

# FRONT AND CENTER

The Newsletter of the John W. Hartman Center for Sales, Advertising, and Marketing History

Volume 2, No. 1

Duke University Special Collections Library

Spring/Summer 1995

## Collecting Continues

**T**he Radio Advertising Bureau donated approximately 100 old and new books on the history of advertising and marketing.

From J. Walter Thompson Chicago came over 100 cartons of documents, print ads, and microfilm from the 1940s to 1980s and several boxes of speeches and publications from the Media Research Department.

Issues of the *Ladies Home Journal* from the 1940s and 1950s, which can be extremely useful for the study of women as consumers, were acquired through a library exchange program.

The papers of Nancy Findlow (1908-1995), who worked as a copywriter at JWT from 1928-36 and from 1955-67 were a gift of her brother Benjamin A. Findlow of Rutherford, New Jersey.

William Keenan, of Bill Communications, Inc., New York, has provided a long run of *Sales & Marketing Management* magazine.



This July, 1945 Ladies Home Journal was one of many received through a library exchange.

## Hartman Center Noted in Adweek

**A**n article by consultant Arthur Einstein in the April 10, 1995, issue of *Adweek* comments on the needs and opportunities for preserving advertising history. The article mentions the gift of the J. Walter Thompson Company Archives to Duke and provides contact information for the Hartman Center. Everyone interested in the future of advertising's past should read and share this passionate plea to save more, save better for the future.

## Center Establishes Friends Group

**T**he Hartman Center is pleased to announce the establishment of the Friends of the John W. Hartman Center for Sales, Advertising, and Marketing History. The purpose of the Friends is to support and advance the work of the Center in documenting the role of sales, advertising, and marketing in society.

Members of the Friends of the Hartman Center will receive the Center's newsletter, *Front & Center*, twice a year. In addition they will receive either free or at a discounted price all other Center publications. In 1995-96 the Center will be producing a colorful publication highlighting its major collection, the J. Walter Thomp-

son Company Archives. The Center also plans to produce a 1996 calendar with reproductions of historic advertisements from its collections. Significant dates in the history of sales, advertising, and marketing will be noted throughout the calendar.

Members of the Friends will be invited to advise the Center's staff concerning the development of its collections and programs. A Hartman Center Advisory Council will be formed in 1996 to provide leadership for the Friends in performing this role.

There will be two categories of membership in the Friends, individual and corporate. Annual gifts of \$50 or more for individuals and \$500 or more for corporations will qualify the donors for membership. Invitations to become a charter member of the Friends will be mailed in July.

Thanks to the folks\*  
who deliver our goods



\*To the stations and performers who  
help us sell our clients' goods on radio.  
BBDO sends its appreciative greetings.

BBDO

Bethesda, Bethesda, Rockville & Olney, Md.  
Advertising

NEW YORK • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • PITTSBURGH  
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • SEATTLE

Left: BBDO advertisement from the 1953 Radio Annual, one of the many books included in the Radio Advertising Bureau donation.

## Grant Winners From All Over the World

The winners of the 1995 travel-to-collections grants represent a broad spectrum of backgrounds and interests. The seven winners come from five countries, more than in any previous year.

Each year the Hartman Center awards several research grants to faculty and graduate students to enable them to visit us and do in-depth work with the collection. These travel-to-collections grants, which have been awarded annually for the past three years, continue to bring top-notch researchers to Duke University to use our collections.

The seven winners, listed below, are expected to visit Duke for periods ranging from three days to three months during 1995. The awards subsidize their travel expenses in amounts ranging from \$300 to \$650. Several awardees have indicated a willingness to meet with Duke classes, thus providing enriching opportunities for undergraduate and graduate students to be exposed to a variety of research approaches to advertising and marketing.

### JWT Research Fellows Program Announced

In 1996, for the first time, the travel-to-collections program will include three J. Walter Thompson Research Fellowships. In addition to the regular TTC grants (awards of up to \$750 available to faculty, graduate students, and independent researchers) the Hartman Center will fund three J. Walter Thompson Research Fellows. Each fellow will receive a stipend of \$1000 during their stay in Durham. Fellowships are available to researchers planning to spend a minimum of two weeks at Duke doing research in the J. Walter Thompson Company Archives.

The grant programs for 1996 will be announced this summer in academic journals and newsletters as well as Internet e-mailing lists and bulletin boards. Applications are due October 15, 1995, and winners will be announced in November. Further information regarding both the travel grants and JWT fellowships can be obtained by contacting Marion Hirsch at the Hartman Center. [see back page]

## 1995 TRAVEL-TO-COLLECTIONS GRANTS

### Graduate Student Award Winners

Ms. Gwen Kay, History of Medicine, Yale University  
Mr. Rafael José dos Santos, Social Sciences, UNICAMP, Brazil  
Mr. Harvey Thomlinson, History, Oxford University, England

### Faculty Award Winners

Professor David E. Nye, American Studies,  
Odense University (Denmark)  
Professor Barbara Olsen, Business and Management,  
SUNY-Old Westbury  
Professor Jennifer Scanlon, Women's Studies, SUNY-Plattsburgh  
Professor Jennifer Wicke, Comparative Literature,  
New York University

## News & Notes

### Recent Visitors

The Hartman Center has been host to several visitors from various walks of life in the past few months. **Mr. Hilary Lipsitz** of Sunday Productions in New York visited with the Hartman staff to learn about our resources.

**Mr. Lance Smith** of NW Ayer and Partners and **Mr. Paul Capelli**, President of the AdStore in New York each visited Duke as guest lecturers in several courses and stopped by the Center for a brief tour.

Procter & Gamble Company archivist **Ed Rider** visited the Hartman Center to do research in our files on various P&G products.

### Recent Researchers

Recent researchers from afar have included **Mr. Harvey Thomlinson** of Wadham College, Oxford University; **Professor Gail Faurschou** of Simon Fraser University, Vancouver, British Columbia; **Professor Deborah Montgomerie** from the University of Auckland, New Zealand.

Closer to home, 68 students in Professor William O'Barr's "Advertising and Society" course used advertisements from the Center's collections to prepare analytical term papers during the spring semester. Marion Hirsch and Ellen Gartrell gave presentations to all 150 students in the course, with the assistance of Dr. Linda McCurdy, head of research services in the Special Collections Library.

### Correction

In our first issue Bill Thompson was incorrectly identified. Mr. Thompson is Vice Chairman and Chief Marketing Officer of J. Walter Thompson. Front & Center regrets the error.

## Endowment Fund Begun for Center

The John W. Hartman Center for Sales, Advertising, and Marketing History is pleased to announce the creation of an endowment to support the Center's operations. Initial gifts to the endowment have come from John and Kelly Hartman and from the Dunspaugh-Dalton Foundation.

Income from the endowment will be used by the Center to accomplish the following functions outlined in the endowment agreement: (1) collecting and preserving records that document sales, advertising, and marketing and their relationship with modern society; (2) promoting the use of those records by students, faculty, and other researchers; and (3) sponsoring seminars, lectures, conferences, and other activities that foster understanding of the history of sales, advertising, and marketing.

"John and Kelly Hartman and the Dunspaugh-Dalton Foundation have both been very generous in their annual support of the Hartman Center's operations," said Robert Byrd, director of the Special Collections Library. "The creation of an endowment for the Center is a far-sighted step that recognizes the Center's need for enduring support. We are very grateful indeed for the confidence in the Center's future that these gifts reflect."

Any individual, corporation, or foundation may make additions to the endowment at any time. "Now that the endowment has been established," Mr. Byrd stated, "we hope to encourage contributions from other donors who have an interest in the history of sales, advertising, and marketing and their role in society."

## LOOKING BACK

### It Was The Worst Of Times . . .

William Benton and Chester Bowles, founders of the Benton & Bowles ad agency, could not have picked a more inopportune time to start a new business, just months before Black Monday. The company's bank book (left) shows they made their first entry August 17, 1929. The agency's early struggles and amazing success during hard times are documented in the Hartman Center's DMB&B Archives.

FIDELITY TRUST COMPANY OF NEW YORK			
In account with			
Aug 7	8	18	18,7687
19	9	29,8811	
Sept 9	9	79,8621	
10	9	19,15	
11	9	15,5164	
12	9	25,2019	
13	9	77,10	
14	9	7,00	
15	9	16,1445	
16	9	5,91418	
17	9	9,2	
18	9	2,500	
19	9	50,298	

### Council on Advertising History Pursues Its Goals

The Council on Advertising History was created as a result of a national conference on advertising history hosted at Duke University in 1993. The conference was co-sponsored by the Hartman Center and by the Center for Advertising History, National Museum of American History, Smithsonian Institution.

The National Historical Publications and Records Commission provided major funding for the event, which kicked off efforts to preserve advertising history in the United States.

The Council received the charge to carry on this work at the end of the 1993 conference. The Council meets at least twice yearly to lay plans for disseminating information on what to save and how to save it to document advertising nationwide. The Council sees its first goal as consciousness raising: to encourage a future-oriented industry to value its past. The group has twelve members, among them representatives from three major

advertising agencies, several advertising associations, and the Coca-Cola Company, as well as Duke and the Smithsonian. The Hartman Center's Ellen Gartrell serves as convener for the Council. She has been an invited speaker at several meetings representing the Council on Advertising History.

A sub-group of the Council on Advertising History met in Chicago early in May to discuss the creation of a centralized clearinghouse of information related to advertising history. The Hartman Center will participate with the University of Illinois and the Smithsonian Institution in the first phase of the project. The group plans to create a World Wide Web accessible database of information on repositories with holdings in advertising history and related fields.

The conference report, *Advertising in America: Using Its Past, Enriching Its Future*, is a 24 page booklet that summarizes the presentations made by conference participants and includes the reports of the working groups that formed during the conference.

Contact the Hartman Center [see back page] if you are interested in receiving a copy of *Advertising in America*.

# **Gifts Match J. Walter Thompson Archives Fund Challenge**

**F**ifty-one donors have pledged and given \$212,150 to the J. Walter Thompson Company Archives Endowment Fund. This amount exceeds the requirement of a challenge grant made in 1990 by the advertising agency whose extensive records came to Duke in 1987. The challenge promised a gift of \$100,000 from the JWT Company Fund to Endowment if the University received at least twice that amount from other donors.

With the success of the fund-raising campaign, there is now a permanent basis of support for the largest advertising agency collection in the United States. Burt Manning, Chairman and CEO of J. Walter Thompson Company, was instrumental in the company fund's decision to issue the challenge grant. Supporters of the campaign included Mr. Manning, other JWT executives both active and retired, and Duke University

alumni, staff, and friends.

A plaque honoring the JWT Company Fund and listing the names of other major donors will be installed in the Special Collections Library foyer this summer.

Although the challenge has been achieved, gifts to enhance the permanent funding for the JWT Archives are welcome at any time. Please contact Ellen Gartrell, Director of the Hartman Center, for more information.

## **JWT Endowment Fund Contributors**

### **Distinguished Honor Roll**

Frederick F. Andrews '60  
Ronald S. Burns  
Wallace W. Elton  
John W. Hartman '44  
Don Johnston  
Burt Manning  
Lee Pavão  
Donald F. Thompson  
Norman Varney '47

### **Honor Roll**

Patricia Beresford  
Howard D. Brundage  
Jeremy Bullmore  
Family of Carroll Carroll  
John J. Cronin  
Ernest Emerling  
Wayne J. Fickinger  
Irving B. Gerson  
Denis G. Lanigan  
John Monsarrat  
Jean F. and William M. O'Barr  
Walter J. O'Brien  
Smith Clark Associates: Harry Clark  
Thomas F. Sutton  
Paul B. Williams, Inc.

### **Other Donors**

Steve Aubrey  
Rena Bartos  
Loy Baxter  
George Black  
Hugh Connell  
Augusto de Angelo  
Nancy Fitzpatrick  
John Furr  
Ellen G. Gartrell  
Peter Gilow  
In honor of Roy Glah  
James R. Heekin  
Brian Johnson  
Linda Kaplan Thaler  
Stephen King  
William D. Laurie, Jr.  
Tom Losee '63  
Terence D. Martin  
Gertrude Merritt  
Russell and Nancy Pierce  
Randall Reese Rainer '87  
John W. and Patricia B. Rice  
Don Robertson  
Stephen M. Salorio  
Nancy Stephenson  
Edward B. Wilson, II

## HCSAMH World Travels Continue

The Hartman Center team continued its travels in pursuit of truth, justice, and the sales, advertising, and marketing history way. The International Radio and Television Foundation invited Ellen Gartrell to represent the Hartman Center and the Council on Advertising History at a luncheon program commemorating the 50th anniversary of television commercials at the Waldorf-Astoria in December, 1994.

Tom La Porte ushered in the new year with a trip to the Detroit office of J. Walter Thompson to survey the records of JWT-Online and meet with Online chief Roland Sharette to discuss methods of retaining the advertisements and electronic records created by his division.

### Ellen in England

In England in February, Ellen met with Larry Viner, owner of the Museum of Advertising in the Hampstead section of London. Mr. Viner collects and categorizes print advertisements from



Above: "Making Advertising History" at The One Club. (left to right) Arthur Einstein (moderator); Mary Warlick, The One Club; William O'Barr, Duke University; Becky Haglund-Tousey, Kraft Foods; Ellen Gartrell, Hartman Center; Amil Gargano; John Fleckner, Smithsonian Institution. Photo courtesy of Visibility Public Relations.

American and British magazines and makes them available to students and commercial users. While in England Ellen also visited the History of Advertising Trust near Norwich and met with Mr. Michael Cudlipp.

Back on this side of the pond, Ellen represented the Hartman Center on a panel discussion at the One Club for Art & Copy in New York on March 14. Co-sponsored by the Council on Advertising History, the discussion was entitled "Making Advertising History (or, Whatever Happened to the First Television Commercial?)"

While in New York, Ellen also addressed the Special Library Association's Advertising and Marketing Division. This meeting has resulted in several reference questions from ad agency librarians.

Also in March, Ellen and Marion Hirsch participated in a panel discussion with Duke English professor Sally Brett at the 1995 Conference on College Composition and Communication in Washington, D.C.

On her way back from Washington, Ellen presented a paper at the American Academy of Advertising (3As) meeting in Norfolk, Virginia. The 3As will establish a

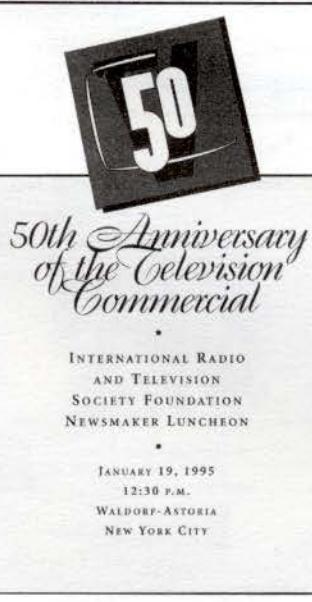
task force on Advertising History this year in response to the program session.

### Tom's Conference Travels

In early April Tom flew the coop for a week in California to attend the Berkeley Finding Aids Conference and to look into an image database application at the UC-Davis. The Berkeley Finding Aids Project (affectionately referred to as the bee-phap) is attempting to standardize the format of archival finding aids so that researchers may eventually have a national database of finding aids from which to search, much like the on-line "card catalogs" of today. [A fuller description of the project and the Hartman Center's participation will be included in a future issue of F&C. – Ed.]

The first weekend of May found Tom at the Midwest Archives Conference spring meeting in Chicago to present a workshop with Bill Landis of the Cranbrook Archives in Birmingham, Michigan. Entitled "Archives and the World Wide Web," the workshop introduced archivists to the Web and how to create WWW resources for their institutions.

By the time *F&C* hits the streets, Tom will have travelled to Fort Wayne, Indiana for the Seventh Conference on Historical Research in Marketing & Marketing Thought.



Left: The International Radio and Television Society's brochure celebrating the 50th anniversary of the TV commercial

## JOHN W. HARTMAN CENTER For Sales, Advertising, and Marketing History

The John W. Hartman Center for Sales, Advertising, and Marketing History was established at Duke University's Special Collections Library in 1992. Through preserving historical records and archives and through related programs, the Center stimulates interest in and study of the roles of sales, advertising, and marketing in society.

- [More about the Hartman Center](#)
- [Front & Center](#), the newsletter of the Hartman Center
- [Sample Images](#)
- [Planning your trip to the Hartman Center](#)
- [How to contact the Hartman Center](#)
- [About the Hartman Center Collections](#)

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Above: A screen shot of the Hartman Center home page, as viewed in Netscape, a World-Wide Web browser.

## Surfing in the Hartman Center?

**A**lthough the Hartman Center remains land-locked in Durham, we've recently welcomed our first surfers to the Hartman Center. Surfers, you ask? Read on.

The World-Wide Web, a project originally designed to enable the exchange of research

## The John W. Hartman Center

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notes between particle physicists, is the latest method of exchanging and publishing information on the global Internet. Companies, libraries, and even individuals create "home pages" that can include text and sound or even still and moving images. These are then accessible to a world-wide audience.

The Hartman Center has been testing its site for approximately six months, and it is now available for browsing by anybody with the right software. Accessible via the Internet <URL:<http://odyssey.lib.duke.edu/hartman/>>,

the Hartman Center home page includes information about our collections, tips on planning a research trip to the Center, sample images from a digitizing project, and an on-line edition of this newsletter. In the near future we are planning to add a complete hypertext collection of our finding aids to aid access to our collections, more information about the Center and our collections, as well as the results of our planned digitizing projects. Come surf our Web site and leave us your comments and suggestions via a direct electronic mail link.

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