

FRONT AND CENTER

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

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Duke University Special Collections Library

Spring/Summer 1997

Two Win JWT Fellowships

The Hartman Center has named two graduate students J. Walter Thompson Company Fellows for 1997.

Samantha Yates of the University of California-Davis and **Henrik Bødker** of Odense University in Denmark each will receive the \$1000 awards to support their research visits to use the JWT Archives at Duke.

Ms. Yates, a student of Professor Roland Marchand, is researching a dissertation on the "discovery of the adolescent market by advertising agencies and its relationship to the development of a distinctive American teen culture" from 1930 to 1955.

Mr. Bødker, currently in the U.S. on a Fulbright scholarship, is a student of Professor David Nye in American Studies in Denmark. He describes his topic as "hermeneutical aspects of the reception of U.S. commodities in post-war Europe [1945-1985]."

Four other graduate students and three university teachers received Travel-to-Collections awards in smaller amounts to help defray the expenses of research travel. The student winners are **Jean Marie Lutes** (English, University of Wisconsin), **William Mazarella** (Anthropology, University of California at Berkeley), **Sharon McGrath-Bernhard** (History, University of Delaware), and **Andy Shanken** (Art and Archaeology, Princeton University). The faculty winners are **Roger Lavery** (Virginia Commonwealth University Ad Center), **Hazel Warlaumont** (Communications, California State University, at Fullerton),

and **Nancy West** (English, University of Missouri). In this fifth year of the program, the grants attracted a satisfyingly diverse group of 23 applicants from 14 states, as well as Denmark, Australia and Israel.

The entire program of travel awards bears a new name beginning with applicants for 1998. As the result of a generous gift from the Thompson agency, the program now is known as "**The J. Walter Thompson Research Grants Program.**" The fellowship awards (up to three stipends of \$1000 each year) will continue to be known as the **J. Walter Thompson Fellowships**. Applications for 1998 grants will be due October 15, 1997. Interested individuals may check the Hartman Center Web site for details or request an application by mail, phone, fax, or e-mail.



JWT Fellow Samantha Yates, who worked at Duke for two weeks in April, found that teenagers were urged to "Fresh Up with Seven-Up!" in the 1950s.

"Lost" Faulkner Television Scripts Located at Duke

Hartman Center Reference Archivist Russell Koonts knew that a number of well-known authors wrote television dramas in the 1950s. So the request from a graduate student for two scripts by Nobel-Prize-winning writer William Faulkner seemed to fall into the category of "routine." What Koonts did not know was that scholars believed these particular scripts—the only teleplays written by Faulkner—no longer existed. On behalf of Bill Furry, a student at the University of Illinois at Springfield, the Hartman Center staffer made a real "find."

The scripts, adaptations of Faulkner's short stories "The Brooch" and "Shall Not Perish," survive on microfilm in the J. Walter Thompson Company Archives. Faulkner created the television plays from his stories for *Lux Video Theatre*; both aired in 1953. *Lux Video Theatre* was a popular program on CBS, then NBC from 1950 to 1957.

Mr. Furry had been searching for the missing scripts for two years. He and other Faulkner scholars are thrilled with this discovery in the year of the Mississippi writer's centennial.

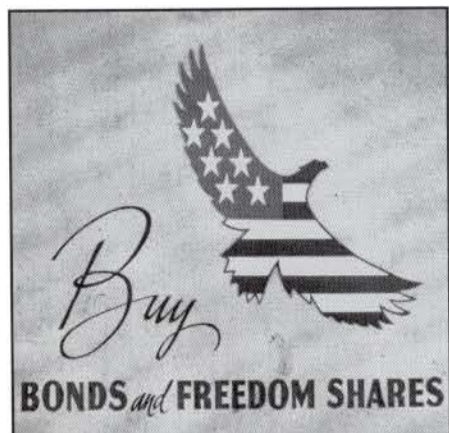
The Hartman Center holds microfilms of most of the 337 *Lux Video Theatre* scripts as well as the 926 *Lux Radio Theatre* programs, and many other early shows created for radio and TV by JWT. Researchers may consult the microfilms in person or request paper copies.

Multimedia Additions Enhance Center's Holdings

UCLA Film and Television Archives has presented to the Hartman Center several hundred film and video reels of U.S. and foreign commercials submitted for the Hollywood Radio and Television Society International Broadcasting Awards in the 1970s and 1980s. Numerous agencies and products are represented.

Chesebrough-Pond's USA Company has donated fourteen CDs containing historical print ads for company products.

The Center has acquired several dozen books, mainly on British advertising, that are duplicates from the *History of Advertising Trust* in Norfolk, England.



Frame from one of numerous television public service announcements for U.S. Savings Bonds; gift of Museum of Broadcast Communications.

Can You Help the Collections Grow?

The Hartman Center grows mainly through the generosity of numerous donors. If you or someone you know would like information about adding materials to the collection, please contact Ellen Gartrell at 919-660-5836.

Still on our wants list are:

- House organs of advertising and marketing firms
- Advertising Age* volumes prior to 1970

Can anyone supply a set of the advertising trade magazine *Tide*, which was published under slightly varying titles from 1927 to 1959? Or a run of *Madison Avenue*, published from 1958 to 1987?

Mr. S. D. Khadilkar has sent nine “artpulls” of patriotic advertisements produced for the U.S. Government by JWT-Bombay in 1942. Only one of the ads was published in Indian newspapers, reports Mr. Khadilkar, then a young JWT artist. “The British rulers promptly banned publication of the rest since the message was not to their liking.”

The Museum of Broadcast Communications in Chicago has given films containing a number of 1960s television commercials. The assortment includes about 60 public service spots (e.g. Religion in American Life, U.S. Savings Bonds, Christmas Seals) and about 30 product ads (Mattel, Midas, Page Paper Towels, and others).

Harry Kannar of DMB&B in New York continues to send quarterly installments of the recent print work of that agency.

Clark Hultquist has provided a copy of his dissertation “The Price of Dreams: A History of Advertising in France, 1927-1968” completed at Ohio State University in 1996 and the transcript of a lengthy interview with Claude Marcus, Vice Chairman of the French advertising agency Publicis.

Bob Doyer, former head of the J. Walter Thompson Company Amsterdam office, has lent his carefully-prepared scrapbook documenting the office from 1954-1975. He is allowing the Hartman Center to make copies of the photos, newsletters, and clippings.

NEWS & NOTES

New Friends

We welcome **Chesebrough-Pond's USA** as a new Corporate Friend of the Hartman Center and **Jean Boddewyn, Bruce Carroll, Bob Doyer, Anne Gruenberg, Don Johnston, Madhu Malhan, Ronald Savitt, and Gerald Score** as new Individual Members.

Classes

Center staff prepared displays and made presentations to small groups of the 150 students in **Professor William O'Barr's “Advertising & Society”** course.

Freshman students in four **University Writing Courses** used print ads as the basis for assignments during the fall semester.

Visitors

Masao Mori, head of Foote Cone Belding's Tokyo office in the 1980s, enjoyed viewing Japanese print ads on an October visit.

Anne Oleynick, Vice President of **R.C. Maxwell Company**, Trenton, N.J. viewed the company's outdoor advertising photographs in November.

David Tobin of Ogilvy & Mather, Houston toured the Hartman Center in March, while at Duke as an Advertising Educational Foundation Ambassador.

Other News

Ellen Gartrell served as an expert witness on advertising aspects of a case in U.S. Tax Court in Washington, D.C. in February.

In January **Katherine Rose** attended a workshop on Encoded Archival Description (EAD), the emerging standard for encoding archival guides for the WWW.

Susanne Peter of Dresden, Germany is volunteering 5 hours weekly to the ongoing processing of German-language print ads from JWT-Frankfurt.

More Collections Now Ready For Research

Amidst the many changes with the Hartman Center in the past year, the organizing and arranging of the collections has remained constant. A team of student assistants, volunteers, and interns have contributed to the wealth of new collections available to researchers.

Strides made with newly acquired outdoor advertising materials include the completion of the **John E. Brennan Papers**. Brennan conducted about 800 surveys, primarily dating from 1949-1965, on recall and remembrance of billboards. The statistical data, coupled with snapshots of over 8,000 billboards in various U.S. cities, create a unique resource for advertising research.

Over 300 books on outdoor advertising (1910s-1990s) are now available through Duke's on-line library catalog. Gifts from Fairleigh Dickinson University, the books cover outdoor advertising standards and legislation, and the history of posters and billboards.

Recently opened collections in the J. Walter Thompson Company Archives include the papers of former executives **Colin Dawkins** and **Howard Henderson**. Dawkins' papers consist of his research files gathered for a never-published history of the advertising business as it paralleled and was influenced by the growth of JWT. Among the richest files are those on Ford in the 1950s. Henderson worked for JWT

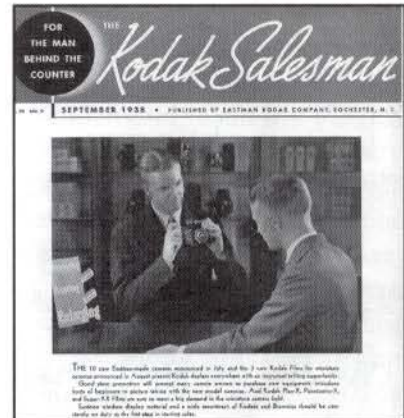


Typical snapshot pair from Brennan Papers shows the same billboard masked (r.) and unmasked for recall and remembrance studies. Example photographed in Houston in 1959.

LOOKING BACK

Selling Kodak . . .

The Eastman Kodak Company produced many serials over the years to assist consumers in using its products. Published "for the man behind the counter," *The Kodak Salesman* assisted in the selling and merchandising of Kodak products. Its pages are filled with advice on how to advance sales, build customer relations, and introduce new products; how to maximize window selling power, and create displays.



The Kodak Salesman (monthly, 1919-1948) is part of the Wayne P. Ellis Collection of Kodak Advertising.

from 1921 to 1961. His papers date primarily from 1954-1960 when he researched JWT history, particularly the changes in the agency's advertising philosophy and marketing strategies.

From the JWT Frankfurt Office Records, the **Peter Gilow Papers** and the **Denis Lanigan Papers** are now accessible. Gilow's papers document the development of the Frankfurt Office from 1960-1978, especially the transformation of German advertising post WWII; the emergence of a European Market; and attempts to improve coordination among JWT European offices. The papers of Denis Lanigan cover his time as Frankfurt Office Joint Manager, 1958-1964, and focus on efforts to improve the use of advertising in Europe and to improve coordination of international clients' accounts.

Coming soon on the Hartman Center's website: detailed guides to the above collections.

Hints From the Past Still Germane?

John Adler, publisher of the forthcoming HarpWeek™ (the 19th century *Harper's Weekly* on CD-ROM) has called to our attention an article "Hints to Advertisers" in the September 18, 1858 issue, perhaps the earliest discussion of advertising in that magazine, which began publication in 1857. An excerpt:

"...[I]n this matter of advertisements, the surest way of attracting attention is, after all, to place the advertisement as near as possible to matter which is sure of being read. . . The eye naturally wanders from the slashing editorial, or the telegraph dispatch, to the modest business announcement alongside, and lingers there; so the aim of the advertisement is attained. This is so well understood that the leading daily papers always charge double for business notices on the editorial and opposite page. . .

Half a dozen lines in a widely-circulated newspaper, near a brilliant article—or, better still, near an amusing caricature—are better worth five dollars to the advertiser than whole pages of advertisements toward which the reader's eye is not naturally attracted."

Intern Learns as She Earns

"It has been an education in itself to come to understand some of the workings of this major international advertising agency," said Sylvia Pfeiffenberger recently. She certainly has had an unusual opportunity this year as a Library Intern working on arranging and describing office records from J. Walter Thompson Company's Frankfurt Office.

The Hartman Center received over 600 feet of records from JWT-Frankfurt in late 1995. When the Center sought a German-speaking graduate student intern, Sylvia's background proved an ideal match.



Hartman Center Intern Sylvia Pfeiffenberger sorts advertising files in German and English.

The John W. Hartman Center

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.

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CHECK OUT OUR WEB SITE ACCESSIBLE VIA THE INTERNET AT:

<http://scriptorium.lib.duke.edu/hartman/>

Sylvia is working on her dissertation on 18th-century German anthropology. She has lived in Germany, studied at the Free University in Berlin, taught all levels of German to Duke undergraduates, and even worked at a small advertising agency in Stuttgart.

Sylvia began working with the Hartman Center in August 1996. She has completed processing the papers of Denis Lanigan, and almost finished those of George Black, head of the Frankfurt office in the 1970s and 1980s. She has helped supervise three undergraduates and a volunteer

who are working through the thousands of print ads and package designs from Frankfurt. Sylvia's internship has increased her interest in cultural theory and the role of advertising and media in culture. "It is easy to see that major agencies like J. Walter Thompson have a tremendous impact on cultural icons through the prominence of country- or world-wide advertising campaigns," she said. "What I have learned. . . is just how responsive to cultural trends an agency must be to be successful."

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