/dukeliblibrarypartypics](http://tinyurl.com/dukeliblibrarypartypics).

## Party Like It's 1965

On February 25, 2011, the Duke University Libraries and Duke Marketing Club hosted "Mad Men & Mad Women: The Library Party," inspired by the popular AMC television series. For one night, Duke's Perkins and Bostock Libraries were transformed into the headquarters of the Sterling, Cooper, Perkins, Bostock advertising agency. Approximately 3,000 members of the Duke community dressed in their best vintage duds and enjoyed a night of seriously professional fun. Vintage ads from the Hartman Center decorated the library walls, and TV commercials from the AdViews digital collection appeared on the LINK media wall. Early guests received skinny ties and faux pearl necklaces. In the weeks leading up to the event, students in the Duke Marketing Club organized academic lectures on women's issues, race and ethnicity, and other social and cultural topics of the 1960s. The event brought together people from across the University to do one thing: "Party like it's 1965!"

*Considered one of the year's most successful social events, the Mad Men themed party drew over 3,000 participants from all parts of the campus community.*

## LOOKING BACK

## 50 Years of the Peace Corps

On March 21, 2011, the Peace Corps celebrated its fiftieth anniversary. The Corps was originally formed under the Kennedy Administration with a mission to "promote world peace and friendship" and stave off the spread of communism largely through social and economic development. As this advertisement for the Peace Corps states, they actively recruited college-educated men and women to "[share their] knowledge with the people of such countries...to help themselves in the struggle against poverty,

hunger, and disease." Fifty years later the Peace Corps continues to broaden and diversify its mission. Most recently, President George W. Bush sought to utilize the Corps in his broader War on Terrorism and asked to double its budget in 2004.



*Peace Corps ad from the 1960s.*

# DUKE UNIVERSITY LIBRARIES

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@duke.edu

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

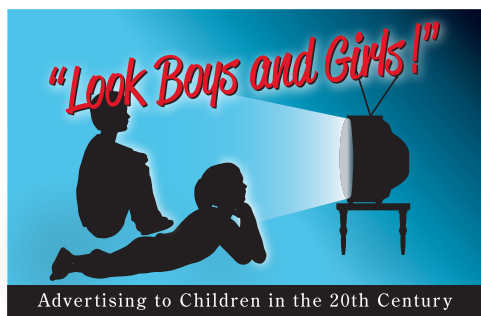
We're on the web at:  
<http://library.duke.edu/specialcollections/hartman/>



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

**ADDRESS CORRECTION REQUESTED**

## New Exhibit Documents Marketing to Kids in the 20th Century



Over the last thirty years, the explosion of Saturday morning cartoons and children's television programming has caused American parents no shortage of worry about their children's exposure to advertising. As the Hartman Center's new exhibit, "Look Boys and Girls! Advertising to Children in the 20th Century," shows, this advertising is anything but a new phenomenon.

Advertisers started selling directly to kids, rather than their parents, in the early 20th century. Companies like Heinz and Palmolive published children's stories (like *The Story of Peanutville*) that positively portrayed their products long before radio was even around.

Here's a short timeline that is illustrated by items in the exhibit:

- 1910s: Companies like the Winchester Rifle Company established contests to encourage the use of their products.
- Late 1920s: Kids could join "clubs" and might receive prizes and higher status if they consumed more of the sponsoring company's product. Some

companies promoted products through sponsored radio shows and even through schools.

- 1930s: Comic strip advertising was used to target children and played off the popularity of that section of the newspaper.
- 1953: Two of the first television shows aimed exclusively at preschoolers, "Baby Sitter" and "Ding Dong School," were broadcast.
- 1960s: As interest in young consumers increased, advertisers consulted the latest psychological studies about how best to target children. This segmentation of the market has continued to narrow, with children now broken into two-year age groups like "tweens" or "explorers."
- 1962: McDonald's ran its first print advertising campaign and used cartoon-like characters to appeal to children.
- 1979: Well-known children's advocate, Peggy Charren, testifies before congress, stating that "children's advertising should be considered, per se, an unfair commercial practice." Cable station Nickelodeon launches.
- Late 1990s: Advertisers continued to expand their reach to these influential customers through the Internet, re-emphasizing "old-fashioned" ways of appealing to children through contests and loyalty clubs.

The exhibit is on display outside the Perkins Library Rare Book Room through August 8th.