

FRONT AND CENTER

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

Volume 3, No. 2

Duke University Special Collections Library

Fall/Winter 1996

HARTMAN CENTER GOES OUTDOORS IN A BIG WAY

Outdoor Advertising Association of America Presents Archives to Duke

A dozen billboards. A 20-foot truck. 70 years of office records. 300 cartons. 435 highway miles. 1,000 books. 11,000 photographs. 108,000 slides. These are a few of the numbers that describe the Hartman Center's newest collections, the archives of the **Outdoor Advertising Association of America (OAAA)** and related collections of art and personal papers that document the history of outdoor and out-of-home advertising.

The collections arrived at Duke on October 24 from their previous home at Fairleigh Dickinson University in New Jersey. **Dr. James Fraser**, University Librarian at FDU, had acquired the OAAA Archives in 1972. He maintained them, made them available for business and academic research, and acquired related collections for the next 24 years. With administrative support for specialized collections diminishing, Dr. Fraser sought a new permanent location for these important files, photos, books, and trade magazines.

Upon concluding negotiations with the Hartman Center, Dr. Fraser commented, "Duke will be an excellent home for the archives. I'm so impressed with what you have been doing [with advertising history] in such a short time."

The OAAA, too, is very pleased with the collection's new home. President and CEO **Nancy Fletcher** noted, "We are excited over the prospect of having the outdoor

industry's valuable archives at prestigious Duke University and impressed at the level of commitment the university will give to preservation and public access." The 600-member trade association is providing funds to help with transport and initial operating expenses and hopes to provide additional support in the future.

As part of the transfer from Fairleigh Dickinson, the Hartman Center also received original works of commercial artists **Howard Scott** and **Garrett Orr**; papers documenting billboard research conducted by **John E. Brennan**; and the writings and speeches of **John Paver**. Another important collection is the thousands of site photographs made by the **R.C. Maxwell Company** of Trenton, New Jersey, from the 1910s to 1950s. The OAAA Archives and each of these collections will be

profiled at greater length in future *Front & Center* issues.

Taken together the collections document many diverse topics, including the creative, technological, financial, and legislative aspects of the outdoor industry; billboard architecture; public service campaigns; highway beautification efforts; retail selling; and market research. Several recent Ph.D. dissertations have relied heavily on these original and often-unique sources. Other frequent users have included motion picture studios and OAAA member companies.

All 300 cartons of the collections already are on shelves in the Hartman Center. Access to much of the material is limited at present. Staff soon will begin the massive task of organizing and cataloging portions of the material and will provide introductory information regarding the collections on the Hartman Center's web site.



This poster, produced by the McCann-Erickson agency, won 2nd place in the 1936 Outdoor Advertising competition. The artist was Howard Scott. Some of Scott's paintings now are at Duke, including the original 1.5' x 3' artwork for this billboard. The OAAA and related collections contain thousands of outdoor advertising images and extensive document files.

Recent Acquisitions

The American Association of Advertising Agencies transferred a huge biographical reference file to the Hartman Center. The approximately 47,000 index cards provide brief information on advertising men and women of the 1920s-1960s.

The 4As also sent a collection of articles and documents on "Marketing and Advertising in Recessions and Times of Shortage," dating from 1939-1975.

Delores Jenkins at the University of Florida facilitated the acquisition of Professor James W. Anderson's collection of corporate identity manuals from the late 1980s. The several hundred notebooks represent major corporations such as Ford, Pepsi, and Sears.

Retired JWT executive Loy Baxter sent speeches, reports, and new business presentations dating from his years in the agency's Los Angeles office.

Rita Rochlen of DMB&B, Bloomfield Hills, added proofbooks to the DMB&B Archives for several Detroit area clients.

Ron Kaatz has added to the collec-



Agency house organs, 1950s-1980s, part of a gift of Walter L. Thompson.

Center Seeks Items for Collections

The Hartman Center wishes to acquire runs of the house organs of advertising and marketing firms, such as those featured in the above photo. The Center will be a permanent repository for these publications, which offer insights into the culture and business activities of the companies that produce them. Any agency or individual wishing to discuss a donation please call Ellen Gartrell at 919-660-5836.

The Center still actively seeks early volumes of *Advertising Age* from its beginning in 1930 to 1970. Please let us know if you can help.

tion of his papers documenting the media department of JWT Chicago in the 1970s-1980s.

Rick Pollay donated 145 advertising cookbooks for the Nicole DiBona Peterson Collection. Most are from the 1920s-1940s, some from Canada and England. The earliest example (for Royal Baking Powder) dates from 1900.

Joyce Melito of Saatchi & Saatchi, New York, sent a long run of *Art Directors Annuals* starting with the first volume (1921), along with important archival items from the former Compton agency, Blackett Sample Hummert, and from the Ross & Blackman Company.

Sam Soper of London, England, presented two copies of his 153-page, illustrated memoir "My JWT Life 1932-1971."

Walter L. Thompson (Duke '46), former Brouillard Communications and JWT executive, sent a variety of house organs and annual reports from Grey, McCann-Erickson, Ogilvy & Mather, and other agencies.

The Hartman Center purchased videotapes of vintage TV commercials from Video Resources, Inc., making thousands of commercials, mainly from the 1950s and 1960s, available to researchers.

Other recent donors include Bob Berry, Dorothy Croly, Ernie Emerling, Bill Gosling, Macmillan-McGraw Hill, Lee Preschel, Elizabeth Scanlon (Duke '66), Raymond So (JWT-Hong Kong), Albert Stridsberg, and Sudler & Hennessey.

NEWS & NOTES

New Friends

Norman Cohn, George S. Layne, Barbara Olsen, and Toshio Yamaki recently became Friends of the Hartman Center.

International Visitors

Iain MacRury of the University of East London spent a month examining Ford advertising. Anne Knowles Kelly visited from the University of Aberystwyth, Wales, and Deborah Montgomerie from the University of Auckland, New Zealand.

The JWT Management Leadership Seminar brought 28 staff members from 22 countries to view the company archives in June, including agency Co-President Chris Jones.

Classes

Three classes from Duke's pre-college Talent Identification Program used advertising to enhance their instruction. Two groups of teenagers from Taiwan compared U.S. with international ads, and youthful students tested their language skills on German advertisements.

Other News

Gordon Gold of Chapel Hill, N.C., lent items from his huge collection of advertising premiums for a month-long exhibit in the Duke Library.

The cover story of the May-June 1996 issue of *Duke Magazine* is "More than a Kodak Moment" It features several Hartman Center collections.

Ellen Gartrell presented "Fed Ex, Fax It, Faster: Giving Customers What They Want in the Information Age" at the Society of American Archivists conference in San Diego in August.

Many Hands Make Lighter Work

It is a pleasure to announce that the Hartman Center once again is fully staffed. Katherine Hufstetler Rose, who had worked in a temporary position with the Center for six months, accepted a full-time position in May as the Center's Technical Services Coordinator. Her primary responsibilities include arranging, describing, and providing access to the ever-growing collections by both traditional and electronic means.

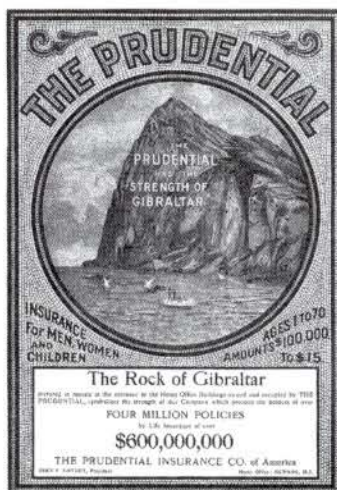
On July 15, Russell S. Koonts joined the Center as Reference and Information Access Archivist. Russell previously worked at the North Carolina State Archives and holds a masters degree in History from North Carolina State University. He assists the hundreds of researchers who visit the Hartman Center or make contact by mail, phone, fax, or e-mail.

In addition to Russell and Katherine, the Center has hired a graduate student intern, Sylvia Pfeifferberger. Sylvia and three student assistants, all proficient in German, work on the massive JWT Frankfurt office archives and advertisements that arrived in December 1995. The Center also has hired three other undergraduate assistants to help with research, indexing collections, and clerical tasks.



New staff members Russell Koonts and Katherine Rose hold a WWII savings bond poster, part of the OAAA collection.

LOOKING BACK



A Century-Old Rock

In 1896 Prudential Insurance Company chose J. Walter Thompson Company to create a confidence-inspiring symbol. The source of copywriter Mortimer Remington's idea is uncertain: perhaps rocky cliffs in New Jersey he viewed from a train, or a picture of Gibraltar he stumbled upon at a New York library. Either way, Remington is credited with creating the slogan "The Prudential Has the Strength of Gibraltar" and the symbol that still receives worldwide recognition today.

From the Mouths of Babes.....

Youngsters, too, can enjoy and learn from historic advertisements. A class of Ms. Kathy Yaeger's 4th grade students from the George Watts Elementary School in Durham visited the Hartman Center as part of a project in which they created package designs for an imaginary product and videotaped their own commercials. The children viewed 19th-century trade cards and old TV ads. Among the nine-year-olds' comments:

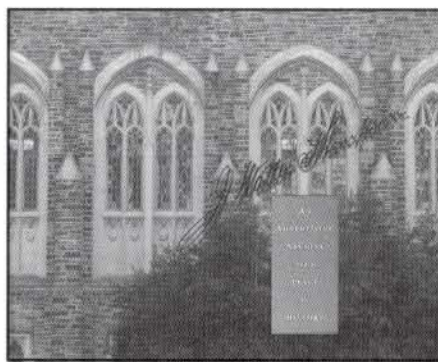
--Thank you for inviting us to the DUKE Library to see old commercials. They were really neat, except for some that were kind of boring... --I enjoyed the commercials.. --I liked the "Cheerios" ones... --My favorite add [sic] was "Smooth as a '47 Ford"... --I also liked the advertisement when you put it in the light you see a cow that says the brand name (I don't remember the brand name)... --It was really neat to see the stuff people used a long time ago...

DO YOU NEED back issues or extra copies of *Front and Center*? Or copies of the Hartman Center brochure? Copies are available.

--I really liked the commercial that showed the little girl, Judy, growing up [Eastman Kodak's 2-minute spot "Turnaround" from 1961].

New JWT Archives Booklet Available

A recent Hartman Center publication, *J. Walter Thompson: An Advertising Archive and A Place in History*, features the story of the extensive JWT collection at Duke University, where it has resided since 1987. The handsome four-color booklet has 24 pages and is lavishly illustrated. Single copies are free to JWT employees and to Friends of the Hartman Center. Others may purchase the booklet for \$7.00 with a check payable to "Hartman Center."



The neo-Gothic library at Duke graces the cover of *JWT Archives* publication.

JWT Fellows Study International Advertising

Ever wonder how businesses gain certain reputations or how places evolve into tourist havens? Two 1995/96 winners of J. Walter Thompson Company Fellowships recently spent several weeks at the Hartman Center examining those questions. Dr. Gordon Boyce, Professor of Economic History at Victoria University of Wellington, New Zealand, visited Duke to study JWT's reputation as an early advertising and marketing innovator and how the agency capitalized on this reputation when expanding to overseas markets between 1890 and 1939.

Dr. Boyce, who spent four weeks at the Hartman Center, discovered evidence showing JWT's innovations in the fields of computing, client relationships, and the management of corporate records. Stating that he found enough material for at least three other projects, Dr. Boyce remarked that "the collection is so large and rich in documentation, where does one establish a stopping point?"

A similar task faced Christine Skwiot,

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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FOR GENERAL REFERENCE ASSISTANCE, call 919-660-5827, send e-mail to hartman@mail.lib.duke.edu or fax 919-684-2855.

CHECK OUT OUR WEB SITE ACCESSIBLE VIA THE INTERNET:

URL : <http://scriptorium.lib.duke.edu/hartman/>

a doctoral candidate in History at Rutgers University, as she waded through the archive seeking documentation of tourism marketing from 1898 to 1959. To compare Pacific and Latin American destinations, she examined how the United States promoted travel to territorial Hawaii and pre-Castro Cuba.

Ms. Skwiot explains that in the early 1900s the U.S. was concerned "about its balance of payments. The United States was seen as an importer, not an exporter." As a remedy, the State Department turned to advertising agencies to help

promote travel abroad as a valuable export. The papers of Sam Meek, longtime head of JWT's International Department, and 1940s-1950s ads for Pan American World Airways, were rich sources for Ms. Skwiot during her two weeks at Duke.

The JWT Fellowship program annually provides up to three competitive \$1,000 awards to graduate students and scholars whose work requires extended research in the JWT Archives. The third winner this year is Professor Regina Blaszczyk of Boston University, who visited in June to study pottery industry innovations.

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[†]Credit card gifts also accepted via fax.

Questions? Call Ellen Gartrell at 919-660-5836