

NOT JUST MAD MEN

Real Advertising Careers in the 1960s



Executives and account executives from a new company

This exhibit, available in Spring 2011 from Duke University's Hartman Center for Sales, Advertising & Marketing History, examines advertising agency culture in the mid 1960s. The exhibit was inspired by the popularity of the AMC television series *Mad Men*, which centers on the lives of executives of a fictional

advertising agency in the early to mid 1960s. The series has generated much discussion among viewers, as well as among present-day advertising industry professionals and media outlets. The controversy provides a timely opportunity to visit the historical record and highlight the careers of actual advertising people documented in the Hartman Center collections.

The television series depicts the agency, Sterling Cooper, and later its successor, Sterling Cooper Draper Pryce, as a microcosm of the worst tendencies within the advertising field at the dawn of the industry's creative revolution. The show displays a self-absorbed, white male-dominated world, racist and sexist, driven by a sense of privilege and fueled by ambition and alcohol. It also exhibits a toxic professional atmosphere as a workplace, with a near-total absence of mentoring relationships and a lackadaisical attitude toward innovation.

But how did advertising agencies, and ad executives, really go about their business in the 1960s? To address this question, the Hartman Center examines the actual careers of advertising professionals who held positions among four of the types of agency occupations depicted on the television series: copywriters; creative directors; art directors; and account executives. Highlighting the careers of several ad men and women who really worked in the 1960s, *Not Just Mad Men* shows what life was really like for those working in advertising at that time. Careers highlighted include those of O. Milton Gossett, Nan Findlow, John Conley, Lore Parker, and Robert S. Smith.



Available
Spring 2011

Exhibition Specs:

- Linear footage: Approximately 35 feet
- Exhibit components, all ready to hang include:
 - 2 identical introduction panels (one for each end of the exhibit, borrower could choose to use only one, if appropriate for the space). Each panel measures 11" x 17"
 - 2 *Not Just Mad Men* exhibit signs
 - 40 reproduction images (reproduced actual size) mounted on gator board
 - 3M Command strips are recommended to install exhibit

Exhibit Rental Fee:

- \$1,500 for up to two months. Additional months can be arranged at a discounted rate.
- Borrower provides insurance while on premises and during shipping.
- Exhibit will arrive in three boxes.
- One way shipping via FedEx is approximately \$150.00.

For more information, please contact:

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