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New and Improved Website!

The Hartman Center is proud to announce the launch of its redesigned web page! The new website is part of the overall revision of the Duke University Libraries web pages. Both the look and content of the site have been updated to provide our many users more ways to find and use information about the Center and its collections.

Links remain constant on the left side of each page throughout the site. This toolbar provides information on how to find material in the collections, grants and fellowship for traveling researchers, back issues of the newsletters (including a table of contents for each issue), as well as information on volunteering and donating. Another new feature is the "Ask a Question" page, which includes a form to complete and send directly to the Hartman Center reference mailbox. A wide range of images from our collections are found throughout the new website.

The corporate creators of the images have kindly granted permission for their use on our web page to better illustrate our holdings.

We hope you will find that these changes enhance the experience of using our website. The new web address is:

<http://library.duke.edu/specialcollections/hartman/>

Please visit us on the web, and let us know what you think of the new site.



Dayton Company Advertising Donated to Hartman Center

The Hartman Center welcomes a new collection recently donated by Target. The Dayton Company Advertising Scrapbooks include 510 oversized volumes documenting the advertising of the Dayton Company department store chain from 1904 to 1968. Headquartered in Minneapolis, MN, Dayton's was the primary regional department store dating back to 1902, when it was first known as Goodfellow's. In 1962, the Dayton Company opened the first Target store in Roseville, MN, and the success of that chain led to the acquisition of the J.L. Hudson stores in Detroit and later the Marshall Field's stores in Chicago. In 2000 the Dayton Hudson Corporation was renamed Target Corporation. The department stores were all renamed Marshall Field's in 2001 and later were sold to the May Company in 2004. Marshall Field's and other department stores around the country were renamed Macy's after their purchase last year by Federated Department Stores.

These scrapbooks include fairly continuous runs of

newspaper ads for Dayton's stores in Minneapolis, St. Paul, and Rochester, as well as the University of Minnesota Store (Upstairs and Downstairs Stores), J.B. Hudson's Jeweler, B. Dalton Booksellers, and Fantes Department Stores. There are also a few volumes of competitive advertising from various east coast retailers in the 1920s as well as Donaldson's department stores.

Hartman Center and other Special Collections Library staff worked quickly over two days to rehouse, barcode and inventory the large and well-documented collection. A finding aid will be available online and in our reading room in the coming months so that students and scholars can access this fine advertising and department store history resource. Thanks go to Target for the collection and the generous financial support that came with it.



Rehoused scrapbooks await shelving.

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.

NEWS & NOTES

VISITORS

- Daniel Haygood, University of Tennessee
- Kenn Buckner, President, Ad Club of the Triangle
- Bruce McTague, The Stone Agency
- Louise Knetzger, JWT New York
- Tony Accurso & Ann Lally, JWT Atlanta

ON THE ROAD

• Jacqueline Reid attended the American Academy of Advertising conference and visited the JWT Atlanta office. She also attended Advertising Week in New York City with Lynn Eaton. Richard Collier attended the Georgia Archives Institute.

CLASSES

The following Duke classes visited the Center:

- Deborah Pope's "Image Text and Visual Poetics"
- Lisa Marie Anderson's "German Business/Global Context"
- Ed Balleisen's "American Business History"
- Erik Harm's "Freedom and Control"

NEW INTERNS

• The Hartman Center welcomes two new interns this fall. Stacy Lavin is a Duke graduate student in the English Department. Angela McClendon is a UNC-Chapel Hill graduate student in the School of Information and Library Science.

NEW ACQUISITIONS

Hartman Center Welcomes a Wealth of New Resources

Since spring a wide variety of materials has been added to the Hartman Center collections. The Jewish Historical Society of Greater Washington facilitated the donation of a collection of Giant Food advertising from the Naomi & Nehemiah Cohen Foundation. The collection includes bound volumes and microfilm documenting the grocery store chain's circular advertising dating from approximately 1950 to 2002. A number of commercial video reels are also included. Betsy Eaton donated four scrapbooks documenting the career of Charles Kingsley Woodbridge, founder and chairman of the Dictaphone Corporation who was also president of the Associated Advertising Clubs of the World in the 1920s. The scrapbooks include many photos, clippings, brochures, programs speeches and newsletters that document the history of the ad clubs and American advertising. Lore Parker, a former copywriter at DDB, gave her



collection of advertising tearsheets that she helped create while she was with the agency. Sisters Leslie and Jan Cornell and Wendy Cornell Levin donated the collection of Albert Cornell, M.D. Dr. Cornell's profession sparked his interest in medical print advertisements and

pharmaceutical sales literature. His resulting collection dates from the 1950s to the 1970s. The American Heritage Center at the University of Wyoming has transferred the papers of Jack Hilton, former president of the Telecommunications Division and manager of Public Relations for J. Walter Thompson in the 1970s. The collection includes correspondence, proposals, reports, memos and scripts from a radio show that was hosted by Hilton. Dick Harold sent his collection of color slides of billboards posted in and around Indianapolis, IN, from the 1930s-1960s created by General Outdoor Advertising and Harold Outdoor Advertising. We've acquired four sketchbooks created around 1912 by Paul Hollister, who later went on to work as a creative director at BBDO. We're happy to have additions to the Jock Elliott and Leo Bogart papers as well.

New printed materials acquired by the Hartman Center include a run of Dentsu advertising annuals about advertising in Japan from the 1970s to 1990s, a number of books about advertising in Canada, and volumes 2-6 of the ADLA art directors annuals. Also of note are a few issues from the 1920s of an early direct marketing periodical called *Postage*.

The Hartman Center thanks the following for their donations and support:

Dunspaugh-Dalton Foundation
Target
Kensinger Jones
Billy I. Ross
Sue Webb Bodispaugh
Joseph DiBona
Peter Rowland

American Association of Advertising Agencies



Newly Available Collection Guides

Hartman Center electronic finding aids for collections recently posted to the web include:

- Bates Worldwide, Inc. Records, 1934-2003 and undated
- Rena Bartos Papers, 1960-1998
- David B. McCall Papers, 1939-1999 and undated
- William E. Phillips Papers, 1966-2001
- J. Walter Thompson Co. Biographical Information, 1916-1998
- J. Walter Thompson Co. Newsletter Collection, 1910-2005

- J. Walter Thompson Co. Publications Collection, 1887-2005
- J. Walter Thompson Co. Don Johnston Papers, 1964-1996
- J. Walter Thompson Co. Thomas Sutton Papers, 1965-1975
- J. Walter Thompson Co. Ted Wilson Papers, 1966-1977
- J. Walter Thompson Co. Greg Bathon Papers, 1966-1970
- J. Walter Thompson Co. Frankfurt Office. Hans Ihlefeld Papers, 1952-1980

These and other Hartman Center collections' finding aids can be found and searched at the website:

<http://library.duke.edu/specialcollections/research/findaids/>

Bates Archives Documents Agency's Evolution

The Hartman Center is proud to announce the posting of the Bates Worldwide, Inc. finding aid to the web. Daniel M. Haygood recently visited the Center



and used the Bates archives in his research. He is an assistant professor at the University of Tennessee and a consultant with Strategic Insights, in Raleigh, NC.

Previously he worked in account management with D'Arcy, Masius, Benton & Bowles in their New York and Tokyo offices.

The Bates advertising agency was a powerful and influential force on the American advertising scene during the post-war era. In 1940, young advertising executive Ted Bates resigned from Benton & Bowles, taking with him the Colgate-Palmolive and Continental Baking accounts, providing the foundation for his own firm. Growing rapidly in the 1950s and 1960s, the agency became known for its "hard sell" advertising approach applied to packaged goods advertising. This philosophy was based in the belief that successful creative work must emphasize a product's unique and meaningful characteristic or benefit. My work centers on the development and use of this philosophy, called the Unique Selling Proposition (U.S.P.), and its contrast to the thinking and approach of David Ogilvy and others.

The Hartman Center's holdings have been tremendously helpful in tracking the early application of the (U.S.P.). The Bates agency's interoffice memos, internal presentations, and company literature reveal the firm's successful use of the philosophy in growing clients' businesses and in helping to win new accounts. The discovery of a non-published history of the Bates agency in the Center's archives has been particularly useful in capturing the agency's rise to prominence in the 1950s and 1960s and eventual place as one of the country's top five agencies with major clients such as Warner-Lambert and Brown & Williamson.

Particularly intriguing is the agency's uncomfortable association with the U.S.P. after the departure of Rosser Reeves, chairman of the board and a driving force behind much of Bates' success. "Hard sell" had fallen out of favor during the 1970s and 1980s. Looking for a way to distinguish itself from the competition, Bates re-embraced the philosophy in the 1990s. Company documentation shows the firm re-branded itself as the "U.S.P. Agency," fully embracing the Bates/Reeves' philosophy. The Center's holdings even contain an "updated" draft of Reality in Advertising (Reeve's seminal book outlining the U.S.P. philosophy) that was to be part of the total Bates re-branding program. This collection of documents shows just how intense and rigorous the Bates internal debate was on how exactly to reinterpret the U.S.P. for the modern era. Bates leaders debated how the U.S.P. would be reconciled with current advertising practices that placed a premium on entertainment value for the viewer, an approach that no doubt would cause extreme discomfort to Reeves.

The Hartman Center has obtained a precious resource in the Bates archives. These documents and materials reveal insights and the thinking behind one of the major philosophies and agencies in American advertising.

Daniel M. Haygood

LOOKING BACK

Facing the Fuel Crisis

In 2006, the cultural politics of fuel consumption can be read on bumper stickers bearing messages such as "Osama Hates My Bicycle" and "Osama ♥'s Your SUV." Imagining foreign fuel as "the enemy" of U.S. economic independence is not a recent invention, but amid President Carter's failed Iran hostage crisis negotiations, it was the face of the Ayatollah Khomeini that many associated with dependence on foreign oil. Billboards like this one sent a clear message to all passersby: fuel is a weapon.

This photograph, taken in 1980, documents an ad campaign launched by the Outdoor Advertising

Association of America. The text suggests that drivers can serve their country—and defeat the enemy—by conserving fuel.



The Hartman Center participated in New York City's 3rd Annual Advertising Week in late September.

- A print ad was created and placed in the program to promote the Center as a resource for businesses and as a repository for future collections. The tagline used in the ad was "Sometimes you have to know where you've been to see where you're going." The program was distributed to all participants in the week's events and was also sent to all New York area subscribers of *Adweek* and *Advertising Age* magazines.

- Corresponding Hartman Center promotional pin back buttons and notepads were created and include the shortened ad slogan "See Where You've Been!" The notepads were distributed in gift bags at Advertising Week's opening gala. 700 attendees received the notepads, which display the Center's logo and website address.

- The opening gala was decorated with public service advertising images from the Hartman Center's collections. These images were reproduced and blown up to poster size and offered a historical review of famous public service campaigns.





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

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2006 Travel Award Recipients Announced

The Hartman Center is pleased to award travel grants and fellowships to 13 researchers for 2006. The choice was difficult, as the pool of 25 applicants represented strong scholarship from 25 institutions and 4 countries. The travel awards program assists faculty members, graduate students, and independent scholars from around the world to use the Center's unique collections at Duke University.

The Center awarded two J. Walter Thompson Company Research Fellowships this year. **Professor Lawrence Black** (History, Durham University, UK) is studying "Cross-town Advertising Traffic: Perceptions of Anglo-American Culture in the Work of JWT." **Professor Frauke Hachtmann**

**2006 Fellow
Frauke Hachtmann**



(Journalism and Mass Communications - Advertising, University of Nebraska-Lincoln) spent two weeks studying "How JWT targeted German consumers in the 1960s-1970s." The JWT Archives holds a wide variety of information supporting these two subject areas, both in advertisements and in corporate records. The Fellows program assists scholars whose research in the Hartman Center requires a minimum of two weeks and focuses on the JWT Archives.

For more information on the travel grants program, please visit our website:
<http://library.duke.edu/specialcollections/hartman/>
The deadline for applications is January 17, 2007.

Our 2006 travel grant recipients also include:

Faculty Recipients:

Professor Beth Bailey, History, Temple University
Professor Theresa Collins, Edison Papers, Rutgers University

Professor Leslie Midkiff DeBauche, Communication, University of Wisconsin-Stevens Point

Professor Keith Revell, Public Administration, Florida International University

Independent Scholar Recipient:

Tammy McClanahan Johnson, Sales Management/Sales Professionals, Wright State University

Student Recipients:

Isabell Cserno, American Studies, University of Maryland, College Park

Jessica Ghilani, Communication, University of Pittsburgh

Edward Gitre, History, Rutgers University

Laura Hymson, American Culture, University of Michigan, Ann Arbor

Terri Lonier, History, New York University

Michael Staufenberg, Library & Information Science, Long Island University