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Center Celebrates Two Decades

JWT Archives pass a quarter century at Duke

This year marks the 20th anniversary of the founding of Duke's Hartman Center for Sales, Advertising & Marketing History. It also is the 25th anniversary of the J. Walter Thompson Company (JWT) Archives at Duke. Advertising and marketing are among the forces that have shaped modern society and the Hartman Center has built the largest collection of historic records documenting the evolution of these fields and their impact in the United States. Widely known and intensively used, the Center welcomes students, scholars and businesses from around the world to use its rich collections in interdisciplinary research and initiatives. Our archival collections include the records of major advertising agencies and trade associations, the papers of individual industry executives, huge collections of print and audio-visual advertisements, and extensive subject files covering



Kenneth Roman, former CEO of Ogilvy & Mather.

most of the 20th century. These collections, complemented by thousands of books and industry journals, date back as far as the 1880s.

To celebrate these milestones we are hosting an anniversary lecture series of advertising luminaries with topics that emphasize Hartman Center

collecting strengths. In March, Kenneth Roman, former CEO of Ogilvy & Mather and author of *The King of Madison Avenue*, spoke on "David Ogilvy: the Original Mad Man." We also unveiled the Kenneth Roman Papers, which include 100 transcribed interviews he conducted with people who knew and worked with David Ogilvy. These interviews were part of Mr. Roman's research for his book.

In April Charlotte Beers, former CEO of Ogilvy & Mather and former Under Secretary of State, discussed women, leadership and advertising and signed copies of her book, *I'd Rather Be in Charge*. The Hartman Center has the papers of a number of prominent women who worked in advertising.

This fall our series continues with two more events in the Gothic

Reading Room of the Rubenstein Library. We hope you can join us to hear Ann Mack discuss trendspotting and advertising at JWT and to hear Nancy Fletcher's assessment of outdoor advertising's fascinating past and future. These programs are free and open to the public and free



Charlotte Beers during her April lecture series appearance.

parking is available. Please see our website for more details: <http://library.duke.edu/rubenstein/hartman/lecture-series.html>. Videos of the spring events are also available on this website.

Join us for our 20th Anniversary Lecture Series in the Gothic Reading Room

• **October 18th, 5:00 PM reception, 6:00 PM talk.** Ann Mack, Director of Trendspotting at JWT. Ms. Mack will talk about how trendspotting and advertising intersect at JWT.

• **November 8th, 5:00 PM reception, 6:00 PM talk.** Nancy Fletcher, CEO of the Outdoor Advertising Association of America (OAAA). Outdoor advertising, one of the oldest forms of media in existence, has constantly evolved to adapt to new markets, formats, technology and opportunities. Please join us and take a look at one of the fastest-growing advertising media around.

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

- Erin Johnson – JWT
- Erin Donahue and Meg McMahon – DiGennaro Communications
- Fath Davis Ruffins – Smithsonian
- Augusto Nascimento – BBN Brasil

ADVIEWS HONORED

The AdViews website has been selected as one of the *MARS Best Free Reference Web Sites of 2012!*

MARS is the "MARS: Emerging Technologies in Reference" section of the Reference and User Services Association of the American Library Association (ALA).

OGILVY & MATHER PATHFINDER

We've launched a new guide to all of our collections that contain materials related to Ogilvy & Mather. It can be found on the web at: <http://library.duke.edu/rubenstein/hartman/guides/ogilvy.html>

SAVE THE DATE:
A CONVERSATION WITH CARL SPIELVOGEL

Join us at 3:00 PM on October 25th for "Tea and Conversation with Ambassador Carl Spielvogel." Moderated by UNC-CH professor of advertising, Robert Lauterborn, the Ambassador will discuss his career in advertising from the *NY Times*, to McCann Erickson, Interpublic, and Backer Spielvogel and his appointment as Ambassador to the Slovak Republic. The event will be held in the Rare Book Room of the Rubenstein Library and is free and open to the public.

NEW ACQUISITIONS



August Baltz painting an undertaker's carriage (undated).

Portraits of an Itinerant Sign Painter

The Center recently acquired a photographic portfolio of signs painted by August C. Baltz (1876 - 1940) at the turn of the 20th century. He worked in small towns throughout the American Midwest. In just over five years, Baltz travelled a circuit covering 4,000 miles and 8 states, creating exterior hangings and window signs for a variety of small businesses and professional services. His clients included blacksmiths, woodworkers, barbers, haberdashers, dentists, lawyers, money lenders, and undertakers. He also painted signs for hotels, pool halls, saloons, diners, and, in an omen of the changes to come, one gasoline station. In documenting his work, Baltz often posed his clients and sometimes himself in



Baltz with his "curtain" of logos painted at Muldrow, Oklahoma, March 1906.

front of the signs. In one, he appears with a studio painter's palette in front of a large painted "curtain" that displays the name and emblems of 15 local businesses. In many of the photographs, Baltz takes

care to brand his services by including "Aug. Baltz, maker of up-to-date signs" below his commissions.

This collection captures the role of advertising in small towns such as Rosebud, South Dakota; Martinsburg, Missouri; Mulberry, Arkansas; and Leadville, Colorado. It also depicts the age, gender, dress, and demeanor of a variety of tradesmen and professional people between 1904 and 1909. For example, several cowboys pose with their horses behind Baltz's "Livery and Feed Stable" sign, a dentist wearing a suit and bowler hat shows off his new sign, and four men and women stand behind their hardware store's marquee. The final pages of the portfolio contain images from Baltz's travels and his work painting the exteriors of churches, storefronts, and private homes.



Livery and feed sign painted at Rosebud, South Dakota, July 1904.

Recently Available Collection Guides

The following Hartman Center collections now have collection guides searchable at: <http://library.duke.edu/rubenstein/findingaids/>

- Carlton Foust Papers, 1959-2003
- Henry Haberman Photographs, 1945 - 2002
- J. Walter Thompson Company:
 - 16mm Microfilm As-Broadcast Scripts, 1928-1958
 - 16mm Microfilm Investigations, 1913-1950
 - 35mm Microfilm Proofs, 1906-1960
- Frankfurt Office Audiovisual Materials, 1956-1993
- Kenneth Roman Papers, 1906-2011

2012 TRAVEL GRANT RECIPIENTS

The Hartman Center awarded travel grants and fellowships to 12 researchers for 2012. Our program assists scholars from around the world in using the Center's unique collections.

The Center awarded two J. Walter Thompson Company Research Fellowships this year. *Dr. Karen Robert* (History, St. Thomas University) is working on "Selling the Falcon: Nationalism, Progress, and Politics in Ford Marketing Strategies, Argentina, 1961-1991." *Phillipa Haughton* (History, Durham University) is studying modern British advertising from 1923- 1954. Fellowships assist scholars who mainly use JWT collections and whose research require at least two weeks. For more information on the travel grants program, please visit our website. The next deadline for applications is March 29, 2013.

Our 2012 travel grant recipients also include:

Faculty:

- *Dr. Shalini Shankar*, Northwestern University
- *Dr. Anne Schmidt*, Max Planck Institute for Human Development
- *Dr. Brenda Eley*, Hofstra University
- *Dr. Sue Collins*, Michigan Technological University
- *Dr. Marcia Chatelain*, Georgetown University

Independent Scholars:

- *Mary Warlick*, The One Club for Art & Copy

Students:

- *Rochelle Pereira-Alvares*, University of Guelph, Canada
- *Loren Miller*, American University
- *Bryce Lowery*, University of Southern California
- *Dina Gold*, New York University

Case Studies in Green Marketing

Leif Frederickson is a history graduate student at the University of Virginia and the recipient of a Hartman Center travel grant in 2011.

I came to the Hartman Center to research the history of green marketing – marketing using environmental messages to strategically sell products, build company images, or influence policy and public discourse. Since the 1950s when green marketing began, strategies, and the tactics used to achieve them, have shown both change and continuity.

A familiar green marketing strategy is the use of environmental benefits to sell a product. The earliest example of this that I found was J. Walter Thompson Company's campaign to sell Phillips 66 motor oil. Phillips oil contained a detergent that made it less polluting. As JWT wrote in 1968, "Other oil companies, in fact, have run institutional type ads telling of their contribution in this area. But Phillips is the only company to put the anti-pollution story on a product basis." Curiously, despite JWT's excitement, green marketing of products was not a serious area of marketing strategy and research until the late 1980s.

Another type of green marketing uses the dual strategies of positioning a company as committed to the public good and also influencing public discourse and policy. A notable example of this is the *Keep America Beautiful* campaign. Manufacturers of disposable containers started this campaign in the 1950s to promote the idea that litter was the responsibility of the individual consumer, not the producer. The Ad Council took over the campaign in 1961 and tried to invoke guilt to prevent littering. A well-known example was the 1972 "Crying Indian" commercial, which showed a Native American

weeping at the sight of litter by the highway. An even more common Ad Council tactic was the use of children in advertisements. Like the putatively innocent Native American, the use of children was intended to induce guilt. Children were also the targets of these campaigns, for as many marketing strategists recognized, kids have a profound effect on the behavior of their parents. Later green marketers extended this logic to sell "green" products to adults.



A 1968 Phillips 66 ad for Trop-Artic, billed as the anti-pollution motor oil.

A final interesting example comes from Ford's 1990s campaign for its electric vehicle, the Ecostar. At first glance, the Ecostar campaign looks like green marketing to sell the product. In fact, Ford hired JWT to sell the idea that the Ecostar was the most advanced electric vehicle so Ford could be seen as an expert and influence discourse and policy related to electric vehicles. Specifically, Ford hoped to work against proposed legislation in California that aimed for zero emission vehicles. In other words, JWT promoted Ford as an environmental leader in order to defeat legislation that Ford saw as unrealistic.

These are just a few of the fascinating green marketing cases from Hartman Center collections. I hope to return soon to further my research.

–*Leif Frederickson*

LOOKING BACK

Happy Birthday SPAM!

This year marks the 75th anniversary of everyone's favorite processed meat: Spam. In the frontispiece of *Time* in late 1936, Hormel Foods announced the introduction of two new canned meats: a spiced ham and a spiced luncheon meat. The name Spam was inaugurated the following year, putting this canned meat on the road to becoming the most memorable of Hormel's product lineup of soups, chili con carne, and flavor-sealed chicken and ham. Spam, which now comes in 12 varieties, has sold over 7 billion cans worldwide. To celebrate this anniversary, Hormel is introducing its first spokescharacter, Sir Can-A-Lot.

Early advertisements for Spam called it a "tempting new miracle meat of many uses for many occasions," specifically suggesting that Spam & Eggs would be

"grand on Sunday mornings," that Spam & Salad would make for "a cool, inviting luncheon," and that Baked Spam could provide "a distinguished main course in only 20 minutes." Copy highlighted Spam as



A 1938 Time magazine ad for Spam.

the choice of a thrifty household, claiming that Spaghetti with Spam could serve four for only a dime each. All the advertisements took care to emphasize that Spam did not need refrigeration, which made it perfect for picnics or to feed unexpected guests. "SPAM's always ready for action – morning, noon and night," the ads proclaimed.

DUKE UNIVERSITY LIBRARIES

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

David M. Rubenstein Rare Book
& Manuscript Library

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



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Center Honors Friend and Former JWTer, John Furr

Few people are as passionate about the history of the J. Walter Thompson Company (JWT) as JWT retiree, John Furr. John worked at the agency for 47 years, starting in 1961 as an intern and working his way up through account management to Senior Partner and Worldwide Director of Professional Development. Throughout his long career he worked with many colleagues and mentored many rising stars. Along the way he developed a passion for the history of this legendary ad agency. During his time as Worldwide Director of Professional Development he recognized the need to educate upcoming agency leaders around the world about the history of JWT. Countless employees learned about JWT's pioneering role in the advertising industry through John's speeches, writings and training sessions.

Not surprisingly, John has also been a major champion for the JWT Archives and the Hartman Center over the last 25 years. He has tapped the Archives for many presentations and has lobbied for support of the Archives at the corporate level. Over 350 staff members visited the JWT Archives during

John Furr circa 1960s.



retreats that John hosted at Duke. We are grateful for his support and advice and consider him to be one of the Center's greatest friends and advocates.

As part of our celebration of the 25th anniversary of the JWT Archives at Duke University, we are honoring John Furr by renaming the JWT Fellowships after him. Our JWT Fellowship program awards \$1,000 each year to up to three scholars who primarily use the JWT Archives during their Hartman Center research visit. Thirty-one scholars have been awarded JWT Fellowships since 1996. It seems fitting to name this Fellowship after someone who has demonstrated such enthusiasm for JWT, its history, employees and archives. These new John Furr Fellowships for JWT Research will begin with the 2013 travel grant cycle. In order to fund this Fellowship in perpetuity, the Hartman Center is launching a campaign to raise \$50,000 that will be added to our J. Walter Thompson Company Endowment, producing income to support these annual awards.

JWT has graciously provided \$10,000 towards our goal to kick off the campaign. If you would like to contribute to fund the Furr Fellowship and honor our well-respected friend and colleague, please contact our director, Jacqueline Wachholz, or go to the following secure website:

https://www.gifts.duke.edu/library_hartmancenter, where you can make a donation online. All donors will be recognized as we continue to promote this project. Thank you for your support!