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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.



## Exhibit Examines 1960s Mad Men Culture

In October, the Hartman Center installed an exhibit entitled "Not Just Mad Men: Real Advertising Careers in the 1960s." The exhibit is housed in the display cases outside the Biddle Rare Book Room, and will be on display until January. In conjunction with the exhibit, the Hartman Center and the American Advertising Federation, Raleigh-Durham Chapter, hosted a panel discussion with advertising executives who worked in the field in the 1960s (see page 3).

The exhibit was inspired by the popularity of the AMC television series *Mad Men*, which centers on the lives of executives of a fictional advertising agency in the early 1960s. The series has generated much discussion among viewers, as well as among present-day advertising industry professionals and media outlets. The attention provides a timely opportunity to visit the historical record and highlight

the careers of actual advertising people documented in the Hartman Center collections.

The television series depicts a medium-sized agency, Sterling Cooper, as a microcosm of the worst tendencies within the advertising field at the dawn of the industry's creative revolution. Sterling Cooper portrays a self-absorbed, white male-dominated world, racist and sexist, driven by a sense of privilege and fueled by ambition and alcohol. It also depicts a workplace with a near-toxic atmosphere, an absence of mentoring relationships and a lackadaisical attitude toward innovation.

But how did advertising agencies, and ad executives, really go about their business in the 1960s? To address this question, the Hartman Center exhibit examines the actual careers of advertising professionals who held positions among four of the types of agency occupations depicted on the television series: copywriters, creative directors, art directors, and account executives.



1955 photo from the Robert A. Hamer papers

## Center Exceeds Goal for OAAA Project

Thanks to our many generous donors who have supported our endeavors to preserve the audio-visual materials found in the OAAA Archives! Our goal was to raise \$24,000 to pay for the preservation costs and an intern to manage the project. Responses to our requests were fantastic, and we exceeded our goal. In total we raised \$28,600, all of which will be dedicated to preserving the outdoor advertising that has become part of the American identity.

The donors who contributed to this project include the following companies, foundations and individuals:  
CBS Outdoor  
Claude Williams, Jr./Allison Outdoor Advertising  
Clear Channel Outdoor  
Keleher Outdoor Advertising  
Lamar Advertising  
James P. McAndrew

OAAA  
Regency Outdoor Advertising  
Streetblimps  
Titan Worldwide  
Triad Foundation (Roy Park)  
YESCO

Adams Outdoor Advertising  
Barrett Outdoor Communications  
Grace Outdoor Advertising  
Reagan Outdoor Advertising  
Infinite Possibilities Foundation (Drew Katz)  
Barash Group

Thanks again to all of these donors. Our intern is in place and the preservation work began in early September.



Intern Rita Johnson examines OAAA videos

## NEWS & NOTES

### VISITORS

- Rick and Carol Pollay
- Dan Haygood and Marie Duncan, *Strategic Insights*
- Rose Cameron, *Leo Burnett*
- Scott Isenhardt, Alexis Dujan, Laurie Streitmatter, Raul Ortiz, Melissa Moynier, Sumathi Balasubramanian, and Liz Becker, *Procter & Gamble*

### ON THE ROAD

- Richard Collier and Lynn Eaton attended the *Society of American Archivists* annual meeting in San Francisco, CA. Richard Collier also attended the *2008 Preserving the Historic Road Conference* in Albuquerque, NM.

### CLASSES

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

- Professor Mack O'Barr's "Advertising and Masculinity"
- Professor Lee Baker's "Business German"
- Professor Lee Baker's "Anthropology of Race"

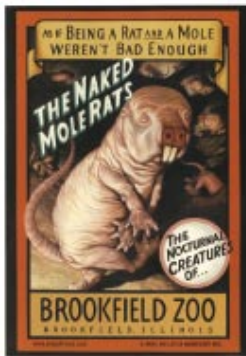
### NEW INTERN

The Hartman Center welcomes Jessica Wood as a new intern. Jessica is a Ph.D. candidate in Duke's music department, interested in ethno-musicology. Her dissertation is entitled: *Keys to the Past: Building Harpsichords and Feeling History in the Postwar U.S.* She is currently working on processing several small collections.

## NEW ACQUISITIONS

### New and Noteworthy Collections Added

The Hartman Center has added a number of collections and items to its holdings recently. CMI donated a large collection of early **McCann Erickson** subject files maintained by the ad agency. **Andy Smith**, founder of the **Smith Agency**, gave his collection of documentation on the 1998-99 "God Speaks" outdoor advertising campaign that was created by his agency. **Carlton Foust**, a former ad man from JWT, DMB&B and other agencies, donated his papers and books, which are rich in material documenting his career in Spanish and Latin American offices. **JWT Chicago** sent a set of the **Illinois Board of Tourism** posters they created recently. **James McAndrew** of Magic Media gave a collection of photographs documenting **Gaess Outdoor Advertising** billboards in Hudson and Bergen Counties, New Jersey. **David Dole** sent his files documenting the creation of the **Industry Standard Coding Identification (ISCI)** system.



Illinois Board of Tourism Poster by JWT

**Bert Metter** sent additions to his papers. **Sybil Stershic** donated her documentation from the **2000 U.S. Census advertising campaign**, including the 2000 advertising binder, several informational and promotional posters, a partnership info kit, and special reports.

Thanks to all of our donors!



Gaess Outdoor Advertising photo circa 1950s

### Newly Available Collection Guides

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

- Jim Brown Papers, 1945-1959
- Jock Elliott Papers, 1945-2005
- J. Walter Thompson Company. Eleanor Newman Papers, 1974-1985
- J. Walter Thompson Company. Carroll Carroll Papers, 1934-1979
- J. Walter Thompson Company. Artifacts and Memorabilia, 1888-2004
- J. Walter Thompson Company. Corporate Documentation, 1896-1988
- Richard Pollay Acme Advertising Collection, 1850s-2006

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

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

## LOOKING BACK

### From Vigor to Viagra

March 27, 2008 marked the 10<sup>th</sup> anniversary of the day the FDA approved Viagra, the drug treatment for male impotence. *Time Magazine* included it among the "80 Days that Changed the World."

As far back as 1888, companies advertised cures for male impotence – better known then as "loss of vigor." Product brochures attributed the problem to overwork, confinement, excessive indulgence and "self-abuse" and offered a variety of remedies from herbal lozenges and pressurized metal clamps to the "German Electric Suspensory Belt."

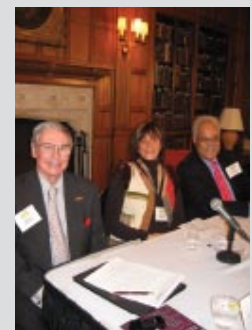
Early so-called "patent medicines" and related gadgets, like this "long lasting belt" that used



electrical currents, made many questionable claims to relieve erectile dysfunction. Not until 1997 could drug companies advertise prescription remedies directly to the consumer, allowing ads for products like Viagra to appear on TV and in consumer print.

## THE REAL MAD MEN AND WOMEN

On November 20<sup>th</sup>, the Hartman Center hosted a panel discussion and reception for the AAF-RD chapter in conjunction with the current *Not Just Mad Men* exhibit. Advertising industry legends Doug Alligood of BBDO; Charlotte Beers of Ogilvy & Mather, JWT and Tatham-Laird & Kudner; and Wally O'Brien of JWT spoke as a group about their own early advertising career experiences in the 1960s and how they compare to those depicted on the Emmy award-winning *Mad Men* TV show on AMC. Guests were treated to a fascinating talk with these three industry veterans and learned much about the reality of being true "Mad Men." A candid question and answer session challenged the panelists, and audience members contributed their own comments on how the industry has changed between then and now.



*Mad Men* panelists O'Brien, Beers and Alligood

## The Father of Modern Newspaper Research

### *A Look Inside the Leo Bogart Papers*

An impressive collection reflecting the life and work of media expert, newspaper industry researcher, and prolific author, Leo Bogart, is now available to researchers. The Leo Bogart Papers, acquired by the Hartman Center in 2006, document Bogart's professional career and personal experiences from elementary school through the end of his life in 2005. Bogart's contributions to newspaper research, particularly his work with the Newspaper Advertising Bureau from 1960-1989, offer a revelatory look at the state of the newspaper industry from the 1950s to the present day. In the words of Arthur Ochs Sulzberger, former director and chairman of the American Newspaper Publishers Association, Bogart "launched the [Newspaper Advertising] Bureau — and newspapers — into audience research and led the movement for common definitions and methods."

Bogart showed great promise in his early career. After earning his M.A. and Ph.D. in sociology at the University of Chicago in 1950, Bogart won a Fulbright Fellowship to study the Algerian immigration in France. He later worked as Director of Public Opinion Research for the Standard Oil Company of New Jersey; Vice President of Market Planning for McCann-Erickson; and Director of Marketing Research for Revlon.

Bogart utilized his diverse academic and professional sociology background in the positions for which he is best known, with the Newspaper Advertising Bureau as Vice President of Marketing Planning and Research from 1960-1966 and Executive Vice President and General Manager from 1966-1989. Founded in 1913 as the Bureau of Advertising by the American Newspaper Publishers Association and later renamed, the Newspaper Advertising Bureau's chief purpose was to promote the value of newspapers and newspaper advertising. During his tenure at "The NAB" (as the bureau was known), Bogart created and directed two major projects, the Newspaper Readership Project (NRP) and The Future of Advertising Project (FOA). These were designed to reverse the declines in newspaper circulation that began in the 1970s and have continued ever since.

Ultimately, Bogart's work did not put a stop to decreased circulation, but it did help newspapers improve audience research methods and establish standards that increased newspaper advertising revenues. Bogart retired from the NAB in 1989, but remained active in the newspaper industry as a Senior Fellow with the Gannett Center (later renamed the Freedom Foundation) and consultant until his death.

Bogart made his opinions known throughout his professional career as an active writer and public speaker. He regularly contributed articles to journals including *Advertising Age*, *Media/Scope*, *Harvard Business Review*, and *Public Opinion Quarterly*; lectured at conferences and symposia around the world; and published over a dozen books during his



*Leo Bogart, circa 1980s*

career, including: *Strategy in Advertising* (1967), *Silent Politics: Polls and the Awareness of Public Opinion* (1972), *Press and Public: Who Reads What, When, Where, and Why in American Newspapers* (1981), *Commercial Culture: The Media System and the Public Interest* (2000), and *Over the Edge: How the Pursuit of Youth by Marketers and the Media Has Changed American Culture* (2005).

The Leo Bogart Papers document Bogart's education, career, personal life, and contributions to media research. The collection includes student papers; personal and professional correspondence, including writings and letters about Bogart's service in the Army during World War II; articles, speeches and books written by Bogart; other printed materials such as conference brochures, research materials, and clippings; photographs and slides; audiovisual materials; and electronic files.

The Bogart collection finding aid will be available online this winter. Researchers can find more information about the Leo Bogart Papers and other collections available at the Hartman Center by visiting the website:

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

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## 2009 Travel Grant Application Process Begins

Planning a research project that involves sales, advertising or marketing material? The Hartman Center awards travel grants and fellowships to assist faculty members, graduate students and independent scholars from around the world to use the unique collections held here at Duke.

Travel grants up to \$750 are available for research using any of the Center's collections. Up to three J. Walter Thompson Research fellowships are available. Winners will receive a stipend of \$1000 for a minimum of two weeks research at the Hartman Center focusing on material in the J. Walter Thompson Archives.

Applications are due January 30, 2009. Awards will be announced around March 15, 2009. For more information contact Lynn Eaton via email ([lynn.eaton@duke.edu](mailto:lynn.eaton@duke.edu)) or visit the website: <http://library.duke.edu/specialcollections/hartman/travel-grants/>.

*Researcher Syd Lindsley, University of Washington*

