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IN THIS ISSUE:

News & Notes 2

New Acquisitions 2

The Roots of Commercial Radio 3

Looking Back: Moose & Oil 3

Travel Award Recipients 4

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.



Exhibits Offer Two Views of Endorsement Advertising

Two new exhibits on display in Perkins Library highlight the history of celebrity endorsements and testimonials advertising as documented in the Center's collections.

The Power of Refined Beauty: Photographing Society Women for Pond's, 1920s-1950s, focuses on the nearly 40 year campaign that the J. Walter Thompson Company (JWT) conducted for Pond's Cold Cream and Pond's Vanishing Cream. The company's distinctive campaign for Pond's was groundbreaking in its use of market research. It succeeded by pairing fine art photography and the powerful appeal of personal testimonials from elegant, elite women, including Mrs. Reginald Vanderbilt, Lady Milford Haven, Mrs. George Whitney, Jr., and Anne Morgan.

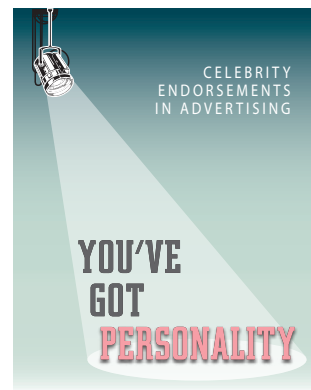
Several distinguished fashion photographers were hired for the campaign. In the 1920s and 1930s, advertisements featured photographs from Edward Steichen, perhaps the pre-eminent photographer of his day, and Baron Adolph de Meyer, considered by many the "founder" of fashion photography. Additionally, Madame Yevonde and Dorothy Wilding, two early female commercial photographers were also commissioned during this period. In the 1940s, photographs by Philippe Halsman and Horst P. Horst, among others, were used. Advertisements in the 1950s featured work by Louise Dahl-Wolfe,

Norman Parkinson, Hollywood glamour photographer George Hurrell, and Richard Avedon. Cecil Beaton photographed women for the campaign through all four decades.

The advertising themes changed with the times. During the Depression, emphasis was placed on at-home skin care as a means of economizing. World War II ads featured debutantes working in war industries. Post-war advertising reflected women's wartime experiences and a growing consciousness of an "inner self" in need of fulfillment.

An online version of the *The Power of Refined Beauty* exhibit is on the Duke University Library's website: <http://library.duke.edu/exhibits/ponds/>. A printed catalog is also available from the Hartman Center. The exhibit will run in the Special Collections Gallery through August 22.

The second exhibit, *You've Got Personality: Celebrity Endorsements in Advertising*, focuses more broadly on endorsement advertising. The exhibit is in two parts: one half is dedicated to the Pond's campaign, and is intended to show more of the



process behind the testimonial campaign documented by *The Power of Refined Beauty* exhibit. It includes early endorsements, such as one from British actress Constance Collier; excerpts from model release contracts and

consent forms; documentation from campaign case histories and account meetings; as well as some later campaign executions.

The second half of the exhibit looks at celebrity endorsements overall. It includes research reports on the effectiveness of celebrity spokespeople; contracts from celebrities and former athletes (Joan Bennett and O.J. Simpson); campaign documentation; and examples of celebrity endorsement advertisements featuring basketball star Grant Hill, Walt Disney, actresses Rebecca Romijn and Joan Crawford, and Duke men's basketball coach Mike Krzyzewski. The exhibit resides in the Rare Book Room display cases at Perkins Library and will run through June.

NEWS & NOTES

VISITORS

- David Baldwin,
Baldwin&
- Jim & Nadine Kobs
- Charlie Underhill,
Better Business Bureau

CLASSES

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

- *Advertising & Society*, Prof. Richard Collier
- *Writing 20: The Body*, Prof. Keith Wilhite
- *The Nation and Jim Crow*, Prof. Adriane Lentz-Smith
- *Writing 20: Birth of Cool*, Prof. Kinohi Nishikawa
- *Business German*, Prof. Sandra Summer
- *Markets and Marketing*, Prof. George Grody

VOLUNTEERS

Thanks to the following volunteers who have made a positive impact on the Center in the last few months:

- Sarah Arnold
- Molly Bragg
- David Parisi
- Diana Poythress
- Sophie Wolf

ON THE ROAD

Jacqueline Reid attended the AAF national conference in Orlando, FL, where the AAF-RDU chapter won *Club of the Year* for Division IV.

NEW ACQUISITIONS

New Acquisitions Illuminate Advertising History

A number of new collections and printed materials have been added to the Hartman Center holdings. A piece of advertising ephemera from the New York City-based **Sidewalk Ad Service** which promoted clients' businesses by projecting an illuminated ad onto the sidewalk in front of the business. As the promotional card explains, "Your complete sales message told in bright colorful light - where every passerby must see it!"



Sidewalk Ad Service promotional card.

Irving Gerson's family gave 26 additional boxes of his papers, which are mostly autobiographical writings about his life and advertising career and clippings accumulated to inspire his musings.

Ellsworth Frankson wrote and submitted a fond reminiscence piece recalling his days as a trainee

Newly Available Collection Guides

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

- Stephen Harty Papers, 1992-2001
- John O'Toole Papers, 1954-1990
- Irving Sonn Papers, 1963-1977
- Porter Advertising Billboard Sketches, 1950s-1970s
- J. Walter Thompson Company
 - Victor Gutierrez Papers, 1970-1987

in the JWT Chicago office in the 1960s. **JWT Atlanta** sent three boxes of additions for the U.S. **Marine Corps** account files. **David Dole** sent materials related to the 1970s-era **Ichthus Ltd.** (aka The Inter-religious Media Foundation). A small collection of **Max Factor** cosmetics promotional booklets and items demonstrates the sales and marketing of beauty products.



Two of the recently acquired Max Factor marketing booklets.

Hundreds of pages worth of advertising specialties, samples, and literature regarding the selling of the Chicago-based **National Press Company** printing and advertising all from the 1950s form another new collection. A 1940s or 1950s era **Coca Cola** salesman training kit, complete with suitcase, is another recent highlight. The kit includes nine sales training booklets, 14 vinyl records, and 12 film reels.

Thanks also to the **John & Kelley Hartman Foundation** and **Bruce Carroll** for their support.

Thanks to all of our donors!

- Jack Hilton Papers, 1969-1979
- John R. Maher Papers, 1970-1987
- Joseph O'Donnell Papers, 1947-1987
- Jack Peters Papers, 1965-1989
- Chicago Office. Media Resources and Research Department Records, 1959-2000
- International Offices Records, 1929-1998
- London Office. Records, 1920s-2005
- New York Office. Research Department Records, 1923-1986

These and other Hartman Center collections' finding aids can be found and searched at the website: <http://library.duke.edu/digitalcollections/rbmscl/inv>

The Roots of Commercial Radio

Randy Jacobs is an Associate Professor in the School of Communication at the University of Hartford, where he teaches courses in advertising, integrated communication, and mass media. He is a 2009 Hartman Center travel grant recipient.

Imagine yourself in the offices of a 1920s advertising agency, immersed in their staff meetings, speeches, and new business presentations during this dynamic time. That's what a week of research at the Hartman Center was like for me. I study historical aspects of ad agencies, especially decision-making regarding the emerging use of radio advertising. In March 2010 I visited the Hartman Center and found myself steeped in the activities of J. Walter Thompson, Benton & Bowles, and Blackett-Sample-Hummert.

Experimentation with commercial radio began on New York station WEAJ in August 1922. Ad agencies embraced the new technology to varying degrees in the early years, and the Hartman Center collections are rich in documentation from several agencies that addressed radio for their clients.

The extensive J. Walter Thompson (JWT) Company Archives, with its rich meeting minutes and newsletters, revealed skepticism regarding radio, a medium they were slow to embrace. The February 5, 1925 *JWT Newsletter* featured a media department report entitled, "Why Don't We Use the Radio," that concluded, "this is a questionable medium for us to use at present." In December 1927, an article noted "Radio Gains Official J.W.T. Standing." Discussions continued, and in February 1928 the new head of radio, William H. Ensign, stated that JWT had the "reputation of being extremely hard-boiled on radio," evidenced by only providing active radio work for a few accounts.

The smaller D'Arcy Masius Benton & Bowles and

Compton Advertising, Inc. collections provided additional insights. N.W. Ayer organized the first broadcast in 1922 and the 1923 launch of the National Carbon Company's *Eveready Hour*, "the first regular series of broadcast entertainment...sponsored by an advertiser." Benton & Bowles, formed in 1929, launched *Maxwell House Show Boat* for General Foods and brought innovations to commercial radio such as talent—rather than announcer—delivered commercial messages.



A Maxwell House Show Boat ad from 1930.

Similarly, Blackett-Sample-Hummert (BSH), founded in 1923, became a force in radio by specializing in daytime "soap operas" reaching housewives for clients such as General Mills and Procter & Gamble. BSH's house advertising and new business credentials, seen in the Compton collection, indicated that by the mid-1930s BSH was producing more shows, and placing a larger dollar volume of radio advertising, than any other U.S. agency.

Funded in part by a Hartman Center travel grant, the week I spent at the Center fueled my imagination about early agency life. Most importantly, I've returned with a wealth of material that will be useful in both the courses that I teach and the papers I author.

—Randy Jacobs

LOOKING BACK

Of Moose and Spin Doctors

These days, environmental protection and oil drilling seem to epitomize opposing goals, particularly in the wake of the April 20, 2010 Deepwater Horizon oil rig explosion and the subsequent threat to Gulf of Mexico ecosystems from the spewing oil. BP accepted full responsibility for the accident and cleanup in a series of commercials currently running in various media. But there is a historical lesson as well, linking BP to concerns over another fragile ecosystem in Alaska 50 years ago. Richfield Oil Corporation confronted the anti-environment perception of oil companies in a 1960 ad entitled "Of Moose and Men," which

defended the company's drilling projects in Alaska's Kenai Peninsula by suggesting that drilling activities could actually benefit the region's moose population and improve the local environment. The ad argues that clearing away some of the taller spruce trees



ultimately increased the supply of undergrowth favored by the moose as food. No major spills resulted from drilling in Kenai. Interestingly, Richfield merged with the Atlantic Refining Company in 1966 to form Atlantic Richfield (ARCO), which was acquired by BP in 2000.

ADVIEWS COMPLETE!



The last batch of newly digitized DMB&B commercials has been uploaded to AdViews! This brings the total number of commercials in AdViews up to almost 8,800. New albums include ads for Fixodent, Continental Airlines, and Lego. New expert interviews with Professors Jason Chambers and Peggy Kreshel also give context to advertising including African Americans and women. In addition, you can view a video about AdViews in the classroom. Duke's Professor George Grody gave his students an assignment using AdViews to compare and contrast old and new spots for various brands. This video includes interviews with Grody and the students about their experiences. Come check it out!
<http://library.duke.edu/digitalcollections/adviews/>

FACEBOOK

We're on Facebook now! Stop by and "like" the Hartman Center to find out more about what is happening.

<http://www.facebook.com/hartmancenter>

DUKE UNIVERSITY LIBRARIES

John W. Hartman Center
for Sales, Advertising &
Marketing History
Rare Book, Manuscript,
and Special Collections Library

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



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2010 Travel Award Recipients Announced

2009 travel grant recipient
Dawn Nell and colleague
Andrew Alexander,
University of Surrey, UK.



The Hartman Center is pleased to award the 2010 travel grants and fellowships to thirteen researchers. The pool of 33 applicants from six countries represented strong scholarship from over a dozen fields of study. 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.

The Center awarded two J. Walter Thompson Company Research Fellowships this year: **Dr. Ferdinando Fasce**, professor of Modern and Contemporary History at the University of Genoa, Italy, is researching "*JWT Italy between Reconstruction and the First Oil Shock, from the late 1940s through the 1970s.*" **Eva von Wyl** is pursuing her doctorate in Social and Economic History at the University of Zurich, and is studying American eating habits in post-World War II Switzerland. The JWT Archives holds significant information supporting these topics. 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.

Our 2010 travel grant recipients also include:

Faculty Recipients:

Professor Shannan Clark, History, Montclair State University

Professor Liza Featherstone, Journalism, New York University

Professor Michelle Ferranti, Fine & Performing Arts, Marymont Manhattan College

Professor Ann McDonald, Art Design, Northeastern University

Professor Ari Martin Samsky, Global Health Studies, University of Iowa

Student Recipients:

Abby Bartholomew, Journalism & Mass Communications, University of Nebraska-Lincoln

Rebecca Burditt, Visual & Cultural Studies, University of Rochester

Berti Kolbow, Economic & Social History, Georgia Augusta University-Goettingen

Shawn Moura, History, University of Maryland

Cory Pillen, Art History, University of Wisconsin-Madison

Elizabeth Spies, English, University of California, Riverside

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, 2011.