

FRONT AND CENTER

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

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Duke University Rare Book, Manuscript, and Special Collections Library

Fall 1999

Ad*Access Opens With 7,000 Digital Ads

The Hartman Center is proud to announce the availability of Ad*Access, an on-line database of selected advertisements from the J. Walter Thompson Company Competitive Advertisements Collection. Generously supported by The Duke Endowment "Library 2000" Fund, Ad*Access presents images and information for over 7,000 ads printed mainly in U.S. newspapers and magazines between 1911 and 1955.

Rather than include just a few advertisements on many topics, the Hartman Center staff chose to digitize and make available ads that relate to one of five main categories: Radio, Television, Transportation, Beauty and Hygiene, and World

War II. This approach offers researchers and students enough material to begin to understand advertising for a certain product or time period. Each of the five categories has previously attracted a large

amount of research interest, and each also reflects major developments in American society, culture, business, and technology in the first half of the 20th century. Researchers who tested Ad*Access early this fall have expressed their delight at seeing the project available to the public. "It is truly exciting to have such a rich and diverse collection of cultural artifacts now so conveniently at our disposal," Lisa Jacobson of the University of California, Santa Barbara stated. She added that she would use the database for her own research as well as in teaching.

Duke University's Rare Book, Manuscript, and Special Collections Library (RBMSCL) is one of only a

handful of institutions which are able to provide

access to advertising images on-line. "Relatively few libraries, museums, or archives focus on documenting the advertising industry," noted Ellen Gartrell, director of the Hartman



This 1928 example is one of almost 1,000 radio ads available on Ad*Access.

Center. The substantial effort of selecting, scanning, and maintaining electronic resources such as Ad*Access has prevented many repositories from creating similar projects.

The staff of the Digital Scriptorium, a department within the RBMSCL, organized the advertisements and the logistics of making a digital 'copy' of each one included in Ad*Access. Duke students scanned the ads, entered the data to allow searching and assisted with copyright clearances. They were continuously intrigued by the aesthetics and content of the advertisements, and left the project with a better understanding of how to use this unusual material in their own research. The Hartman Center anticipates that Ad*Access, available at <http://scriptorium.lib.duke.edu/adaccess/>, will have the same effect on the thousands of people who will use it in the future.



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Hartman Center Begins Travel Grant Competition

The J. Walter Thompson Company Research Grant Program for 2000 is about to commence. The purpose of the grants is to facilitate researchers' travel to Duke to use Hartman Center collections. The 69 winners since 1993 have come from 33 states, 11 countries and 59 institutions.

The program annually offers

- up to three JWT Company Research Fellowships of \$1,000 each and
- a varying number of travel subsidies that usually range from \$200-750.

The Center invites applications from candidates in any academic discipline as well as from individuals working on any not-for-profit independent project (including museum curators and teachers).

For more information, check our web site (<http://scriptorium.lib.duke.edu/hartman/>) or contact Jacqueline Reid (919-660-5827 or hartman-center@duke.edu).

Application packets will be sent out between October and December.

The postmark/fax deadline for applications is January 18, 2000.

VISITORS

Paula Alex of the Advertising Educational Foundation toured the Center in June. **John Fleckner** and three colleagues from the Smithsonian spent a day at Duke. **Larry Leblang**, an early Wells Rich Greene employee, enjoyed seeing his work from the 1960s in the WRG Archives. Prof. **Roy Church** of the University of East Anglia (U.K.) made a two-week research trip to Duke. **Roger Gallerini** of JWT-Detroit brought client **Robert Fulmer** of Domino's Pizza for an introduction to the archives.

CLASSES

Center staff made presentations to an "Advertising and Marketing" class and two classes for Taiwanese students, all part of Duke's summer Talent Identification Program. Prof. **Trudi Abel's** history students used print ads to study cultural trends.

OTHER NEWS

A *Today Show* segment on car marketing and a *New York Times* story on the end of tobacco billboard advertising used images from the Hartman Center. **Ellen Gartrell** joined the Advisory Board of the newly formed Association for History and Analysis in Marketing. She also attended the OBIE Awards in New York and the David Ogilvy Memorial at Lincoln Center.

Jacqueline Reid participated in a copyright seminar in Washington.

DONORS

The Hartman Center has recently received notable gifts from the **Baton Rouge Area Foundation**, **Crain Communications** and **Susan Varney**. Other recent donors include **Adams Outdoor Advertising (Atlanta)**, **Rowena Fayerweather**, **Hidehito Gemma**, **Stanley Hollander** and **Grant McCracken**.

More Catalogs, More Videos, More Everything

The Hartman Center relies on friends old and new to continue building outstanding research collections. It is a pleasure to report on the foresight of companies, organizations, and individuals who recently have worked with the Center to preserve the vital records of advertising, marketing, and sales.

One such individual is Ken Jones, a retired advertising executive in Michigan, who saved extensive documentation of his outstanding career with Leo Burnett Company, Campbell Ewald, and other agencies. The Kensinger Jones Papers (ca. 1952-1990s) meticulously document

tions (1956-1998), biographical files and speeches (1970s-1980s), client billings (1935-1962), and much more. The New York Office also sent large additions to existing files of domestic and international print ads. Chicago Office contributions include documents sent by John Furr and 54 proof books of print ads for such clients as Kraft and McDonnell Douglas. Brouillard Communications, a JWT division, sent over 300 print ads of the 1980s-90s.

Mobius Advertising Awards, Inc. added over 1,200 videotapes of TV commercials entered in the 1998 competition.



Jacqueline Reid (middle) receives Sears catalogs from Kathy Bryan (right), former Sears archivist, and Alison Burtis (left), Sears archivist at The History Factory.

campaign development for several automotive and other clients, public service advertising, and several years spent working abroad. The collection also includes a typescript autobiography.

Sears, Roebuck & Company donated 54 Sears catalogs dating between 1910 and 1994. These classic pieces of Americana are a fine source for the study of technology, fashion, toys, sporting goods, and the methods of retail catalog selling.

J. Walter Thompson Company continues to add to its massive archives. Among important recent additions are papers of longtime New York-based executive Roy Glah. The New York Information Center has sent extensive subject files, including account records (1923-1996), publica-

Another terrific acquisition, the McGraw-Hill Marketing Information Center files, is profiled on p.4.

We are also grateful to the following other donors:

Advertising Educational Foundation
Anonymous (2)
Gary and Sandra Baden
BBDO
Kenneth Costa
DMB&B
Professor Joseph DiBona
William Helfand
W. Stanley Holt
Nixie Miller
Scenic North Carolina, Inc.
Professor George Williams

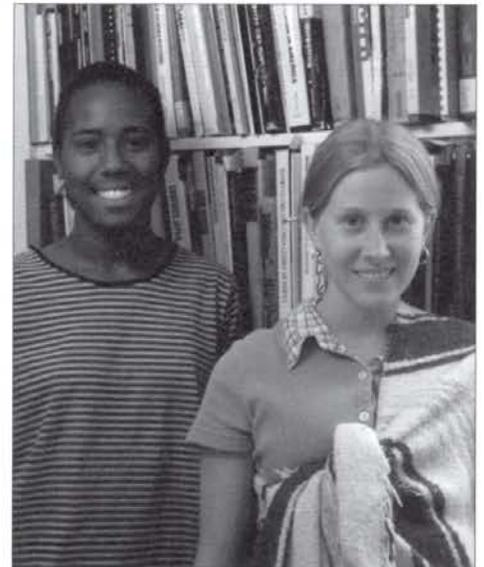
Student Employees Contribute Personality and Experience

The Hartman Center could not function without its student employees. Two of these employees, Cat Saleeby and Isis Dallis, both Duke undergraduates, contribute especially valuable services.

Cat, a senior, has been working for the Hartman Center since the fall of 1997. She first processed and scanned advertisements for the Ad*Access web project (see p.1). Throughout most of 1998, Cat says, "I worked the legal aspect, calling all of those companies we wanted to include and trying to get them to sign a permission form." Later, she reorganized and reboxed the huge JWT Domestic Advertisements collection

and helped select ads for the forthcoming "Emergence of Advertising in America" web project.

An avid Duke basketball supporter and a member of the women's rugby team—and known around the office for her 'Digital Scriptorium toga'—Cat has not ruled out a career in archives, although she would like to combine it with work in cultural and intellectual property law. She takes her job personally: After one particularly frustrating experience, "I boycotted [one company] for a whole year because they wouldn't give us permission to use this one tiny dinky radio show ad."



Isis Dallis (left) and Cat Saleeby (right, in her Digital Scriptorium toga).

Looking Back

WHO WAS THE ORIGINAL LUCKY STRIKE GIRL?

As part of the November 1998 tobacco settlement, tobacco companies were forced to remove their billboard advertisements across the country by April 2, 1999. Long a familiar sight along U.S. highways, these advertisements have been replaced with anti-smoking campaigns for the duration of their leases.

While tobacco is a controversial product and frequently has been condemned, it is hard to deny that the billboards advertising the product have earned a place in our popular culture. This 1929 Lucky Strike image depicts the "Original Lucky Girl," Rosalie Adele Nelson, promoting one of her reasons for smoking cigarettes—to stay slim! As a matter of fact, the campaign that included this ad caused a conflict with the candy industry, which felt it was being maligned by the slogan, "I reach for a Lucky instead of a sweet."

The campaign, conceived by Albert J. Lasker of the Lord & Thomas agency, was historically significant because it made smoking socially acceptable for women for the first time by using celebrity women such as Amelia Earhart to endorse its product. However, the identity of the "Original Lucky Girl," apart from her name, has so far proven impossible to establish.



But Cat's real reason for working at the Hartman Center, she says, is that, "I love, really love, working with the advertisements.... I've found nothing tells about a society like its advertisements—they tend to show the idealized picture, the stereotypes, the dreams and assumptions it is founded on."

Isis has been working for the Hartman Center for almost a year, assisting with research requests and processing the Ad Council collection. Her enthusiasm and passion have made her an indispensable member of the staff. In her own words, the experience here has shown her "that a business ... can be run with the utmost professionalism while also being exciting and fun."

Like Cat, Isis is involved in sports. Goalie of Duke's successful women's soccer team, Isis was featured on the cover of the student newspaper's fall sports preview. However, her career goal is closer to her work at the Hartman Center. She says, "My ambition is to work for an advertising agency on the creative side or possibly as an account executive."

Marketing Files Cover 45 Years, Provide Valuable Resource

The collection of the McGraw-Hill Marketing Information Center, donated earlier this year by the American Marketing Association (AMA), is one of the most significant recent additions to the archives of the Hartman Center.

The 81 cartons of articles, pamphlets, research studies, speech transcripts and ephemeral materials related to marketing, sales, advertising, and corporate operations were compiled—starting in 1948—by the McGraw-Hill Marketing Information Center in New York. Arranged by subject headings derived from the marketing and administration topics about which the Center most frequently received questions, the files were maintained until the late 1980s, when McGraw-Hill no longer wanted to carry on the collection.

The AMA was able to step in and purchased the material for the use of its librarians and members. Jeffrey Heilbrun,

then CEO of the AMA, and a colleague personally drove a truck to McGraw-Hill's New York headquarters and brought the collection back to Chicago.

The AMA continued to update the files until 1993, when staffing limitations prevented further additions.

According to Amy Wenshe, reference librarian at the AMA, the files remain important because of their wealth of unique materials. Wenshe stated, "You could find some things back there that you couldn't find any [other] place."

The collection came to the Hartman Center in April 1999 when the AMA moved and had no room for it in their new Chicago facility. Since the material is a valuable and unique resource for information on a variety of marketing-related topics, the AMA was eager to find a new home for it—and found it here. The collection is ready for research, with access made easy by use of McGraw-Hill's detailed printed guide, available at Duke.



John W. Hartman Center

The Center was established within Duke University's Rare Book, Manuscript, and Special Collections Library in 1992. By 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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