

FRONT AND CENTER

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

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Duke University Rare Book, Manuscript, and Special Collections Library

Summer 1998

LC/Ameritech Grant to Hartman Center

Duke University has received a \$75,000 grant in the 1998 Library of Congress/Ameritech National Digital Library Competition. The award is one of only eleven made. It enables the Hartman Center, in cooperation with the Duke Library's Digital Scriptorium, to make rare advertising history resources available via the World Wide Web.

The Center's project, *The Emergence of Advertising in America, 1850-1920*, will illustrate the rise of consumer culture and the birth of the advertising industry in the U.S. using examples from a variety of collections. The project's goal is to put 8,000 images on the Web with a searchable database. Some materials include the following: print advertisements promoting the advertising services of the J. Walter Thompson Company; professional

literature of the emerging advertising industry; advertising cookbooks; tobacco leaflets, posters and package insert cards; advertising "ephemera" such as trade cards, calendars, almanacs, and postcards; commercial broadsides announcing products and services; and photographs from the R.C. Maxwell Company Collection showing billboards and lighted signs in urban and rural settings.

The Emergence of Advertising in America complements the Center's nearly-completed Ad*Access digital project. "The LC/Ameritech award is a great honor and tremendous opportunity for the Hartman Center to make our rich collections available to a worldwide public, from schoolchildren to senior scholars," said Project Director Ellen Gartrell. For more information, check out <http://SCRIPTORIUM.LIB.DUKE.EDU/ADS/>.

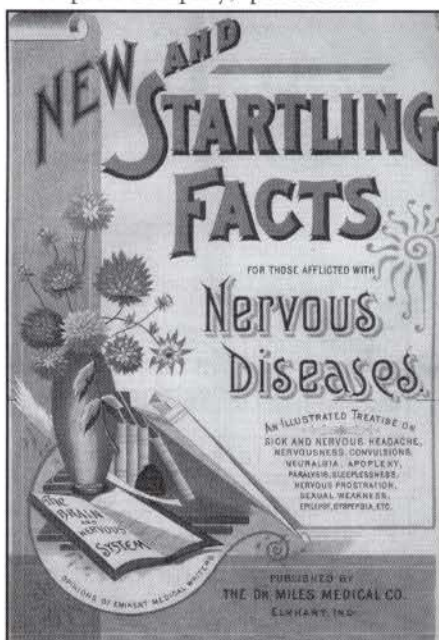


J. Walter Thompson CEO Chris Jones spoke of the importance of Sprint in the agency's archives.

Among the advertising sagas documented here are the selection of Candice Bergen as spokesperson for the brand and creation of the familiar "pin drop" to represent sound quality. The collection contains comprehensive sets of print advertisements and television and radio commercials. Its importance is increased by the presence of files on direct mail promotions, marketing research, press releases, and competitors' advertising.

Unpublished JWT and Sprint documents are closed to outside researchers for a minimum of 15 years for business confidentiality; other parts of the collection are open to all users. The documents and advertisements also are a business resource for both Sprint and its advertising agency. New materials will be donated in the future, ensuring continuity of a story that still is unfolding.

The Hartman Center and JWT Archives are significantly enhanced by this addition. As JWT Senior Partner John Furr noted after the April event, "[A] visit to the Archives leaves us with a better appreciation for the importance of the collections from the perspective of the users."



This 1891 booklet is an example of an advertising rarity that will be part of the LC/Ameritech project.

Pin Drops and Papers: JWT's Sprint Documents Added

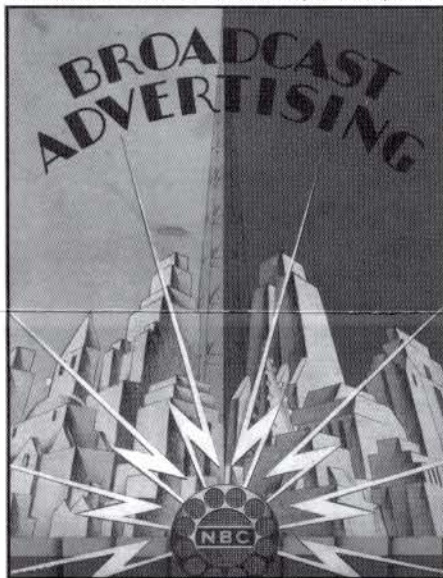
On April 30 the Sprint Advertising Collection officially became part of the J. Walter Thompson Company Archives in the Hartman Center. A reception in Duke Library's Rare Book Room kicked off an evening that included talks by agency CEO Chris Jones; Sprint Consumer Services Group President Tom Weigman; and Duke Anthropology Professor William M. O'Barr. The festivities concluded with the presentation of a ceremonial box of Sprint documents from JWT's San Francisco office and a ribbon cutting.

The work done by JWT for Sprint adds a fascinating dimension to the telecommunications story of the 1980's and 1990's.

Posters, Pictures, Videos, and Books Enhance Collection

The H. E. Fisk Collection contains over 100 miniature samples of billboards for WWII mobilization campaigns such as savings bonds, war worker housing, military recruitment and food rationing. Most of the bright, color images measure about 6" x 16". The collection came to Duke with the OAAA Archives and now is available for research.

R.C. Maxwell Company has sent a major addition of nearly 1000 handsome 8x10 black and white photographs of billboards from the 1940s. Mary Lib Joyce, a



The handsome cover of *Broadcast Advertising* (volume 1) dramatically illustrates "that comparatively new medium through which advertisers may 'reach the ear' of the buying public." Gift of John Moorhead.

Maxwell family relative, also donated three photographic scrapbooks of advertising signs painted by her grandfather, D.L. Clark, throughout the rural south and east in the 1910s.

An addition of over 1500 videotape entries to the 1996 *Mobius Advertising Awards* includes a set of tapes of winning spots for 1990-1997, which will be a handy reference source.

John Moorhead (Duke '35) donated a rare 2-volume set of *Broadcast Advertising*, published by NBC in 1939. Only 2000 copies were printed and only two other libraries are known to own this title.

Additions to the **J. Walter Thompson Company Archives** include items to file into the **Norman Stouse Papers**, donated by **W. Stanley Holt**; account files for **Sprint** and **Ford**; and five cartons of 1995 advertisements tearsheet files from **U.S. magazines** and newspapers.

The **Freedom Forum Library** donated over 60 books on marketing and advertising published from the 1930s to the 1980s.

Professor Emeritus **Ernest Lumsden** sent us a compilation of hard-to-find television commercials of the early 1970s that he originally used for teaching in his introductory psychology class at Duke.

Other recent donors include **John Adler**, **DMB&B**, **Eller Media Company**, **Anne Gruenberg**, **OAAA**, and **Allen Rossi**. Many thanks to all for their gifts that have enriched the research collections of the Hartman Center.

Excerpts from our mail . . .

"Thank you so much for being such a wonderful help last weekend. The items you pulled out for me were simply amazing...I have realized how fascinating the study of people....can be when the source materials are unique and personal. Thank you again....for assembling such a fine body of work at the Hartman Center."

—Graduate student, VCU Ad Center

"...The experience was, quite simply, wonderful. All your associates in the Library are impressive for their professionalism and friendly efficiency. I have rarely had so much fun...What a tangled web to unweave, what a breadth of material, what order imposed by the cataloging and file guides. It is indeed impressive and you and your colleagues are indeed to be congratulated on such an excellent job."

—Former Saatchi & Saatchi agency executive

NEWS & NOTES

Visitors

David Maxwell, of R. C. Maxwell Co., Trenton, N.J., viewed his company's collection at the Center. **Doug Porter** of Leo Burnett, Chicago, visited Duke as an AEF Ambassador. **Stephen Seymour**, son of former JWT CEO Dan Seymour, saw his father's papers. **Rob Jackson** brought three staff members from Adams Outdoor offices. **Malcolm Campbell** of Wright Poster Advertising, Grindstone, Pa., viewed billboard blueprints. **Millie Koenig**, **Emma Poggioli**, **Eugenie Scarito**, whose tenures at JWT total over 100 years, toured the Center in June.

Classes

Trudi Abel's history students analyzed print ads; members of **William O'Barr's** new seminar on "Advertising and Masculinity," studied cowboy images in advertising; **Kerstin Delagard's** women's history students researched early magazine advertising; **Mary Alice Shaver's** University of North Carolina graduate class received an introductory presentation; **Professor Alan Fried** accompanied students from a University of South Carolina course in advertising history.

Researchers from afar

Graduate student **William Mazarella** visited from Berkeley via Bombay; **David Miln**, retired Saatchi & Saatchi executive, travelled from London. **Daniel Robinson** came from Toronto.

Other news

Ellen Gartrell visited JWT offices in Chicago, San Francisco, and London. **Don Sechler** put in over 150 volunteer hours. Thanks!

Center to Provide Pictures For Encyclopedia

The Hartman Center has assumed another new role: to serve as illustration editor for a forthcoming *Encyclopedia of Advertising*. Fitzroy Dearborn Publishers of Chicago and London, who produce quality reference books for libraries at all levels, have commissioned this major work. When published at the end of 1999 the *Encyclopedia* will be the first comprehensive reference tool on the advertising industry. Broad topics covered—and needing illustration—will include advertising agencies; major figures in the business; systems and tools of advertising; brands and campaigns; research; historical, social and cultural aspects; and criticism.

The Museum of Broadcast Communications in Chicago is overseeing the editorial side of the project and has contracted with writer John McDonough to serve as editor. The Hartman Center will draw on its own resources and those of other libraries, museums, companies, and trade organizations to identify and procure suitable images to accompany the approximately 600 articles in the multi-volume work. By doing the illustration research for the advertising encyclopedia, Hartman Center staff will learn a great deal about illustration holdings at Duke and other repositories. Contributing to the *Encyclopedia* directly relates to the Center's mission of encouraging greater understanding and study of advertising.

Fitzroy Dearborn is a quality company with which to work. Its recent *Encyclopedia of Television*, for example, won "best reference book" awards for 1997 in both the U.S. and U.K. The Hartman Center is proud to be participating in creation of the *Encyclopedia of Advertising*—sure to be another valuable tool.

If we call on you or your organization in search of pictures, please help out!

LOOKING BACK



Road Rage—1950s Style

The Outdoor Advertising Association of America, The National Safety Council, and The Advertising Council promoted this poster in a

tiny leaflet headlined "Let's Move the Living Room into the Street." The text continues, "Living room manners in traffic make driving more comfortable and safer! One of the mysteries of traffic accident prevention is why a man will act as a gentleman when he visits the home of a friend, but often become a bully when he gets behind the wheel of his car. All persons involved have their attention distracted and thereby greatly increase the chances of there being an accident."

Hartman Center Recognizes Friends

Since our last newsletter, new Friends have joined to support the Hartman Center's efforts. We welcome and sincerely thank all our Friends, whose funding enhances Center programs and services. Contributors help the Center to fulfill its mission of building advertising, sales, and marketing collections and increasing awareness of and use of these collections.

In addition to helping us to expand our services and to add valuable materials to the collection, Friends receive a 25% discount on research services, recognition in the Center's newsletter, and an annual premium as a token of our thanks. The 1997-1998 premium is a set of commemorative postcards created from rare images in the Hartman Center collections.

We extend grateful thanks to our new and old Friends and to all our other donors. At press time, the following new memberships have been received (listed alphabetically within categories):

Corporate Members

The Lamar Corporation

Individual Members

John Bittner
J. J. Boddewyn
John E. Browning, Sr.
Dorothy K. Croly
Bill Gosling
Kevin Lane Keller
John L. Latona
Mark H. Leff
Eileen Margerum
Lillian Michelson
John Novotny

Other Contributors

International Advertising Association
Outdoor Advertising Magazine



From the D'Arcy Masius Benton & Bowles Archives at Duke, this 1932 advertisement is one of five images used to make a set of Hartman Center premium postcards.

JWT Fellows and Research Grant Winners Announced

The Hartman Center promotes scholarly use of the collections through the annual *J. Walter Thompson Research Grants Program* and the *J. Walter Thompson Company Research Fellowships*. This year the Center awarded two fellowships and eleven travel subsidy grants from a strong pool of 38 applicants from 19 states and five countries—a strong testament to our scholarly impact worldwide.

The selection committee—consisting of Hartman Center staff, another Duke librarian, and a University of North Carolina-Chapel Hill faculty member—chose grant recipients based on the excellence of their proposals and demonstrated evidence that the Thompson records (for Fellows) and the Hartman Center collections (for Research Grants) were crucial to applicants' projects.

The 1998 Research Fellows are **Adam Arvidsson** and **Daniel Robinson**. Mr. Arvidsson, of Lund University, Sweden, will research advertising as a modernizing force in Italy after WWII. Dr. Robinson, of the University of Toronto, Canada, is using JWT

John W. Hartman Center

The Center was established within Duke University's Rare Book, Manuscript, and 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 919-660-5934.

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

records to study the emergence of Canadian consumer society during the 1920s through the 1950s.

Winners of the JWT grants, which are travel subsidy awards, include five faculty members: **Roy Church** (History, University of East Anglia, England), **Robert Fink** (Musicology, University of Rochester/Eastman School of Music), **Lisa Jacobson** (History, University of California - Santa Barbara), **Darryl Miller** (Business, Washburn University, Topeka, Kansas), and **Gail Tom** (Management, California State University-Sacramento). The four graduate students winners are **Sharon Corwin** (History of Art, University of California-

Berkeley), **Catherine Gudis** (American Studies, Yale University), **Lance Rubin** (English, University of Denver), and **Tom Zakim** (History, University of Southern California). A joint faculty/graduate student award went to **Dr. Betty Parker** and **Mr. Raja Izan** (Marketing, Western Michigan University). **Michael Dawson** of Lake Oswego, Oregon, an independent scholar, also received a grant.

The 1998-1999 grant programs will have an application deadline of October 19, 1998. Graduate students, faculty, and independent scholars may request information from the Hartman Center at any time or visit our website.

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