

# front & center

Duke University Rare Book, Manuscript, and Special Collections Library

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## NEW INITIATIVE BUILDS SALESMANSHIP COLLECTION

“When Bill left Mrs. McCarthy’s house without the sale, there were many unanswered questions in his mind—just why did Mrs. McCarthy refuse to buy now?” Maybe Bill found the answer in the small book called *Electric Appliance Salesmanship: Principles of Salesmanship*. General Electric Company published a series of texts from 1945 to 1947 to train its sales force to meet the post-WWII boom in appliance purchasing. Illustrated with photos, cartoons, and charts, the set of small, bright-red hardback books gives a detailed look not only at selling, but also at kitchen technology and the psychology of mainly female buyers.

The Hartman Center acquired the GE set as part of an initiative to build a useful research collection of literature on the selling of specific products or services. The instructional materials acquired are part of the new **Salesmanship and Sales Training Literature Collection** at the Hartman Center. The items date from the 1910s and span most decades since then. There are manuals on how to sell fish,

paper goods, insurance, cars, cosmetics, and interior decor. Some are slick and colorful, others mimeographed and stapled. Most are rare, not owned by any libraries, and therefore generally unavailable for research until now.

Sales training items show up occasionally in

book dealer catalogs, more often at flea markets and on eBay. Clearly many of them languished in attics and basements, long after the owner may have studied them. The new collection adds a deeper dimension to the often-bland, generalized “how to sell” literature. Many of the specialized manuals contain detailed insights about particular time periods and technological advances.

A portfolio used for hiring and training Chevrolet car salesmen in the late 1940s, for example, contains a list of “Preferred Specifications” for recruits. Qualifications of the desirable trainee include: male, age 26-35 years old, high school graduate, married with 1-3 children, a car owner, well-known in his community, and willing to make evening calls.

If you have sales training materials for specific products or industries, from any time period, that may fit into this new collection, please contact the Hartman Center at 919-660-5827 or [hartman-center@duke.edu](mailto:hartman-center@duke.edu).



## 2004 TRAVEL AWARDS ANNOUNCED

For 2004, the Hartman Center is awarding travel grants and fellowships to nine academics. The awards help faculty members, graduate students, and independent scholars from around the world to use the Center’s unique collections at Duke. Recipients were selected from a strong pool of 20 applicants from 20 institutions in six countries.

The Center awarded one J.Walter Thompson Company Research Fellowship this year to graduate student **Stefan Schwarzkopf** (History, Birkbeck College, University of London). Schwarzkopf is writing about advertising and the making of British consumer culture, 1890s-1939. As a fellow, he will spend a minimum of two weeks researching his topic at the Hartman Center.

Our 2004 travel grant recipients also include:

Faculty winners:

- Professor Robert Crawford**, Political & Social Inquiry, Monash University (Australia)
- Professor Clark Hultquist**, Behavioral & Social Sciences, University of Montevallo
- Professor Sean Nixon**, Sociology, University of Essex (England)
- Professor Nuria Puig**, Economic History, University of Madrid (Spain)

Student winners:

- Kraig Larkin**, History, State University of New York, Stony Brook
- Katherine Lehman**, American Studies, University of New Mexico
- Natalia Milanesio**, History, Indiana University
- Victoria Vantoch**, History, University of Southern California

For information about the 2005 travel grant program, call the Hartman Center at 919-660-5827 or email [hartman-center@duke.edu](mailto:hartman-center@duke.edu)

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.

## EVENTS

Representatives from JWT and the U.S. Marine Corps visited the Hartman Center for a reception and tour during a recent account meeting.

## VISITORS

William Resor, grandson of late JWT President Stanley B. Resor, and his wife Story came in to learn more about his grandfather and our center.

Samantha DiGennaro and Bill Power traveled from JWT NY to pay a visit.

## CLASSES

Duke History Professor Simon Partner brought his "Marketing and Consumption in Japan and the U.S." class to learn about our resources. Duke student instructor Joseph Lee also brought his class "The Geopolitics of Hunger and NGOs" to view food-related advertising.

## ON THE ROAD

Jacqueline Reid attended the 2003 National Association of Highway Beautification Agencies meeting in Asheville, NC, and prepared an exhibit of outdoor advertising history. Ellen Gartrell co-presented, with University of Oklahoma Professor Catherine Gudis, a workshop on outdoor advertising history and archives at the OAAA National Convention, Washington, DC, in June.

## OTHER

The Center's Ad\*Access web site has been included in Britain's SOSIG (Social Science Information Gateway) guide to web resources, listed in the Advertising and Popular Culture subject categories. See [www.sosig.ac.uk](http://www.sosig.ac.uk).

## EXECUTIVES, ARTISTS, TEACHERS, AND AGENCIES MAKE GIFTS

### Outdoor Industry Collection Now Available

The Hartman Center's research collections are built primarily through the generosity of many donors. Gifts in recent months have included valued work from several retired advertising executives. **William E. Phillips**, former chairman of Ogilvy & Mather sent a selection of his speeches (1969-2001) and other O&M items. **Bert Metter** has added to documentation of his distinguished career at JWT, with a promise of more to come. The newest installments show Metter's early work on Ford car and truck direct mail advertising and research for an unpublished book about J. Walter Thompson Company in the 1980s. **John Dignam**, who worked for JWT and Victor A. Bennett Company, gave the library a varied collection of his work for many clients, including television commercial scripts and original artwork. **Sheldon Sosna** brought a footlocker full of his work for over 50 years at Leo Burnett and other agencies in Chicago and New York. One notable item is a nearly complete set of *Supermarket Advertising Newsletter*, which Sosna published from 1981 to 2000.

A first installment of material has arrived from **Clear Channel Outdoor** in Los Angeles. The acquisition includes an estimated 100,000 photographs and slides of billboard and other outdoor installations, mainly in California, from the 1950s to 1990s.

Denise Bittner donated a number of items preserved by her late husband, **John Robert Bittner** of the University of North Carolina at Chapel Hill. Professor Bittner gathered large files of prospective illustration material for the several editions of his mass communications textbook.

Helen Courtney of Redlands, California, who used to work for late West Coast advertising man **Hal Stebbins**, sent a selection of his writings. Other Center additions include an unusual collection of 26 small LP records created for advertising and promotional purposes mainly in the 1960s and 1970s; several dozen photographs of department store display windows during World War II; and 90 books on advertising and marketing topics from the library of the **American Association of Advertising Agencies**.

This busy period of time also has brought gifts from **Professor Juanita Kreps**, **Roy Glah**, **Bill Power**, **Terry Bullen**, **Professor Joseph Di Bona**, **J. Walter Thompson Company** offices in Detroit and New York, and additions to the **Roy**

**Lightner Collection of Antique Advertising**, the **Gene Federico Papers**, the **Gary and Sandra Baden Collection**, and **Wilkins Outdoor Advertising** collection.

This feature usually reports collections newly acquired at the Hartman Center. From time to time, as space permits, we will use it to call attention to collections recently cataloged and thus newly available for research use. A recent achievement is completion of the extensive guide to the **Outdoor Advertising Association of America (OAAA) Archives**; researchers can view and search the detailed listing of this collection on the Hartman Center website ([scriptorium.lib.duke.edu/hartman](http://scriptorium.lib.duke.edu/hartman)).



Supermarket Advertising Newsletter provided industry updates and tips to its specialized readership for nearly 20 years.



World War II era store window from **The Edw. Malley Co. (Connecticut)** shows the blending of merchandising and patriotism.

## SALUTING A CENTURY OF FORD

In 2003 the Ford Motor Company celebrated its centennial anniversary and also marked the 60th anniversary of Ford's advertising relationship with the J. Walter Thompson Company. JWT was not the first or only agency employed to promote Ford's automobiles and trucks, but no other has had such a long affiliation. JWT and Ford began negotiations on radio program sponsorship in 1942, and Ford hired JWT as its advertising agency the next year. Since then, JWT has continued to prepare advertising for Ford car and truck models both in the U.S. and other regions of the world.

The Hartman Center is rich in Ford marketing and advertising documentation, which can be found in no less than 39 collections. Chief among these are collections within the **J. Walter Thompson Company Archives**. The **Review Board Records** and files of the **Information Center**, for example, document JWT's relationship with Ford, as well as campaigns, slogans, and new model introductions. In addition, the papers of over a dozen JWT executives contain reports and correspondence on the Ford account. Papers from **Brouillard Communications**, **Goldfarb Consultants**, and the **John Brennan Outdoor Advertising Survey Reports** contain research and analysis of the effectiveness of selected campaigns.

The **Arnold Grisman Papers** document problems of marketing automobiles in changing times. Papers of **James W. Anderson** contain information on Ford's corporate identity and branding. Information on specific campaigns can be found in the JWT papers of **Norman Strouse** (1947 "Baby Talk" outdoor campaign), **Wallace Elton** (1958 "Round the World with Ford" and collaboration with "Peanuts" creator Charles Schultz); **Dan Seymour** (early Ford television sponsorships); and **Edgar Hatcher** (1966 "Ford Has a Better Idea") among others.

U.S.-based JWT executives such as **Colin Dawkins**, **Shirley Woodell**, and **Sidney Olson** reported on international operations. Papers of executives—including **Denis Lanigan**, **Peter Gilow**, **George Black**, **Burkhard Schwarz** and others—at JWT's **Frankfurt Office** offer insights into 40 years of Ford's European advertising.

In addition to comprehensive files of 60 years of JWT's own print advertising for Ford, the Hartman Center also holds other resources for print ads. Chief among these are the **Gary and Sandra Baden Collection of Print Advertisements** and the **Roy Lightner Collection of Antique Advertisements**, both of which contain ads from decades prior to JWT's work. Ford images also appear in the Center's outdoor advertising collections. The records of **Strobridge Lithographing Company**, the **R.C. Maxwell Company**, and the **Outdoor Advertising Association of America Slide Library** show a range of billboard and outdoor poster campaigns. Papers of well-known billboard artists **Howard Scott** and **Garrett Orr** contain examples of award-winning posters created for Ford.

The above-mentioned collections and others make the Hartman Center a rich resource to study Ford's marketing and advertising. Efforts continue to acquire, describe, and publicize additional material. For further information, contact Jacqueline Reid at [hartman-center@duke.edu](mailto:hartman-center@duke.edu) or 919-660-5827.



## KUDOS

"In designing an online course in Biostatistics for Boston University, I found your site in a Google search for the use of statistics in advertising. I have used a portion of a Palmolive ad to highlight a concept introduced in the online course text. For our uses, it's perfect in its kitsch, style, and message. Thanks for your help!"

-Instructional Designer

"I visited your website! I am so impressed. Most likely the most informative, interesting and remarkable website I have ever seen...it is almost breathtaking that such detailed and lively information is available to everyone!...It will be one of my permanent book-marks...."

-Book dealer

I just want to thank the staff responsible for Ad\*Access. This website has truly changed my life. I am an artist...This website has opened up new areas of inspiration for me in my art. I am mostly concerned with women's changing role in society, and it's so amazing to look at these ads through the years. I can't thank you enough for this great contribution to the world, documenting this often overlooked part of our society.

-mixed media/collage artist

## WORDS FROM THE PAST

"Men now say that they are in the advertising business with just as much pride as the man who says, 'I am a professor at Yale,' or 'I am President of the United States.'"

-Printers' Ink (1902)

"A good ad should be like a good sermon: It must not only comfort the afflicted, it also must afflict the comfortable."

-Bernice Fitz-Gibbon



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

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**We're on the web at:**  
<http://scriptorium.lib.duke.edu/hartman>

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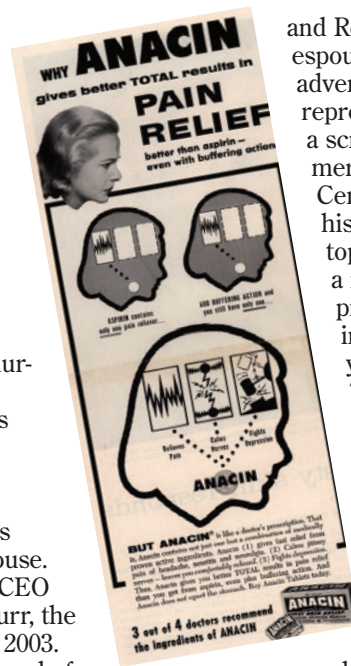
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## BATES BONANZA BENEFITS HARTMAN CENTER

Sixty-three years after Ted Bates opened an office in New York, his name has disappeared from the roster of advertising agencies. After struggling for several years, the once-mighty agency—called Bates Worldwide, Inc. during its last few years—was acquired by WPP Group plc. One positive result of the closing of the agency in 2003 is the transfer of a considerable amount of documentation to the Hartman Center.

Despite several reorganizations and office moves, many files of interest for research survived in the agency's Information Center, other New York offices, and a warehouse. With the support and assistance of Bates North America CEO Mark Morris and J. Walter Thompson Company's John Furr, the material, nearly 400 cartons, reached Duke in November, 2003. After 35 years at the agency, Morris was saddened by the end of the Bates era but noted, "It's great that the Archives will be at Duke, so the heritage will survive." New owner WPP has provided financial support to enable Hartman Center staff to organize and describe the collection to make it available for research.

Among the highlights of the collection are several boxes of material about key figures in agency history: founder Ted Bates



and Rosser Reeves, a Bates executive best known for espousing the "Unique Selling Proposition (USP)" in advertising. Mark Morris also contributed material representing his work on various projects, including a scrapbook on the making of O.J. Simpson TV commercials for Hertz in the 1970s. The Information Center maintained alphabetical files on both Bates history and a variety of advertising and marketing topics germane to clients. The warehouse yielded a number of large portfolios containing print proofs of work for clients since the late 1950s, including some international ads from recent years, and a sampling of television commercials. The Hartman Center also has received several hundred published books from the Information Center's collection.

Work on the Bates Archives is expected to begin later in 2004. It will take about a year of effort by archivists and student assistants to complete the processing of this collection, which fills nearly 800 feet of shelving.

Sections of the collection may be open for research before the entire project is completed, but researchers should contact the

Hartman Center in advance of visiting Duke.

No doubt there are former Bates executives and staff who have kept documents, ads, or other items from their work at the agency. If you have such material and would consider adding it to the Bates Archives, please contact the Hartman Center at 919-660-5827 or hartman-center@duke.edu