

front & center

David M. Rubenstein Rare Book & Manuscript Library

Fall 2015
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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.



Rubenstein Library Reading Room

Rubenstein Library Reopens in Newly Renovated Space

The David M. Rubenstein Rare Book & Manuscript Library reopened on August 24—marking the completion of renovations that transformed the building into a state-of-the-art research facility. The renovations to the original West Campus library structure included adding more event spaces, study rooms, technology and new exhibit galleries. Construction began in late 2012 in the final phase of the *Perkins Project*, an initiative that originated in 2000 to improve the design and function of the Perkins Library complex.

New exhibit spaces will expand opportunities to highlight student and faculty research. New exhibition cases added to the historic *Mary Duke Biddle Room* allows us to exhibit some of our most fragile collections. The new *Michael and Karen Stone Family Gallery* will showcase special loans and new acquisitions. Its opening exhibition features the Bay Psalm Book—the first book printed in what is now the United States – on loan from David M. Rubenstein. The first floor also includes the large *Holsti-Anderson Family Assembly Room*, conveniently adjacent to the front entrance, designed to host lectures, performances, workshops, and symposia. The library now boasts upgraded teaching spaces, as well as small seminar and group study rooms. New features for teaching – such as projectors that display images of physical artifacts onto screens – were included in the renovations.

The library's entrance was transformed to make it more welcoming, and the exterior now also features a plaza where people can gather. Updated technology includes better climate control to maintain the ideal

temperature and humidity for storing and preserving rare materials. New deep cold storage rooms will help preserve color photography. An improved exhibit prep area will allow employees to better prepare the library's many exhibits.

A series of special events will mark the grand opening of the new library this fall. For more information please visit:

<http://library.duke.edu/rubenstein/opening>



Stuart Elliott's Papers Come to Duke

The Hartman Center is proud to announce the arrival of the collected papers of noted *New York Times* columnist Stuart Elliott. Elliott wrote the advertising column for the *Times* for twenty-three years, from 1991 to 2014. He is considered one of the most influential, respected and reliably objective voices in advertising journalism, and his column served as one of the last regular features on the advertising industry in a national newspaper. A graduate of Northwestern University's Medill School of Journalism, Stuart also worked for *Advertising Age* and *USA Today* before taking over the *Times* column in 1991.

The collection spans some thirty years beginning in the 1980s and includes correspondence, photographs, research files and drafts related to Elliott's columns as well as a subject clipping file on notable advertising executives and agencies. When processed and made available to the public, the collection promises to serve as a rich resource on the U.S. advertising industry during the late twentieth and early twenty-first centuries as seen from the perspective of a keen observer in the media.

VISITORS

- Shannon Wilbanks, Erwin Penland
- Amy & Joe Federman

CLASSES

We welcomed the following classes in the spring semester:

- "Working Women, Women's Work," Leslie Maxwell
- "Medicine, Culture, Healing," Saiba Varma
- "Embodying Social Meaning," Dr. Marcia Rego

ON THE ROAD

Jacqueline Wachholz attended the OAAA Convention in San Diego, CA and the Conference on Historical Analysis and Research in Marketing (CHARM) in Long Beach, CA. She also presented "Documenting Peggy & Joan: Archiving the Careers of Women in Advertising" at the Society of American Archivists annual meeting in Cleveland, OH.

NEW INTERN

We welcome J. Peter Moore as our newest Hartman Center intern this fall. Pete is a PhD candidate in Duke's English department and is writing a dissertation about the concept of vernacularity in postwar American poetry. A few years ago he taught a class on *Mad Men* and *Avant Guard Poets*, using Hartman Center materials in his teaching. Pete will be assisting with research requests and other projects.

NEW ACQUISITIONS



6-12 Plus Insect Repellent *ad* from the Derek Norman papers

New Collections Build Depth and Breadth

Despite the planning involved in moving into our newly renovated library, the Hartman Center has brought in a number of new and noteworthy collections and print materials in recent months.

Bob Jeffrey, former CEO of J. Walter Thompson, donated his papers. Included are items documenting his sixteen-year tenure with JWT, eleven as Worldwide CEO. Natasha Korda donated the papers of her mother, **Reva Korda**, who was a creative chief and Senior Vice President at Ogilvy & Mather. Korda's collection documents her thirty-year tenure with Ogilvy. **Derek Norman** donated his own papers, which include his work as an art director at JWT Chicago and London and Leo Burnett. Clients include Sears, Oscar Mayer, Kraft, Seven Up and more. Jo Rydholm donated the papers of her husband, **Ralph Rydholm**. For over forty years, Rydholm led creative departments at J. Walter Thompson Chicago, Ted Bates in New York, and Tatham, Laird, and Kudner, eventually rising to CEO at the latter. Jim Bartos donated additions to the papers of his mother, **Rena Bartos**, former SVP and Director of Communications at JWT and a pioneer in the field of marketing to women and older adult consumers. Similarly, Mary Edwards donated the work of her father **Barry McKinley**, who directed a number of television spots while working at Needham, Harper & Steers in the 1960s. Finally, we



Rena Bartos

also received a collection of 1960s television commercials collected by **Father Philip Bourret, S.J.** who was involved in communications in Taiwan and elsewhere, primarily in religious broadcasting. In 1957 he founded Kuangchi Programming Service in Taipei.

In addition, we thank the following donors for their financial support:

- John & Kelly Hartman Foundation
- Bob Jeffrey
- FOARE
- Wunderman
- John Furr
- Kip & Janet Pope

New Collection Guides

Albert Cornell, M.D. Collection of Medical Ephemera, 1910-2004

Anspach Travel Bureau Collection of Tourism Literature, 1936-2014

Carl Spielvogel Papers, 1946-2014

Caroline Bien Papers, 1960s-2006

J. Wilson Morrow Papers, 1930-1968

Jean Kilbourne Papers, 1918-2014

John R. Bittner Papers, 1918-1994

J. Walter Thompson Company. Brouillard Communications Print Advertisements, 1991-2005

J. Walter Thompson Company. Commodore Club Records, 1990-1995

J. Walter Thompson Company. Hispania Records, 1980-1985

J. Walter Thompson Company. London Office Print Advertisements, 1900-1999

J. Walter Thompson Company. Personnel Records, 1900s-1975

J. Walter Thompson Company. Radio/Television Department Records, 1932-1978

Spanish Advertising Broadside (Auca and Aleluja), 1938-1985

William Golden Papers, 1911-1970

Letter Building: Signage, Modern Architecture, and the American Cityscape

Craig Lee is a Ph.D. candidate in the Department of Art History at the University of Delaware. He focuses on the history of modern architecture and design.

The proliferation of signage, and its effect on the built environment, was nowhere more vigorous or transformational than in the United States during the twentieth century. In particular, during the first two decades, the dramatic increase in billboards and spectaculars—with their supersized, illuminated, and animated words and promotional images—revealed deep-rooted anxieties about the relationship between architecture and language in the American cityscape.

A FOARE Fellowship supported a visit to the Hartman Center to examine the outdoor advertising collections. My primary focus centered on the archives of the Outdoor Advertising Association of America (OAAA), the industry's leading trade organization. This rich collection dates back to the late-nineteenth century, when the outdoor advertising industry professionalized.

My research allowed me to see how the outdoor advertising industry developed and organized in this early period, navigating the competing interests of commercial, governmental, private, and public concerns. The push for an increased presence of advertising and media in the open-air stood in conflict with the urban reform efforts of the City Beautiful movement.



View of Chicago's Michigan Avenue c.1930

Numerous lawsuits across the country sought to regulate and restrict outdoor advertising through zoning and ordinance measures around the turn of the century. The OAAA Archives provides a chronology and summary of these lawsuits, in addition to important period clippings gauging public and industry reaction. My research focused on a series of lawsuits in New York City regarding the installation of "sky signs," structures mounted on building rooftops.

The OAAA Archives and other collections like the R.C. Maxwell Company Records illustrate the dramatic presence of monumental spectaculars in the city. Company scrapbooks and photo albums were especially useful in seeing the full range of signs and installations constructed by the outdoor advertising industry in various locales such as Times Square and Atlantic City. An exciting find was a circa 1930 photograph showing a Chevrolet spectacular and Maxwell House billboard in contrast to the tall buildings of Chicago along Michigan Avenue.

The extensive number of trade publications provided a trove of articles, photographs, and advertisements to understand trends and developments in the outdoor advertising industry. Such periodicals include *The Billposter*, *The Poster*, *Advertising Outdoors*, *Signs of the Times*, and *Outdoor Advertising Association News*.

This research informs my dissertation, which charts the incorporation of commercial signage as a critical, formative feature of modern architecture in America. The growing prominence of outdoor advertising, apparent in rooftop billboards and spectaculars, transformed skylines from coast to coast and challenged the very nature of architecture itself.

LOOKING BACK

Ain't Nothing Like the Real Thing

On April 23, 1985, the Coca-Cola Company changed its soda formula for the first time in over fifty years. Coke advertisements proclaimed, "Great new taste! Better than ever!" Even though the new, sweeter recipe had performed well in taste tests, it turned out consumers had an emotional, almost patriotic investment in the original Coca-Cola. Angry and distraught over the discontinuation of "The Real Thing," consumers boycotted the new product and called the Coke hotline to complain. Pepsi used the controversy as proof it had officially won the "cola wars." In a full page ad in the *New York Times*, Pepsi charged that Coke had changed its formula to taste "more like Pepsi." Admitting defeat, Coke reintroduced the old formula under the name Coca-Cola Classic just seven days after the launch of New Coke. The JWT Competitive Advertisements collection includes almost 500,000 print advertisements, including this one for New Coke, arranged by year and product category, documenting the evolution of advertising since the 1950s.



A 1985 ad for New Coke

The Hartman Center travel grants and fellowships this year include one **FOARE Fellowship for Outdoor Advertising Research**. Dr. Victoria Greive, Dept. of History, Utah State University, is researching the deployment of images of childhood in Cold War advertising to reinforce notions of domestic security.

This year's **John Furr Fellowship for JWT Research** goes to Cari Casteel, a doctoral student in the history of technology at Auburn University. Casteel is researching the confluence of gender and olfaction in deodorant and anti-perspirant advertising from the late nineteenth century to 2010.

Our **Alvin A. Achenbaum Travel Grant** recipients include:

Faculty

- Dr. Makeda Best, Visual Studies, California College of the Arts
- Dr. Einav Rabinovitch-Fox, Women, Gender, & Sexuality, Columbia University
- Dr. Rebecca Sheehan, United States Studies Center, University of Sydney
- Dr. Mark Tadajewski, Marketing, Durham University

Students

- Kira Lussier, History & Philosophy of Science & Technology, University of Toronto
- Seth Tannenbaum, History, Temple University
- Dana Alsen, History, University of Alabama

The deadline for the next round of applications is January 31, 2016 and recipients will be announced by March 31, 2016. To learn more about these opportunities and apply visit our website.

DUKE UNIVERSITY LIBRARIES

John W. Hartman Center
for Sales, Advertising &
Marketing History

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HALO Awards Archive Comes to Center

The world's largest collection of cause marketing case studies and creative materials has been donated by the Cause Marketing Forum to the Hartman Center. The voluminous collection contains descriptions of campaigns designed to do well by doing good that were entered into the company's Cause Marketing Halo Awards competition from 2003 through 2013.

Since its founding in 2002, the Cause Marketing Forum has helped company and cause professionals succeed together at doing well by doing good by providing practical insights, valuable contacts and

recognition for outstanding work through the Cause Marketing Halo Awards. Led by founder and president David Hessekiel, CMF produces annual conferences in the US and Canada, distance learning programs and a rich collection of digital learning resources via its website, newsletter, blogs and other programs and service offerings.

"We're thrilled that the Hartman Center will be cataloging and preserving these valuable write-ups of more than a thousand US and Canadian cause marketing campaigns," said CMF President David Hessekiel. "Interest in initiatives at the intersection of purpose and profit has never been stronger and this will make this trove of information more easily accessible to scholars studying the field," said Hessekiel, who founded the Rye, New York-based company in 2002.

The collection should be available to researchers in late fall 2015, "We are pleased to be the home for this collection as it is an excellent addition to our advertising resources and collections. I am confident it will be well used by our researchers." according to Jacqueline Wachholz, Hartman Center director.