

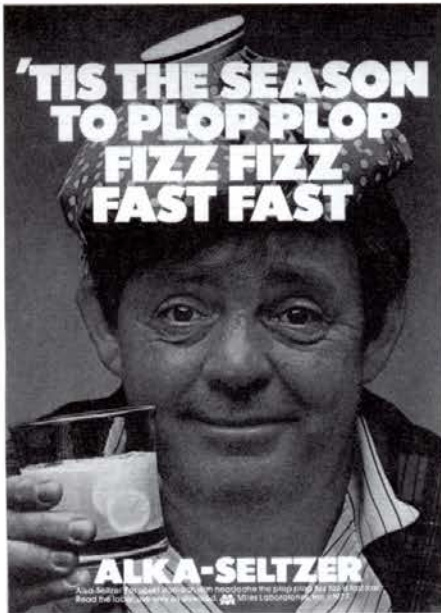
# FRONT AND CENTER

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

Volume 6, No.1

Duke University Rare Book, Manuscript, and Special Collections Library

Spring 1999



This 1977 ad is an example of WRG's memorable campaigns for Alka Seltzer in the 1970s. Slogans such as "plop, plop, fizz, fizz," "I can't believe I ate the whole thing," and "Try it, you'll like it" became part of American popular culture.

## Center Adds Wells Rich Greene Archives

The closing of a distinguished advertising agency in 1998 resulted in a major addition to the collections of the Hartman Center. Wells Rich Greene BDDP ceased operations in May, but not before sending its huge archive of commercials and print ads, along with documents and clippings, to Duke University.

Hartman Center staff, with a gift of funds from WRG, have organized the collection in a preliminary fashion, and a contents list is available.

The Center plans to continue to build the collection by soliciting additional materials. "We hope to locate individuals who worked at WRG who may have materials to contribute," said Director Ellen Gartrell. "There definitely are gaps in the collection; we especially seek files that illustrate the agency's philosophy and practices."

The Hartman Center owes thanks to **J. Steve Davis**, head of the agency when it closed, who set the wheels in motion for donation of the WRG archives.

**Kenneth Olshan**, long-time WRG executive and CEO, expressed "tremendous excitement" at the collection's move to its university home. "It is a great body of creative work," he said.

WRG gained fame as a hot shop of the late 1960s and 1970s. Founded by Mary Wells in 1966, the agency created many noted campaigns for such clients as Braniff Airlines, Alka Seltzer ("plop, plop, fizz, fizz"), New York State ("I love NY"), and Midas Muffler, among many others.

*If you have Wells Rich Greene materials that may be important for the Archives, please contact Ellen Gartrell at 919-660-5836 or [gartrell@duke.edu](mailto:gartrell@duke.edu).*

## JWT Travel Grants Go to Fourteen Scholars

This year the Hartman Center will award over \$6,000 in travel grants to 14 academics and independent scholars. These annual grants defray researchers' travel costs, making it possible for scholars from across the US and throughout the world to use the Center's rich research collections.

In this sixth year of the program, winners emerged from a strong pool of 26 applicants from 16 states and four countries.

The Center named **Thomas McCarthy**, a graduate student in History from Yale University a **J. Walter Thompson Company Research Fellow** for 1999. Mr. McCarthy is writing an environmental history of the automobile. His research focuses on the relationship between marketing, consumer behavior, and environmental problems.

*For information about the grant program, call the Hartman Center at 919-660-5827.*

### 1999 JWT Research Grant Program Winners

**J. Walter Thompson Company Research Fellow**  
Thomas McCarthy (History, Yale University)

#### Graduate Student Awards

Valerie Begley (English, Carnegie Mellon University)  
Sam DeKay (Education, Fordham University)  
Janin Hadlaw (Communication, Simon Fraser University, Canada)  
Elizabeth McFall (Sociology, Open University, England)  
Katherine Parkin (History, Temple University)  
Juliann Sivulka (American Cultural Studies, Bowling Green)  
Jennifer Wang (Communication Arts, University of Wisconsin-Madison)  
Natasha Zaretsky (American Civilization, Brown University)

#### Faculty Awards

Jane Farrell-Beck (Textiles and Clothing, Iowa State University)  
Maurine Greenwald (History, University of Pittsburgh)  
Susan Ohmer (American Studies, University of Notre Dame)  
Tom Reichert (Journalism, University of North Texas)

#### Independent Scholar Awards

Julie Ault  
Carolyn Goldstein

## Cars, Cookbooks, and CDs Build Collections

## Recent Visitors

**Steve Fenton** (New York) and **John Greening** (Bloomfield Hills) of **DMB&B** visited to view agency records. **Gary** and **Pamela Baden** visited the Hartman Center and presented the first gifts to the new Baden collection of print advertisements. **Rob McKinley** of **BBDO-New York** toured the Center while at Duke as an Advertising Educational Foundation Ambassador. **Adam Arvidsson** traveled from Italy to spend several weeks doing research.

## Classes

Professors **John Bittner** and **Mary Alice Shaver** of the School of Journalism and Mass Communication at the University of North Carolina both brought their graduate seminars for presentations on advertising history. The Center's large collection of print ads continues to be popular with Duke students looking for paper topics for their required writing classes.

## Publications

Director Ellen Gartrell's article "Some things we have learned: Managing advertising archives for business and non-business users" appeared in a recent issue of *The American Archivist* (vol.60, no.1).

## Other news

Ellen Gartrell was a guest at the annual OBIE awards of the **Outdoor Advertising Association of America** in New York in September. In July she addressed the **Commodore's Club** (retired executives of J. Walter Thompson Company) at JWT in New York.

We are grateful to **Deborah Edelstein**, a volunteer who has brought order to the fascinating diversity within the **Wayne P. Ellis Collection of Kodakiana**.

The Hartman Center continues to strengthen its research holdings through acquisition of new collections and additions to existing ones.

The Center is pleased to announce that advertising collectors **Gary** and **Sandra Baden** have established the **Baden Collection of Print Advertisements** with an initial donation of over 200 automobile ads from the 1920s and 1930s.

**Mary Gai** donated a scrapbook containing early letters and writings of **J.K. Fraser**, who was president of the Blackman Advertising Company in the 1920s.

Among numerous additions to the **J. Walter Thompson Company Archives** are records from various JWT offices, especially those in New York, London, Detroit, and Chicago. **Rena Bartos** has made substantial additions to her papers, providing extensive documentation about gender and marketing. Also notable is the rich **Diamond Information Center Vertical File** (1930s-1970s) created to support public relations for the DeBeer's diamond account. The file contains information on aspects of diamonds, from mining to fashion.

Other JWT materials include **Tom Rayfield's** taped interviews of several dozen employees reflecting on the past 50 years at JWT's London Office. **Greg Bathon** sent us some of his papers which document his work managing the JWT-India office during the 1960s. **W. Stanley Holt** sent materials relating to **H.R. Haldeman's** transition from an adman at JWT to an aide for President Nixon. Haldeman was the manager of JWT's Los Angeles office before entering politics.

The **Outdoor Advertising Collections** have grown significantly with several additions coming from the **R.C. Maxwell Company** and **Eller Media Company**.

**Bill James** of **Duplex Advertising Company** sent over 5,000 photographs and negatives of his company's billboard advertisements from the late 1950s through the 1980s in central Texas.

**Fairleigh Dickinson University** transferred more than 500 additional books related to outdoor advertising, as well as material for the **Garrett Orr Papers**. Also included in this recent transfer was **The Strobridge Company** collection of over 2,000 photographs of billboard art from the 1920s-1940s.

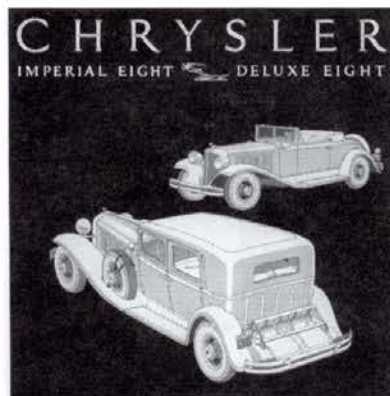
**H. D. Halvorson** sent the CD-Rom digital archive of the **Young Electric Sign Company**, which contains movie clips, archival documents, and pictures of lighted signs from the 1920s to the present.

**William Maher**, who manages the Advertising Council Archives at the University of Illinois at Urbana-Champaign, sent over 8,000 duplicates from that collection. This addition triples the size of the **Advertising Council Records** at Duke.

The **Peterson Advertising Cookbook Collection** grew by over 600 items. **Ken Costa** and **Joe Di Bona** were among the donors.

Many thanks to other recent donors, including:

AAAA  
 Ian Brailsford  
 Steve Craig  
 DMB&B  
 Irving Gerson  
 Grace Healy  
 Michele Hilmes  
 Delores Jenkins  
 Victor Kenyon  
 Kathy Peiss  
 Albert Stridsberg  
 James Woodard  
 WPP Group plc.



1931 Chrysler ad from Baden Collection

## New Staff Bring Expertise to Center

Jacqueline Reid, our new Reference Archivist, is the friendly voice you hear on the other end of the line when you call the Hartman Center with a research question. Jacqueline came to Duke in November, having worked previously at The History Factory in Chantilly, Virginia. There she managed archives of Sears Roebuck and Co., giving her excellent background to work with advertising materials. Jacqueline is an art history graduate of the University of Minnesota and earned her library degree at The University of Texas at Austin, where she also gained experience in working with photograph collections.

Norbert Schürer, a graduate student in Duke's Literature Program, is this year's *J. Walter Thompson Company Intern*. Fluent in both German and English, Norbert has ably continued the work of processing collections from JWT's Frankfurt office and also assisted in preliminary management and arrangement of the huge collection of German commercials on film and video from Frankfurt.

Don Sechler organizes new collections as they arrive. Don's background in art and architecture has been very helpful in working with collections relating to billboard art and construction.



Jacqueline Reid, Reference Archivist and Norbert Schürer, JWT Intern, in front of the Duke Library.

## LOOKING BACK

### Revisiting World War II in Ads

Coming on the tail of D-Day, the 5th War Loan Drive began in June 1944. Millions were spent on advertising to raise \$16 billion for the war effort. In the early war years, advertisers used soft, sentimental imagery to enlist the public's support. As the war reached a critical point in 1944, images of the harsh conditions of fighting overseas became a crucial advertising device. Response was enormous to hard-hitting ads like this one. In less than one month, the 5th War Loan exceeded its goal by \$4 billion. This and other wartime ads will soon be available to researchers on the World Wide Web through the Center's Ad\*Access Project.

**The battle for the World is on!**

and husbands are fighting and dying this very minute.  
They, in the front lines, are throwing in everything they have.  
We, behind the lines, must do the same.  
Remember, this is the battle for the WORLD. Our world. And we've got to win it. That's why Uncle Sam expects every dollar, like every soldier, to do its duty.  
Put this Fifth War Loan over... buy more War Bonds than you think you can!

**5th WAR LOAN**

**Back the Attack! - BUY MORE THAN BEFORE**

## Make New Friends, Keep the Old!

We are very pleased to welcome and thank all new and returning **Friends of the Hartman Center**, whose contributions help fund Center programs and services. These funds help the Center to build sales, advertising, and marketing collections and increase use and awareness of these unique and vital resources. At press time, the following memberships had been received for 1999 (listed alphabetically within categories):

### Major Benefactors

J. Walter Thompson Company Fund  
John and Kelly Hartman Foundation  
Outdoor Advertising Association of America

### Corporate Members

Anheuser-Busch Companies, Inc.  
Crain Communications  
J. Walter Thompson Company (Paris)  
Leo Burnett U.S.A.

### Corporate Contributors

Allison Outdoor Advertising  
C & U Poster Advertising  
Estus Outdoor Advertising  
Out-of-Home America, Inc.

### Individual Members

Gordon Boyce  
Bruce Carroll  
Reginald Clough  
Mr. & Mrs. Norman Cohn  
Charles C. Collins  
Jack Cronin  
Bob Doyer  
Arthur Einstein  
Ernest Emerling  
Rowena Fayerweather  
Samantha Francois  
Hidehito Gemma  
Irving Gerson  
Gordon Gold  
Anne Gruenberg  
Sandra Harrison  
Stanley Hollander  
Tony Hoyt  
Don Johnston  
Denis Lanigan  
Judie Lannon  
Bernie Owett  
Carmine Prioli  
John & Patricia Rice  
Kenneth Roman  
Ronald Savitt  
Kathleen Tripp  
Susan Varney  
Toshio Yamaki  
Richard Zakia

## What is "The Perfect Woman"?

"Earth's noblest thing—a woman perfected."  
—James Russell Lowell (1819-1891)

The 20th century's quest for the feminine ideal was the subject of a major exhibit at the Duke University Library in the fall.

"*The Perfect Woman: 100 Years in the Making*" drew heavily on advertising images from the Hartman Center. Each display case featured one era, from "Victorian Vanities" of the 1890s to "Just Doing It" in the 1990s.

Exhibit creators Cristina Favretto and Ellen Gartrell selected a wide range of advertising materials, from brightly printed turn-of-the-century trade cards to recent glossy magazine pages of supermodels.

Exhibit viewers could trace such themes as the century's changing image of women in the workplace, or compare images of idealized women with more realistic ones. The 1940s' case, "Bullets and Beauties," contrasted the glamorous woman wearing Pond's Angel Face make-up with the smiling homemaker who saves grease for ammunition manufacture in a wartime ad. Postwar examples include the once-ubiquitous Breck girls, elegant Catherine Deneuve for Chanel No. 5, and provocative models in recent Calvin Klein jean ads.

The exhibit also included two cases entitled "Readings for the the Perfect

## John W. Hartman Center

The Center was established within Duke University's Rare Book, Manuscript, and Special Collections Library in 1992. By 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.

### Contact Information:

Ellen Gartrell, Director

919-660-5836

gartrell@duke.edu

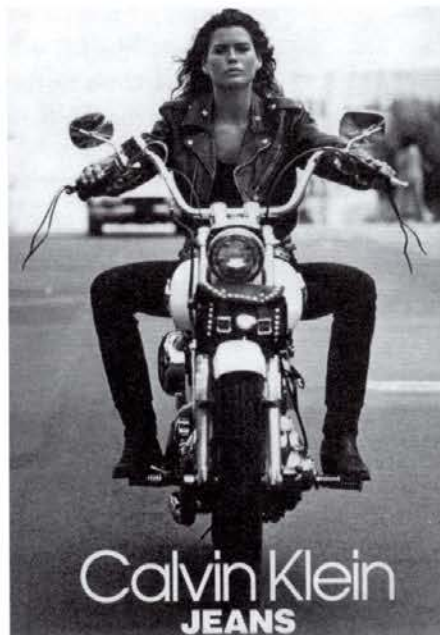
Jacqueline Reid, Reference Archivist

919-660-5827

jvreid@duke.edu

**FOR GENERAL REFERENCE ASSISTANCE**, call 919-660-5827, send e-mail to hartman@mail.lib.duke.edu or fax 919-660-5934.

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



A 1990s' vision of "The Perfect Woman."

Woman," which contained etiquette books, beauty guides, and cookbooks providing a century's worth of advice on behavior, dress, make-up, and tidy home-making for the truly perfect woman.

The exhibit was a collaboration between the Hartman Center and the library's Women's Archives. Several members of the library staff lent items to enhance the display. Nineteenth-century hatpins and curling irons, elbow-length gloves, a Mark Eden Bust Developer, and several vintage Barbie dolls graced the exhibit cases.

"The Perfect Woman" exhibit was planned to coincide with a Literature Department conference for graduate students at Duke on gender and technology. Students and library visitors picked up over 800 copies of the brochure that accompanied the exhibit.

Non-Profit Org.  
U.S. Postage  
PAID  
Durham, NC  
Permit No. 60

John W. Hartman Center for Sales,  
Advertising, and Marketing History  
Rare Book, Manuscript and Special Collections Library  
Duke University  
Durham, NC 27708-0185