

front & center

Duke University Rare Book, Manuscript, and Special Collections Library

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IN THIS ISSUE:N

News & Notes 2N

NewN
AcquisitionsN 2N

Looking Back:
Stay MarineN 2N

Spirit of theN
PosterN 3N

Travel Grant
ApplicationsN 3N

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.



enter Acquires Papers of WundermanN

The toll-free 1-800 number, the credit card customer rewards program, the tipped-in magazine subscription card – at one point, they were all just gleams in Lester Wunderman’s eye. Lester Wunderman is the chairman emeritus and founder of Wunderman, one of the largest advertising, marketing, and consulting companies in the world. He is credited with pioneering a number of direct marketing concepts that are now firmly established features of the modern-day advertising industry. Even the term “direct marketing” is widely attributed to him. He was inducted in the Direct Marketing Hall of Fame in 1983. Now his papers, along with those of the advertising agency he founded in 1958, have been acquired by the Hartman Center. It is the first significant collection documenting direct marketing to be given to the Center.

Spanning approximately 50 years, the collection includes 60 boxes of writings, correspondence, speeches, and audio visual materials from Lester Wunderman's personal files. An additional 300 boxes

are devoted to the historical files of the Wunderman N agency. These include creative work done by the agency over the years, training materials, videos, client files, and related documents.

Moreover, the Hartman Center will become the corporate archivists for Wunderman, allowing the collection to continue to grow. According to Jacqueline Reid, director of the Hartman Center, direct marketing is a major new collecting focus for the Center. “Direct marketing, being a \$150 billion industry, has made a major impact on advertising history in the last 100 years and deserves to be documented so that students and scholars can study it,” Reid said.

Taken as a whole, the Wunderman papers trace the development of an industry that has gone from mail order to the Internet, and an agency whose clients have included American Express, Columbia House Record & Tape Club, Gevalia Coffee, Ford Motor company, and many others. Lester Wunderman wrote a proposal for the first American Express card in the 1960s, at a time when credit cards were first being introduced. “I have been excited, delighted and engaged in the daily evolution of advertising,” said Lester Wunderman. “While the past may in fact be history, the Wunderman Archives will continue to make it part of the ongoing development of advertising.”

The Hartman Center is home to the records of other well-known advertising agencies, such as J. Walter Thompson, Warwick Baker & O’Neill, Wells Rich Greene, Bates Worldwide, and DMB&B. “We attract scholars and business researchers from all over the world,” said Reid.

The Lester Wunderman papers will be processed and made available to researchers by January 2011. The larger Wunderman agency collection will be completed at a later date.

Scrapbook DocumentsN WWI Ad CampaignN

The Hartman Center recently received a United War Work Campaign scrapbook, a collection of fundraising and morale-boosting materials produced for a multi-institutional drive during the last months of World War I. Only one other copy is known to exist at Stanford University’s Hoover Institution Archives. The scrapbook includes over 20 color posters, along with handbills, brochures, stickers, song lyrics, newspaper ads and cartoons. Topics addressed include women’s war work (“The Girl N

ehind the Man Behind the Gun”) and promotion of N various aid services. Common slogans included “Back Up the Boys” and “Morale is N Winning the War.”



On September 9, 1918, President Woodrow Wilson wrote to N Raymond Fosdick, coordinator of the War Department’s Training camp Activities, requesting that aid organizations pool their resources on a massive single campaign to raise funds for soldier morale

(continued on page 4)

VISITORS

- ob Knorpp, *The eanCast & The Cool eans Group*
- Helen Klein Ross, *rand Fiction Factory*, @BettyDraper & AdBroad blog
- Lee Davis, *JWT*

LASSES

These classes have recently visited the Hartman Center:

- *Advertising & Society*, Dan Haygood, Elon Univ.
- *Race, Gender and Sexuality in the Media*, Rebecca Bach
- *American Business History*, Ed Balleisen
- *onsumerism in Britain & U.S.*, Lawrence Black
- *Reading Gender, Writing Technoscience*, Mara Erol
- *Markets and Marketing*, George Grody
- *Globalization: Capital, Culture, Community*, Mara Kaufman
- *Documenting Race, Class & Gender*, Jillian Powers

ON THE ROADN

Lynn Eaton and Jacqueline Reid attended the annual meeting of the Society of American Archivists in Wash., DC.

NEW INTERN

Katharine French-Fuller, graduate student in history, is the Center's new intern who will help with reference and instruction. Her dissertation focuses on "The Commercialization of Daily Life: a History of Domestic Cultures and Technologies in Post-1960 Argentina."

Unique Printed Materials EnrichN collectionsN

An interesting range of materials has arrived at the Hartman Center recently. In support of the Center's N initiative documenting direct marketing, a number of books and other printed materials have been N acquired. Titles such as *The Business Builder*, *Down N to Brass Tacks*, and *The Function and Place of Direct N Mail in Marketing* are a few vintage items now in our holdings. Additionally, several fictional books about the advertising industry are also included in our enter, including *Jesus and the Ad Man*, *Scout N McKay*, *They Couldn't Say No*, and *The Long Beat N Home*, the latter being a novel set in the Australian advertising world. Other notable print materials recently added include a small run of a British N advertising publication from the 1960s called *It's a N Mad-Ad World*, an early **Avon** salesman catalog, and a catalog listing signage available to dealers selling reyer's ice cream.N



A sample page from the Breyer's Ice Cream catalog.

A new Center collection of 14 labels for African-American beauty aids documents the N marketing and history of products made by the **Valmor** and **Famous Products** companies, owned by Mort and Rosie Neumann, a white, Jewish couple from Chicago. Products include **Lucky Brown**, **Sweet Georgia Brown**, and **Madam Jones** and were N largely intended to straighten hair or lighten skin color.

Fairway Outdoor Advertising donated a small N collection of images and literature from **Naegele Outdoor Advertising**. Australian ad man Noel N **Delbridge** sent a copy of his advertising memoirs called *Gladman*. **Miki Goral** gave several



Two labels for Valmor and Madam Jones beauty aids.

advertising cookbooks to be added to the **Nicole N DiBona Peterson Advertising Cookbook N** collection. The **Naomi & Nehemiah Cohen N Foundation** contributed 10 additional boxes of N advertising scrapbooks, posters, and printed materials to the **Giant Foods Advertising Collection.N**

Finally, a new collection of literature as advertising has enchanted our staff. Thirty-four booklets and other printed items added to our holdings use fictional stories or poetry to sell products. Some are N reworkings of well-know tales, others are completely unique. Products being promoted include Postum, alifornia oranges, Moerlein's Beer, and Jello. Titles include *Alice in Dairyland* (c. 1936), *A Call from N leo* (c. 1905), and *The Story of Bunny Esmond: How N the Red Foxes Tricked Him and How He Found That N an Esmond Blanket Was Just as Warm and Cozy as N His Own Coat of Fur* (c. 1945).

The following donors have provided recent financial support to the Hartman Center:N

- **John & Kelly Hartman FoundationN**
- **WundermanN**

Thanks to all of our donors for their support!N

Newly Available CN ollection GuidesCN

Hartman Center electronic finding aids for collections recently posted to the web includeN the following J. Walter Thompson records:

- **Account Files**
- **New Business RecordsN**
- **Penney P. Burnett PapersN**
- **Harry Clark PapersN**
- **Hugh P. Connell PapersN**
- **Herbert Eames PapersN**
- **Jack Hilton PapersN**
- **Anthony Viola PapersN**

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

<http://library.duke.edu/digitalcollections/rbmscl/inv/>



The Spirit of the Poster

ory Pillen is a PhD. candidate specializing in 19th and early 20th century American visual culture in the Department of Art History at the University of Wisconsin – Madison. She was a 2010 Hartman Center Travel Grant recipient.

During a recent visit to the Hartman Center, I found an advertisement promoting a poster designed by New York City artist Michael M. Heiter. The early 20th century poster depicts a thriving city illuminated by the “light” of information, which emanates from a female figure that personifies “The Spirit of the Poster.” According to the accompanying text, this image illustrates the economic and social benefits of poster advertising. In addition to its contributions in the realms of art and beauty, the ad explains, the poster plays a fundamental role in educating the public, promoting economic development and encouraging “human progress.”

In linking the aesthetic and the social, this and other materials in the Hartman Center’s collection have proven to be valuable resources for my dissertation, which addresses the role that visual culture played in the discourse surrounding social programs and public N

policy during the New Deal era. Specifically, my dissertation focuses on posters produced by the Works Progress Administration (WPA), a relief program designed to create jobs in America during the Great Depression. These posters, which were commissioned by government agencies to promote various social programs and services, engaged some of the most pressing concerns of Americans during the New Deal.

Of the many excellent collections I had the opportunity to examine at the Hartman Center, the records of the J. Walter Thompson Company, the Outdoor Advertising Association of America Archives, the Howard Scott Papers and the Garrett Orr Papers were particularly rich sources for my project. These collections include excellent examples of poster designs addressing social concerns like health and disease, housing, conservation and service on the home front during World War II. They also offer a number of insights into the field of graphic design, which will help me provide a more nuanced discussion of the WPA posters within their broader cultural context. Papers and reports in the collections, for instance, address the target audience for particular advertisements and the rationale behind certain appeals. They also discuss research studies related to poster design and distribution, including one that suggests a well designed pictorial poster is more likely to create a memorable impression on the viewer than a poorly designed poster or a poster dominated by text.

I would like to thank the Hartman Center for the travel grant that made this research possible. My time at the Center broadened my understanding of graphic design during the 1930s and my awareness of the multiple ways WPA posters resonated during the period. The Center is, without a doubt, a valuable and unique resource for scholars interested in visual culture, among other topics.

- *Nory Pillen*

LOOKING BACK

Stay Marine, Stay Covered

Recent healthcare reform debate elicited strong opinions on both sides, focusing on the role of government as a healthcare provider. Interestingly, 26 years ago during Ronald Reagan’s first term in office, the United States Marine Corps advertised government run healthcare as one of the best reasons to stay in the Marines. The JWT campaign focused on how the Corps could offer Marine families benefits and perks that civilians did not have access to (such as educational assistance, a good pension, and job security). In particular, these ads singled out N

low-cost medical care with no monthly or yearly premium to pay (“Civilians might pay \$50, \$60, \$70 or more a month for medical insurance”) as one of the N



biggest benefits. This advertisement notes that coverage was so comprehensive that Marine families would only be responsible for the cost of meals during a hospital stay. N

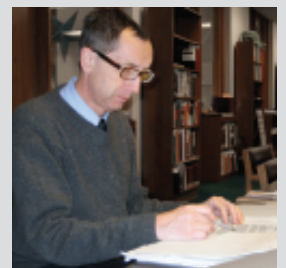
1983 USMC ad.

2011 APPLICATION PROCESS BEGINS

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 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 also awarded. Fellows receive \$1,000 stipends for a minimum of two weeks research at the Hartman Center focusing on the JWT Archives.

Applications are due January 31, 2011. Awards will be announced around March 15, 2011. For more information contact Lynn Eaton (lynn.eaton@duke.edu) or visit the website: <http://library.duke.edu/specialcollections/hartman/travel-grants/>.



2010 JWT Fellow,
Dr. Ferdinando Fasce.

DUKE UNIVERSITY LIBRARIES

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for Sales, Advertising &
Marketing History

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



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ADDRESS CORRECTION REQUESTED

WWI ScrapbookN (continued from page 1)

programs “in order that the spirit of the country in this matter may be expressed without distinction of N race or religious opinion in support of what is in reality a common service.” The campaign coordinated the efforts of seven organizations that had individual fundraising drives: the YMCA, YWCA, American Library Association (ALA), War Camp Community Service, National Catholic War Council (Knights of Columbus), Jewish Welfare Board, and Salvation Army. Each organization would continue to address their focus (for example, the Knights of Columbus worked primarily with Catholic N communities, and ALA sent books to soldiers) while organizing their activities around a central set of promotional messages.

The goal was to raise \$170 million during a campaign scheduled for November 11-18, 1918 (whether prescient or brilliantly planned, November 11 was also the day that Germany signed the Armistice, officially ending hostilities.) The end of the war was already in sight during the planning period, but it was estimated that the demobilization of nearly four million U.S. troops would require at least two years and a staggering sum to maintain the morale of returning soldiers. With a nearly \$1 million operating budget, a National Publicity Committee was formed and chaired by Bruce N arton, a journalist and magazine editor who was an N

official with the YMCA. All media would be N employed: print, outdoor advertising, leaflets, stickers, lapel pins, radio spots, motion picture shorts, even a women-run telephone brigade. The campaign was a resounding success, raising over \$203 million dollars that funded aid programs through 1920. It was hailed in the press as the largest fundraising event in history.



As an advertising history-related aside, the United War Work Campaign may have been the launching platform for one of America's most successful advertising agencies. Ad men Roy Durstine and Alexander Osborn worked on the campaign alongside Bruce Barton. In early 1919, the three men founded Barton Durstine & Osborn, which merged in 1928 to become Barton Barton Durstine & Osborn N (BBDO) and rapidly grew to be one of the largest and most respected advertising agencies in the United States. The Hartman Center is proud to add this important scrapbook to its growing collection of war-related advertising materials.



Two United War Work
campaign items, 1918.