

FRONT AND CENTER

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

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Winter 1998

Tableau Shows Six Decades of Billboard Styles

The 1970 Plymouth Barracuda sits sedately in front of a World War II billboard urging Americans to plant Victory Gardens? That has to be a mistake. In real life, yes. But in a display to publicize the Hartman Center's outdoor advertising collections, we could put toy cars anywhere we liked on a 12-foot-long rubber "highway."

On October 17, we did just that. We created a miniature tableau of billboards reproduced from signs of the 1930s through 1980s as a means of introducing these important collections to the Duke community. Two local television stations covered the event. Newspapers around the U.S. picked up the story, resulting in numerous inquiries and two gift collections. *The New York Times* advertising column of November 12 devoted several paragraphs and a picture to Duke's outdoor advertising collections.

Duke students cast curious glances as Center staff members handed out custom-made postcards featuring historic billboard images. Staff explained the business and cultural value of preserving documentation of an industry as well as the highly ephemeral art of outdoor signs.

Charlie Diehl, Executive Director of the North Carolina Outdoor Advertising Association and Steve Bryant, NCOAA Board President, viewed the display and learned that



Steve Bryant of Capital Outdoor, Raleigh, North Carolina, and Center Director Ellen Gartrell view billboard display.

the century-old heritage of their industry is preserved just down the road from their Raleigh offices.

The one-day tableau was just a first step to increase awareness and understanding of the valuable outdoor advertising material preserved at Duke. An exhibit outside the Library's Rare Book Room remains in place through February, highlighting additional billboard images and a sampling of booklets, photographs, and reports that introduce "The Business Behind the Signs." For more information, keep an eye on the Center's Web site.

World Wide Web To Provide Ad*Access

Ad*Access, a project of the Hartman Center and the Rare Book, Manuscript, and Special Collections Library's Digital Scriptorium, soon will vastly increase resources avail-

able to researchers and advertising enthusiasts worldwide.

Lynn Pritcher is the project's Manager and Digital Archivist. She oversees selection of print advertisements from the J. Walter Thompson Company Competitive Advertisement Collection. Ad*Access will include samplings of thousands of ads for Beauty/Hygiene, Radio/Television, and Transportation from the 1910s to the mid 1950s. "Ad*Access will give users a longitudinal view of the developments in several product and service categories that had major impacts on American society," she said. "These ads really are cultural snapshots."

Five student workers are scanning about 7,000 advertisements and entering descriptive information into a database. One reason for choosing material from the early 20th century is that so many of the ads, especially those clipped from newspapers, are too fragile to allow researchers to handle them. Upon completion in late 1998, Ad*Access will allow searching and browsing via the Internet.



*Ad*Access Project Manager Lynn Pritcher shows an electronic version of a 1950s ad for General Electric televisions.*

Videos, Paintings, and Smokey Bear Help Collections Grow

The Hartman Center has received 45 additions to its collections since the last *Front & Center*.

The Mobius Advertising Awards Collection dramatically increases the Center's resources for study of recent broadcast advertising. This important gift consists of over 8,600 TV commercials and 1,000 radio commercials submitted by advertising agencies and advertisers to the award competition between 1984 and 1991.

John E. Browning, Sr., of Spring Lake, New Jersey, donated original artwork he created for about 50 billboard designs between 1939 and 1942. Mr. Browning also provided his own excellent snapshots of the billboards as they appeared when installed along local roadsides.

Campbell-Ewald Company of Warren, Michigan, gave files on Advertising Council public service campaigns from the 1940s to 1980s. Included are portfolios on Smokey

Bear and the War on Poverty.

Mrs. Betty Peters presented two handsome scrapbooks compiled by her late husband Evan Peters. Letters, photographs, and clippings document Mr. Peters's public relations and management work for JWT in Seattle and California, 1947 to 1954.

The Nicole Di Bona Peterson Collection of Advertising Cookbooks grew by nearly 300 items through gifts of Joseph Di Bona and Kenneth Costa, and with several purchases.

Among numerous additions to the J. Walter Thompson Company Archives are records of the Warner-Lambert account, 1962-1990; additions to Granger Tripp's papers; Ford Advertising Planners; and office files from the Chicago, New York, Detroit, and Toronto offices.

The Center continues to acquire hard-to-find early issues of *Ladies Home Journal*, valuable for the extensive colorful advertising for homemakers in each issue.

We extend grateful thanks to all of the above donors and also to DMB&B, Eller Media (Los Angeles), and Albert Stridsberg.



John Browning's colorfully-painted billboard layouts measure a mere 3.5 x 7.5 inches.

Center Still Seeks Elusive Magazines

We still hope to fill several major gaps in our periodical collection. *Madison Avenue* (published from 1958 to 1987) is important, as is the old advertising trade magazine *Tide* (1927-1959). We also need volumes of *Advertising Age* and its predecessors before 1970. Please contact Ellen Gartrell (919-660-5836) about these or other items for possible permanent preservation in the Hartman Center.

NEWS & NOTES

Visitors

Ron de Pear and 52 JWT staff members from 23 countries with the **Global Media Group** viewed the agency's Archives. Other visitors included **Ted Bell**, Executive Creative Director at Young & Rubicam; **Jean Black**, whose grandmother worked in advertising 80 years ago; **Frank Pringham** of JWT-Atlanta; the **advertising staff** of Durham's *Independent* newspaper; and **Jim Pridgen, Don Pierce, and Gary Johnson** from two Fairway Outdoor Advertising plants in North Carolina.

International Researchers

Ian Brailsford of Auckland University, New Zealand, was here for 6 weeks. Professor **Roberta Pearson** visited from the University of Cardiff, Wales.

Classes

Professor John Bittner of the University of North Carolina at Chapel Hill brought his graduate seminar in Journalism History. A German class and six groups of Taiwanese students in Duke's pre-collegiate **Talent Identification Program** used advertising to enhance their cultural understanding.

Other News

Ellen Gartrell addressed a general session of the Outdoor Advertising Association of America convention in Washington. Staffer **Katherine Rose** spoke about the Center at the American Journalism Historians Association Conference in Mobile, Alabama. We thank volunteer **Jill Summerfield** for starting a database of our 1950s commercials.

Now We Are Four: Hartman Center Staff Grows

Since its inception in 1992, the Hartman Center has become a world-renowned resource for businesses, scholars, and students. To meet the needs of an ever-larger constituency, the Center has grown from a "one-woman show" headed by Director Ellen Gartrell to a staff four strong, with valuable additional help from student workers. 1997 saw several staff changes and additions.

Katherine Rose now concentrates on development and public relations. She prepares publications and exhibits, solicits financial support to advance the Center's mission, represents the Center at meetings and events, and develops its website.

Ginny Daley joins the Center as Technical Services Archivist. She will help us get more of the vast sales, advertising, and marketing collections ready for research use. She arranges and describes archival materials, providing access to the ever-growing collections by both traditional and electronic means.

Claire Locke comes to the Hartman Center as Interim Reference Archivist,



Ginny Daley advises intern Akira Ishii on preservation of fragile advertising documents.

LOOKING BACK

Ever heard of Kraybyn, Kragel, or Kraystay? They're all vegetable stabilizers for commercial ice cream formerly manufactured by Kraft. J. Walter Thompson Company has created advertising for Kraft Foods since 1922. Kraft materials in the agency's Archives include thousands of print advertisements from JWT's Chicago, Frankfurt, and Montreal offices; microfilms of scripts for *Kraft Music Hall* and *Kraft Television Theatre*; and diverse information documenting the JWT-Kraft relationship over 76 years.



1947 trade ad for Kraft's Krageleen.

ivist, filling the role vacated by Russell Koonts. Claire works daily to assist the hundreds of researchers who visit the Hartman Center or make contact by mail, phone, fax, or e-mail. A permanent appointment for this position will be made later this year.

Supplementing the Center's regular staff, Duke graduate student **Akira Ishii** is the 1997-1998 **J. Walter Thompson Company Intern**. Akira works with Ginny, organizing and preparing guides to JWT collections.

In addition, the Center has hired a talented cadre of eight student assistants to help with research, indexing collections, and clerical tasks. Our staff is here for you. See page 4 for contact information.

Friends Respond To Drive For New Members

The Friends of the Hartman Center undertook its first major solicitation in Fall, 1997. We are very pleased to welcome over forty new and returning Friends.

Our Friends do make a difference! Friends' financial support is vital to carrying out the Center's

mission: "to promote an understanding of the immense cultural impact of sales, advertising, and marketing by expanding its vast collection of textual and multimedia resources and increasing the use of these materials by students, scholars, and businesses from around the world."

All Friends receive an annual premium as a token of our thanks and a discount on research fees.

The recent Friends drive had some bonus results. Several individuals inquired about making gifts-in-kind by donating personal papers, photographs, films, books, or other materials to enrich the Hartman Center's research collections. Like most repositories, we must evaluate how offered items may fit into our collecting goals, but we do strongly encourage inquiries.

We extend grateful thanks to all our old and new Friends and other donors. A list of 1997/98 members appears on page 4.

All *Front & Center* issues since 1994 are available on the Hartman Center's Web Site. Paper copies of most back numbers can be sent on request.

Hartman Center Recognizes Friends

At press time, the following memberships have been received (listed alphabetically within categories):

Major Benefactors

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John W. Hartman Center

The Center was established within Duke University's Rare Book, Manuscript, and 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.

Ellen Gartrell, Director	919-660-5836 gartrell@duke.edu
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Katherine Rose, Development Officer	919-660-5920 krose@duke.edu

FOR GENERAL REFERENCE ASSISTANCE, call 919-660-5827, send e-mail to hartman@mail.lib.duke.edu or fax 919-660-5934.

CHECK OUT OUR WEB SITE ACCESSIBLE VIA THE INTERNET AT:

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

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