Center Receives Records from JWT London

The Hartman Center is proud to announce the arrival of a major addition to the J. Walter Thompson Company Archives. In December 2008, the Center received a shipment of 398 boxes, nearly 600 linear feet, from the JWT London office. This rich collection includes the London office’s Knowledge Centre vertical files, as well as a broad range of other documents, books, trade publications, historical scrapbooks, account files and executive papers documenting the history of JWT and its clients in London and Europe.

Among executive records are the papers of Jack Cronin, Anthony Rau, Michael Cooper-Evans, Harry McAuslin, Julie McCarthy, Miles Colebrook, and Ron de Pear. Account files include those of Warner-Lambert, Unilever, Kraft, Kellogg’s, Nestlé/Rowntree, Ford/Jaguar, Chesebrough-Pond’s, Campari, Elida Gibbs, Bulmer’s, Florsheim, Kodak, Scott, and the Royal Air Force.

The Hartman Center has been working with JWT to acquire this significant addition since the London office’s 2002 move from Berkeley Square to Knightsbridge. Hartman Center staff made several trips to London over a few years to review materials in the London office and its storage warehouse. The collection will be processed and made available to researchers in phases.

Please contact us if you have specific questions about our JWT London holdings.

NHPRC Awards Grant for ROAD 2.0

The Hartman Center has received a $60,000 Digitizing Historic Records grant from the National Historic Publications and Records Commission (NHPRC). The Center will use the grant to scan approximately 24,000 outdoor advertising images that document a part of American history and consumer culture. The scanned images will be added to the ROAD (Resource of Outdoor Advertising Description) online database: http://library.duke.edu/digitalcollections/road/.

ROAD launched in 2005 with descriptions of over 82,000 outdoor advertising images found in four Hartman Center collections. The ROAD 2.0 project will digitize all images from two of the four collections (the OAAA Archives and the John Paver Papers), along with all images from several series in the OAAA Slide Library, with the intent of merging the scanned images and metadata into a new and improved database web project. A separate project is already underway to add images from the fourth collection, the R.C. Maxwell Company Archives, to the ROAD database. The Maxwell images are expected to go live in ROAD in summer 2009.

The project will proceed in accord with the University’s fiscal year, running from July 2009 to June 2011. We plan to employ a phased production schedule, digitizing six batches of 4,000 images, every three months. Beginning in spring 2009, the Hartman Center will contact copyright holders for permission to publish these images in the online ROAD database.

The Hartman Center is the only repository actively documenting outdoor advertising and its impact on American society. The Outdoor Advertising Archives includes the records of the OAAA, the R.C. Maxwell Company, other billboard companies and their employees. The images and documents found in the Center’s Outdoor Advertising Archives are national in scope, with representations from coast to coast. Because outdoor advertising is such a ubiquitous feature of our society and cultural history, it is a good fit for funding from the NHPRC, whose mission “promotes the preservation and use of America’s documentary heritage essential to understanding our democracy, history, and culture” and whose vision includes the understanding that “America’s documentary heritage…chronicles the national experience.”
The current economic downturn has posed three basic challenges to government and business leaders: to correct financial practices that led to the collapse of major banking and investment firms; to stem the tide of unemployment; and to restore confidence among consumers and investors. These challenges are not unique to our current situation, but are common to all modern economic crises.

During the Great Depression, the U.S. government instituted a broad range of economic stimulus and regulatory projects designed to help the economy recover while preventing similar downturns in the future. On the business side, some firms took on a leadership role in promoting their vision of “Recovery and Reform” as in this 1934 newspaper advertisement from the Irving Trust Company, part of a long-running series of ads that ran beginning in 1932.

“Progressive business people recognize that outlawing evil practices makes for better business” the ad declares; while productive work and cooperation between “capital, labor and management” are the keys to recovery. The ad also warns that programs which “advance one group or one class or one locality at the expense of others” would injure the country.
Apparantly, on the afternoon of May 10, 1940, in the wake of Nazi Germany’s three-pronged invasion of Holland, Belgium and Luxemburg, Raymond Swing delivered an ultimatum to the executives at the J. Walter Thompson Company: either the show’s “middle commercial” – which Swing had long felt disrupted the pace of his broadcasts – goes, or White Owl Radio loses its star news commentator. After an afternoon of frenzied negotiation, Swing emerged victorious. The middle commercial was omitted not only for that evening’s show, but also for the rest of Swing’s tenure at White Owl Radio. As it turned out, Swing’s stay with White Owl ended shortly thereafter, due to continued disagreements over his show’s purported content as well as his not-so-subtle disdain for the tobacco industry – two problematic points of contention, as far as White Owl Radio was concerned.

Whether out of determination or naïveté – probably a combination of both – I proceeded to plumb the extensive files of correspondence, articles and internal memoranda of the J. Walter Thompson Company looking for further documentation of the interchange between Swing and JWT. For a sophomore only beginning to understand the complexity and vastness extant in major research libraries, the task of tracking down sources could never have been accomplished without the encouragement and knowledge of the Hartman Center staff. My requests for additional material were met with enthusiasm and support and the staff supplied a steady stream of tips on potential secondary source material. A particularly enthusiastic “tip of the hat” goes to Ms. Lynn Eaton, whose extensive insight into my research strategies proved invaluable. The ensuing research paper, strengthened by an abundance of primary source documentation, represents a highlight of this writer’s academic experience.

Fielder Valone

In addition to Fielder Valone, UNC-Chapel Hill undergraduate Drew Stacy volunteered at the Hartman Center through the “Tobacco and America” class. The students reviewed selected collections and created a Tobacco and Advertising pathfinder that will be useful to many researchers. Thanks to them for their hard work!
Hartman Center requires a minimum of two weeks. For more information on the Travel Grants program, please visit our website: http://library.duke.edu/specialcollections/hartman/
The next deadline for applications is January 30, 2010.
Our 2009 travel grant recipients also include:

**Faculty Recipients:**
- Professor Alan Abbey, Communications, Charles University (Prague)
- Professor Randy Jacobs, Communications, University of Hartford
- Professor Dawn Nell, Management, University of Surrey (UK)
- Professor Stav Rosenzweig, Marketing, University of Southern California

**Student Recipients:**
- Xinghua Li, Communication Studies, University of Iowa
- Virginia Myhaver, American & New England Studies, Boston University
- Jennifer Reut, Architectural History, University of Virginia
- Audrey Russek, American Studies, The University of Texas at Austin
- Jenny Thai, History, University of California, Berkeley
- Jennifer Van Vleck, History, Yale University

**2009 Travel Award Recipients Announced**

The Hartman Center is pleased to award travel grants and fellowships to thirteen researchers for 2009. The pool of twenty-three applicants represented strong and interesting scholarship from almost two dozen institutions and six countries. Our travel awards program assists faculty members, graduate students, and independent scholars from around the world in using the Center’s unique collections at Duke University.

The Center awarded two J. Walter Thompson Company Research Fellowships this year. **Dr. Christina Burr**, professor of history at the University of Windsor, Ontario, is researching *Lovely Lux Screen Stars and Dove’s ‘Real Women.’* **Bianca Gaudenzi** is pursuing her doctorate in history (University of Cambridge) and is studying the history of commercial advertising in Germany and Italy, 1918-1945. The JWT Archives hold significant information supporting these topics, both in advertisements and in corporate records. The Fellows program assists scholars whose research is focused on JWT collections and whose visit to the Hartman Center is likely to enrich their work.

**Researcher Jenny Thai, University of California, Berkeley**