

front & center

David M. Rubenstein Rare Book & Manuscript Library

Winter 2013
Vol. 19 No. 2

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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.



Achenbaum Endows Travel Grants

Papers Unveiled

On November 7th family and close friends of Al Achenbaum's joined Duke library staff and faculty in a ceremony to dedicate his papers as part of the Hartman Center. In comments given by Center staff, Achenbaum's papers were lauded for their unique insight into building brand equity, strategic marketing planning, maximizing advertising agency-client relationships, and using systematic quantitative research as a guide to effective decision-making. Known as the "Einstein of Advertising" and one of *Advertising Age's* 100 most influential advertising people of the 20th century, Achenbaum advised leading global marketers on how to use marketing tools to improve the economic value of their businesses throughout his remarkable 60-year career. He held senior executive positions at four major advertising agencies, and was chairman of several leading marketing consulting firms that provided over 150 companies with tools for addressing complex business

challenges. This 233-box collection will enrich the experiences of students and scholars interested in the evolution of the advertising industry in the second half of the 20th century. Al's son Jon Achenbaum read passages from Al's upcoming book and described his father as the reason he started his own career in



Jacqueline Wachholz and Al Achenbaum at the ceremony.

marketing, applying many of the marketing innovations that Al brought to the business world.

Rounding out the event were remarks by Al Achenbaum himself, in which he stated that "marketing is the single most important driver of our modern economy" and that it will "continue to play a critical role in economic success – both in the U.S. and abroad." He expressed his gratitude to family and friends for supporting him throughout his career and expressed his enthusiasm for donating his papers to the Hartman Center. To top off the ceremony, he announced that he is endowing the Hartman Center's travel grant program, which will be named the Alvin A. Achenbaum Travel Grants. These travel grants enable students and scholars to come from afar to use Hartman Center collections as part of their research each year. Since Achenbaum is in many ways a scholar of advertising and marketing himself, this is a wonderful way to continue his legacy in perpetuity.

Foundation Issues Challenge Grant for Hartman Center

The John & Kelly Hartman Foundation, a major benefactor of the Hartman Center, has graciously established a challenge grant of up to \$25,000 per year in matching funds to support the Hartman Center. This foundation is the legacy organization providing funding in the memory and spirit of its founders, John and Kelly Hartman. John W. Hartman (Duke '44) had successful careers in advertising, media and sales and was the founding donor of the Hartman Center for Sales, Advertising & Marketing History. With his support, and the continued support of the Hartman Foundation, the Hartman Center blossomed into the premier repository for advertising history.

This challenge grant will provide matching funds for gifts in support of the Hartman Center. Matches will be made in a ratio of approximately \$1 for each \$1 given by a donor up to \$25,000 annually over the next five years. This generous challenge grant will enrich and increase a donor's gift to the Center and may make a number of naming opportunities easier to fund. If you think you would be interested in taking advantage of this matching opportunity please contact Hartman Center director, Jacqueline Reid Wachholz.

VISITORS

Alvin Achenbaum and 20 members of his family and friends celebrated the dedication of his collection at the Rubenstein Library on November 7th.

CLASSES

Duke professor Rebecca Bach's sociology class *Images of Differences: Race, Gender, and Sexuality in the Media* visited the Hartman Center in preparation for selection of their class paper topic.

ON THE ROAD

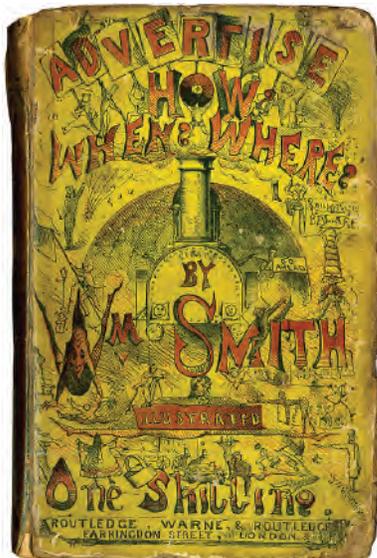
Jacqueline Wachholz visited the *One Club* in New York City to give a presentation about archiving advertising records to a group of ad agency communications professionals.

NEW REFERENCE ARCHIVIST

Joshua Larkin Rowley joins the Hartman Center as our new Reference Archivist. Josh has been a member of the Research Services department of the Rubenstein Library already for four years. Now he will be the primary point of contact for patrons who have reference questions that utilize our collections as well as those interested in planning research trips to the Hartman Center. We look forward to gaining his expertise in Aeon, our library's circulation system, as well as sampling some of his home brewed beer! Welcome, Josh!

World's Oldest Advertising Book?

The Hartman Center recently acquired an original copy of what is thought to be the first book-length primer on advertising. Entitled *Advertise: How? When? Where?*, the book was published in 1863 by Routledge Warne & Routledge. The author, William Smith, was Acting Director of the Adelphi Theatre in



Is this the world's oldest published book on advertising?

London. Smith in his introduction states that he wished to set out thoughts and notions about advertising based on his own experience promoting theater performances as well as his general observations on the ways that contemporary businesses advertised their goods and services in England. Illustrations throughout the book were produced by the cartoonist William McConnell (well known for his work in *Punch* and the *Illustrated Times*, as well as numerous serials and children's books) and the engraver R.T. Powney.

The book is organized along the title questions, and in true Victorian fashion, Smith undertakes a compendium of sites and types of advertising. Over 40 categories of profession and business are addressed, from theaters and exhibition halls to insurance agents, railways, shopkeepers and artisans like glassblowers and fishmongers. Nearly two dozen sites are identified where advertising may be displayed, including walls and fences, the sides and footboards of carriages, pavement and sidewalks—Smith even sees the potential for advertisements to hang on the backs of livestock or around the necks of pet dogs.

Smith also provides a glimpse into the sheer density of advertising in the London of his time. He notes that over two millions pounds were spent annually on posters, leaflets and handbills in addition to that spent in newspapers, and approximately 100 men and boys were employed as sandwich-board carriers in London alone. In one section, Smith remarks that during a perambulation through the Cheapside and Buckingham Palace areas of London he collected 250 handbills offered to him and estimates that 1,150,000,000 handbills and other pieces of advertising were distributed per year in London. Much of Smith's advice on advertising resonates with present-day concerns. He sharply criticizes the use of poor paper and ink, typography that does not attract attention or is difficult to read, careless use of language that leads to confusion (one of his examples, "a bamboo gentleman's walking stick"), advertising out of season, and sandwich-board carriers who are poorly groomed and dressed in shabby clothes. Smith questions whether the depiction of a coffin lid is the best form of advertisement for an undertaker. He is concerned about advertising clutter, but feels that a high level of density can be achieved with advertisements if they are produced with care and taste and an elegant arrangement.

Advertise: How? When? Where? is a highly entertaining perspective on advertising in Victorian times as well as a thought-provoking meditation on the possibilities of promotion. Even 150 years later many of the messages still stand true today.

Newly Available Collection Guides

- Alvin A. Achenbaum Papers, 1948-2011
- Douglass L. Allgood Papers, 1963-2013
- General Outdoor Advertising Company Plan Books, 1916-1927
- J. Walter Thompson Company Bill Lane Papers, 1967-1978
- J. Walter Thompson Company Glen Dell Papers, 1969-1986
- J. Walter Thompson Company Small Accessions, 1895-2006
- J. Walter Thompson Company Chicago Office Information Center Print Materials, 1971-2000
- J. Walter Thompson Company Information Center Vertical Files, 1916-1999

These and other finding aids for Hartman Center collections can be found at: <http://library.duke.edu/rubenstein/findingaids/>

Class Examines Mad Men Era Ads and Poetry

J. Peter Moore is a Ph.D. student in Duke University's English department.

Last spring, I designed and taught an English course at Duke that explored the relationship between poetry and advertising. Entitled “Mad Men/Avant Poets,” the course focused on American culture and politics in the 1950s and 60s, while taking advantage of the current craze for all things mid-century, inspired in part by the hit TV show on AMC. Our goal was to understand how a culture marked by the rapid expansion of public relations and consumerism could simultaneously give rise to a viable network of avant-garde poetry scenes and independent literary presses. The course was successful because it took as its premise a question that invites both immediate and ongoing conversation. How does poetry relate to advertising? Seeing as how there are as many possible answers to the question as there are poems and advertisements, we used it as the basis for the major assignment for the semester.

The students selected a poem from the syllabus and compared it to an advertisement located in the Hartman Center. It had to be produced during the period in question and feature a product that also appeared in the poem. Usually this involved students reading the poem with an eye toward identifying an emblematic object, be it a “big car” like in Robert Creeley’s poem “I Know a Man” or the panoramic window in Barbara Guest’s poem “Sunday Evening.” One student chose Frank O’Hara’s poem “Radio” and then sought out an ad for a 1950 portable radio produced by RCA. In another instance, a student connected Gregory Corso’s poem “Marriage” with an ad for hair pomade, on the grounds that both dramatized a cultural anxiety regarding the necessary disciplining of young American bachelors. By asking the students to offer up a comparative analysis, the assignment

allowed them to bracket their own frustrations about finding the poem’s single, definitive “meaning” and encouraged them to pursue its many possible connections. The Hartman Center became the laboratory where students would test out their theories about the relationship between the lyric and the jingle, between free verse revolution and free market economy.

There was one moment in class that typified the enlivened discussion the Hartman Center collection helped promote. A student working on Joel Oppenheimer’s poem “The Bath” compared the short lyric to an ad for a luxuriant bath soap, which promoted a vision of femininity based upon cosmetic beauty, racial purity and domestic leisure. Through her presentation she put forth the theory that advertisements were mere instruments of ideology whereas poems were instruments of interpretation. Another student raised her hand and shared an observation that took us all by surprise. She showed us the famous “We Can Do It” poster from WWII, featuring



Palmolive soap ad echoing Rosie the Riveter imagery.

Rosie the Riveter. When placed side by side with the soap advertisement, it was clear that the model from the factory had resurfaced, now spangled with beauty aids, in the bathroom of a suburban dwelling. We began to muse about the startling juxtaposition and felt the viewer was meant to recognize her. The secret history of the glamorous soap ad was not so secretive after all. It belonged to a large-scale initiative responsible for convincing women to leave their wartime employers and take up the elegant drudgery of house and home. How quickly an instrument of ideology becomes the cue for radical interpretation.

- J. Peter Moore

LOOKING BACK

Repealing Prohibition

December 5, 2013 marks the 80th anniversary of the 21st Amendment and the repeal of Prohibition. Prohibition, which lasted 13 years, outlawed both the sale and production of alcohol. Despite its attempts to reduce alcohol consumption, Prohibition quickly became unpopular and actually enhanced the appeal of beer, wine, and liquor among the American public.

After the repeal, alcohol manufacturers used themes relating to Prohibition as a marketing technique to promote their products. Early advertisements after the passage of the 21st Amendment reference Prohibition and, in many instances, directly compare their products to the bootlegged alcohol consumers may have had in

their possession during the ban. For example, this ad for Paul Jones Four Roses from 1934 marketed itself



A 1934 ad for Paul Jones Four Roses whiskey.

as safer than bootleg whiskey, which often contained metals and other harmful chemicals. Other advertisements from the era took a different approach by promoting limited stock of “pre-Prohibition” liquor and urging consumers to act quickly before supplies ran out.

CALL FOR 2014 TRAVEL GRANT & FELLOWSHIP APPLICATIONS

The Hartman Center awards travel grants and fellowships to assist students and scholars from around the world to use the unique collections held here at Duke.

The newly named Alvin A. Achenbaum Travel Grants provide up to \$750 for research using any of the Center’s collections. Up to three John Furr Fellowships for J. Walter Thompson Research and FOARE Fellowships for Outdoor Advertising Research are also awarded. Fellows receive \$1,000 stipends for a minimum of two weeks research at the Hartman Center focusing on either the JWT Archives or outdoor advertising collections, respectively.

Applications are due January 31, 2014. Awards will be announced around March 15, 2014. For more information contact Joshua Larkin Rowley (joshua.larkinrowley@duke.edu) or visit the Hartman Center website.

DUKE UNIVERSITY LIBRARIES

John W. Hartman Center
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Marketing History

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Sales Literature Enriches Research

Jessica Burch is a history Ph.D. student at Vanderbilt University. Her dissertation, "Soap and Hope": Culture, Capitalism, and Direct Sales in Post World War II America," explores the history of direct sales and conceptions of work, capitalism, and selfhood.

A travel grant enabled my use of the extensive collection of Sales and Salesmanship Literature at the Hartman Center. I am interested in dialogues on salesmanship circulated in the early 20th century, and how the discourses among executives and industry experts differed from those amongst salesmen. Sources showed that expert salesmanship theories grew more 'scientific' in the early 20th century, paralleling the growth of social science knowledge. More interesting was that salesmen literature retained much of the emphasis on "folk" wisdom about the importance of appearance, personality, and charm in winning a sale.

Nineteenth century advice literature focused on developing a salesman's character. It offered strategies for successful selling, but also instruction on confidence, projecting success, and dignity. In other words, early advice literature was a means of communicating a vision of a refined, masculine, professional man. By the early 20th century, sales experts were more interested in the customer than the salesman. Research on sales framed selling as an

act of psychology, an exchange between the salesman and the mind of the buyer. This was particularly evident in literature for sales executives and industry experts.

Twentieth century salesman literature reflected the move toward more social scientific theories, yet retained the emphasis on appearance and personality that characterized earlier sources. A booklet published by the Better Business Bureau in 1935 referred to methods of selling not as scientific strategies of persuasion, but as "selling knacks." The booklet assesses the mind of the buyer in terms of personality type rather than psychological needs. For example, a "Ben Franklin" will respond to reason-based appeals, whereas a "Bismarck" makes decisions arbitrarily or on the advice of friends. The Dartnell Corporation offered advice about personality and appearance up to the 1960s. In 1961, Dartnell stressed the importance of fresh breath, conservative ties, and hats. "All through the ages, headgear has determined a man's status. Some men feel that by going hatless they are telling the world they are real 'he-men.' What they are actually saying is, 'I don't give a damn.'" As these sources suggest, consumer psychology coexisted with older notions of selling as an act of persuasion and an extension of personality.

Hartman Center resources helped answer my original query, but also raised a new set of questions about how professional knowledge is disseminated, which is the true hallmark of a successful research trip.

-Jessica Burch

WHAT A SALESMAN SHOULD KNOW ABOUT . . .
Creating a Favorable Impression
By W. G. Laird



Creating a Favorable Impression
pamphlet circa 1960s.