

front & center

Duke University Rare Book, Manuscript, and Special Collections Library

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TEN YEARS OLD AND THRIVING

The Hartman Center celebrated its tenth anniversary in 2002 with “partying” and planning. In March, the Center recognized the foresight of its primary benefactor, John W. Hartman (Duke '44), in laying the groundwork for what has become the preeminent center in the US for studying advertising, marketing and sales. The event paid tribute to John and Kelly Hartman and John's classmate William A. Lane for their generous, decade long support of the Center.

At the celebration an audience of nearly 100 heard a provocative assessment of advertising and marketing trends by J. Walker Smith, president of Yankelovich Partners, Inc. His stimulating talk included reference to such “far out” possibilities as projecting ads on the surface of the moon. The students, faculty and

marketing professionals in attendance peppered Smith with questions and comments before adjourning to a reception honoring the Hartmans and Lane in the library's Biddle Rare Book Room.

The following day, an invited group of twelve advertising and marketing experts convened to examine the Hartman Center's achievements in its first ten years and advise on future goals and priorities. Participants represented the academic community, the advertising industry, archivists and the trade press. All recognized the impact of changing technologies, globalization, the explosion of advertising and marketing activity and businesses' emphasis on “the bottom line” on the Center's collecting. For example, ad agencies' nearly exclusive use of digital files to create campaigns and PowerPoint™ to prepare presentations means that little tangible evidence of the process of creating advertising survives to place in archives. A further challenge is that digital media are, as yet, difficult to capture and store for the long term. Rapidly evolving

technologies will continue to make earlier versions of storage media obsolete and therefore inaccessible for future researchers. Both globalization and the trend of marketing targeted to ever smaller subsets of the population (e.g. seniors, gays, the disabled) mean that the amount of information and possible sources of it will continue to explode. One participant noted the industry's responsibility: “Your past is your future,” he emphasized. “It is imperative that the Center continue its outreach to the industry, to show them that their advertising [is] pivotal to understanding the culture of that day and time.”

The participants agreed that the Hartman Center must continually refine its goals, first laid out in the early 1990s, to be able to document “the right stuff” in its second decade. The Center also must continue to review its own branding to reach its target audiences effectively through programming and communication. Finally, carrying out the Duke University Libraries' commitment to enhancing digital resources while still preserving more traditional forms of communication (paper, audio and visual tapes, photographs) will require energy, creativity and increased financial support

for the Center's unique work.

The day long work session generated energetic discussion and diverse points of view that will aid us in the next steps of planning. The Center is grateful for the commitment and active involvement of the participants.



John W. Hartman (Duke '44) with his wife Kelly (left) and their great niece Molly Hartman (Duke '05 - right) at the March 21, 2002 reception honoring the Hartmans and celebrating the 10th Anniversary of the Center.



Pictured from left to right: John Fleckner, John Furr, Cathy Gudis and Arthur Einstein discuss the future of the Hartman Center at an all day symposium at Duke on March 22, 2002.

By preserving historical records and archives and sponsoring related programs, the John W. Hartman Center stimulates interest in and study of the roles of sales, advertising and marketing in society.

VISITORS

- Anne Grigsby, JWT Mature Market Group, Deerfield Beach, FL
- John Hauge, Dallas, TX, grandson of the late Stanley Resor and Helen Lansdowne Resor of J. Walter Thompson Company
- Stewart Alter, McCann-Erickson
- Professor Ted Sagraves, retired marketing faculty, Central Connecticut State University
- Michael Wilke of commercialcloset.org
- Jock Elliott, retired Chairman of Ogilvy & Mather
- Terry Graves, Mark Moyer and Dan O'Shea of Fairway Outdoor

RESEARCHERS

- International researchers have included:
- Tim Davis & Carol Cass of JWT Europe
 - Dr. Iain MacRury, University of East London
 - Francisco Hernández Lomeli, University of Guadalajara, Mexico
 - Erica Arthur, University of Nottingham, U.K.

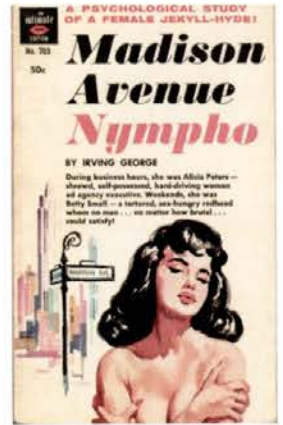
CLASSES

Duke courses that used Hartman Center resources included Sandra Summers' "Business German Class" and Dr. Laura Schlosberg's "Consumer Culture in Modern Europe" class.

VARIETY ADDS SPICE TO HARTMAN CENTER

Since spring, a wonderful assortment of collections and items has come to the Hartman Center. We are pleased to become the home of the papers of well-known copywriter **Walter Weir** (1908-1996), given to Duke by his son Tony and the Weir family. Walter worked for numerous agencies; one highlight of the collection is the hundreds of typed pages describing his experiences at each of them, starting in the 1930s. **Tony Weir**, whose own successful career was primarily with Ogilvy & Mather, has begun to place his papers here as well. **Arthur Einstein** donated a large collection of files from his advertising consultancy since 1990. The well-organized files provide an excellent snapshot of the credentials of hundreds of agencies large and small. From **JWT Chicago** came the "Corporation Vertical Files, 1915-1999," a collection maintained by the office's Information Center for background on many companies, particularly JWT's Chicago clients. Kraft Foods is especially well represented. The **Outdoor Advertising Association of America** sent thousands of slides of OBIE award entries and work by its member companies. JWT Detroit retiree **Ed George** cleared his garage before moving to Florida, donating work including original art for clients such as 7-Up and Faygo soft drinks. **Richard Pollay** donated 44 advertising and marketing books, including several examples of pulp fiction with advertising themes: *Madison Avenue Nympho* (1962) is one example of that genre! The Center

Cover of a racy 1962 pulp novel with an advertising setting. Gift of Richard Pollay.



acquired a fabric salesman's sample case from 1931; it is pristine, complete with swatches and order forms. **Nancy Cullen**, former owner of **Ohio Outdoor Advertising**, sent company photos and documentation from 1926 to 1985. **Lois Gaeta**, retired from JWT New York, sent TV and radio scripts and print advertisements she worked on between 1956 and 1961.

Other donors whom we thank include:

- Sue Webb Bodisbaugh**
- Joseph Di Bona**
- Mildred Ferree**
- Kate Forde**
- Gordon Gold**
- Sue Jimenez**
- Kraft Foods**
- Richard E. McDonald**
- John Margolies**
- David Maxwell**
- Mobius Advertising Awards**
- Walter L. Thompson** and the

J. Walter Thompson Company offices in:

- Atlanta
- Chicago
- Detroit
- Europe
- London
- New York
- San Francisco

MY DOG AND OTHER SONGS MY DOGGIE TAUGHT ME!!!

This is a million of dog lovers. And this is an album of popular songs about dogs. A great part of American folklore is built around that special relationship between a dog (or a cat) and its dog. From Albert Payson Terhune's tales, through the exploits of the Tin Tin Americans' team, to the stories, pictures and songs about "man-dogs."

Today a large and growing segment of American business is devoted to satisfying the needs and desires of America's dogs. A continuing leader in this field is the KEN-L-RATION DIVISION of the Quaker Oats Company.

Look! The biggest selling canned dog food in America, KEN-L-RATION is expanding this famous name to cover a wide variety of foods beloved by just every dog requirement of taste, convenience and health!

We tell you that this was an album of popular songs. And it is no accident that one of the most popular is "My Dog's Bigger Than Your Dog" - a song about KEN-L-RATION. Easy to whistle and fun to sing, this classic hits tune is already being sung by children all over America. (Haven't you heard them singing it?)

This year, it will receive the heaviest advertising support in the history of television. KEN-L-RATION has selected America's fastest-growing TV network—ABC.

ABC will continue selling the KEN-L-RATION story by such top-rated shows as **BEETLEJUICE**, **FATHER KNOWS BEST**, **GENERAL HOSPITAL**, plus a new show for the 1960s, **SPONGEBOB SQUAREPANTS**, plus additional selected daytime and nighttime television announcements on ABC. To be sure, you'll see ABC this season for great entertainment—and you'll be hearing one of America's most popular songs about a dog—and the KEN-L-RATION.

45rpm record of "popular songs about dogs" produced by Ken-L-Ration and ABC to promote the ABC-TV show "Ken-L-Ration Story," in the mid 1960s. Part of the JWT Detroit Ed George Papers.

WAREHOUSE WORK IS ADVERTISING ARCHIVAL ADVENTURE

Imagine a library project involving cooperation among Duke, the University of East London (U.K.), and the international advertising agency J. Walter Thompson (JWT). Just such a project took place in July in a south London warehouse. Hartman Center Director Ellen Gartrell joined forces with UEL's Professor Helen Powell to supervise eight students who sorted through hundreds of cartons containing many decades of JWT's stored office files and advertisements.

The weeklong project was the beginning of an effort to identify materials to be added to Duke's JWT Archives. With encouragement from J. Walter Thompson Company managers, Gartrell devised procedures that enabled the students to become temporary "archivists." The students, all of whom are enrolled in UEL's B.A. course in Media and Advertising, opened cartons and evaluated the contents using Gartrell's guidelines, then made preliminary recommendations whether or not to add the documents to the JWT Archives at Duke.

The assistance of the student crew made it possible to survey a much larger number of documents than one individual working alone could have reviewed in the same amount of time. To the students' benefit, the project counted as the work experience that is required for their university degree. "I couldn't

believe how much the old papers helped me see how day-to-day advertising works," commented student Lorien Rodger. "Yes, but next time you should warn the students that they'll get dirty and have to lift a lot of boxes!" added Lennox Addo, who took to wearing a lab coat over his clothing.

Among the archives-worthy material found were 1930s summaries of Pond's advertising, including hand-drawn graphs carefully pasted into a scrapbook; complete typed-up plans for ad campaigns of the 1980s; and memoranda on the running of J. Walter Thompson's offices in London and other European cities.

The project was an excellent pilot exercise that helped Gartrell to plan future trips to London to survey several thousand additional stored JWT boxes with student help. Gartrell and the Center's Jacqueline Reid in fact spent two weeks in November continuing the work, making substantial progress among the remaining stored JWT cartons. A follow up trip is also being planned for this spring.



Ellen Gartrell (far left) stands with University of East London advertising students in a London warehouse.

LOOKING BACK

BEFORE THERE WAS A HARTMAN CENTER...

there was – and is – the extraordinary J. Walter Thompson Archives. The Center's anniversary seems a good time to salute its keystone collection. JWT, the oldest advertising agency in the US, established an excellent corporate archives in New York in 1979. In 1987, the agency donated the collection to Duke where it is open to a great variety of researchers, teachers and students while serving as the official corporate memory and a valuable resource for current business. This collection, the

largest and most significant documentation of any agency in the world, occupies over 4000 feet of shelving. It continues to grow and attract worldwide use.

For more information, go to:
<http://scriptorium.lib.duke.edu/hartman/jwt>



"Thank you for all your help in using the JWT Archives. We are so lucky to have such an incredible resource to draw on."

Account Manager,
JWT Houston

"I happened to come across Ad*Access via one of the online databases in the university library. I just want to say that your images are phenomenal, and can't be found anywhere else in any other large scale image database I've searched... Please keep up the gorgeous work!"

Fine arts student,
Toronto, Canada

YOUR SUPPORT DOES MAKE A DIFFERENCE

As the "preeminent place to study advertising and marketing history," the Hartman Center at Duke University Library builds collections, adds programming and deals with the preservation challenges of varied and changing media. As we take on new and exciting projects, we increasingly depend on support from corporate and individual donations to provide our margin of excellence. We hope you will make a gift to the Hartman Center in support of our service to our students, faculty, the international community of scholars and businesses. Your contributions help us maintain the leadership and vast resources you have come to expect. Thank you.



**John W. Hartman Center
for Sales, Advertising &
Marketing History**

**Rare Book, Manuscript,
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HARTMAN CENTER ANNOUNCES TRAVEL GRANT WINNERS

The Hartman Center has awarded \$6000 in travel grants and fellowships to thirteen scholars in the ninth award competition. The awards subsidize researchers' visits to use the Center's collections. The winners come from fourteen states and five countries.

One J. Walter Thompson Research Fellowship went to graduate student **Alexander Schug** this year. Schug, from Humboldt University in Berlin, is preparing a dissertation on the history of German advertising from 1918 to 1945 and the expansion of American advertising to Germany.

Other winners include five graduate students:

Stefan Cieply, Comparative Literature,
University of Maryland

Kelly Cole, Communication Arts,
University of Wisconsin, Madison

Susan Ferentinos, History,
Indiana University

Francisco Mesquita, Department Textil,
Minho University, Portugal

Michael Murphy, Art History,
Washington University

Seven university faculty also received grants:

Michael Carroll, English,
New Mexico Highlands University

Anna McCarthy, Cinema Studies,
New York University

Melissa McEuen, History,
Transylvania University

John Morello, General Education,
DeVry University

Tamara Piety, College of Law,
University of Tulsa

Corey Ross, History,
University of Birmingham (England)

James Ryan, English,
Auburn University

The Hartman Center has received approximately two dozen promising applications for the 2003 competition and is currently reviewing them. 2003 award winners will be announced by March 15, 2003. Graduate students, faculty and independent scholars interested in applying for consideration in 2004 should go to the website

<http://scriptorium.lib.duke.edu/specoll/grants.html>
or contact Jacqueline Reid at 919-660-5827 or hartman-center@duke.edu. Application packets will be sent out beginning in Fall 2003.



Graduate student Michael Murphy conducts research in our reading room during a recent visit. He also gave a well received talk about his research project at a Staff & Scholars Tea while at Duke.