

# front & center

David M. Rubenstein Rare Book & Manuscript Library

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## OAAA Turns 120

The Hartman Center joins with the Outdoor Advertising Association of America to celebrate its 120 years of service as the out-of-home advertising industry's largest professional organization.

In 1891, a group of outdoor advertising companies banded together to form the Associated Bill Posters' Association (ABPA), an organization whose primary aims were to promote the industry and to establish standards of professional practice. One of its first acts was to collectively refuse to post materials deemed offensive in the public eye—items such as lurid theater and movie posters and ads for burlesque revues. This action marked the beginning of the industry's practice of self-regulation. Over time, ABPA changed its name to the Poster Advertising Association (PAA), as the term "billposting" seemed antiquated. In 1925 PAA merged with the Painted Outdoor Advertising Association to form the presently named Outdoor Advertising Association of America (OAAA).

2011 marks a number of outdoor advertising anniversaries. It is the centennial of the "truth in advertising" movement, begun in Boston in 1911 by the Advertising Federation of America. April's OAAA convention also marked the 85th anniversary of the

association's inaugural meeting in 1926. Additionally, 2011 marks the 15th anniversary of the OAAA Archives at the Hartman Center. The original collection comprised over 250 linear feet (200,000 items) and included information on the history of the industry; poster creation and maintenance technology; trade organizations; photographs; and materials relating to the cultural and regulatory environment. This important archives was processed with a grant from the National Endowment for the Humanities. Over 30,000 images from the OAAA Archives, another from the OAAA Slide Library and from two other collections are available in the ROAD (Resource for Outdoor Advertising Description) 2.0 database, funded by a grant from the National Historical Publications and Records Commission (NHPRC). To learn more visit: [http://library.duke.edu/digitalcollections/outdoor\\_advertising/](http://library.duke.edu/digitalcollections/outdoor_advertising/).



1891 ABPA logo

To celebrate these milestones in the history of outdoor advertising, the Hartman Center seeks funding to create a research fellowship program for visiting scholars. This fellowship will support research using the OAAA Archives and the other outdoor advertising collections and will enable more researchers to use these resources. If you or your company is interested in this naming opportunity, please contact Center Director Jacqueline Wachholz.



## Diary of an Ad Woman

Among the Center's recent acquisitions is the 1916-1917 diary of Irene Sickel Sims, who worked for Marshall Field's department store in Chicago as assistant advertising manager and chief of copy. The diary records Ms. Sims's meetings with other advertisers, her work at Marshall Field's, and her personal life. An encounter with department store pioneer John Wanamaker at a Philadelphia meeting of the Associated Advertising Clubs of the World inspired her to start the journal. Sims wrote down what they discussed, including the reasons he started writing advertising copy and her own suggestions about store signage. Ms. Sims regularly worked late and took immense pride in her work. While serving as

acting manager of the store, she wrote of the "delight of finding myself able to create copy hastily." She also noted salary negotiations. Sims declined a competitor's offer of \$50 a week because of the employee discount and prestige of working at Marshall Field's: "I told him I'd leave for \$75 but, for the money, it seems hardly worthwhile." Later, Sims successfully negotiated a new contract at Marshall Field's for \$50 a week and favorably compared her salary to that of a stenographer. The diary details her social life, travels, friendships, and occasional feelings of loneliness. Sims also authored an essay entitled "Advertising as a Field for Women" and served as President of the Women's Advertising Club of Chicago. A loose printed page of poems about women advertisers found in the diary humorously describes Sims as "Irene Sims of Marshall Field / Easily her pen does wield / On those ads which millions yield."

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.

## VISITORS

- Melissa Lentz,  
Mr. Youth

## CLASSES

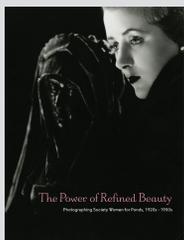
- *Advertising in Society* (Elon University)  
Dan Haygood
- *Writing 20: Social Movements in an Age of Globalization*  
Mara Kaufmann
- *History: US Family and Society*  
Orion Teal
- *Writing 20: Embodying Social Meaning*  
Marcia Rego
- *Writing 20: Writing in an Advertised Age*  
Susanne Hall

## INTERNSHIP

The Hartman Center welcomes Liz Shesko as the 2011-12 Advertising History Intern. Liz is a graduate student in the History department, and is writing her dissertation on "Conscript Nation: Authority and Belonging in the Bolivian Barracks, 1900-1958."

## AWARD

The Center's printed catalog for the exhibit *The Power of Refined Beauty: Photographing Society Women for Pond's, 1920s-1950s* won a 2011 Leab Award (Division Three). The award is granted by the Rare Book and Manuscript Section (RBMS) of the Association of College and Research Libraries (ACRL).



## New Collections Expand Center's Horizon

New collections and printed materials have been coming in at a rapid clip and are keeping our staff busy!

In July former Ogilvy & Mather CEO **Ken Roman** donated his papers to the Center. Roman recently published a well-received biography of David Ogilvy entitled *The King of Madison Avenue*. Roman's papers included the tapes and transcripts of all the interviews he conducted with people who knew Ogilvy during his research for the book. These interviews provide unique and fascinating insight into the life of a legend in advertising. Interviewees include everyone from friends and colleagues to Ogilvy's barber.

**Pat Finelli's** photographs were donated by his daughter, **Susan Raynor**. Finelli was an advertising photographer, active in the 1960s and 1970s, who did work for agencies such as J. Walter Thompson and Erwin Wasey Ruthrauf & Ryan. Campaigns highlighted include BMW, Ford, Lederle, and Procter & Gamble.

**Dorrie Everett Pelzer** donated the papers of her father **Wright H. "Bill" Everett** (1925-2010). The collection documents Everett's career selling advertising space in national magazines as well as his own businesses, Flix and the W.H. Everett Company, which specialized in selling a variety of print materials combining humorous captions with still images from silent movies.

A 1923 **Ohio Public Service Company** portfolio of photographs and printed items documents the use of electricity for signage, nighttime display and home appliances. Many of the photographs depict the turbines, towers, and transformers employed in the



A Ohio Public Service Company store window displaying electrical appliances.



BMW ad featuring a Finelli photograph.

production and transmission of electricity. Also included are images of shop windows full of home electrical appliances of the day, such as washing machines and vacuum cleaners, tempting consumers to increase their use of electrical power. The portfolio is organized into eight sections: Development of Electric Light & Power; Analysis and Forecasting; Efficiency of Organization; Improvements in Construction Practice; Efficiency of Generation and Distribution; Extension of Service and New Customers; Customer Ownership; Introducing Domestic Appliances.

**Jerome B. Gray** was a self-taught advertising executive who rose to prominence in Philadelphia as the owner of his own advertising agency and was named one of the top 10 best advertising copywriters in America by Printer's Ink and Sales Management. The bulk of his papers document the initial years of his career, 1922 to 1927. Gray began by writing advertising copy for the grocery company, American Stores, Inc. In 1923 he went to work for the Barta Press in Cambridge, Massachusetts and began a correspondence course in advertising. In 1927 he returned to Philadelphia and founded his own agency, Jerome B. Gray Company. In 1931, he became a partner with Edmund H. Rogers to form the advertising agency, Gray & Rogers.

Numerous rare cookbooks will be added to the Nicole DiBona Peterson Advertising Cookbook collection through donations from **Professor Joe DiBona, Amy Federman, Miki Goral, and Reverend Albert A. Nelius**. We thank them for helping grow this collection.

The Hartman Center also thanks the following donors for their financial support:

**John & Kelly Hartman Foundation**  
**JWT**  
**OAAA**  
**Wunderman**  
**Kip & Janet Pope**  
**Kensinger & Alice Jones**

## Newly Available Collection Guides

The following Hartman Center collections now have searchable guides available at <http://library.duke.edu/digitalcollections/rbmscl/inv/>:

- Pat Finelli Photographs, 1962-1970
- T. S. Ferree, Jr. Papers, 1940-1989
- Wilkins Media Company Records, 1967-1998
- Wright H. Everett Papers, 1853-1998
- Wunderman Archives, 1958-2010

## Establishing a JWT Office in Switzerland



*Eva Maria von Wyl is a PhD candidate at the Research Center for Social and Economic History of the University of Zurich, Switzerland, where she works on the American influence on Swiss food habits in the postwar period. She was a 2010 JWT Research Fellowship recipient.*

When the J. Walter Thompson Company first came to Switzerland in 1962 it was mainly to serve one very important client: the Ford Motor Company. To do so, JWT sent George Black, Creative Director of JWT Frankfurt, to work with the Swiss Alfred Steinmann Advertising Agency in Zurich. In the letter agreement of December 6, 1962 it says at the very beginning: *"We [JWT] represent Ford Motor Company as advertising agency in many markets of the World. We have worked with you [Alfred Steinmann] in relation to numerous other clients served by us and desire to have Ford Motor Company (Switzerland) S.A. appoint you as advertising agent with respect to advertising in Switzerland [...]."*

This quote points out how important Ford was as a client to the agency. Ford's influence on business strategies is even clearer when JWT finally opened their own agency in Switzerland in 1966 because Ford Switzerland was not fully satisfied with the service the Thompson-Steinmann cooperation provided.

I came to the Hartman Center to do research on the American influence on Swiss advertising and market-

ing in the 1950s and 1960s, especially the influence of JWT as one of the oldest and most successful agencies worldwide. I knew of a few Swiss food producers, Nestle and Maggi, that worked with JWT and I wanted to learn about their marketing campaigns. Unfortunately, there are hardly any records documenting the creative work of the Zurich office. Yet, what I did find was even more exciting. While going through the correspondence about opening a Swiss office and the marketing research reports I saw the problems, goals and many successes that occurred during the early years of the Zurich office. I learned about the huge influence of U.S. marketing firms in Switzerland and how difficult it was to establish an office in a small country with only six million people but four official languages. I also learned that breaking into the Swiss market meant blending two advertising cultures to be successful.

I thank the Hartman Center for the travel grant that made this research possible and will benefit my dissertation greatly.

*-Eva von Wyl*

## Call for 2012 Travel Grant Applications

Travel grants up to \$750 are available for research using the Hartman Center's collections. Up to three J. Walter Thompson Research Fellowships are also awarded. Fellows receive \$1,000 stipends for a minimum of two weeks research at the Hartman Center focusing on the JWT Archives.

Applications are due January 31, 2012. Awards will be announced around March 15, 2012. For more information contact Lynn Eaton ([lynn.eaton@duke.edu](mailto:lynn.eaton@duke.edu)) or visit the website: <http://library.duke.edu/rubenstein/hartman/travel-grants/>.

## LOOKING BACK

### Pan Am Flies Again! (on TV)

The television drama *Pan Am* was a new arrival on ABC's fall line-up. Set in 1963, the series depicts the lives of pilots and stewardesses working for the airline that dominated the international market during a decade that saw air traffic volume quadruple. The pilot episode chronicles the first flight of a new airplane, dubbed the "Clipper Majestic," from New York to London. Referencing the fast-sailing ships of the nineteenth century, Pan Am used the name 'clipper' for all of its aircraft after 1931. Interestingly, the term faded from prominence in the actual Pan Am advertisements of the 1960s in favor of the more modern "jet." In its campaign from the era, J. Walter Thompson, which represented Pan Am starting in 1942, marketed the allure of travel by

prominently featuring particular destinations in addition to the iconic stewardesses and pilots profiled in the television series. In response to strict regulation of international fares of the time, the campaign focused on the Pan Am experience, calling it "The World's Most Experienced Airline."



*This 1959 advertisement highlights the luxury of traveling on a Pan Am flight (complete with cocktails, attractive stewardesses, and experienced pilots) as portrayed in the ABC series.*

## NEWS & NOTES

### TRAVELING EXHIBITION

The Center's exhibition *Not Just Mad Men: Real Advertising Careers of the 1960s* is currently on display at the Chatham-Kent Museum in Chatham-Kent, Ontario, Canada. The exhibition will be up through March 21, 2012.



### NEW DONATION WEBSITE

The Hartman Center now has a secure website that can receive financial donations. Linked from the Hartman Center homepage, the address is: [https://www.gifts.duke.edu/library\\_hartmancenter](https://www.gifts.duke.edu/library_hartmancenter).

Please consider a financial gift to support the Hartman Center, its activities and collection. The Hartman Center depends on support from donors like you. Thank you.

### SAVE THE DATE

Mark your calendars! Join us on March 20, 2012 in Perkins Library for an evening talk and book signing with Ken Roman, former CEO of Ogilvy & Mather and author of the recent biography of David Ogilvy, *The King of Madison Avenue*. It will be part of the 2012 lecture series celebrating the Hartman Center's 20th anniversary. Watch our website for more details.

# DUKE UNIVERSITY LIBRARIES

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for Sales, Advertising &  
Marketing History

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<http://library.duke.edu/rubenstein/hartman/>



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## Gift Names Rare Book & Manuscript Library

Duke University trustee David M. Rubenstein has given \$13.6 million in support of the Rare Book, Manuscript, and Special Collections Library (RBMSCL). The Hartman Center for Sales, Advertising & Marketing History has been a part of this library since the Center's establishment in 1992.

The donation is the largest ever to the libraries and is also the largest commitment Rubenstein has made to Duke. In recognition of this gift, RBMSCL has been renamed the David M. Rubenstein Rare Book & Manuscript Library. "A great library is central to the university's transmission of knowledge," said Duke President Richard Brodhead. "Nationally, David Rubenstein has been a strong supporter of libraries and archives, and of the way the preserved past can increase present understanding. We at Duke are grateful for this magnificent gift, which will ensure access to documents that are part of our shared intellectual and cultural heritage."

"David Rubenstein's generosity enables us to create the kind of home for special collections that Duke deserves, designed with the students and scholars of today in mind. Researchers well beyond our campus will also benefit from this gift" said Deborah Jakubs, the Rita DiGiallonardo Holloway University Librarian and vice provost for library

affairs. The library's collections, which range from ancient papyri to the records of modern advertising agencies, number more than 350,000 printed volumes and more than 20 million items in manuscript and archival collections.

"Libraries are at the heart of any great educational institution," said Rubenstein. "This renovation and modernization program will help ensure that the Rare Book and Manuscript library's priceless collection is preserved and accessible to scholars and the public for decades to come."

The Rubenstein Library is set to be renovated in the final phase of a renovation project that began a decade ago. The renovation will transform one of the oldest buildings on West Campus into a state-of-the-art research facility. It will increase the research, instruction, storage and exhibition capabilities of the special collections library. Construction work is expected to start early in 2013. Plans are developing to relocate library services and staff during the renovations.

Rubenstein is co-founder and managing director of The Carlyle Group, a global alternative asset manager. He graduated magna cum laude from Duke in 1970 and serves as vice chair of the university's Board of Trustees. In 2007, Rubenstein purchased the last privately owned copy of the Magna Carta at Sotheby's auction house in New York and, since then, has loaned it to the National Archives in Washington, D.C.



*Architect's rendition of the entrance plaza to the renovated library.*