

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.

Chick McKinney: Ad Man & Tarheel Fan

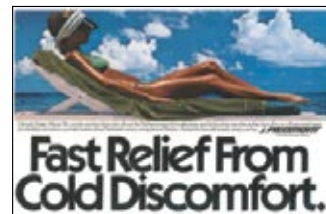
The Hartman Center is pleased to announce the acquisition of the papers of Charles "Chick" McKinney (1931-2007), former chief executive officer and founding partner of the McKinney & Silver advertising agency. Tim West, director of the Southern Historical Collection at the University of North Carolina at Chapel Hill, coordinated the donation with the approval of McKinney's family.



Born in Newdale, NC, McKinney received a graduate degree at the UNC School of Business Administration. McKinney started his advertising career in 1957 at the Raleigh-based Howard Merrell agency. In 1968, he left to found McKinney & Silver with Mike Silver. The advertising agency became the largest in the Southeast and one of the first regional advertising agencies to achieve a national reputation. In response to his firm's surprising success, McKinney said, "the future isn't in New York. It is wherever you will find advertising people with the talent and the drive and the focus to do consistently superior work." McKinney was inducted into the UNC Advertising Hall of Fame in

1989. After his retirement in 1990, McKinney served on the Kenan-Flagler Business School's Board of Visitors, and he established the Charles C. McKinney Faculty Advancement Fund to encourage teaching and research. McKinney and his wife Suzanne also renovated and restored Devotion, a historic mountain estate in Surry County.

McKinney was renowned for his superior talent in both the creative and business aspects of advertising. During McKinney's leadership, clients included Del Monte, Piedmont Airlines, Royal Caribbean Cruise Lines, Fannie Mae, Bacardi, General Mills, and North Carolina tourism. Clever text paired with bold, playful photographs made McKinney & Silver print advertisements distinctive. About his artistic style, McKinney liked to comment that he didn't mind being off the wall as long as he wasn't off the mark. Much of the collection reflects McKinney's passion for the creative side of advertising and includes print advertisements, television commercials, writings, speeches, and client campaign files.



A 1980s Piedmont Airlines ad created by McKinney & Silver

Preserving OAAA Audio-Visual History

The Hartman Center is home to the OAAA Archives as well as other outdoor advertising collections. Within the OAAA Archives are 450 film, video and audio items that promote and document the industry from 1939 to the 1990s. These recordings have not been accessible to researchers because of preservation concerns and outdated media formats. All items need to be transferred to modern use copies and many are also undated and unidentified. Preserving all of this historical footage is a remarkable accomplishment that will make a difference for students, scholars and industry researchers who use this collection.

The Center is currently raising money to begin this preservation project in the fall.



The goal is to raise \$24,000 to cover the cost of preservation, duplication and a graduate student intern who will coordinate the project. If twelve companies pledge \$2,000 each, the Hartman Center can accomplish this feat. Donations are tax-deductible, and all donors will be recognized for their contributions.

A number of donors have already made generous pledges totaling \$18,500.00. They are:

- CBS Outdoor
- Clear Channel Outdoor
- Lamar Advertising
- James P. McAndrews
- OAAA
- Streetblimps
- Triad Foundation (Roy Park)
- YESCO Outdoor Media
- Adams Outdoor Advertising
- Barrett Outdoor Communications
- Infinite Possibilities Foundation (Drew Katz)

To make your own pledge or to get more information, please contact Hartman Center Director Jacqueline Reid at 919-660-5836 or j.reid@duke.edu.

NEWS & NOTES

VISITORS

- Holy Cow Branding, Cary, NC
- Roy Lightner
- David Lubin, Wake Forest University
- Marc Weinberger, UMass-Amherst

ON THE ROAD

- Richard Collier attended the Society of American Archivists' Business Archives Workshop in San Francisco, CA.
- Lynn Eaton attended the American Academy of Advertising conference in San Mateo, CA.
- Jacqueline Reid attended Designism 2.0 at the Art Directors Club in New York, NY; the International Advertising Association World Congress in Washington, DC, and the 2008 OBIE Awards in Boca Raton, FL.

CLASSES

The following Duke classes have come to the Center for instruction:

- Christopher Fricker's "German Business/Global Context"
- Ed Balleisen's "American Business History"
- Wahneema Lubiano's "Intro to Cultural Studies"
- Keith Wilhite's "Writing 20"

EVENTS

- The AAF-RD ad club hosted its April 22nd event at the Hartman Center. Guest speakers included Stephen Freitas of the OAAA and Mike Parsons of Fairway Outdoor Advertising.

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NEW ACQUISITIONS

Diverse Donations Come to Duke

New collections, additions and printed materials have been added to our holdings and complement our resources. **Joel Raphaelson** has donated his papers, which document his long career with **Ogilvy & Mather** and the books that he co-wrote. Included is correspondence with David Ogilvy. **Porter Advertising** of Richmond, IN donated sketches created for their clients from the 1950s to 1970s. Five portfolios of advertising and salesman materials dating from the mid-1950s for **Popsicle** products have been acquired. **John Barrett** donated early



A 1950s Popsicle promotion

records of the **Outdoor Advertising Association of Connecticut**. **John Taormina** donated an almost complete run of the **Abercrombie & Fitch Quarterly** catalogs, 1998-2003. The Center has acquired a few extra issues since to fill in the gaps. An 1878 cigar label lithography specimen book from the **Heppenheimer & Maurer Company** recently arrived, along with accompanying accounting books and other ephemera from the Suffield, CT cigar manufacturing firm of Sauer, Farrell & Co.

Newly Available Collection Guides

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

- **Abercrombie & Fitch Quarterly** Catalog Collection, 1998-2003
- O. Milton Gossett Papers, 1951-2004
- Robert A. Hamer Papers, 1857-1995
- John Benjamin Harris Papers, 1955-1991
- J. Walter Thompson Company. Loy Baxter Papers, 1954-1978
- J. Walter Thompson Company. John F. Dignam Papers, 1958-2003
- J. Walter Thompson Company. Lois Gaeta Papers, 1956-1961

Additions to existing collections arrived to join the **Nicole DiBona Peterson Advertising Cookbook Collection** from **Joe DiBona**. **Roy Lightner** also donated another set of print ads for the **Roy Lightner Collection of Antique Advertisements**. **Ben Rosen** contributed a set of his written anecdotes. **Brigitte Reikowski** sent additional design work done by her husband **Klaus Reikowski**. **JWT** employees sent additions to the **Kraft** and **Oscar Mayer** account files.

Thanks also to our financial supporters who have made gifts recently:

Adams Outdoor
Barrett Outdoor Communications
CBS Outdoor
Clear Channel Outdoor
Infinite Possibilities Foundation (Drew Katz)
JWT
Lamar Advertising
James McAndrews
OAAA
Pelican Outdoor Advertising
Streetblimps
Triad Foundation (Roy Park)
YESCO Outdoor Media
Nancy Beeler
Bruce Carroll
David Courtwright
Judy Davis
Arthur Einstein
Daniel Haygood
Wayne J. Hilinski - *in memory of Charles Sandage*
Melissa Homestead
Melissa McEuen
Donald McQuade
John Novotny
Barbara Olsen
Tom Reichert - *in memory of Jacqueline Lambiasi*
Sharon Richardson - *in memory of Evelyn Pollard*
Branch Young
Marcia Ricker
Eric Shaw

- J. Walter Thompson Company. Arnold Grisman Papers, 1934-1997
- J. Walter Thompson Company. International Advertisements Collection, 1900-2004
- J. Walter Thompson Company. W. Lee Preschel Papers, 1964-2001
- Ohio Outdoor Advertising Corporation Records, 1929-1993
- Burr L. Robbins Papers, 1936-1975
- Anthony Weir Papers, 1954-2006
- Walter Weir Papers, 1909-1996

These and other Hartman Center collections' finding aids are available to search at the website:

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

Tracing Humor in Outdoor Advertising

Visiting Scholar Taps Center's Collection

Last year, U.S. advertisers spent about \$150 billion on advertising and it is estimated that, depending on media, between 10% and 35% of ads were attempts at humor. In my recent book, *Humor in Advertising* (2006) with Charles Gulas, we found no studies of



An award-winning Volkswagen billboard from 1966

humor in outdoor advertising. When a sabbatical opportunity arose, I decided to use the extensive outdoor advertising collections of the Hartman Center to start to fill this void by developing a visual history of laugh-inducing advertising in the outdoor medium from the late 1800's through the 21st century. I again sought the participation of Gulas, who is co-authoring this project.

The Hartman collections of the Outdoor Advertising Association of America (OAAA), Foster & Kleiser, the R.C. Maxwell Company and the J. Walter Thompson (JWT) provide an enormous

resource for our work. Combing through thousands of paper files, documents, books and images from these collections, the goal is to tease out several hundred good examples of how humorous advertising has evolved in the outdoor medium. As the project has developed, side bar stories and early historical pictures have surfaced and promise to provide interesting context for what we envision as an entertaining book, rather than a prescriptive or managerial text, about this form of soft-sell.

By today's standards of humor, some of the early examples are quite subtle and mostly heart warming. In fact, in the early years and for most of the 20th century humor was disdained by many leading advertising agencies and copywriters. Ads designed to appeal to the consumer's more jocular side were quite rare in comparison to the past 20 years, when their use has been prolific and daring. The tipping point came in the 1960s and 70s with classic campaigns for well-known brands like Volkswagen. That helped open the door and give license to upstart agencies and their creative staffs. A casual look at the industry's top award winners over the past decade (OBIE Awards) makes it clear that humor is now integral to outdoor advertising. By looking at the genesis and evolution of advertising's sense of humor through pictures, we hope to provide an informative, entertaining and nostalgic look at outdoor advertising.

- Marc Weinberger



Marc Weinberger,
professor of marketing
at the Isenberg School
of Management,
UMass Amherst

LOOKING BACK

Politics of "Change"

The lead banner on the Obama'08 website reads: "I'm asking you to believe. Not just in my ability to bring about real change in Washington... I'm asking you to believe in yours." While opponents question his relatively brief tenure at the heart of the American political machine, Barack Obama's campaign for the Democratic presidential nomination emphasizes how the machine itself needs to be modified. In a recent speech, Obama noted that America's "true genius" lies in its ability to change. Political advertising designed to cultivate a belief in the possibility for change in America also flourished forty years ago, as in this billboard promoting Hubert Humphrey's 1968 bid for the presidency.

Like 2008, 1968 was an election year in which the country faced a declining economy and the question of how best to extract itself from a war whose unpopularity grew in proportion to its death toll. The assassination of Robert Kennedy that year squelched the only Democratic candidate to stand in staunch opposition to America's role in Vietnam and the presidency ultimately went to Nixon, who resigned in 1974 amid the Watergate scandal only a year after Henry Kissinger signed the Paris Peace Accords. What will the promise of change bring under the next presidency?



NEW PATHFINDERS AVAILABLE

We are pleased to announce the availability of two new guides to our collections.

- "Women and Advertising" highlights the contributions of women advertising professionals to the industry, as well as noting collections with in-depth information on advertising to women consumers.
- "Advertising in Radio and TV" reviews the integral role of advertising in the early development of both these media.

These two guides draw on the deep and rich material found in the Hartman Center's collections. Please see our Collection Guides page for more information:

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

Thanks to Reference Intern, Kathy Edwards, for her hard and thorough work on these two resources!

CENTER HELPS LOCAL ADDY AWARDS

The theme of the 2008 AAF-RD Addy Awards was "The Evolution of Advertising," a natural fit with Hartman Center resources. Center staff worked hard to provide many retro advertising images that were used in promotional materials, invitations and programs. The event and theme were a great success!

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We're on the web at:
<http://library.duke.edu/specialcollections/hartman/>

ADDRESS CORRECTION REQUESTED

2008 Travel Award Recipients Announced

The Hartman Center is pleased to award travel grants and fellowships to eleven researchers for 2008. The choice was difficult, as the pool of eighteen applicants represented strong and interesting scholarship from over a dozen institutions. 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 one J. Walter Thompson Company Research Fellowship this year. **Seth Feman** is pursuing his doctorate in American Studies (William & Mary), and is studying the

"Spiritual Modern: A Cultural History of Art, Race, and Labor, 1941-1964." The JWT Archives hold a wide variety of information supporting this research, both in advertisements and in corporate records. The Fellows program assists scholars whose research is focused on JWT collections and whose visit to the Hartman Center requires a minimum of two weeks.

2006 travel grant
recipient Tammy
McClanahan Johnson



For more information on the Travel Grants program, please visit our website:

<http://library.duke.edu/specialcollections/hartman/>
The next deadline for applications is January 30, 2009.

Our 2008 travel grant recipients also include:

Faculty Recipients:

Professor Charles Gulas, Department of Marketing, Raj Soin College of Business, Wright State University

Professor Rebecca Herzig, Women and Gender Studies Program, Bates College

Professor Francisco Manuel Morais Mesquita, Communication/Advertising Department, Universidade Fernando Pessoa (Portugal)

Professor Jessamyn Neuhaus, History, SUNY Plattsburgh

Professor Katherine Parkin, History and Anthropology, Monmouth University

Professor Marc Weinberger, Marketing Department, Isenberg School of Management, University of Massachusetts-Amherst

Independent Scholar Recipients:

Ginger Strand, author, New York, NY

Mark Travis, author, Concord, NH

Student Recipients:

Liza Burbank, American Civilization Program, Brown University

Joshua Glick, Film Studies and American Studies, Yale University