

front & center

David M. Rubenstein Rare Book & Manuscript Library

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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.



Jean Kilbourne's lecture was well attended in September.

Hartman Center Celebrates 25 Years

Advertising and marketing have helped shape modern society, and Duke's Hartman Center for Sales, Advertising & Marketing History documents these activities and their impact. Founded in 1992, the Hartman Center has become a widely known and heavily used interdisciplinary resource for students, scholars and businesses from around the world. Our archival collections include the records of major advertising agencies and trade associations, the papers of individual industry executives, collections of print and audio-visual advertisements, and extensive subject files. These collections, complemented by thousands of books and industry journals dating back to the 1800s, make the Hartman Center the largest advertising archive in the United States. To celebrate our twenty-fifth anniversary, we are hosting a series of events, both on campus and in New York City. The theme of this anniversary year is women in advertising, one of the Hartman Center's particular areas of focus. The Center has the papers of many prominent women who worked in advertising, as well as many records documenting the industry's attempts at targeting women as consumers. Through these events, we hope to draw attention to these fascinating resources and to encourage the donation of new collections as well.

On September 15, our kickoff event co-sponsored by the Sallie Bingham Center for Women's History and Culture brought Jean Kilbourne, prominent feminist activist, filmmaker, and author to campus. Kilbourne focuses her research and presentations on depictions of women in advertising. She presented "*The Naked Truth: Advertising's Image of Women*" and demonstrated how images of women have changed over the past twenty years and how these images affect all of us. On November 15, we opened the exhibition "*Agencies Prefer Men!*" *The Women of Madison Avenue* which showcases highlights from the Hartman Center

collections documenting women's careers in advertising. The highlight of the opening was a talk by Helayne Spivak, Director of VCU's Brandcenter, explored the status of women working in advertising and how things have or have not changed.

On February 22, our series continued with Dr. Judy Foster Davis, professor of marketing at Eastern Michigan University and author of the recent book *Pioneering African-American Women in the Advertising Business: Biographies of MAD Black Women*. She spoke about the contributions that African American women have made to the advertising industry, examining the challenges and opportunities they experienced.

Finally, on April 27, the Hartman Center will host an invitation-only event in New York City to raise awareness of our collections documenting women in advertising within the advertising community. Kat Gordon, founder of the 3% conference, will be our keynote speaker and Rubenstein Library staff will be on hand to answer questions about our collections and our plans for the next twenty-five years. For more information

about this event, contact Hartman Center director Jacqueline Wachholz.



"Agencies Prefer Men: The Women of Madison Avenue" exhibition opened in November.

Lamar Advertising Pledges \$500,000 to Center

The Hartman Center is pleased to announce a major new gift. Lamar Advertising has pledged \$500,000 to create the Kevin P. Reilly, Sr. Outdoor Advertising Archives, bringing together the Center's many collections on this topic. Lamar's pledge will establish a new endowment that will create income in support of these collections. "We are grateful to Lamar Advertising for this gift. Kevin P. Reilly Sr. was a prominent and well-respected figure in the outdoor advertising industry. Having his name on this Archives and the support from Lamar brings high

(continued on P. 2)

NEWS & NOTES

VISITORS

- Jean Kilbourne
- Sean Reilly, Lamar Advertising
- Helayne Spivak, VCU Brandcenter
- Robert West, The Republik

CLASSES

- "Global Culture," Katya Wesolowski
- "Women in the Economy," Genna R. Miller
- "Cold War America," Nance MacLean
- "Men, Women, & Sports," Sarah Deutsch
- "Our Culinary Cultures," Kelly Alexander
- "Addiction, Self-Medication, & Cognitive Enhancement," Jesse Summers
- Project Search, Philip Stern

NEW INTERN

Ashley Rose Young joins us as our Hartman Center Intern this year. Ashley is working on her PhD in Duke's History department and her dissertation topic "Nourishing Networks: Provisioning Southern Cities in the Atlantic World" examines the history of New Orleans' public market culture. Her project situates places like the French Market within a global context.

DONORS

We thank these donors for their generous financial support:

- Lamar Advertising Corporation
- John & Kelly Hartman Foundation
- Estate of Alvin A. Achenbaum
- JWT
- Stuart Elliott
- Bruce Carroll

NEW ACQUISITIONS

Creativity Abounds in New Collections

The Hartman Center has been fortunate to acquire several new collections that document the strong creative work of several well-known ad men and women.

Amil Gargano started his career at Campbell Ewald in Detroit and eventually moved to their NY office. There he met Carl Ally, with whom he ultimately founded a new agency in 1963, Carl Ally, Inc. In 1976 the agency was renamed Ally & Gargano. Major clients included Volvo, SAS, Barney's and Fiat. The Amil Gargano Papers document his career and the history of Carl Ally/Ally & Gargano.

Len Sirowitz was chosen as "The Number One Art Director in America" in 1968 and 1970 polls taken by Ad Weekly. He was SVP and Creative Management Supervisor at Doyle Dane Bernbach and his accounts included corporate giants like Mobil, Volkswagen and Sony. He and colleague Ron Ronsenfeld went on to found their own agency with Marion Harper. The Len Sirowitz Papers document his creative career.



Len Sirowitz



Paula Green

Paula Green began as a copywriter at *Seventeen Magazine*, before joining LC Gumbinner Agency. After that, she went to Doyle Dane Bernbach and became well-known for campaigns such as Avis "We try harder." She went on to become group head at DDB and its first woman creative management supervisor. In 1969, she partnered with Murray Dolmatch, to found the agency Green Dolmatch, which later became known as Paula Green Advertising. Her firm worked on campaigns for brands such as Goya, Subaru, The New York Times, the International Ladies Garment Workers Union (ILGWU) and the American Cancer Society. She was inducted into The One Club's Creative Hall of Fame in January 2012. Her papers document her lengthy and renowned career with account files, print ads and television commercials.

Bill Sharfman donated his papers documenting his career in advertising and writing. Sharfman is known for his strategic planning work at J. Walter Thompson and writing for *Automotive News*.

Lamar Advertising

(continued from P.1)

visibility to what we do and is a huge endorsement from the industry," said Hartman Center Director, Jacqueline Wachholz.

"Lamar is happy to support the efforts of the Hartman Center to build the Kevin P. Reilly Sr. Outdoor Advertising Archives," said Lamar CEO Sean Reilly. "Kevin Reilly was instrumental in building Lamar into what is today the largest company in the U.S. outdoor industry. He was also an active leader in the industry, having been Chairman of the Outdoor Advertising Association of America. As the industry's official archive, the legacy and history of the outdoor medium will be preserved forever at the Hartman Center."

The Hartman Center began collecting outdoor advertising related collections in 1996, with the acquisition of the OAAA Archives and five other related collections. Since then the number of collections has grown to over forty and counting. In addition, the Center has received two grants from the National Endowment for the Humanities and the National Historical Publications and Records Commission in support of processing and digitization of many of these collections.

Newly Available Collection Guides

- Barry Silverstein Direct Marketing Materials
- Cat on a Hot Tin Roof Promo Photos
- Cohama Cravats Promotional Materials, Cosmetics Trade Samples & Sachets
- Fred Ackarman papers
- Gary P. and Sandra G. Baden Print Ads
- J. Walter Thompson Company.
 - Broadcast Business Affairs Records
 - Corporate Anniversaries
 - Creative Dept. Commercial Scripts
 - Detroit Office Audiovisual Materials
 - Frank Johnson Commercials
 - Jack Stevens papers
 - John J. Hamilton papers
 - NY Media Center Audiovisual Materials
 - Sharon Gordon papers
 - Thompson Way/Total Branding Records
- Leonard Sirowitz papers
- Ralph Rydholm papers
- Sears Consumer Information Filmstrips
- Stuart Elliott papers
- Vivian Gauld Fashion Design Drawings
- WPP Group records

A young Jean Kilbourne as a beauty pageant contestant in 1959



On Critical Marketing and Jean Kilbourne

Mark Tadajewski is a professor of Marketing at Durham University in the UK.

After editing a special issue of the *Journal of Historical Research in Marketing* that highlighted research into women's contributions to marketing theory, thought and practice, I wanted to explore the archives of prominent female contributors, various institutional records, and scope out a project on a (currently marginal) commentator on advertising. An Alvin A. Achenbaum Travel Grant enabled my visit to the Hartman Center.

As part of my teaching at Durham University (UK), I have been involved with marketing communications and brand management. Traditionally this subject matter is quite managerial in emphasis. To provide my students with a more rounded education, I

she has managed to connect with much larger audiences than most academics could ever dream of influencing. Her approach, while critical, does not alienate. She is exceptionally well-read and informed, a superb lecturer, and capable of communicating complex insights derived from a deep knowledge of psychology, sociology and social theory in digestible ways. Put simply, Kilbourne has managed to convey a very different representation of marketing and advertising to those routinely professed in many business schools. And, in her work, I saw the opportunity to unite critical marketing studies and the history of marketing; specifically, in terms of reinserting the contributions of female writers and practitioners into marketing's disciplinary self-consciousness and, of course, my own teaching.

Dr. Kilbourne's praxis embodies the best of critical theory in terms of its ability to help people think through their engagement with the world, prompting us all to ask fundamental questions about whether the consumerist life makes us truly happy. By visiting Duke, I wanted to forward my personal project of situating Dr. Kilbourne's work within the genealogy of critical marketing studies. Via the close study of her books, publications, DVDs and other sources, I am currently piecing together the jigsaw of Kilbourne's intellectual position. I will continue to contrast her critiques of the advertising system against marketing's engagement with feminism over the coming months. By doing so, I hope to place her intellectual labour within the orbit of marketing theory, with an eye to encouraging greater engagement with her work, thinking and scholarly activism.

The resources accessed at the Hartman Center are currently facilitating the successful completion of this work. What I could not possibly have envisioned was the opportunity to meet and talk to the person whose work had so piqued my attention. On my final research day, Dr. Kilbourne delivered a lecture in the library. I had the opportunity to talk with her about her career, interests and influences. She was exceedingly gracious in responding to my questions, crowning a very successful research trip. So, if you are uncertain about whether you can afford the time and commitment of a journey to the Hartman Center, let me put your mind firmly at ease. You cannot afford not to make the journey. It is a wonderful resource with staff who go out of their way to make your research as efficient as they can. I cannot underscore my appreciation for all their help and assistance enough.

— Mark Tadajewski

Jean is protesting

MINI-SKIRTED Jean Kilbourne leads an anti-Vietnam War protest with a giant call-up card yesterday. She delivered it with a statement to the Prime Minister at 10, Downing-street, urging him to withdraw all support for the Vietnam War.

Jean is a member of the Stop It Committee, made up of Americans in Britain who want the U.S. to get out of Vietnam.

sought to incorporate a counterbalance via critical marketing. The latter takes marketing as its object of analysis, seeking to highlight the power relations that permeate the marketplace.

One figure that slowly assumed centre stage in my attempt to engage students with critique was Jean Kilbourne. Kilbourne has been extremely active in forwarding a feminist agenda

across multiple academic disciplines. As an important observer of contemporary society, she has provided critical readings of advertising which have fostered reflexivity on college campuses around the world. Through her films, presentations and writing

The World of the Chicago Cubs' 1908 Victory

It's been 108 years since the Chicago Cubs won the World Series, ending what was called "the most epic drought in sports history." The backdrop of the Cubs' stunning 2016 victory over the Cleveland Indians was quite different than their 1908 win in Detroit. Mass consumerism and industrial innovation characterized the opening decade of the twentieth century in America, standing in contrast to the tech-integrated one we inhabit today. Just two weeks prior to the Cubs' victory, Ford built its first Model T, and a few years



later greatly reduced production time by implementing the moving assembly line. In the domestic realm, advancement came in the form of the Hoover vacuum and Cellophane, that latter extending the life of shelf-stable foods. Regarding our diet, in 1908 Japanese chemist Kikunae Ikeda first identified umami as a distinct taste and isolated MSG, a compound added to foods to create a rich "meaty" flavor. Today, one of America's favorite concession stand staples, hot dogs, includes MSG. So, the next time you order a Chicago-style frank in honor of the Cubs' recent victory, think back to 1908 and the moment that gave rise to your tasty hot dog.

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

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Ford Print Advertisements Driven Online

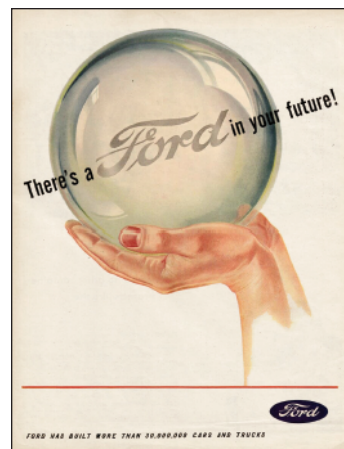
The JWT Domestic Advertisements collection is one of the Hartman Center's most highly circulating collections. It documents the print ads designed for the agency's clients in the United States. One of the most popular clients represented includes the Ford Motor Company. JWT and Ford have been working together since 1943 and launched the now iconic "There's a Ford in Your Future," campaign the following year. In the ensuing decades, JWT helped Ford launch many new automobile models including the Thunderbird, Mustang, Pinto, Taurus, Explorer, Ranger, Fiesta and Escort. The agency crafted many well-known Ford campaigns including the first advertising "roadblock" announcing the launch of the Mustang in 1964, "Have You Driven a Ford Lately?," the Falcon campaign incorporating Charles Schulz's Peanuts characters, and "No Boundaries."

Thanks to the work of the Duke University Libraries' Technical Services, Conservation Department, Digital Production Center, and Enterprise Services, nearly 12,000 Ford advertisements documenting

JWT's seven decades of creative work for Ford Motor Company are now available online to students, scholars, and gearheads. In addition to advertisements for cars, trucks, vans and SUVs, the collection also includes ads for the company's farm implement division, Ford Motorsports, taxis, school buses, and police vehicles. Advertisements for the Ford line of genuine replacement parts, Motorcraft, Ford automotive services, promotional literature, outdoor advertising, and insertion schedules are also among the materials represented in the collection. All ads are keyword searchable and browseable by model, vehicle category, and multiple subjects and ad formats. To view this collection go to:
<https://repository.duke.edu/dc/jwtfordmotorads>.



**A 1964 ad for the
new Ford Mustang.**



**An early version of
the "There's a Ford
in your future!"
ad campaign.**