

Summer 2013  
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## FOARE Funds Outdoor Advertising Fellowship

The Foundation for Outdoor Advertising Research and Education (FOARE) pledged support enabling the Hartman Center to create a new travel fellowship. These FOARE Fellowships for Outdoor Advertising Research provide \$1000 in funding for up to three researchers per year. Recipients must plan research trips lasting a minimum of ten days primarily focusing on the use of collections found in the Outdoor Advertising Archives. These collections include materials from outdoor

companies, trade organizations, personal collections of executives and creative people who worked in the industry, and related books and periodicals. The Archives documents many diverse topics, including the creative, technological, financial and legislative aspects of the outdoor advertising industry; billboard architecture; public service campaigns; highway beautification efforts; retail selling; and market research. Since receiving the outdoor advertising collections in 1996, including the records of the OAAA, the Hartman Center has become the primary repository documenting the history of the Out of Home industry. Creating this fellowship fills a need for greater support of researchers who come to Duke to use these collections.

This is the first year that the Hartman Center will award FOARE Fellowships. This year's recipients, Elizabeth Semler and Zoe Sherman (see *2013 Travel Awards* below), both have research projects that demonstrate strong need for collections found in the Outdoor Advertising Archives.

More information can be found on our website: [library.duke.edu/rubenstein/hartman/](http://library.duke.edu/rubenstein/hartman/)

## 2013 Travel Awards

The Hartman Center awarded travel grants and fellowships to eleven researchers this year, assisting scholars who need to travel to use the Center's unique collections at Duke University.

The Center awarded two **FOARE Fellowships for Outdoor Advertising Research**. *Elizabeth Semler* (History of Science, Technology, and Medicine, University of Minnesota) will research "Got Milk?: Dairy advertising and scientific authority in the late 20<sup>th</sup> century." *Zoe Sherman* (Economics, University of Massachusetts-Amherst) will use the collections to research "The Commodification of Audience Attention in the US, 1865-1920." Both topics are well represented in the Outdoor Advertising Archives.

The **John Furr Fellowship for JWT Research** was also given to two recipients. *Ai Hisano* (History, University of Delaware) is studying "A history of food color in the United States, 1880s-1970s." *Dr. Cristina Sanchez-Blanco* (Media Management, University of Navarra

[Spain]) delves into "Advertising account planning at JWT." The JWT Archives will provide a wealth of information for both recipients.

Hartman Center Travel Grant recipients include:

### Faculty:

*Dr. Andrew Case*, Environmental Studies, University of Wisconsin-Madison

*Dr. Richard Popp*, Journalism, Advertising & Media Studies, University of Wisconsin-Milwaukee

### Independent Scholars:

*Dr. Francesca Russello Ammon*, American Academy of Arts & Sciences

*Dr. Kristi Whitfield Johnson*

### Students:

*Leslie Anderson*, Political Science, University of California-Merced (Honorable Mention)

*Mary Bridges*, International Relations, Yale University

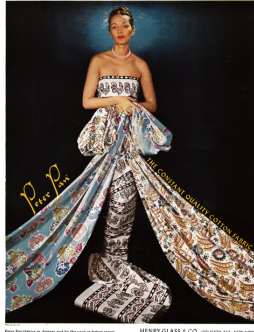
*Jessica Kay Burch*, History, Vanderbilt University

For more information on the travel grants program, please visit our website. The next deadline for applications is January 31, 2014.

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.

## New Collections Enrich Center Holdings

Even though we have been busy moving into our new location, the Hartman Center has brought in a number of new and noteworthy col-

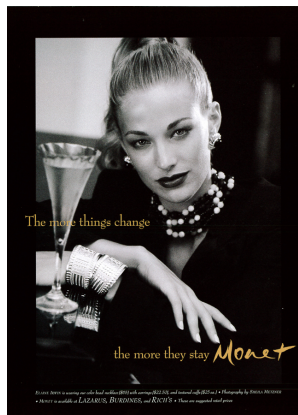


**Willard B. Golovin ad for Peter Pan textiles, circa 1950s**

**Willard B. Golovin.** His papers document Golovin's careers running the *Willard B. Golovin* agency and the *Bayer Gallery*. Clients include *Aberle*, *Frances Denney*, *Glen Guard* clothiers, and *Harry Winston* jewelers. There are also files relating to support efforts during World War II and a series of posters addressing absenteeism in war work industries. **Adrienne Cohen** donated her own papers, which include her work as an advertising copy writer and creative executive at agencies such as *Marschalk*, *Young & Rubicam*, and *McCann-Erickson*. Clients include *Coca-Cola*, *Drackett*, *Eastern Airways*, *Gulf Oil*, and *Texize*.

We are also pleased to add the **Jean Yeager** papers. Yeager was an advertising copy writer and artist who managed his own agency, *Jean W. Yeager, Inc.* based in Dallas, Tex. Later he taught at several *Waldorf Method* institutions and was director of the *Anthroposophical Society in America*. **Susan Brown** donated the papers of her father, **John Stevenson**.

Stevenson was a pioneer in direct mail and director of *Greystone Press*, which specialized in subscription encyclopedias and continuity series books. The Center acquired the papers of **Doris Bryn**, which document her career as



**Jacqueline End ad for Monet, undated**

collections and print materials in recent months.

**Joy Golden**, copywriter, humorist and radio advertising expert donated her papers. Included are many radio commercial recordings created by her company *Joy Radio* for clients such as *Laughing Cow*, *Blue Cross Blue Shield*, and *Pizza Hut*, among others. **Ripley Hathaway** donated the papers of her father,

a professional cover and fashion model and as a designer of dresses, shoes, leather goods, jewelry and other fashion accessories under the lines *Roger Van S.* and *Mr. R.* among others. **Jakob Taylor** donated a collection from *Video Monitoring Service (VMS)*, which closed recently. This collection includes television commercials dating from the early 1980s and metadata that documents when and where they were broadcast. His gift also includes a group of videotapes entitled the *Radio TV Reports Infomercial Collection, 1990-1996*. **Cookie and Henry Cohn** donated the **Anspach Travel Bureau Collection of Tourism Literature**. This collection includes brochures, leaflets and other take-away materials promoting resorts, hotels, airlines, cruise lines, and other services or destinations comprising the travel and tourism industry, dating from 1942 to 2000. Thank you to all of the donors who generously contributed these collections.



**Club de Pesca brochure from the Anspach Travel Bureau Collection**

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

**John & Kelly Hartman Foundation**  
**FOARE**  
**OAAA**  
**Wunderman**  
**Stephen Greyser**

## Newly Available Finding Aids

- **Adrienne Cohen Papers, 1963-2000**
- **Anspach Travel Bureau Collection of Tourism Literature, 1942-2000**
- **Doris Bryn Papers, 1939-1998**
- **Jacqueline End Papers, 1965-2012**
- **Jean Yeager Papers, 1959-2012**
- **John Stevenson Papers, 1943-1983**
- **Joy Golden Papers, 1956-2012**
- **Radio TV Reports Infomercial Collection, 1990-1996**
- **Willard B. Golovin Papers, 1882-1974**
- **William H. Helfand Collection of Advertising Postcards, 1978-2000**

These and other finding aids for Hartman Center collections can be found at: <http://library.duke.edu/rubenstein/findingaids/>.

### VISITORS

The 4A's Southeastern Board visited the Center during a recent meeting.

### EVENTS

On March 5th the Center created an outdoor advertising history display at an NCOAA reception for NC legislators in Raleigh. Highlights from our Outdoor Advertising Archives spanned the 19th through 21st centuries and included items of local interest.

### NEW PATHFINDER

Check out our new guide to Direct Marketing collections found at: <http://library.duke.edu/rubenstein/hartman/guides/direct-pfinder.html>.

### RENOVATION NEWS

The Rubenstein Library is undergoing a 2 1/2 year renovation to create a state-of-the-art center for research and teaching. In the meantime, you will find the Hartman Center fully operational in our temporary location on the 3rd floor of Perkins Library. Please contact us four days prior to your visit to ensure that desired collections are onsite. Renovation updates are found here: <http://blogs.library.duke.edu/renovation/>.

### VIDEOS AVAILABLE

Videos of our Fall 2012 events are now available on YouTube (see links on our website). Events include our anniversary lectures by Ann Mack from JWT and Nancy Fletcher of the OAAA and the conversation with Carl Spielvogel moderated by Robert Lauterborn. [library.duke.edu/rubenstein/hartman/exhibits/videos.html](http://library.duke.edu/rubenstein/hartman/exhibits/videos.html)

# The Spirit of Advertising: Seagram and Hiram Walker, 1950-1960

Rochelle Pereira is a PhD candidate in the Department of History at the University of Guelph in Ontario, Canada.

This past September, my research took me to the Hartman Center to investigate the advertising and marketing initiatives of Hiram Walker and Seagram, during the 1950s and 1960s. Of particular interest are the print advertisements and campaigns released by the distilleries in this period, and how they presented gender, race and class. The Hiram Walker and Seagram archives contain a host of information about product development and activities undertaken by their sales teams. Unfortunately, they lack substantial information about the numerous advertising campaigns they produced. In traveling to the Hartman Center, I sought sources from the creative minds that handled the accounts and developed the advertisements for these companies.

In the 1960s many whiskey distillers commonly marketed their products as lighter and smoother tasting than their predecessors. The Seagram distillery promoted this phenomenon with its Calvert Extra Soft Whiskey that was marketed as a “light brand.” This became a growing trend within the distilled spirits industry, and sales increased within this sub-category. In 1964, the Hiram Walker distillery sought the assistance of Kensinger Jones at Campbell-Ewald to devise a new campaign to sell its Imperial Blended

Whiskey. Jones’s papers are held in the Hartman Center. Despite the trend towards lighter tasting spirits, Hiram Walker tried to position Imperial Blended Whiskey as a “Bad Guy’s Whiskey,” a robust beverage. Archival sources show that while Campbell-Ewald was willing to represent the product in such a manner, it concluded it would be risky to counter dominant advertising trends in the spirits industry. Research called for local testing of the campaign before it could be run at the national level. When compared against other sources, it seems Hiram Walker ultimately opted to associate Imperial Whiskey with leisure and sport in the late 1960s.

While my research examines the 1950s and 1960s, the Garrett Orr Papers included ads from the 1930s and 1940s that showed the extent to which themes and subjects varied over the years. What stood out most was the inclusion of visibly older gentlemen with greying hair in the companies’ campaigns. In ads for Seagram and Hiram Walker whiskeys in the 1950s and 1960s, images of younger men engaged in upper class activities like yachting or rhinoceros hunting were the norm. A younger, white, male middle class demographic was the primary target of the distillers, and it was rare to find older models at the center of their ads in the post-World War II era. The Light-



Hiram Walker ad, circa 1938

ner collection showed that as time evolved, the distillers changed the marketing and focused on a younger clientele.

These sources, along with many others have been extremely useful in my research and provided me with a deeper understanding of how advertising agencies and their personnel operated in relation to their clients.

## LYNN EATON LEAVING CENTER

It is with both sadness and joy that we announce that Lynn Eaton will be leaving the Hartman Center to become Special Collections Librarian at James Madison University in Harrisonburg, Virginia.

Lynn has been with the Hartman Center since 1997. Initially she supervised production of three web projects: *Ad\*Access*, *Emergence of Advertising in America*, and *Medicine and Madison Avenue*. In 2000, Lynn became Technical Services Archivist for the Center and oversaw the arrangement and description of several outdoor advertising collections and supervised metadata production for over 50,000 outdoor advertising images described in the online ROAD database. In 2004, she became the Reference Archivist for the Hartman Center, helping patrons with their research. Lynn’s last day will be July 1 and the Center will soon conduct a search for a new Reference Archivist.

We will greatly miss Lynn’s hard work, cheerful personality and expertise with our collections, but wish her well as she embarks on a new adventure!

## LOOKING BACK

### Abe Lincoln: Car Salesman

The Lincoln luxury brand recently relaunched with a new campaign crafted by the Hudson Rouge agency, hoping to appeal to a younger audience. A familiar face in the relaunch is Abraham Lincoln. One commercial taps into the 16th president’s pop culture resurgence fueled by the 150th anniversary of the Emancipation Proclamation and a turn on the silver screen in Steven Spielberg’s *Lincoln*, as well as *Abraham Lincoln: Vampire Hunter*. The Lincoln commercial

evokes both the serious and the fantastic in the President’s cultural resonance, while also referencing the brand’s mid-twentieth century glamour.

Founder Henry Leland named his company after the president. This 1924 ad features a Lincoln parked at the foot of a statue of the president found in Chicago’s Lincoln Park. The car was “worthy of its honored name” and a “recognized masterpiece.” The new Lincoln campaign features an edgier Abe Lincoln than its 1920s counterpart, but the themes are strikingly similar.



Abraham Lincoln statue featured in a Lincoln ad from 1924

# DUKE UNIVERSITY LIBRARIES

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

David M. Rubenstein Rare Book  
& Manuscript Library

Box 90185  
Duke University  
Durham, NC 27708

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We're on the web at:  
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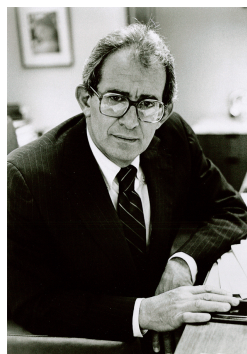
**ADDRESS CORRECTION REQUESTED**

## Alvin Achenbaum Papers come to Duke

The Hartman Center has acquired the professional papers of Alvin Achenbaum, economist and marketing visionary honored by *Advertising Age* as one of the 100 Most Influential Advertising People of the Century.

A World War II veteran, Achenbaum attended UCLA after his service and then earned a Masters in Economics at Columbia University. He became a market researcher and moved up the ranks of several major advertising agencies, including McCann-Erickson, Grey, J. Walter Thompson and Backer Spielvogel Bates. In the latter part of his career, Achenbaum was a partner and manager of several marketing consulting firms—Achenbaum Associates; Canter Achenbaum; and Achenbaum Bogda Associates. In addition, he was a prolific speaker and writer, contributing regular columns to trade magazines, as well as research articles that appeared in professional journals. His most recent writing project is an e-book, *Lessons Learned: A Practitioner's Guide to Successful Brand Marketing*.

Achenbaum is widely respected as a researcher and intellectual within the advertising and market-



Alvin Achenbaum,  
circa 1980s.

ing professions. He pioneered and refined new techniques in marketing research, such as behavior and attitude studies, copy testing and pre-testing, measurement, and media comparisons. He has written on a wide range of ethical and professional issues, including manipulation in advertising, new business and agency expansion, agency management and organization. He generated considerable controversy by challenging the ways that agencies were compensated by clients. One of the significant services provided by his consulting firms was the restructuring of agency/client compensation and relationship arrangements. A futurist before it was trendy, he regularly wrote and spoke on emerging trends and the future of advertising and marketing.

The papers comprise approximately 100 feet of records that document over fifty years of Achenbaum's professional life. This is one of the rare collections that cover the breadth of a person's career while also documenting the internal workings of a number of agencies and consulting firms. The Hartman Center is proud to preserve the legacy of one of advertising's visionary giants. Processing is underway and public access for research is projected for this fall.