

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 2000

NEH Grants Support to Archives of Outdoor Advertising

The National Endowment for the Humanities has awarded Duke University's Hartman Center a grant in the amount of \$171,303 to organize and describe the huge collections of outdoor advertising that came to the university in 1996. The two-year project, funded earlier this year, is entitled "Art and Commerce by the Side of the Road."

The archives of the Outdoor Advertising Association of America (OAAA) and related collections fill over 531 feet of shelves. Much of the material arrived at Duke in an unorganized state, making research extremely difficult. Yet the collections are unique and important, documenting a ubiquitous feature of 20th century life and reflecting important themes in cultural and business history, commercial art, architecture, popular culture, and cultural geography.

The collections contain at least a quarter million items: letters, reports, photographs and slides, research studies, promotional literature, films, and much more. There even are examples of original artwork for

ate student intern and undergraduate student assistants. Work began September 1.

The Outdoor Advertising Archives are important both to the academic community and to the industry, and despite the limited accessibility, members of both groups regularly have contacted the Hartman Center for research assistance. OAAA President & CEO Nancy J. Fletcher endorsed Duke's grant application to NEH, writing, "I am impressed with Duke's commitment to preserving the records of our industry and making them more available than



This 1929 image is an example of creative templates available to local advertisers through the monthly Sales Tickler.

advertising posters and also a few full-size, multi-sheet billboards that never were posted.

The task facing newly-hired staff is a challenging one. Archivists Lisa Stark and Lynn Pritcher will carry out most of the work, assisted by a gradu-

they ever have been before." With two years of effort by the project team, the result will be a body of well-organized collections, with information about them posted in Duke's online library catalog and on the World Wide Web.

Hartman Center Announces Ninth Annual Travel Grant Competition

The **J. Walter Thompson Company Research Grant** season is here! These grants enable graduate students, faculty and independent scholars to travel to Duke to use the Hartman Center collections for their research. The 79 previous grant winners have come from all over the United States and around the world.

The program annually offers:

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

The Center encourages applicants from any academic discipline as well as individuals working on independent, not-for-profit projects (including museum curators and teachers). For more information go to our web site (<http://scriptorium.lib.duke.edu/hartman/>) or contact Jacqueline Reid, Reference Archivist, at 919-660-5827 or hartman-center@duke.edu. Application packets will be sent out in November and December.

The postmark/fax deadline for applications is January 18, 2001.

VISITORS, CLASSES, GROUPS

Professor **Gary Gereffi** brought faculty members from Duke's Markets & Management Studies Program for a tour and discussion. **Sally Lombardo, Peggy Moylan, John and Kay Novotny, Wally O'Brien,** and **Susan Parent**, all present or former J. Walter Thompsonites, paid visits. International travelers included **Brian Jones** of the University of Prince Edward Island and **Jill Matthews** of the Australian National University. **James Fogerty** of the Minnesota Historical Society, **Myron Laible** of the Outdoor Advertising Association of America, and **Eric Shaw** of Florida Atlantic University also received tours. A **JWT Branding Summit** brought 30 North American staff to view the agency's archives in July. **Tara Mylenski** escorted 16 lively teenagers to do research for their Talent Identification Program class, *Advertising Media & Markets*. **Kim Wright's** Duke summer school course "Advertising and Society" visited the Center.

TRAVELS

Director **Ellen Gartrell's** trips took her to the University of Illinois' Sandage Symposium on Advertising History; to J. Walter Thompson in Chicago, Los Angeles, and New York; to the OBIE Awards in New York and the OAAA Executive Committee meeting in Orlando; and to Eller Media and Infinity Outdoor in Los Angeles. She also gave a talk at the Special Libraries Association in Philadelphia. **Jacqueline Reid** attended the Society of American Archives meeting in Denver.

WINNER!

Duke senior **Isis Dallas** won a Chester P. Middlesworth Award for best undergraduate paper using Special Collections resources. The Hartman Center provided grist for her sociology paper, "The Structural Changes of the American Family: What Advertising Cookbooks Can Teach Us About Gender Roles."

Growth Continues With Many Gifts

Growth could be our motto! With help from donors all over the U.S. and several abroad, the Hartman Center's collections preserve an astonishing and increasing variety of documents, books, and other items.

Attentive readers will recognize some of the names as quite regular contributors to the Center. Sincere appreciation goes out to all.

Professor **John J. Breen** of Providence College graciously donated his collection of over 225 marketing textbooks spanning five decades.

Ken and Alice Jones drove from Michigan to present in person additional items for the **Kensinger Jones Papers**.

Elizabeth Leckie donated books and manuscripts dating from the career of her grandfather, **James O'Shaughnessy**, who worked for the American Association of Advertising Agencies starting in 1928 and then for *Liberty* magazine.

Gerry O'Neill brought items from the career of his father, **Gerard O'Neill**, a Type Director at **J. Walter Thompson** for 35 years.

Terrence Brown presented a portfolio and television plans documenting the work of his father, **R.C. "Jim" Brown** at BBDO in the 1940s and 1950s.

Barbara Schwartz (Duke '47) sent an early example of using Mickey Mouse for promotion, for the milk industry in 1933, prepared by her father **Hal Horne**.

Sisters **Nancy Cullen** and **Claire Johansen** shipped several cartons of

records from **Ohio Outdoor Advertising** at the time of this family company's sale.

Bob Jeffery of Milford, Connecticut, has begun to place his collection of

Diamond Promotion Center materials at the Hartman Center.

The 1999 television commercial entries to the **Mobius Advertising Awards** competition arrived this summer, adding over 1500 video spots from the U.S. and many countries.

Finally, much important material continues to come in from the **J.**

Walter Thompson

Company. Several hundred advertising and marketing books and many cartons of documents arrived from JWT Chicago's Information Center. The New York Office sent public relations and personnel files of the 1980s; The New York Information Center donated the wonderful **Advertising Vertical File** and **Marketing Vertical File**, 58 boxes of printed and unpublished information arranged by subject.

Other donors we wish to thank include:

Gary Baden
Bruce Carroll
Kenneth Costa
D'Arcy
Tom de Paolo
Joe Di Bona
Fairleigh Dickinson University
Bill Gosling
Mike Khanna
International Advertising Assn.
OAAA
Richard McDonald
Albert Stridsberg



Archives Prove Valuable Source for Research, Business, and Teaching

The Hartman Center attracts numerous researchers every year from distant parts of the globe. One recent researcher who came from afar was **Dr. Jill Matthews**, a history professor from the Australian National University who came to Duke University to study the Americanization of advertising in Australia. Matthews said that Australia is the "far end of the universe" to most people and so information is very hard to find on this topic. Matthews was quite pleased with what she found in the **J. Walter Thompson Company Archives** relating to the JWT-Sydney office that opened in 1929. She said that she was able to find materials on Australia that otherwise do not exist, including what she thinks to be the first sociological analyses of radio and magazine listeners and readers in Australian history. She called this discovery the highlight of her trip.

Duke undergraduate **Jacob Anderson**, on an internship in Prague, Czech Republic, phoned needing to learn quickly "everything there is to know about outdoor advertising." A tall order, but the Hartman Center was able both to provide information and a referral to the industry trade organization. "I owe you a cup of coffee and a scone when I get home!" the grateful Anderson e-mailed.

It is fascinating for Center Staff to work with middle and high school students from around the United States participating in the Talent Identification Program (TIP) here at



Young TIP students analyze magazine ads during 3-week summer course.

Duke University. Both this year and last, TIP offered a class called "Advertising, Media and Markets" to the students, who were eager to research and debate topics relating to advertising. The Hartman Center was a frequent field trip destination this summer where the students were able to work on projects that showed them how advertising has changed over time. Instructor Tara Mylenski encouraged them to compare and contrast the print ads and commercials with those that are running today, and the kids were excited to get first-hand exposure to the evolution of advertising messages and techniques.

Making New Friends

The Hartman Center long has relied on its Friends group for major portions of its budget. We recognize the following recent contributors with great appreciation:

Major Benefactors & Corporate Supporters

- Arte and Carole Moreno
- John and Kelly Hartman Foundation
- Mobius Advertising Awards
- Outdoor Advertising Association of America
- FOARE, the philanthropic fund of the OAAA
- Sprint

Individual Members

- Professor J.J. Boddewyn
- John Novotny
- Austin S. Parker
- Susan Varney

Looking Back

OLYMPIC TIE-IN NOT NEW IN ADS

This ad, printed in 1925, appeared one year after the Paris Olympics. In those games, there were 2,956 men and 136 women competing for medals. This was the same Olympics where Harold Abrahams ("Chariots of Fire") won the 100 meter dash. Interestingly enough, it is the girl who wins this foot race, although Olympic women competed only in swimming and tennis events in 1924.

Advertisers often use current events as cultural rallying points to sell their products; in anticipation and celebration of the 2000 Olympics, marketers highlighted young athletes to trumpet vitality, wholesomeness and ambition, hoping consumers would recognize these same qualities in their products. In the "Lifebuoy" ad shown here, patriotism and athleticism are tied to familial relationships and health (and, by extension, cleanliness!).



Source: J. Walter Thompson Company Archives, Competitive Advertisements Collection

Hartman Center Staff Gains Local Expertise

We are very pleased to have three new workers join the force here. **Kristen Kramer**, a Ph.D. candidate in Duke's German Studies Program, is this year's *J. Walter Thompson Company Intern*. Kristen will be dividing her work between Thompson Company collections and outdoor advertising papers in connection with the *National Endowment for the Humanities* grant the Center received earlier this year. Kristen received her Bachelor of Arts at the University of Texas at Austin, where she studied commercial and art photography and theory.

Lynn Pritcher, our new Technical Services Archivist and NEH Grant Director for the Outdoor Advertising project, comes to us from the Digital Scriptorium within the Special Collections Library here at Duke. Her previous position included working on the popular *Ad*Access* on-line archive of historic advertisements. Lynn received her library science degree from the University of North Carolina

at Chapel Hill, a Master's in College Student Personnel Services from Miami University (Ohio), and a Bachelor of Arts in English from James Madison University in Virginia.

Lisa Stark, the Project Manager for the NEH Outdoor Advertising project, also comes to us from within Duke's Special Collections Library. In her position as Archivist/Manuscript Cataloger, she managed the coordination of all

incoming materials to the Special Collections library. Additionally, she encoded information about the collections for placement on our web site. Lisa received her library science degree from the University of North Carolina at Chapel Hill and two Bachelors: one in Comparative Area Studies (Japanese and German language studies) from Duke and one in Music (Piano Performance) from the University of Florida.

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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Advertising & Marketing History

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