Center Adds Wells Rich Greene Archives

The closing of a distinguished advertising agency in 1998 resulted in a major addition to the collections of the Hartman Center. Wells Rich Greene BDDP ceased operations in May, but not before sending its huge archive of commercials and print ads, along with documents and clippings, to Duke University.

Hartman Center staff, with a gift of funds from WRG, have organized the collection in a preliminary fashion, and a contents list is available.

The Center plans to continue to build the collection by soliciting additional materials. "We hope to locate individuals who worked at WRG who may have materials to contribute," said Director Ellen Gartrell. "There definitely are gaps in the collection; we especially seek files that illustrate the agency's philosophy and practices."

The Hartman Center owes thanks to J. Steve Davis, head of the agency when it closed, who set the wheels in motion for donation of the WRG archives.

Kenneth Olshan, long-time WRG executive and CEO, expressed "tremendous excitement" at the collection's move to its university home. "It is a great body of creative work," he said.

WRG gained fame as a hot shop of the late 1960s and 1970s. Founded by Mary Wells in 1966, the agency created many noted campaigns for such clients as Braniff Airlines, Alka Seltzer ("plop, plop, fizz, fizz"), New York State ("I Love NY"), and Midas Muffler, among many others.

If you have Wells Rich Greene materials that may be important for the Archives, please contact Ellen Gartrell at 919-660-5836 or gartrell@duke.edu.

JWT Travel Grants Go to Fourteen Scholars

This year the Hartman Center will award over $6,000 in travel grants to 14 academics and independent scholars. These annual grants defray researchers' travel costs, making it possible for scholars from across the US and throughout the world to use the Center's rich research collections.

In this sixth year of the program, winners emerged from a strong pool of 26 applicants from 16 states and four countries.

The Center named Thomas McCarthy, a graduate student in History from Yale University a J. Walter Thompson Company Research Fellow for 1999. Mr. McCarthy is writing an environmental history of the automobile. His research focuses on the relationship between marketing, consumer behavior, and environmental problems.

For information about the grant program, call the Hartman Center at 919-660-5827.

1999 JWT Research Grant Program Winners

**J. Walter Thompson Company Research Fellow**

Thomas McCarthy (History, Yale University)

**Graduate Student Awards**

Valerie Begley (English, Carnegie Mellon University)

Sam DeKay (Education, Fordham University)

Janin Hadlaw (Communication, Simon Fraser University, Canada)

Elizabeth McFall (Sociology, Open University, England)

Katherine Parkin (History, Temple University)

Julianna Sivulka (American Cultural Studies, Bowling Green)

Jennifer Wang (Communication Arts, University of Wisconsin-Madison)

Natasha Zaretsky (American Civilization, Brown University)

**Faculty Awards**

Jane Farrell-Beck (Textiles and Clothing, Iowa State University)

Maurine Greenwald (History, University of Pittsburgh)

Susan Ohmer (American Studies, University of Notre Dame)

Tom Reichert (Journalism, University of North Texas)

**Independent Scholar Awards**

Julie Ault

Carolyn Goldstein

Hartman Center Newsletter
Recent Visitors

Steve Fenton (New York) and John Greening (Bloomfield Hills) of DMB&B visited to view agency records. Gary and Pamela Baden visited the Hartman Center and presented the first gifts to the new Baden collection of print advertisements. Rob McKinley of BBDO-New York toured the Center while at Duke as an Advertising Educational Foundation Ambassador. Adam Arvidsson traveled from Italy to spend several weeks doing research.

Classes

Professors John Bittner and Mary Alice Shaver of the School of Journalism and Mass Communication at the University of North Carolina both brought their graduate seminars for presentations on advertising history. The Center's large collection of print ads continues to be popular with Duke students looking for papers on advertising history. The Center's large collection of prints continues to be popular with Duke students looking for papers on advertising topics for their required writing classes.

Publications

Director Ellen Gartrell's article "Some things we have learned: Managing advertising archives for business and non-business users" appeared in a recent issue of The American Archivist (vol. 60, no. 1).

Other news

Ellen Gartrell was a guest at the annual OBIE awards of the Outdoor Advertising Association of America in New York in September. In July she addressed the Commodore's Club (retired executives of J. Walter Thompson Company) at JWT in New York.

We are grateful to Deborah Edelstein, a volunteer who has brought order to the fascinating diversity within the Wayne P. Ellis Collection of Kodakiana.

Cars, Cookbooks, and CDs Build Collections

The Hartman Center continues to strengthen its research holdings through acquisition of new collections and additions to existing ones.

The Center is pleased to announce that advertising collectors Gary and Sandra Baden have established the Baden Collection of Print Advertisements with an initial donation of over 200 automobile ads from the 1920s and 1930s. Mary Gai donated a scrapbook containing early letters and writings of J.K. Fraser, who was president of the Blackman Advertising Company in the 1920s.

Among numerous additions to the J. Walter Thompson Company Archives are records from various JWT offices, especially those in New York, London, Detroit, and Chicago. Rena Bartos has made substantial additions to her papers, providing extensive documentation about gender and marketing. Also notable is the rich Diamond Information Center Vertical File (1930s-1970s) created to support public relations for the DeBeer's diamond account. The file contains information on aspects of diamonds, mining and fashion.

Other JWT materials include Tom Rayfield's taped interviews of several dozen employees reflecting on the past 50 years at JWT's London Office. Greg Bathon sent us some of his papers which document his work managing the JWT-India office during the 1960s. W. Stanley Holt sent materials relating to H.R. Haldeman's transition from an adman at JWT to an aide for President Nixon. Haldeman was the manager of JWT's Los Angeles office before entering politics.

The Outdoor Advertising Collections have grown significantly with several additions coming from the R.C. Maxwell Company and Eller Media Company.

Bill James of Duplex Advertising Company sent over 5,000 photographs and negatives of his company's billboard advertisements from the late 1950s through the 1980s in central Texas. Fairleigh Dickinson University transferred more than 500 additional books related to outdoor advertising, as well as material for the Garrett Orr Papers. Also included in this recent transfer was The Strobridge Company collection of over 2,000 photographs of billboard art from the 1920s-1940s.

H. D. Halvorson sent the CD-Rom digital archive of the Young Electric Sign Company, which contains movie clips, archival documents, and pictures of lighted signs from the 1920s to the present.

William Maher, who manages the Advertising Council Archives at the University of Illinois at Urbana-Champaign, sent over 8,000 duplicates from that collection. This addition triples the size of the Advertising Council Records at Duke.

The Peterson Advertising Cookbook Collection grew by over 600 items. Ken Costa and Joe Di Bona were among the donors.

Many thanks to other recent donors, including:

AAAA
Ian Brailsford
Steve Craig
DBM&B
Irving Gerson
Grace Healy
Michele Hilmes
Delores Jenkins
Victor Kenyon
Kathy Peiss
Albert Stridsberg
James Woodard
WPP Group plc.
New Staff Bring Expertise to Center

Jacqueline Reid, our new Reference Archivist, is the friendly voice you hear on the other end of the line when you call the Hartman Center with a research question. Jacqueline came to Duke in November, having worked previously at The History Factory in Chantilly, Virginia. There she managed archives of Sears Roebuck and Co., giving her excellent background to work with advertising materials. Jacqueline is an art history graduate of the University of Minnesota and earned her library degree at The University of Texas at Austin, where she also gained experience in working with photograph collections.

Norbert Schürer, a graduate student in Duke's Literature Program, is this year's J. Walter Thompson Company Intern. Fluent in both German and English, Norbert has ably continued the work of processing collections from JWT's Frankfurt office and also assisted in preliminary management and arrangement of the huge collection of German commercials on film and video from Frankfurt.

Don Sechler organizes new collections as they arrive. Don's background in art and architecture has been very helpful in working with collections relating to billboard art and construction.

Revisiting World War II in Ads

Coming on the tail of D-Day, the 5th War Loan Drive began in June 1944. Millions were spent on advertising to raise $16 billion for the war effort. In the early war years, advertisers used soft, sentimental imagery to enlist the public's support. As the war reached a critical point in 1944, images of the harsh conditions of fighting overseas became a crucial advertising device. Response was enormous to hard-hitting ads like this one. In less than one month, the 5th War Loan exceeded its goal by $4 billion. This and other wartime ads will soon be available to researchers on the World Wide Web through the Center's Ad*Access Project.

Make New Friends, Keep the Old!

We are very pleased to welcome and thank all new and returning Friends of the Hartman Center, whose contributions help fund Center programs and services. These funds help the Center to build sales, advertising, and marketing collections and increase use and awareness of these unique and vital resources. At press time, the following memberships had been received for 1999 (listed alphabetically within categories):

Major Benefactors
J. Walter Thompson Company Fund
John and Kelly Hartman Foundation
Outdoor Advertising Association of America

Corporate Members
Anheuser-Busch Companies, Inc.
Crain Communications
J. Walter Thompson Company (Paris)
Leo Burnett U.S.A.

Corporate Contributors
Allison Outdoor Advertising
C & U Poster Advertising
Estus Outdoor Advertising
Out-of-Home America, Inc.

Individual Members
Gordon Boyce
Bruce Carroll
Reginald Clough
Mr. & Mrs. Norman Cohn
Charles C. Collins
Jack Cronin
Bob Doyer
Arthur Einstein
Ernest Emerling
Rowena Fayerweather
Samantha Francois
Hidehito Gemma
Irving Gerson
Gordon Gold
Anne Gruenberg
Sandra Harrison
Stanley Hollander
Tony Hoyt
Don Johnston
Denis Langham
Jude Lannon
Bernie Owett
Carmine Prioli
John & Patricia Rice
Kenneth Roman
Ronald Savitt
Kathleen Tripp
Susan Varney
Toshio Yamauchi
Richard Zakia

Jacqueline Reid, Reference Archivist, and Norbert Schürer, JWT Intern, in front of the Duke Library.
What is “The Perfect Woman”?

"Earth's noblest thing—a woman perfected.”
—James Russell Lowell (1819-1891)

The 20th century's quest for the feminine ideal was the subject of a major exhibit at the Duke University Library in the fall. “The Perfect Woman: 100 Years in the Making” drew heavily on advertising images from the Hartman Center. Each display case featured one era, from “Victorian Vanities” of the 1890s to “Just Doing It” in the 1990s.

Exhibit creators Cristina Favretto and Ellen Gartrell selected a wide range of advertising materials, from brightly printed turn-of-the-century trade cards to recent glossy magazine pages of supermodels.

Exhibit viewers could trace such themes as the century's changing image of women in the workplace, or compare images of idealized women with more realistic ones. The 1940s' case, “Bullets and Beauties,” contrasted the glamorous woman wearing Pond's Angel Face make-up with the smiling homemaker who saves grease for ammunition manufacture in a wartime ad. Postwar examples include the once-ubiquitous Breck girls, elegant Catherine Deneuve for Chanel No. 5, and provocative models in recent Calvin Klein jean ads.

The exhibit also included two cases entitled “Readings for the the Perfect Woman,” which contained etiquette books, beauty guides, and cookbooks providing a century's worth of advice on behavior, dress, make-up, and tidy homemaking for the truly perfect woman.

The exhibit was a collaboration between the Hartman Center and the library's Women's Archives. Several members of the library staff lent items to enhance the display. Nineteenth-century hatpins and curling irons, elbow-length gloves, a Mark Eden Bust Developer, and several vintage Barbie dolls graced the exhibit cases.

“The Perfect Woman” exhibit was planned to coincide with a Literature Department conference for graduate students at Duke on gender and technology. Students and library visitors picked up over 800 copies of the brochure that accompanied the exhibit.