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By preserving historical records and archives and sponsoring related programs, the John W. Hartman Center stimulates interest in and study of the roles of sales, advertising and marketing in society.

## A Tale of Two Birthdays Hartman Center Reaches Two Milestones

In 2007 the Hartman Center will celebrate its 15<sup>th</sup> anniversary and mark the 20<sup>th</sup> anniversary of the J. Walter Thompson Co. (JWT) Archives at Duke University.

JWT established a centralized corporate archives in 1979, but after its acquisition by WPP in 1986, the company sought a new home for the archives. Duke Cultural Anthropology professor William O'Barr, who had been using the JWT archives for his research into advertising and culture, suggested Duke as a possibility, and in 1987 the JWT Archives at Duke's Rare Book, Manuscript, and Special Collections Library was established through an endowment gift from JWT to help administer and maintain the collection. The presence of the JWT Archives attracted the attention of researchers as well as other donors, and additional large corporate records collections began to be deposited at Duke, notably the records of D'Arcy Masius Benton & Bowles, the first "mega-merger" agency in the advertising industry.

The early success and active research interest in Duke's advertising collections inspired Duke alumnus John W. Hartman, former CEO of Bill Communications, along with his classmate, William Lane, to establish a fund for an ongoing archival center devoted to the preservation of advertising and marketing documentation. Thus, the John W. Hartman Center for Sales, Advertising and Marketing History was born in 1992.



Since the founding of the Hartman Center, several major corporate records collections have found a home at Duke, including the JWT Frankfurt Office Records (beginning in 1995), the Outdoor Advertising Association of America Archives (1996), the Wells Rich Greene BDDP Records (1998), the Liggett & Myers Tobacco Co. Advertising Collection (2000), the Warwick Baker O'Neill Records (2001), and the Bates Worldwide, Inc. Records (2003). In addition, the Hartman Center has actively pursued the



papers of notable advertising industry executives, creative designers and advertising academics, including those of David W. McCall, Margaret Fishback, Sheldon Sosna, Gene Federico, Ben Rosen, Leo Bogart, and Stanley Marshall. Several collections from advertising enthusiasts and collectors have also been acquired, including the Richard Pollay Collections, the Gary P. and Sandra G. Baden Collection of Print Advertisements, and the Roy Lightner Collection of Antique Advertisements.

Along with collecting, the Hartman Center has pursued a number of outreach activities. The newsletter, *Front & Center*, debuted in 1994; the Center launched its website the following year. In 1999, the first online digitized collection, *Ad Access*, appeared, followed by other digital projects: the *Emergence of Advertising in America* (2000), *Medicine and Madison Avenue* (2002), *Resource of Outdoor Advertising Description* (ROAD) (2005), and *Maxwell Did It! Photographing the Atlantic City Boardwalk, 1920s-1950s* (2006). The Hartman Center also provided editorial support and image selection for the three-volume *Advertising Age Encyclopedia of Advertising* (2002).

In 2004, Hartman Center Director Ellen Gartrell McGeorge retired after 16 years at the helm. She was succeeded by Jacqueline V. Reid, who formerly held the position of Reference Archivist for the Center. Currently the Center is staffed by three professional archivists, three graduate student interns, and six undergraduate student assistants. Please join the Hartman Center staff in celebration of these milestones, as we look forward to new and exciting challenges and opportunities.

*Hartman Center staff from left to right are: Richard Collier, Angela McClendon, Stacy Lavin, Jacqueline Reid and Lynn Eaton.*

## NEWS & NOTES

### VISITORS

- Paul Hickman, Lisa Rondina, Rod Bono and Michael Russell, all of Fairway Outdoor
- Sue Toth, MRPP and the Ad Club of the Triangle
- Leslie Buchannan, Dunsbaugh-Dalton Foundation
- John Furr, JWT Chicago

### ON THE ROAD

• Jacqueline Reid visited the JWT Detroit office. She also attended the American Academy of Advertising conference in Burlington, VT, with Lynn Eaton.

### CLASSES

The following Duke classes visited the Center recently:

- Christophe Fricker's "German Business/Global Context"
- Kenneth Maffitt's "Consumption and Leisure"
- Jessica Wood's "Reading Domestic Popular Culture"

### NEW INTERNS

• The Hartman Center welcomes Dani Nation as an intern this spring. Dani is a UNC-Chapel Hill graduate student in the School of Library and Information Science. Dani is working on creating a bibliography of advertising award annuals for the Hartman Center.

## NEW ACQUISITIONS

### A Bounty of Billboards, Burgers and Books

A number of new collections and resources have arrived at the Hartman Center recently. The **Robert A. Hamer Papers** document his career with Foster



& Kleiser in Southern California as a Paint Supervisor. The collection contains many photographs of billboards and their construction in the Los Angeles area, as well as biographical material about Hamer, including documentation

regarding his military service in WWII. **Roy Bostock** sent a box of his papers from his days with D'Arcy Masius Benton & Bowles. Current chairman of Bartle Bogle Hegarty, North America, **Steve Harty** donated his papers relating to the founding of his former agency, Merkeley Newman Harty, in the early 1990s. **Professor Bill Ross** donated a complete set of the booklets entitled *Where Shall I Go to Study Advertising and Public Relations?*, dating from 1965 to 2005. We're also pleased to have additions to the **Collection of Albert Cornell, MD**, the **O. Milton Gossett** papers and the **JWT Detroit Office Records**, including account files for the **Ford** and **White Castle** accounts.

We've acquired a number of notable printed materials too. **Richard Avedon's *Book of Experts*** was published in conjunction with Winterthur International's advertising campaign promoting the company as "experts in risk management." This book documents Richard Avedon's portrait photography that was featured in the series. The campaign portrayed a variety of people who were "experts" in their own fields, including famous figures such as Lord Richard Attenborough, Elle Macpherson, and Desmond Tutu, among others. The **Alternative Pick** has donated materials documenting its awards. Also acquired are a 1990s press kit about marketing Cadillacs to women, a 1930s **Luzier's Cosmetics** salesman sample kit, and two issues of **Avon's *Outlook*** magazine.



The Hartman Center thanks the following individuals and organizations for their donations and support:

**John & Kelly Hartman Foundation**

**JWT**

**OAAA**

**Anthony Antolini**

**Bruce Carroll**

**David Courtwright**

**John J. Cronin**

**Anna Gossett**

**John B. Harris**

**Mark Leff**

### Newly Available Collection Guides

Hartman Center electronic finding aids for collections recently posted to the web include:

- **American Association of Advertising Agencies Records, 1918-1998**
- **J. Walter Thompson Co. Nan Findlow Papers, 1930-1995 and undated**
- **O. Milton Gossett Papers, 1951-2004 and undated**
- **Ben Rosen Papers, 1936-2006 and undated**

These and other Hartman Center collections' finding aids can be found and searched at the website:

<http://library.duke.edu/specialcollections/research/findaids/>

## Hartman Center Exhibit Displays Sex Appeal

What do National Airlines, Barbasol, and Trojan have in common?

Advertisements for all three companies are currently on display as part of "A Century of Sex Appeals," a retrospective of sex in advertising from the 1890s to the 2000s. Drawing from several of the Hartman Center's collections, the exhibit highlights a wealth of print and ephemeral advertisements as well as behind-the-scenes documentation of some decisions to use sex to market

products and services. Speeches, correspondence, and financial reports are some of the materials that provide context for the ads.

The exhibit explores some unlikely places where sex appeal has emerged. Print advertisements for fast cars, cigars, and condoms stand alongside those for appliances, soap, and shaving cream. A 1940 ad for Halo shampoo encourages consumers to "learn a lesson in sex appeal" from their shiny hair. Several years earlier, a 1916 advertisement for Woodbury's soap depicts a woman's bare shoulder and the tagline "A Skin You Love to Touch" to connect soap with the idea of skin contact. In an ad from 1934, sex symbol Mae West endorses Lux soap, and in 1946, an ad for Palmolive soap features an undressed woman emerging from a shower. In the 1980s, a nude woman comprises the sole visual element of an ad for Electrolux appliances.

### LOOKING BACK

## iVinyl?

In 2006, Chrysler became the first U.S. automaker to offer full iPod™ integration in most of the year's models. By 2007, overall market availability for automaker-provided iPod™ integration reached 70%, and continues to rise. But Chrysler wasn't always so successful in selling music for the road.

In 1955 Chrysler debuted its "Highway Hi-Fi," a record player for the car developed by Dr. Peter Goldmark, the head of CBS Labs who engineered the first "microgroove" 33 1/3 RPM LP. Goldmark's device would only play specially-designed

Some exhibit items reveal resistance to using sex to sell. A letter from Washington Duke to his son warns against using "lascivious photographs" of women to sell cigarettes in 1894. In 1970, a house advertisement of the J. Walter Thompson Company pokes fun at the practice of "slapping a nude" in an advertisement to get attention, featuring a cartoon of a man asking a board room, "Can't we get Raquel Welch to endorse your blast furnaces?"

In some cases, ads play off of contemporary cultural phenomena for greater impact and perhaps comedic effect. The publication of Helen Gurley Brown's *Sex and the Single Girl* in 1962 is echoed in a Ford Mustang ad from 1966, which features the tagline "Six and the Single Girl." A few years later, the publication of *Coffee, Tea, or Me?: The Uninhibited Memoirs of Two Airline Stewardesses* prompted the sexualization of flight attendants in advertisements for airlines, illustrated in this exhibit with an ad from National Airlines' famous "Fly Me" campaign.

"A Century of Sex Appeals" will be on display outside the Perkins Library Rare Book Room until June.



proprietary records sold through dealerships and Columbia. This 1960 Plymouth's RCA Auto "Victrola" took a step in the right direction, allowing drivers to play their own 45s. Still, neither device lived more than two years on the market.



### CENTER HOSTS AD CLUB MEETING

The Hartman Center hosted the Ad Club of the Triangle's monthly meeting January 17, 2007. John Furr, former JWT Senior Partner, Worldwide Director of Professional Development, now President of Cedar Consultants, Inc. was the keynote speaker. Using images found in the JWT Archives, Furr highlighted the development of branding, along with JWT's influence on advertising in the 20<sup>th</sup> century.



John Furr addressing the Ad Club meeting held at Duke.

### LOOKING FOR ADVERTISING ANNUALS

The Hartman Center is seeking copies of several major advertising award annuals. Do you have copies of the following titles with which you would be willing to part?

*Art Directors Club of New York* - Volumes 16, 53, 57, 58, 85 and 86  
*CEBA Exhibit Journals* - All years prior to 1995, except 1983  
*EFFIE Award Annuals* - Volumes 1-29  
*The One Show* - Volumes 1, 2, 4-21, 25-27

We're also seeking any annuals from other Art Directors Clubs before 1995. Please contact Hartman Center Director, Jacqueline Reid if you have any leads. Thanks!



**John W. Hartman Center  
for Sales, Advertising &  
Marketing History**

**Rare Book, Manuscript,  
and Special Collections  
Library**

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919.660.5934

**We're on the web at:**  
<http://library.duke.edu/specialcollections/hartman/>

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## Rick Pollay Donates Three Collections



*Two examples from the  
collections donated  
by Rick Pollay*



Professor Rick Pollay of the Sauder School of Business at the University of British Columbia donated three collections that document his life's research and collecting interests. Pollay has focused his career teaching and writing on advertising topics and as a collector he amassed a large body of books and ephemera to support his research. The Hartman Center has benefited from his collecting as the recipient of three of his collections – the Acme Collection, the Tobacco Industry Promotion Series, and Pollay's own advertising history library.

The advertising history library includes over 2,000 books, serials and other printed materials about advertising. In 1979 Pollay compiled and published an annotated bibliography entitled *Information Sources in Advertising History*. His library contains many volumes included in that work, as well as hundreds of others published since. Holdings include biographies, textbooks, case studies, scholarly monographs, dissertations, agency management advice and even fictional works that include advertising executives and agencies.

The Tobacco Industry Promotion Series encompasses 180 boxes of material documenting U.S. and international cigarette advertising. It includes over 10,000 original 20<sup>th</sup> century tobacco print advertisements as well as numerous audio-visual commercials organized by brand. The collection also includes industry publications, government documents and scholarly published material amassed as part of his work as an expert witness in tobacco litigation. A complete set of Pollay's own scholarly publications on the topic of tobacco advertising is also found here. Other topics of particular interest documented in the collection are tobacco packaging, signage, merchandising, public relations and marketing to women, minorities and youth.

The Acme Collection consists of advertising and packaging ephemera created for products and services marketed under the name "Acme." By collecting these items Pollay documented small, grass roots and local businesses. The items encompass a large variety of formats, geographic locations and product categories. An item level database accompanies the collection, so researchers will be able to conduct keyword searches and get very specific results.

All three collections are valuable additions to Hartman Center resources and are sure to be used by many future researchers.