

front & center

Duke University Rare Book, Manuscript, and Special Collections Library



AdViews on iTunes U

The Hartman Center is proud to announce AdViews, its most recent digitization project. This collection of 4,500 historic TV commercials is now accessible through iTunes U at: library.duke.edu/digitalcollections/adviews. The project was created in collaboration with the Digital Collections Program and the Duke University Libraries.

The digitized commercials, dating from the 1950s to the 1980s, are part of the Center's D'Arcy Masius Benton & Bowles Archives. All of the Archives' 12,000 commercials will be included in AdViews upon completion of the digitization project. Additional batches are being uploaded monthly. Eventually the Center plans to add commercials from other collections as well.

Users are able to do keyword searches for product categories, brands, or time periods. Since the commercials cover such a broad range of time, changes in advertising strategies can be observed, especially for brands that were long held by DMB&B.

Products from coffee to toys, cars to shampoo, and everything in between are included in this collection. DMB&B created ads for such iconic American companies as Kraft, Studebaker, General Foods, and American Express.

The commercials show what products Americans consumed and reveal a great deal about American society over the past 50 years, said former Procter & Gamble marketing executive George Grody, now a visiting professor at Duke. "I was looking at some of the old P&G commercials that are now being digitized, and they provide a history of U.S. culture," Grody said. "You can see how the roles of women and families have changed over the years. Additionally, African Americans were seen in advertising in the late sixties, where they weren't so present earlier in the decade."

As part of the Hartman Center's educational mission, interviews with experts are an integral part of the AdViews project. Advertising executives, including former DMB&B Chairman Roy Bostock and George Grody (noted above), and project staff discuss their perspectives on AdViews and the history of advertising. Additional interviews with scholars will be added, as will classes videotaped using AdViews in teaching.

Commercials from AdViews have remained one of the Top 10 downloads for Duke's iTunes U channel since its launch in July, showing that advertising still works after all these years.

JWT Chicago Legacy Celebrated and Captured

On August 28th over 550 alumni of the JWT Chicago office attended a reunion party at Envent Studios in Chicago. The closing of the JWT Chicago office earlier this year inspired a group of former employees to plan the event. The party was an incredible success, exceeding everyone's expectations for attendance. Attendees included former employees from security guards to global CEO Burt Manning. Across the board, party-goers said that the main reason for coming back was to see the fantastic people who worked at JWT Chicago. Hartman Center staff Jacqueline Reid and Lynn Eaton attended the party to record video oral histories with as many former employees as possible. Two videographers filmed five hours of footage, including casual roaming interviews and sit-down reminiscences conducted by the archivists.

Oral histories were captured with former JWTers Tom Hall, Wally O'Brien, Millie Olsen, Ralph Rydholm, and Tony Viola, to name a few. Documented stories include the inspiration for the Oscar Mayer commercial "My bologna has a first name..." and experiences of women working at JWT. Unfortunately the party came to an end; otherwise many more recollections could have been recorded.

The Hartman Center intends to publish these videos on the Center website. We are raising funds to cover the \$5,000 cost of editing and transcription. The party planning committee donated \$1,000 towards these expenses. Thanks go to the JWT



Chicago Family for this support. If you would like to contribute, please contact the Hartman Center Director, Jacqueline Reid.

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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.

NEWS & NOTES

VISITORS

- Jun Inoue, *Shibusawa Memorial Museum*
- Masato Kimura, *Shibusawa Eiichi Memorial Foundation*

CLASSES

The following Duke classes have been to the Hartman Center as part of their coursework:

- Prof. Rebecca Bach's "Race, Gender, Sexuality in Media"
- Prof. George Grody's "Markets & Management Studies: Special Topics"
- Prof. Adriane Lentz-Smith's "Origins of Modern America (1914-1941)"
- Prof. Keith Wilhite's "Writing about Real Things"

ON THE ROAD

Jacqueline Reid and Lynn Eaton attended the 2009 Annual Meeting of the Society of American Archivists in Austin, TX, as well as the JWT Chicago Reunion.

NEW LIBRARY BLOG

The Devil's Tale, the new blog of the Rare Book, Manuscript, and Special Collections Library, is now live at: <http://library.duke.edu/blogs/rbmscl>. Subscribe or visit often to keep up with the latest news from the Hartman Center and the rest of the RBMSCL.

NEW ACQUISITIONS

Creative Collections Contributed to Center

Lots of unique and interesting collections have come to the Hartman Center recently. **Eileen Reis** donated the subject file collection created by her father, copywriter **Ben Sussman**. These files cover a wide variety of topics and were used by Sussman to inspire his work. Upon his retirement from JWT, **Tony Viola** donated his collection of storyboards, print ads and commercials that he created while working at the agency. **William D. Green** sent a collection of **United Advertising Corporation** records, including printed materials and a portrait of founder and former OAAA board member, Leonard Dreyfuss. **Grant O'Neal** gave the archives of Raleigh ad agency, **RBW**. RBW closed its doors earlier this year after 24 years. The **Henry Ford Museum** donated its collection of 1960s era Ford advertising artwork, created by JWT. This collection contains hundreds of sketches of Ford vehicles and layouts

created for print ads. 52 boxes of records from **JWT Chicago** arrived in August after the office closed. These records include new business records, salary cards, planning files, videotapes, Effie awards records, and print ad books. **Leah Vartanian** donated three boxes of advertising cookbooks, which will be added to the **Nicole DiBona Peterson Advertising Cookbook Collection**. Additions have also been received for our **Ad Council** collection and the **JWT Ed George Papers**. Thanks to all of our donors for adding to our rich holdings.



2006 Zyrtec ad created by Tony Viola at JWT.

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

- **John and Kelly Hartman Foundation**
- **JWT Chicago Family**

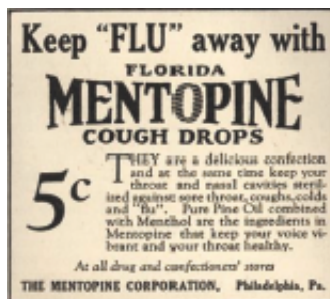
Newly Available Collection Guides

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

- **Compton Advertising, Inc. Records, 1919-1956**
- **Gotham Inc. Records, 1967-1997**
- **Wells Rich Greene Inc. Records, 1954-1998**

LOOKING BACK

Fighting Flu



1925 cough drop ad.

This year's flu season brings a double threat: on top of the seasonal flu strain, the world is grappling with the pandemic H1N1 virus (also known as Swine Flu). There has been a rush to develop a vaccination and to distribute it among at-risk populations, as well as a widespread mobilization of public health resources, temporary clinics, and even changes to hospital visitation policies. In 1925, the responses to flu were much simpler, as shown by this newspaper advertisement for Mentopine cough drops. The somewhat unsavory recipe of "Pure Pine Oil combined with Menthol" promised to rid the user of flu germs by sterilizing the throat and nasal cavities.

VOLUNTEERS FUEL THE CENTER

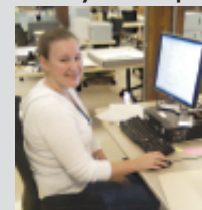
This year the Hartman Center has benefited from the work of a number of volunteers who deserve much praise and thanks. We couldn't have accomplished nearly as much without their help.

- Athena Jackson - database entry and organization for the ROAD 2.0 project
- Jennifer Malone - processed the Gotham, Inc. Records
- Megan McGrath - assisted with reference requests and creation of a pathfinder on Pan Am resources.
- David Parisi - assisting with reference and AdViews permissions requests.



David Parisi

- Tara Wink - assisted with AdViews permissions and is currently processing the JWT Anthony Viola Papers.



Tara Wink

- Sophie Wolf - assisting with ROAD 2.0 permissions, and processing negatives in the OAAA photo collection.

Thanks to all of these volunteers for their hard work and service!

J. Walter Thompson's Early European Experience

Bianca Gaudenzi is pursuing her doctorate in history at the University of Cambridge. She visited the Hartman Center for research earlier this year as a JWT Fellowship recipient and commented on her experiences in the archives.

Among its various holdings, the Hartman Center offers its researchers the possibility to peruse the extensive J. Walter Thompson Company Archives. J. Walter Thompson's fate in interwar Europe represents a key case study for my PhD, which focuses on advertising in Germany and Italy between 1918 and 1945. More specifically, my research examines the introduction of new marketing techniques to the Old Continent, usually imported by American agencies or by professionals who spent time in the States, and the interaction of these agencies with the Fascist and Nazi regimes.



Circa 1930 JWT map promoting the agency's worldwide presence.

It should be noted that the Berlin office opened in 1928 to help JWT serve the General Motors international advertising account. By 1930 JWT extended across Europe and as far away as Sydney and Java. The Nazi rise to power in 1932 shifted the German business landscape considerably and JWT recalled all American personnel. Convinced by the local manager, Fritz Solm, that the German populace strongly favored German-owned businesses over American ones, JWT sold the profitable office to him in 1933 under the agreement that he would be the contact point for JWT's international clients working in Germany. Solm also changed the name of the agency to Gesellschaft fuer Wirtschaftswerbung mbH, (Society for Commercial Advertising). By 1935 all advertising in Germany was folded into a government agency called Werberat der deutschen Wirtschaft, though JWT's clients maintained productive output in the country. Germany's invasion

of Poland in 1939 prompted the final severance, after declining interaction between JWT and their Berlin representative, who never fulfilled his payment for the agency. The Milan office opened about the same time as the Berlin office, but was much more



JWT Berlin ad for Kraft Cheese from the early 1930s.

short-lived. The underdeveloped Italian economy would not support a thriving representation, and creative client servicing moved to JWT's other European offices.

The JWT Archives proved very helpful in understanding how such an influential agency operated on the European field during the interwar years. Through a range of meeting minutes,



1930s JWT Berlin ad for Kodak Brownie cameras.

company reports and recollections it is apparent that JWT's success abroad was based on its ability to combine technical skills with local habits. While JWT Berlin acquired several local clients and managed to survive GM's withdrawal as a result of the Depression, JWT Milan never reached an independent stage as it relied on the Alexandria or Antwerp offices to send cuts and copies that would then merely be translated into Italian.

Thanks to a JWT Fellowship grant, the material that I was able to examine represents a precious source of information for understanding not only this company's history and philosophy but also the broader socio-cultural relevance of advertising over the past century. Consequently I encourage students and scholars to take advantage of the Center's collections and competence.

- Bianca Gaudenzi

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

ADDRESS CORRECTION REQUESTED

2010 Travel Grant Application Process Begins

*2009 JWT Fellow,
Bianca Gaudenzi, who
contributed our story
on page 3 of this issue.*



Are you planning a research project that involves sales, advertising or marketing history? The Hartman Center awards travel grants and fellowships to assist faculty members, graduate students and independent scholars from around the world use the related 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 also awarded. Fellows receive \$1,000 stipends for a minimum of two weeks of research at the Hartman Center focusing on the JWT Archives.

Applications are due January 29, 2010. Awards will be announced around March 15, 2010. For more information contact Lynn Eaton (lynn.eaton@duke.edu) or visit the website:

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

Center Seeks Travel Grant Sponsor

Since 1992 the Hartman Center has awarded over 160 travel grants to selected visiting scholars, helping defray the cost of travel expenses and encouraging the use of our unique resources. The program has enabled scholars from as far away as Australia, Italy and Argentina to come to the Hartman Center for research. The Center seeks funding to endow the program and insure that it can continue for another 17 years and beyond. In addition, opportunities exist to create named fellowships to support research in specific subject areas, such as outdoor advertising, women and advertising, direct marketing, or other topics. With a gift that creates endowment income to support the grants, the program can be named in honor of the donor or others. Multi-year pledge payments can be arranged. If you are interested in learning more about this opportunity, please contact the Hartman Center Director, Jacqueline Reid.