TEN YEARS OLD AND THRIVING

The Hartman Center celebrated its tenth anniversary in 2002 with “partying” and planning. In March, the Center recognized the foresight of its primary benefactor, John W. Hartman (Duke '44), in laying the groundwork for what has become the preeminent center in the US for studying advertising, marketing and sales. The event paid tribute to John and Kelly Hartman and John’s classmate William A. Lane for their generous, decade-long support of the Center.

At the celebration an audience of nearly 100 heard a provocative assessment of advertising and marketing trends by J. Walker Smith, president of Yankelovich Partners, Inc. His stimulating talk included reference to such “far out” possibilities as projecting ads on the surface of the moon. The students, faculty and marketing professionals in attendance peppered Smith with questions and comments before adjourning to a reception honoring the Hartmans and Lane in the library’s Biddle Rare Book Room.

The following day, an invited group of twelve advertising and marketing experts convened to examine the Hartman Center’s achievements in its first ten years and advise on future goals and priorities. Participants represented the academic community, the advertising industry, archivists and the trade press. All recognized the impact of changing technologies, globalization, the explosion of advertising and marketing activity and businesses’ emphasis on “the bottom line” on the Center’s collecting.

Rapidly evolving technologies will continue to make earlier versions of storage media obsolete and therefore inaccessible for future researchers. Both globalization and the trend of marketing targeted to ever smaller subsets of the population (e.g., seniors, gays, the disabled) mean that the amount of information and possible sources of it will continue to explode. One participant noted the industry’s responsibility: “Your past is your future,” he emphasized. “It is imperative that the Center continue its outreach to the industry, to show them that their advertising [is] pivotal to understanding the culture of that day and time.”

The participants agreed that the Hartman Center must continually refine its goals, first laid out in the early 1990s, to be able to document “the right stuff” in its second decade. The Center also must continue to review its own branding to reach its target audiences effectively through programming and communication. Finally, carrying out the Duke University Libraries’ commitment to enhancing digital resources while still preserving more traditional forms of communication (paper, audio and visual tapes, photographs) will require energy, creativity and increased financial support for the Center’s unique work.

The day long work session generated energetic discussion and diverse points of view that will aid us in the next steps of planning. The Center is grateful for the commitment and active involvement of the participants.
VARIETY ADDS SPICE TO HARTMAN CENTER

Since spring, a wonderful assortment of collections and items has come to the Hartman Center. We are pleased to become the home of the papers of well-known copywriter Walter Weir (1908-1996), given to Duke by his son Tony and the Weir family. Walter worked for numerous agencies; one highlight of the collection is the hundreds of typed pages describing his experiences at each of them, starting in the 1930s. Tony Weir, whose own successful career was primarily with Ogilvy & Mather, has begun to place his papers here as well. Arthur Einstein donated a large collection of files from his advertising consultancy since 1990. The well-organized files provide an excellent snapshot of the credentials of hundreds of agencies large and small. From JWT Chicago came the "Corporation Vertical Files, 1915-1999," a collection maintained by the office’s Information Center for background on many companies, particularly JWT’s Chicago clients. Kraft Foods is especially well represented. The Outdoor Advertising Association of America sent thousands of slides of OBIE award entries and work by its member companies. JWT Detroit retiree Ed George cleared his garage before moving to Florida, donating work including original art for clients such as 7-Up and Faygo soft drinks. Richard Pollay donated 44 advertising and marketing books, including several examples of pulp fiction with advertising themes: Madison Avenue Nympho (1962) is one example of that genre! The Center acquired a fabric salesman’s sample case from 1931; it is pristine, complete with swatches and order forms. Nancy Cullen, former owner of Ohio Outdoor Advertising, sent company photos and documentation from 1926 to 1985. Lois Gaeta, retired from JWT New York, sent TV and radio scripts and print advertisements she worked on between 1956 and 1961.

Other donors whom we thank include:

Sue Webb Bodisbaugh
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Atlanta
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New York
San Francisco

WAREHOUSE WORK IS ADVERTISING ARCHIVAL ADVENTURE

Imagine a library project involving cooperation among Duke, the University of East London (U.K.), and the international advertising agency J. Walter Thompson (JWT). Just such a project took place in July in a south London warehouse. Hartman Center Director Ellen Gartrell joined forces with UEL's Professor Helen Powell to supervise eight students who sorted through hundreds of cartons containing many decades of JWT's stored office files and advertisements.

The weeklong project was the beginning of an effort to identify materials to be added to Duke's JWT Archives. With encouragement from J. Walter Thompson Company managers, Gartrell devised procedures that enabled the students to become temporary "archivists." The students, all of whom are enrolled in UEL's B.A. course in Media and Advertising, opened cartons and evaluated the contents using Gartrell's guidelines, then made preliminary recommendations whether or not to add the documents to the JWT Archives at Duke.

The assistance of the student crew made it possible to survey a much larger number of documents than one individual working alone could have reviewed in the same amount of time. To the students' benefit, the project counted as the work experience that is required for their university degree. "I couldn't believe how much the old papers helped me see how day-to-day advertising works," commented student Lorien Rodger. "Yes, but next time you should warn the students that they'll get dirty and have to lift a lot of boxes!" added Lennox Addo, who took to wearing a lab coat over his clothing.

Among the archives-worthy material found were 1930s summaries of Pond's advertising, including hand-drawn graphs carefully pasted into a scrapbook; complete typed-up plans for ad campaigns of the 1980s; and memoranda on the running of J. Walter Thompson's offices in London and other European cities.

The project was an excellent pilot exercise that helped Gartrell to plan future trips to London to survey several thousand additional stored JWT boxes with student help. Gartrell and the Center's Jacqueline Reid in fact spent two weeks in November continuing the work, making substantial progress among the remaining stored JWT cartons. A follow up trip is also being planned for this spring.

LOOKING BACK

BEFORE THERE WAS A HARTMAN CENTER...

there was – and is – the extraordinary J. Walter Thompson Archives. The Center's anniversary seems a good time to salute its keystone collection. JWT, the oldest advertising agency in the US, established an excellent corporate archives in New York in 1979. In 1987, the agency donated the collection to Duke where it is open to a great variety of researchers, teachers and students while serving as the official corporate memory and a valuable resource for current business. This collection, the largest and most significant documentation of any agency in the world, occupies over 4000 feet of shelving. It continues to grow and attract worldwide use.

For more information, go to:
http://scriptorium.lib.duke.edu/hartman/jwt
HARTMAN CENTER ANNOUNCES TRAVEL GRANT WINNERS

The Hartman Center has awarded $6000 in travel grants and fellowships to thirteen scholars in the ninth award competition. The awards subsidize researchers' visits to use the Center's collections. The winners come from fourteen states and five countries.

One J. Walter Thompson Research Fellowship went to graduate student Alexander Schug this year. Schug, from Humboldt University in Berlin, is preparing a dissertation on the history of German advertising from 1918 to 1945 and the expansion of American advertising to Germany.

Other winners include five graduate students:
Stefan Cieply, Comparative Literature, University of Maryland
Kelly Cole, Communication Arts, University of Wisconsin, Madison
Susan Ferentinos, History, Indiana University
Francisco Mesquita, Department Textil, Minho University, Portugal
Michael Murphy, Art History, Washington University

Seven university faculty also received grants:
Michael Carroll, English, New Mexico Highlands University
Anna McCarthy, Cinema Studies, New York University
Melissa McEuen, History, Transylvania University
John Morello, General Education, DeVry University
Tamara Piety, College of Law, University of Tulsa
Corey Ross, History, University of Birmingham (England)
James Ryan, English, Auburn University

The Hartman Center has received approximately two dozen promising applications for the 2003 competition and is currently reviewing them. 2003 award winners will be announced by March 15, 2003. Graduate students, faculty and independent scholars interested in applying for consideration in 2004 should go to the website http://scriptorium.lib.duke.edu/specoll/grants.html or contact Jacqueline Reid at 919-660-5827 or hartman-center@duke.edu. Application packets will be sent out beginning in Fall 2003.