

# front & center

Duke University Rare Book, Manuscript, and Special Collections Library

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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.

## HARTMAN CENTER APPOINTS NEW DIRECTOR

The Hartman Center is pleased to announce that after a national search, Jacqueline Reid has been appointed its new director. She brings nine years of experience working with corporate archives to the position, along with considerable knowledge of Hartman Center collections. Ms. Reid has been with the Center for seven years, previously as interim director for the last year, and before that as reference archivist. She also was the



illustration editor for the *Advertising Age Encyclopedia of Advertising*, published by Fitzroy Dearborn Publishers in 2002. Prior to her work at Duke, Reid was an archivist at The History Factory in Chantilly, VA and worked with the archives of clients such as Sears, Roebuck & Co., MCI Telecommunications, Prudential, Goldman Sachs, GATX, and Fleet Financial. She earned a Masters in Library and Information Science from The University of Texas at Austin and a Bachelor of Arts in Art History with honors from the University of Minnesota.

## SUMMER IS THE TIME TO GET OUTDOORS

Summer is the time for outdoors, and the Hartman Center has gone outdoors in a big way! We are proud to announce two new resources documenting the outdoor advertising industry: the collection guide to the OAAA (Outdoor Advertising Association of America) Archives and ROAD (Resource for Outdoor Advertising Descriptions). Both resources are available on the Hartman Center website: <http://scriptorium.lib.duke.edu/hartman/>

The OAAA Archives, along with ten other collections of outdoor advertising-related material, were processed as part of an NEH grant awarded in 2000. Please see the Fall 2000 *Front and Center* for information about the NEH Grant: <http://scriptorium.lib.duke.edu/hartman/newsletter/> The OAAA Archives document the operations and activities of the OAAA, the primary professional organization throughout the modern history of the outdoor advertising industry in the US. The guide provides an overview of the materials (dated between 1885–1980s) in these collections. In addition, it includes a chronological timeline of significant outdoor advertising individuals, companies and events,



and a glossary of outdoor advertising terms used in the industry and found within the papers of the OAAA Archives.

The ROAD website provides descriptive access to over 50,000 billboards and advertising images from the 20th century. The image descriptions in the ROAD database are drawn from four outdoor advertising collections within the Hartman Center, including the OAAA Records; the OAAA Slide Library; records of the R. C. Maxwell Outdoor Advertising Company; and the John Paver Papers. There are no images available on the ROAD website, however, researchers are able to search descriptions in two ways: simple keyword searching or more complex searching that allows individuals to narrow their results by date, geographical area, product, etc. The OAAA timeline noted above is available on the ROAD website as well. Reproductions of any ROAD images are available to researchers for a fee, and anyone visiting the Hartman Center is able to physically view the images in our reading room.

The OAAA Archives along with ROAD and the other outdoor advertising materials promise to be a rich source for all researchers. For further information about the OAAA Archives or the ROAD website, please contact the Hartman Center Reference Archivist at: 919-660-5827 or email [Hartman-Center@duke.edu](mailto:Hartman-Center@duke.edu).





## VISITORS

JWT NY staff members Stephanie Andino, Catherine East, Meredith Miller, and Lauren Freedman all visited the Hartman Center during a recruiting visit to campus.

Former JWTer, Wally O'Brien, also came to the center to reacquaint himself with our staff and his collection.

## CLASSES

UNC-Chapel Hill Communications Professor Janas Sinclair brought her Media Planning class to the Hartman Center to learn about early 20th century media planning for radio and television.

## ON THE ROAD

Jacqueline Reid visited the offices of OAAA in Washington, DC and attended the OAAA National Convention in Chicago. She also attended the Conference on Historical Analysis and Research in Marketing (CHARM) in Long Beach, CA. Lynn Eaton attended the Popular Culture Association national conference in San Diego and gave presentations at the Society for North Carolina Archivists spring meeting in Fayetteville and the Economic and Business Historians Meeting in High Point, NC.

## NEW STAFF

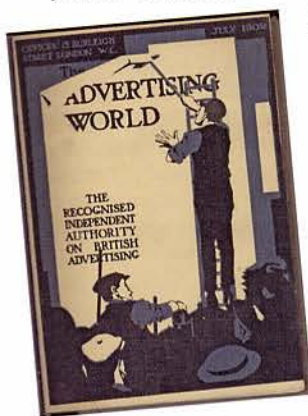
Richard Collier has joined the Hartman Center staff as Project Archivist working on processing the Bates Worldwide collection. Rick worked with the Hartman Center part-time for four years while pursuing his PhD in Cultural Anthropology at Duke. Casey Jarrin is our graduate student intern who has been working on processing a number of collections. She is working on a PhD in English relating to Irish Studies at Duke. Barbara Heck, a recent NCSU Public History graduate, is also an intern working on processing JWT collections. We're thrilled to have their expertise!

## NEW COLLECTIONS AND ADDITIONS ENRICH HOLDING

Recent acquisitions have added to the holdings in the Hartman Center. We are pleased to become the home of the papers and book collection of **Bob Berenson**, who recently retired as Vice-Chairman from **Grey Global Group**. Included among his materials are many speeches given over the years and Berenson's "manila file," which contains articles, speeches and other writing that inspired him over his 30 year career with Grey. 32 boxes of additional videos recently arrived courtesy of **JWT** and **Mindshare** to compliment the **Bates Worldwide** collection. These videos include many compilation reels and presentations made as far back as 1982 and include some that document the **Backer Spielvogel Bates** era. JWT NY and Chicago staff members sent additions to the **JWT Archives** as well. Retired professor **Allan T. Sagraves** of Central Connecticut State University donated many marketing and advertising related



Two of our recently added printed materials.



books from his personal collection, as well as a box of reels of television commercials and runs of *Advertising Age* and *Marketing News* from the late 1970s and early 1980s. **Ogilvy & Mather** Chairman Emeritus **Jock Elliott** donated copies of his speeches dating 1954 to 2004. The early speeches document Elliott's tenure at BBDO. A collection of approximately 94 black and white retail store photographs was recently acquired. The photos date from the 1920s to the 1950s and depict various windows, displays, and interiors of retail stores found in the San Jose, CA area. Grocery stores and department stores are especially well represented. **25 Young & Rubicam** print house ads

found a home with the Center, dating from 1932 to 1962. Welcome additions to the **Nicole DiBona Peterson Advertising Cookbook Collection** were given to the Hartman Center by **Professor Joseph DiBona**, the **Kraft Company Archives**, and **Ellen Gartrell McGeorge**.

Thanks to all of these donors for contributing to our strong resources!



A 1957 Young & Rubicam ad.

## MARGARET FISHBACK PAPERS DOCUMENT A PROLIFIC CAREER



The papers of copywriter and poet Margaret Fishback (1900-1985) came to the Hartman Center earlier this year. Born in Washington, DC, Margaret Fishback attended Goucher College in Baltimore. After graduating in 1921 she moved to Manhattan and eventually was employed as an assistant copywriter for Macy's department store. Rising up through the ranks at Macy's, Fishback created award-winning and clever verses for the store's print campaigns and became the highest paid woman copywriter of her time. She ultimately



became head of institutional advertising for the store. She also did freelance work for clients such as Clairol, Pabst, Martex and others throughout her advertising career.

In addition to her career as a copywriter, Fishback was a prolific writer of humorous verse and prose, authoring over 20 books and publishing

thousands of poems and essays in various magazines.

Despite her great success as a copywriter and published author, Fishback led a very troubled life. Her papers document both the ups and downs of trying to balance a thriving career with motherhood and married life. We look forward to making this collection accessible to researchers by late 2006.



## THE BIRTH OF PEACE CORPS ADVERTISING:

### A LOOK INSIDE THE SHELDON B. SOSNA PAPERS

In 2003 the Hartman Center acquired the **Sheldon B. Sosna Papers**, an exciting collection documenting Sosna's half century as an advertising executive, consultant, and leading voice in American advertising. Though the papers primarily showcase his contributions to supermarket and retail advertising, the collection also presents an invaluable record of Sosna's two years managing the original promotional campaign for the Peace Corps. While vice president and creative supervisor at Doherty Clifford Steers & Shenfield, Sosna lobbied to acquire the Peace Corps pro bono account, and in January of 1962 he began the design of its national advertising campaign. Sosna played a pivotal role in the presentation of the newly-formed Peace Corps to the nation and the world.

Launched in 1961 as part of President John F. Kennedy's "New Frontier," the Peace Corps was conceived as a pioneering youth service program that would bring volunteer aid to developing countries throughout the world. The Peace Corps inspired an entire generation of Americans to volunteer their professional skills—in fields as diverse as farming, agriculture, engineering, construction, mathematics, medicine, public health, and education—and contribute to the shared project of "world peace and human welfare." As the volunteer agency selected to promote Kennedy's groundbreaking program, Doherty Clifford Steers & Shenfield and Sosna worked together with the Advertising Council to create the public service campaign for Peace Corps promotion and recruiting.

Beginning with a series of print advertisements that urged young Americans to "make an important contribution to your country and to the world" and "Take *your* place in the Peace Corps," the promotional campaign entered the American consciousness on multiple fronts. Sosna circulated the Peace



Corps message through newspaper and magazine ads, radio announcements, television commercials and short films, always echoing the unwavering optimism projected by the Kennedy Administration. The campaign delivered a resounding appeal to potential volun-

teers, encapsulated in slogans that imagined a different and better world: "If you're tired of talking about a better world and want to help build one, serve in the Peace Corps" and "There is something you can do for a better world."

The collection's Peace Corps holdings span a rich assortment of both print and audiovisual materials: original advertisements and page proofs; press/radio kits; volunteer recruitment materials (including a recording of public service announcements which feature the voice of famed sportscaster Bob Delaney, alongside the spoken testimonials of Peace Corps volunteers); an original issue of the *Peace Corps News*; correspondence with Robert Sargent Shriver, Peace Corps director from 1961 to 1966; and the last known copy of a 1962 promotional film, which originally aired on American television stations. This half-hour film, ultimately seen by forty million people, is a centerpiece of the collection. Written, produced, and directed by Sosna, the film features original footage with President Kennedy, Sargent Shriver, and Dave Garroway (then host of NBC's "Today Show"). As the sole remaining copy, this film is of great historical and archival value. The Hartman Center is pleased to make it available to the research community.

Researchers can now visit the Hartman Center and witness first-hand how Sosna shaped our initial public understanding of the Peace Corps and provided a roadmap for its future promotion. The Sosna collection finding aid should be available on the web in late 2005.

"I developed an amazing undergraduate research project with the help of Ad\*Access, the source for historical advertising. I am in awe of the hard work that must have gone in to developing this database, seriously. Thank you. It helped me establish a pattern...that directly ties in with today's advertising."

—recent college graduate

### DUKE STUDENT WINS AWARD USING JWT COLLECTIONS

Duke Senior Andrew Collins won the prestigious Middlesworth Award for creating a website presentation using materials found in the J. Walter Thompson Company Archives. As an assignment for his Marketing and Consumption in Japan and the U.S. history class taught by Professor Simon Partner, Collins studied the work done by JWT for its client 7Up in the 1950s to the 1970s. By using the materials found in the JWT collection, Collins was able to see patterns in the advertising that followed societal trends in the U.S. during that time. The Middlesworth Award is given once a year to one undergraduate and one graduate student who demonstrate scholarly excellence in using collections found in Duke's Rare Book, Manuscript, and Special Collections Library for assignments in Duke classes.

## LOOKING BACK

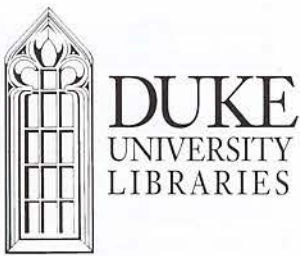
### CELEBRATING THE MUSTANG

Ford's current Mustang webpage carries the slogan "The Legend Lives." Mustang received a full redesign for the 2005 model year which drew its inspiration from, in particular, the 1966 and 1967 models.

In this 1967 print advertisement, Ford announced that over a 1.5 million buyers had "taken the Mustang pledge," an impressive sales record for a car launched not into an existing vehicle class but into a new and undefined niche which it occupied alone for nearly three years. The niche itself – "pony cars" – came to be named after the car that started it all. Forty years later, new Mustangs are desired by buyers, while collectors still prize the older models. Its legendary status is secure, as the only "pony car" from the 1960s still in production.







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

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## 2005 TRAVEL AWARD RECIPIENTS ANNOUNCED

The Hartman Center is pleased to award travel grants and fellowships to 15 researchers for 2005. Recipients were selected from a strong pool of 28 applicants from 18 states and 4 countries. The travel awards help faculty members, graduate students, and independent scholars from around the world to use the Center's unique collections at Duke.

The Center awarded one J. Walter Thompson Company Research Fellowship this year to **Professor Elspeth Brown** (History and Centre for Visual & Media Culture, University of Toronto). Professor Brown's topic is the history of commercial modeling in the United States during the 20th century. The JWT Archives holds a wide variety of information supporting this subject, both in advertisements and in corporate records. The Fellows program assists scholars whose research in the Hartman Center requires a minimum stay of two weeks. For more information on the Travel Grants program, please visit our website: <http://scriptorium.lib.duke.edu/hartman>



2004 fellow **Stefan Schwartzkopf** in our reading room.

*Our 2005 travel grant recipients also include:*

### FACULTY

**Professor Blaine Branchick**, School of Business, Quinnipiac University  
**Professor Michael Dawson**, Sociology, Portland State University  
**Professor Melissa Homestead** (English, University of Oklahoma) and **Professor Anne Kaufman** (Mathematics, Milton Academy)  
**Professor Kevin Keenan**, Mass Communication, American University in Cairo (Egypt)  
**Professor James Kimble**, Department of Communication, George Mason University  
**Professor Ellen Litwicki**, History, SUNY Fredonia  
**Professor Michael Socolow**, American Studies, Brandeis University

### STUDENT

**Rhiannon Donaldson**, History, University of Sydney (Australia)  
**Adam Mack**, History, University of South Carolina  
**Sally Romano**, School of Medicine, Yale University  
**Dawn Spring**, History, University of Cincinnati  
**Elizabeth Swift**, American Studies, University of New Mexico

### INDEPENDENT SCHOLAR

**Arthur Funni**, Ohio