

# 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

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## New Website Debuts: Medicine and Madison Avenue

The Hartman Center is pleased to announce the availability of the new advertising website "Medicine and Madison Avenue" (MMA) [<http://scriptorium.lib.duke.edu/mma/>]. This site explores the complex relationship between modern medicine and modern advertising, or "Madison Avenue." The images included in this project are drawn from the advertising collections of the Hartman Center, with the greatest number coming from the J. Walter Thompson Company Competitive Advertisements Collection.

Visitors to this web site may view ads dated between the 1910s and the 1950s representing a wide array of products, including cough and cold remedies, laxatives and indigestion aids, and vitamins and tonics. In addition, MMA includes historical,

text-only documents that put health related advertising into a broader perspective.

The MMA site marks several "firsts" for the Hartman Center. It is the first collaboration with another institution to



create a web project. The National Humanities Center and the State University of New York at Stony Brook, along with Duke's Digital Scriptorium, all worked together on the site, with funding generously provided by the Ahmanson Foundation. **Nancy Tomes**,

Professor of History at Stony Brook, is the Project Creator; she chose the ads, conducted background research, and wrote the majority of the site's text.

Another "first" is the inclusion of a section to help teachers and students use the site in instruction. "Suggestions for Classroom Use" includes both Instructors' and Students' Guides. These guides provide case studies and classroom exercises that aid in designing effective assignments based on the materials found in MMA.

Very quickly after its January (2002) debut, educational sites, including Indiana University's "Links for Educators" web page, linked to MMA because of the classroom guides. MMA already has had hits from over 30 countries.

## JWT Worldwide Executive Group Visits Archives

April 26, 2001 brought top executives of the J. Walter Thompson Company to Duke University for an introduction to the agency's Archives. Our staff prepared an extensive display, providing glimpses of the range and depth of the collections. CEO **Peter Schweitzer** led the group, which included the heads of the North America, Europe/Middle East/Africa, Latin America, and Asia-Pacific regions. The executives heard Duke's Professor **William O'Barr** (Cultural Anthropology) describe the historical value and cultural meaning of advertising in society. O'Barr drew on his own worldwide travels, internships at advertising agencies, and

years of teaching a popular course at Duke on "Advertising and Society." His presentation was well-received and stimulated questions and conversation. First-time visitors to the JWT Archives expressed amazement at the richness and extent of the collection, which now fills over 4,000 feet of shelves and includes materials from around the world. "It is incredible what has been preserved," exclaimed **Tim Davis**, London-based Director of the worldwide Unilever account. "This collection is so important for J. Walter Thompson," added Corporate Communications Director **Owen Dougherty**. "I am a true

believer in the value of what you are doing here for us and for researchers now and in the future."



*Bob Jeffrey, Miles Colebrook and Lew Trencher of JWT browse in the Archives.*

**Classes**

Duke Professor **Ed Balleisen's** 52 students considered materials for paper topics for his *American Business History* course. Professor **Tim Marr** (American Studies, UNC- Chapel Hill) brought 27 students to see a display of 150 years of tobacco advertising. Duke Professor **Julie Tetel's** *Languages of the World* class viewed ads from around the globe.

**Comings & Goings**

**John Furr** brought staff from 10 JWT offices and units to visit the company Archives during a Branding Summit held in Durham in February 2001. **Stephen Freitas** and **Ken Klein** were introduced to the Archives of their employer, the Outdoor Advertising Association of America. **Mick Callahan** and **Anne Oleynick**, also representing the outdoor industry, visited us as well. **Jacqueline Reid** spoke to international JWT Ford account reps about the clients' advertising history at the JWT Global Business Unit meeting in Detroit. **Ellen Gartrell** visited JWT offices in London and Bucharest.

**Donors**

Recent major contributors of funds include our primary benefactors, the **John & Kelly Hartman Foundation** and the **Dunspaugh-Dalton Foundation**. Also **J.W. Anderson** of the **Mobius Advertising Awards**, **David Maxwell**, **OAAA** and its philanthropic fund, **FOARE**.

**New Staff**

**Melissa Pascoe** provides valuable support for collection development. Duke grad student **Rick Collier** is our indefatigable JWT Intern in Advertising History this year.

**Have you missed us?**

We apologize for the gap in our newsletter schedule since Autumn 2000. Look for the next issue in mid-2002.

## How Does the Hartman Center Grow?

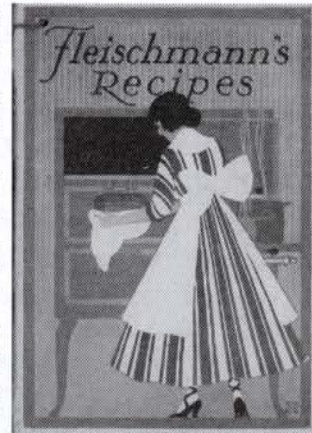
The Hartman Center has grown geometrically in its 10 years of existence. Built upon Duke's acquisition of the J. Walter Thompson Company Archives in 1987 and the DMB&B (D'Arcy) Archives in 1991, the Center has continued to expand its resources by adding agency records, personal papers, privately-assembled collections, books and trade journals, film and video, and advertising ephemera. Nearly all acquisitions are by gift. Space for collecting was becoming a serious issue until the March 2001 opening of the university's Library Service Center, a vast off-site storage building with a controlled climate.

Barcoded records make locating and retrieving collections from LSC practical, so the Hartman Center can continue to grow by carefully choosing additions that will enhance its permanent value for understanding advertising, marketing and sales.

Since our last newsletter in Autumn 2000, the Center has acquired over 80 collections or additions. A few highlights: The closing of the 62-year-old **Warwick Baker O'Neill** agency brought a large and rich trove of documents to Duke: 171 boxes! Special finds include scrapbooks, board minutes, and financial records from the agency's early decades, and apparently comprehensive documentation of the 1980s "Crafted With Pride in the U.S.A" campaign. Special thanks to **Tom Groves** and **Wilder Baker** for making this gift possible on short notice. Papers of retired Art Director **Robert S. Smith** contain many sketches, photos, roughs, and layouts for clients he worked for during a long career at **Ogilvy & Mather** and other agencies.

**Sandra Baden** graciously gave to the Hartman Center over 12,000 print ads (ca. 1890-1960s) collected by her late husband Gary. The Baden Collection is especially rich in early automobile ads from the U.S. and U.K. A fascinating addition to the **R.C. Maxwell Company** Archives documents in photographs and correspondence the firm's participation in the nationwide "Food Will Win the War" billboard campaign during World War I.

We are thoroughly grateful to *all* our donors, great and small. Space prevents giving due attention to all, but we are pleased to list the following recent donors:

**American Association of Advertising Agencies****John Barrett****John Breen (additions to collection)****Kenneth Costa****D'Arcy Masius Benton & Bowles****Joseph Di Bona****David Ferriero****James Fraser****Gordon Gold****Arnold Grisman****Hay Management Consultants****William H. Helfand****Kara Henry****JWT offices: New York, Chicago, Detroit, London (additions)****Kensinger Jones (additions)****Richard E. McDonald****Elizabeth McFall****Christina Mierau****Mobius Advertising Awards (addition)****OAAA (additions)****Juliann Sivulka****Albert Stridsberg (additions)****Wilkins Media Company**

*The Peterson Collection of Advertising Cookbooks has grown by over 600 pieces. Item shown above is from 1917.*

## Review of Recent Researchers

Researchers using our collections invariably are working on fascinating projects. Here are a few examples of recent visitors and their unique endeavors:

**Veronique Pouillard**, a graduate student in history at the Free University of Belgium, visited our center in September to research her thesis on advertising agencies in Belgium, 1900-1960. The J. Walter Thompson Company Archives has much international material, so Pouillard located information unavailable in Belgium. She noted that the JWT collections document "the history of the expansion of American companies, not just the history of advertising."

**Roger Gallerini** of JWT Detroit brought seven colleagues to the Hartman Center in March as a reward for excellent work. These ad men and women became archival researchers for two days and immersed themselves in the history of their company. At 5:00, when it was time to call it quits, they just shook their heads and kept on researching. Luckily we have evening hours! The group's work is intended to give employees of JWT a better understanding of the contributions the agency has made to the history of advertising.

**Peter Staniunas**, an independent filmmaker from California, visited us in May to get ideas for an upcoming fictional short film he is making. The main character in his film is a billboard artist, and Staniunas used the Outdoor Advertising Collections to get a better idea of the industry in the early 20th century. We'll be interested to see the film when it is finished!

## Center Hosts CHARMing Meeting

Over 40 participants came from around the world to attend the 10th Conference on Historical Analysis and Research in Marketing (CHARM) May 17-20, 2001, in Durham. The program "Milestones in Marketing History" featured 29 papers presented by graduate students and faculty. **Richard W. Pollay's** keynote speech addressed the history of cigarette advertising and was amply illustrated from his advertising archives at the University of British Columbia. The programs took place

mainly at a nearby hotel, but several events were held in the library. Attendees viewed the exhibition "Moving Targets: Marketing to a Changing America." Seven display cases featured historical overviews of marketing to various demographic groups in American society. Later in the evening, a sale of duplicate books and printed advertisements from the Hartman Center's collections brought out the collecting instincts of the visitors. Hundreds of books and ads found new homes, and the sale netted enough cash to help subsidize the meeting's expenses.

Paper topics ranged from the marketing of gas lighting, 1909-1916 to marketing 1990s hair products to African-American women. Program chair **D.G. Brian Jones** of the University of Prince Edward Island, Canada, did an excellent job creating a well-balanced conference, and true to tradition, the sessions ran smoothly and on time.

The next biannual CHARM will be held at Michigan State University in May 2003.



*Leighann Neilson of Queen's University, Canada, received the best student paper award from Professor Peggy Cunningham.*

## Looking Back

### DO NATIONAL CAUSES NEED SLOGANS?

The violent attacks on the World Trade Center and the Pentagon on September 11, 2001, sent media and government spokespersons rushing to give the events a memorable label. From "Attack on America" to "America Under Siege", from "Operation Infinite Justice" to "Operation Enduring Freedom," a number of slogans were generated to capture the sense of loss and horror, as well as to frame a response to those events.

In the May 14, 1945, issue of *Time Magazine*, the Felt and Tarrant Manufacturing Company ran this ad to promote War Bonds. The ad copy cleverly suggests several possible slogans that might encourage people to buy War Bonds, but then concludes by saying "suppose we skip the slogans. They've got one already. So have you. We all do. It's a mighty personal reason..."

# Website Documents Beginning of U.S. Ad Industry

The Hartman Center's second on-line image resource - **The Emergence of Advertising in America: 1850-1920** (EAA) - debuted at the end of 2000. The site provides over 9,000 images of advertising illustrating the rise of consumer culture, especially after the American Civil War, and the birth of a professionalized advertising industry in the United States.

EAA is made up of items chosen from eleven collections found in the Hartman Center and Duke's Rare Book, Manuscript, and Special Collections Library. The collections include the Advertising Ephemera Collection, the R. C. Maxwell Company Collection of outdoor advertising images, and the Ellis Collection of Kodakiana, among others.

"The purpose of the project is to make a wide range of important, interesting, and rare advertising items we have at Duke University widely available for study and research," remarked Ellen Gartrell, director of the Hartman Center. Enhancing the usefulness of the visual images are essays, a timeline, and bibliographies. Advertising, as has been noted by many commentators, is such a pervasive feature of American life



that our culture from the late 19th century onward cannot be fully understood without studying ads and the industry that created them. Created by a collaboration of the Hartman Center and Duke's Digital Scriptorium, EAA is the first broad, web-based collection of documents to aid in that study.

Funding for EAA was provided as part of the 1998 **Library of Congress/**

Ameritech National Digital Library Competition. Duke University is greatly honored to be a recipient of one of the eleven LC/Ameritech grants awarded in that competition.

Like the earlier **Ad\*Access** project (both projects are available at <http://scriptorium.lib.duke.edu>), EAA is used by a broad range of businesses, universities, schools, and researchers. Uses of the site are varied, from professors using the site as a teaching tool, to local theater groups designing costumes based on the antique images found in the site. With over two million hits since it first opened, EAA is destined to be used by many people worldwide for years to come.

## 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.

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

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