

FRONT AND CENTER

The Newsletter of the John W. Hartman Center for Sales, Advertising, and Marketing History

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High Schooler Wins Grant to Study Advertising Women

One researcher we saw a lot this summer was Mary Beth Knapp, a high school student from Cary, North Carolina. Mary Beth received a Younger Scholars Grant from the National Endowment for Humanities to support her research project, a study of the early woman copywriters at the J. Walter Thompson Company. For six weeks she was a "regular" at the Hartman Center as she searched through JWT Archives for records which documented the careers of pioneering women in advertising.

When we asked Mary Beth what she learned from her project, she said, "I was particularly surprised and impressed by the high level of education, ambition and drive of the women copywriters at JWT at that time."

Ms. Knapp, currently a senior at the Ravenscroft School in Raleigh North Carolina, said, "I was never bored because the materials were so interesting."



Mary Beth Knapp



J. Walter Thompson Vice-President Bill Thompson presents the Eastman Kodak commercials to Hartman Center Director Ellen Gartrell. (Photo by Brady Lambert)

Highlights of Recent Acquisitions

The Hartman Center continued to enrich its research collections in 1994. Director Ellen Gartrell oversees the effort to add to existing collections and to acquire new ones. A recent highlight was the addition of **Eastman Kodak** commercials created by J. Walter Thompson Company since 1955. Through the efforts of JWT Senior Vice President Ernie Emerling, the client has agreed to give the original films to Duke and to provide videotape copies. The collection complements the Center's set of Kodak print ads, dating from the 1880s to the 1990s.

Arthur Einstein has sent several cartons of documents containing examples of the creative, new business, and account work of two agencies in the 1980s, including Lord Geller Federico & Einstein's noted Charlie Chaplin ads for IBM.

John O'Toole, recently retired president of the 4As, has placed the surviving records of his presidency of Foote, Cone & Belding at the Hartman Center.

Bill Communications, a New York business publisher, sent vertical files relating to its *Sales & Marketing Management* magazine and several hundred recent books on related topics.

Irving B. Gerson of Chicago, whose career included stints at Young & Rubicam, Elgin Watch and as a partner in his own agency Gerson, Howe & Johnson, has created detailed memoirs of his life's work in retail, advertising, and marketing over a 50 year period. He will donate more than 100 notebooks of his writings and original documents to the Hartman Center.

Professor Richard W. Pollay of the University of British Columbia donated nearly 200 classic books on marketing and salesmanship from the 19th and 20th centuries.

Traveling the World In Search of Sales, Advertising and Marketing History

The Hartman team has been busily spanning the globe in its collecting efforts and professional activities this year. Marion Hirsch and Ellen Gartrell visited J. Walter Thompson's San Francisco office in April. Marion surveyed documents from the office warehouse and will make recommendations to General Manager Steve Darland about transfers to the Archives. Ellen gave a talk in connection with the West Coast unveiling of the JWT Traveling Archives. She also met with Tom Yamada and several other agency retirees, and with Mrs. Betty Peters in St. Helena, California. Mrs. Peters is the widow of Evan Peters, who worked in PR for JWT in the Seattle and San Francisco offices during the 1940s and 1950s.

Ellen revisited JWT-Chicago to review that office's warehouse boxes. There's some wonderful 'stuff' surviving there, including research studies for clients dating back to 1944, new business documents, and employee manuals. Many boxes of material have already been shipped to Durham, and more are on their way. Our army of student assistants will begin the process of preparing the materials for researchers to use.

One trip Ellen would have rather avoided was her return to

the Motor City this past January. She was back in town for the trial of the taxi driver accused of stabbing the driver of her taxi while she was in Detroit on a collecting trip last year. The defendant pleaded *nolo contendere*.

Detroit, however, was far from her mind this fall. Ellen's duties took her to Europe in September to speak before members of The Commodore's Club. The club, whose members are retired directors and senior executives of the J. Walter Thompson Company, had its annual reunion near Barcelona, Spain. Ellen extended this trip with a visit to JWT's Frankfurt Office, where she addressed staff members and surveyed the extensive documentation of the agency

dating back to the 1950s. Her final stop was London, where she met with Michael Cudlipp, Secretary of the History of Advertising Trust. The H.A.T., located near Norwich, England, has been documenting U.K. advertising for nearly 20 years.

In October Ellen joined the other members of the Council

on Advertising History in New York. This was the third meeting of the Council, whose goal is to raise awareness nationally in the U.S. of the importance of advertising history both for business and for cultural studies.



Expanding The Hartman Team

This summer the Hartman Center expanded its professional staff by one when Tom La Porte joined us July 1 to become the Center's full time reference archivist. Tom is a graduate of Williams College and recently completed masters degrees in History and in Information and Library Studies at the University of Michigan.

Tom has assumed the major share of reference and research work in the Center and Marion Hirsch's primary responsibility has shifted to arranging and describing the collections the Center continues to acquire.

We are delighted to welcome Tom to our staff. The growth in our professional staff to three reflects the burgeoning activity here at the Center in documenting and promoting a greater understanding of the fields of advertising, marketing and sales and increasing interest on the parts of the business and academic communities.

In addition to Tom, a record eight student assistants and one volunteer are supporting our work this year. Their jobs include assisting with research, cataloging new collections, clerical tasks, reshelving the hundreds of archival boxes used each month by researchers, and reboxing the collections into acid-free storage for the long-term care and preservation of the Center's materials.



The records of the JWT-Frankfurt office managers date back to 1959

On the Road to Indianapolis

All three members of the Hartman Center team participated in the Society of American Archivists' annual conference held in Indianapolis this fall. Marion Hirsch chaired a session on documenting advertising history that included talks by UCLA Professor of History Roland Marchand (author of *Advertising the American Dream*), Kraft General Foods' archivist Becky Haglund Tousey and J. Walter Thompson Co. Vice-President Bruce Simons. The idea for the session evolved from a national conference on advertising history, hosted by the Center in March 1993. The session was well attended and generated much discussion among panelists and audience members. A good laugh was shared by all when Simons' presentation, which included the digital playback of several classic J. Walter Thompson commercials from his Macintosh PowerBook computer, was interrupted by the neighbors asking for the sound to be turned down!

Also during the conference, Ellen Gartrell was elected to serve a full term on the steering committee of the Business Archives Section. Ellen had just completed an abbreviated term as an appointed member of the committee, and will now serve for three more years helping the Section to promote business archives' activities in the profession, as well as providing continuing educational opportunities for business archivists.

Prior to the official opening of the conference, Tom La Porte participated in a workshop on electronic document imaging in preparation for imaging projects using Hartman Center materials.

Hartman Center In Print and On the Air

On the air in Great Britain you can see several Mustang ads on the BBC-TV automotive show *Top Gear*. An entire show was dedicated to the Mustang in this its 30th anniversary year. Tom La Porte worked with producer Malcolm Adcock to choose advertisements from the original launch, as well as a Hertz advertisement which encouraged businessmen to rent a Mustang Cobra on their next business trip.

In February of this year the Cooper-Hewitt Museum in New York City, the Smithsonian Institution's National Museum of Design, opened an exhibit entitled "Packaging the New: Design and the American Consumer 1925-1975." Continuing through the summer, the exhibit included advertisements from the Hartman Center featuring Aqua Velva after shave, Crest toothpaste, Kodak cameras, and Prell shampoo.

Just recently the Center provided many advertisements for an exhibit at the Rockland (N.Y.) Center for the Arts entitled "The Art of the Marketplace." The exhibit will continue through January of 1995. Curator Ned



This 1966 Crest ad was featured at the Cooper-Hewitt Museum. Reprinted by permission.

Harris chose ads that were both representative of advertising history and visually appealing to children as well as to adults. Among the ads featured were Marlboro cigarettes, Kodak cameras, and Calvin Klein jeans.

The Center has also provided assistance for several books, including the forthcoming *Fables of Abundance*, by Jackson Lears and the textbook *Marketing: Contemporary Concepts and Practices*, by William Schoell and Joseph Gultinan.

LOOKING BACK



For over 25 years J. Walter Thompson Co. client Liebmann Breweries, Inc. held a contest to elect a new Miss Rheingold to appear in its Rheingold beer ads. At the height of its popularity the election consistently drew between 15 and 20 million votes — more than any other contest except the quadrennial election of the President of the United States.

Pictured at left is an ad featuring Miss Rheingold 1963, Loretta Rissell. Reprinted by permission.

Teaching by Using

The Hartman Center team especially enjoys getting involved with Duke faculty to encourage their classes to use the resources available to them. This past year was no exception. Marion Hirsch teamed up with Professor Sally Brett, who taught the course "Shaped By Words: Advertising and American Culture" in the spring semester. The course, which fulfilled the writing requirement for first-year students, provided an introduction to archival research as well as expository writing. Marion helped the students learn how to use an archival collection, to shape their research, and to develop and support a thesis.

The course was extremely successful for both student and teacher. Based on their experiences with this course, Marion and Professor Brett, along with Ellen Gartrell, have prepared a program session for the 1995 Conference on College Composition and Communication entitled "Perfect Harmony: Special Collections and the Student Writer/Researcher." The conference will be held in Washington, D.C. next March.

The John W. Hartman Center

The John W. Hartman Center for Sales, Advertising, and Marketing History was established at Duke University's Special Collections Library in 1992. Through preserving historical records and archives and through related programs, the Center stimulates interest in and study of the roles of sales, advertising, and marketing in society.

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This summer, after less than a month on the job, newcomer Tom La Porte was thrown to the wolves when he was enlisted to give a presentation to a Duke Talent Identification Program (TIP) class taught by history graduate student Jennifer Gilbert. TIP is a summer program run by Duke for accelerated secondary school students. The focus of the course was the 1960s—particularly ironic considering that neither the instructor nor the students had experienced the sixties—and Tom showed the students materials from the collec-

tion. The class discussed the stereotypes they have of the sixties and how they compared to what they saw in the advertisements of the period. Several of the students then used the Hartman Center's collections to write a paper for the course.

Most recently, Tom gave a presentation to a course taught jointly at UNC-Chapel Hill and Duke. Professors Robert Allen (UNC, Mass Communications) and Jan Radway (Duke, Literature) have combined to team teach a course entitled "The Rise of Consumer Culture in the United States, 1865-1920."

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