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Center Receives Records from JWT London

The Hartman Center is proud to announce the arrival of a major addition to the J. Walter Thompson Company Archives. In December 2008, the Center received a shipment of 398 boxes, nearly 600 linear feet, from the JWT London office. This rich collection includes the London office's Knowledge Centre vertical files, as well a broad range of other documents, books, trade publications, historical scrapbooks, account files and executive papers documenting the history of JWT and its clients in London and Europe.

Among executive records are the papers of Jack Cronin, Anthony Rau, Michael Cooper-Evans, Harry McAuslin, Julie McCarthy, Miles Colebrook, and Ron

de Pear. Account files include those of Warner-Lambert, Unilever, Kraft, Kellogg's, Nestlé/Rowntree, Ford/Jaguar, Chesebrough-Pond's, Campari, Elida Gibbs, Bulmer's, Florsheim, Kodak, Scott, and the Royal Air Force.

The Hartman Center has been working with JWT to acquire this significant addition since the London office's 2002 move from Berkeley Square to Knightsbridge. Hartman Center staff made several trips to London over a few years to review materials



in the London office and its storage warehouse. The collection will be processed and made available to researchers in phases. Please contact us if you have specific questions about our JWT London holdings.



NHPRC Awards Grant for ROAD 2.0

The Hartman Center has received a \$60,000 Digitizing Historic Records grant from the National Historic Publications and Records Commission (NHPRC). The Center will use the grant to scan approximately 24,000 outdoor advertising images that document a part of American history and consumer culture. The scanned images will be added to the ROAD (Resource of Outdoor Advertising Description) online database:

<http://library.duke.edu/digitalcollections/road/>.

ROAD launched in 2005 with descriptions of over 82,000 outdoor advertising images found in four Hartman Center collections. The ROAD 2.0 project will digitize all images from two of the four collections (the OAAA Archives and the John Paver Papers), along with all images from several series in

the OAAA Slide Library, with the intent of merging the scanned images and metadata into a new and improved database web project. A separate project is already underway to add images from the fourth collection, the R.C. Maxwell Company Archives, to the ROAD database. The Maxwell images are expected to go live in ROAD in summer 2009.

The project will proceed in accord with the University's fiscal year, running from July 2009 to June 2011. We plan to employ a phased production schedule, digitizing six batches of 4,000 images, every three months. Beginning in spring 2009, the Hartman Center will contact copyright holders for permission to publish these images in the online ROAD database.

The Hartman Center is the only repository actively documenting outdoor advertising and its impact on American society. The Outdoor Advertising Archives includes the records of the OAAA, the R.C. Maxwell Company, other billboard companies and their employees. The images and documents found in the Center's Outdoor Advertising Archives are national in scope, with representations from coast to coast. Because outdoor advertising is such a ubiquitous feature of our society and cultural history, it is a good fit for funding from the NHPRC, whose mission "promotes the preservation and use of America's documentary heritage essential to understanding our democracy, history, and culture" and whose vision includes the understanding that "America's documentary heritage...chronicles the national experience."

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.

VISITORS

- Kip and Janet Pope
- Barbara Settlemyer
- Grant O'Neal,
Marketing Matters

CLASSES

The following Duke classes have come to the Hartman Center recently:

- Prof. George Grody's "Markets and Marketing" and "Global Marketing Special Topics"
- Prof. Ed Balleisen's "American Business History"
- Prof. Christophe Fricker's "German Business/Global Context"
- Prof. Lori Carlson's "Writing Persuasively"
- Prof. Bill Frick's "Narrative Sequential Art Course"

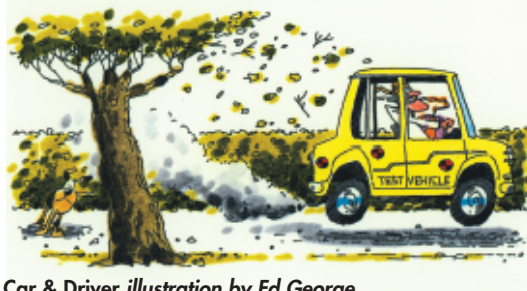
NEW COLLECTION GUIDES

- Leo Bogart Papers, 1912-2005
- David W. Dole ISCI Records, 1969-2004
- J. Walter Thompson Company. Writings and Speeches, 1912-2000
- Charles "Chick" McKinney Papers, 1952-1993
- Popsicle Advertising Campaign Collection, 1951-1958
- Sauer, Farrell, & Co. Records, 1870-2008
- Arlie R. Slabaugh Collection of Direct Mail Literature, 1921-1953
- Robert S. Smith Papers, 1947-1982

NEW ACQUISITIONS

Diverse Donations Come to Duke

The Hartman Center announces new additions to our extensive advertising, sales, and marketing collections. **Ed George** sent additions to his papers, highlighting his career at JWT. Notable are illustrations he did for *Car & Driver* and position statements he wrote for the JWT Los Angeles office.



Car & Driver illustration by Ed George

Bud Titsworth sent his collection of film, video and audiotape containing commercials that he worked on. One remarkable item included in his collection is a recording of Howard Cossell reading a Listerine label!

Kip Pope donated the records of **C&U Poster Advertising**, a Champaign-Urbana, IL outdoor advertising company he and his family owned for decades, until its sale in 2001 to Adams Outdoor. C&U was famous for the landmark lawsuit it undertook and won against the cities of Champaign and Urbana, which had enacted sign regulations

LOOKING BACK

A Measured Response to Economic Crisis

The current economic downturn has posed three basic challenges to government and business leaders: to correct financial practices that led to the collapse of major banking and investment firms; to stem the tide of unemployment; and to restore confidence among consumers and investors. These challenges are not unique to our current situation, but are common to all modern economic crises.

During the Great Depression, the U.S. government instituted a broad range of economic stimulus and regulatory projects designed to help the economy recover while preventing similar downturns in the future. On

that would have forced C&U to remove its billboards at its own expense and without compensation. C&U prevailed and received attorney's fees for violation of its First Amendment rights. Other significant files document the extensive work C&U did on billboard aesthetics.



F.H. Gillingham, Robert and Barbara G. Pope of C&U Poster Advertising Co.

Roy Lightner donated an addition of antique automobile print advertisements, along with ads he created while at N.W. Ayer. In addition, he gave a complete run of commercials and memorabilia related to Jim Varney who, as Ernest, made famous the line "Hey Vern!" in his work.

Barbara Settlemyer donated a 1933 photo of the 43th OAAA Annual Convention held at the Brown Hotel in Louisville, KY and other photos from her grandfather, W. W. Parleir.

Thanks also to the following donors for their generous support of the Hartman Center:

- John and Kelly Hartman Foundation
- JWT
- OAAA
- Bruce Carroll
- Kensinger Jones
- Eric Shaw

the business side, some firms took on a leadership role in promoting their vision of "Recovery and Reform" as in this 1934 newspaper advertisement from the Irving Trust Company, part of a long running series of ads that ran beginning in 1932. "Progressive business people recognize that outlawing evil practices makes for better business" the ad declares; while productive work and cooperation between "capital, labor and management" are the keys to recovery. The ad also warns that programs which "advance one group or one class or one locality at the expense of others" would injure the country



WWII JWT Letters Enrich Student Experience

As part of the service requirement for Professor Tim Marr's "Tobacco and America" class, two students from nearby University of North Carolina – Chapel Hill spent the fall 2008 semester reviewing Hartman Center collections to chronicle tobacco-related material. They reviewed hundreds of documents and advertisements and created an annotated bibliography describing their findings. This Tobacco and Advertising Pathfinder is now available on the Hartman Center website. Fielder Valone, one of these students, wrote about his experience of doing research in the Hartman Center – not only for the volunteer project, but also for a term paper.

Dear Mr. Henderson,

Here is the story as clearly and accurately as I can remember it, on [Raymond] Swing's call to the office asking permission to have the middle White Owl commercial omitted during his broadcast on the night of Friday, May 10th, 1940. This was the day on which Germany invaded Holland, Belgium and Luxemburg, and Mr. Swing felt that the news he had to offer that same night would be much more effective if he would not be interrupted...

It was nothing more than a terse, two-page note of correspondence. For weeks I boarded the Robertson bus every Wednesday, bound for Duke University's John W. Hartman Center for Sales, Advertising & Marketing History, to work with another student in creating a bibliography of tobacco-related collections for my University of North Carolina-Chapel Hill "Tobacco and America" class. In tandem with that project, I also harbored hopes of stumbling upon that oft-mentioned but seldom found primary source "nugget" with which to launch my American Studies term paper. The tobacco bibliography progressed well, but for weeks my personal research endeavors had not yielded much. One rainy afternoon in late October I chanced upon a note of correspondence between a Mr. Raymond Swing – one of America's prominent radio news broadcasters during the Second World War – and advertising executives at the J. Walter Thompson Company, whose nightly program *White Owl [Cigar] Radio* featured news commentary by Swing.

Apparently, on the afternoon of May 10, 1940, in the wake of Nazi Germany's three-pronged invasion of Holland, Belgium and Luxemburg, Raymond Swing delivered an ultimatum to the executives at the J. Walter Thompson Company: either the show's "middle commercial" – which Swing had long felt disrupted the pace of his broadcasts – goes, or *White Owl Radio* loses its star news commentator. After an afternoon of frenzied negotiation, Swing emerged victorious. The middle commercial was omitted not only for that evening's show, but also for the rest of Swing's tenure at *White Owl Radio*. As it turned out, Swing's stay with White Owl ended shortly thereafter, due to continued disagreements over his show's purported content as well as his not-so-subtle disdain for the tobacco industry – two problematic points of contention, as far as *White Owl Radio* was concerned.

Whether out of determination or naïveté – probably a combination of both – I proceeded to plumb the extensive files of correspondence, articles and internal memoranda of the J. Walter Thompson Company looking for further documentation of the interchange between Swing and JWT. For a sophomore only beginning to understand the



A circa 1942 White Owl print ad.

complexity and vastness extant in major research libraries, the task of tracking down sources could never have been accomplished without the encouragement and knowledge of the Hartman Center staff. My requests for additional material were met with enthusiasm and support and the staff supplied a steady stream of files, microfilm, and tips on potential secondary source material. A particularly enthusiastic "tip of the hat" goes to Ms. Lynn Eaton, whose extensive insight into my research strategies proved invaluable. The ensuing research paper, strengthened by an abundance of primary source documentation, represents a highlight of this writer's academic experience.

- Fielder Valone

In addition to Fielder Valone, UNC-Chapel Hill undergraduate Drew Stacy volunteered at the Hartman Center through the "Tobacco and America" class. The students reviewed selected collections and created a Tobacco and Advertising pathfinder that will be useful to many researchers. Thanks to them for their hard work!

Emerald Publishing announces the launch of the *Journal of Historical Research in Marketing* (JHRM). JHRM is the only quarterly, peer-reviewed journal publishing high quality, original, academic research that focuses entirely on marketing history and the history of marketing thought. The first issue, celebrating the life and work of Stanley C. Hollander, was published in March 2009.

Issue 2 will be distributed in July and will include full articles about the histories of J. Walter Thompson; market research and the American consumer; marketing silk textiles in Iran; the Americanization of Italian advertising; and motivation research in Australia. As well, the Exploration & Insights section will feature commentaries on the history of marketing thought based on a recently published three-volume set of readings on that subject. Detailed information and full author submission guidelines can be found at: <http://info.emeraldinsight.com/products/journals/>



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**John W. Hartman Center
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Marketing History**

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Box 90185
Duke University
Durham, NC 27708

Contact Information:

Jacqueline Reid, Director
919.660.5836
j.reid@duke.edu

Lynn Eaton, Reference Archivist
919.660.5827
lynn.eaton@duke.edu

Send all other email to:
hartman-center@duke.edu
or fax:
919.660.5934

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

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2009 Travel Award Recipients Announced

The Hartman Center is pleased to award travel grants and fellowships to thirteen researchers for 2009. The pool of twenty-three applicants represented strong and interesting scholarship from almost two dozen institutions and six countries. Our travel awards program assists faculty members, graduate students, and independent scholars from around the world in using the Center's unique collections at Duke University.

**Researcher Jenny Thai,
University of California,
Berkeley**



The Center awarded two J. Walter Thompson Company Research Fellowships this year. **Dr. Christina Burr**, professor of history at the University of Windsor, Ontario, is researching *Lux Screen Stars and Dove's 'Real Women.'* **Bianca Gaudenzi** is pursuing her doctorate in history (University of Cambridge) and is studying the history of commercial advertising in Germany and Italy, 1918-1945. The JWT Archives hold significant information supporting these topics, 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. 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, 2010.

Our 2009 travel grant recipients also include:
Faculty Recipients:

Professor Alan Abbey, Communications,
Charles University (Prague)

Professor Randy Jacobs, Communications,
University of Hartford

Professor Dawn Nell, Management, University of
Surrey (UK)

Professor Stav Rosenzweig, Marketing, University
of Southern California

Professor Laurie Selleck, Visual Communications
Department, Cazenovia College, NY

Student Recipients:

Xinghua Li, Communication Studies, University of
Iowa

Virginia Myhaver, American & New England
Studies, Boston University

Jennifer Reut, Architectural History, University of
Virginia

Audrey Russek, American Studies, The University
of Texas at Austin

Jenny Thai, History, University of California,
Berkeley

Jennifer Van Vleck, History, Yale University