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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.

CHARMING Event at the Center

From May 17-20, 2007, 55 scholars came to Durham, NC, from around the world to participate in the 13th biennial Conference on Historical Analysis & Research in Marketing (CHARM). The program, "Marketing History at the Center," featured 46 papers presented by graduate students and faculty. Topics ranged from "Marketing, War and the Military" to "20th Century International Marketing" to "Advertising Personalities" and more. The speakers presented their findings using images and artifacts to illustrate their talks. Attendees participated in lively discussions of the topics during sessions and shared meals.

The keynote speech by Alan R. Andreasen of Georgetown University opened the conference and focused on the evolution of social marketing. The Distinguished Speaker of the conference, Alan J. Richardson of York University, spoke on the history of accounting history and discussed strategies for institutional development of the CHARM organization. The Stanley C. Hollander Best Paper

Award was presented to Stefan Schwarzkopf (Queen Mary College, University of London) for his paper "Consumer Voice and Brand Loyalty: Lever, J. Walter Thompson and The Rise of Market Research in Britain, 1918-1939." Mr. Schwarzkopf was also a winner of a 2004 fellowship from the Hartman Center which supported his research into the JWT Archives.

The participants attended a library reception and dinner and viewed the Hartman Center's exhibit "A Century of Sex Appeal" featuring advertisements and documents from the 19th century to the present. The following evening, some attendees took a walking tour of historic tobacco sites in downtown Durham, followed by dinner in the city's renovated tobacco warehouse district.

The next CHARM conference "Marketing History: Strengthening, Straightening, and Extending" will be held in Leicester, England May 28-31, 2009. The call for papers, past programs and conference proceedings of CHARM are available through the website:

<http://faculty.quinnipiac.edu/charm>



Stefan Schwarzkopf receives his award from Terry Witkowski.

John W. Hartman (1923-2007)

Founding donor dies at 84

The Hartman Center is sad to announce the passing of John W. Hartman (Duke '44), businessman, benefactor, and beloved family man. Mr. Hartman had successful careers in advertising, media, and sales. As CEO of Bill Communications, he published



a number of business, trade, and technical magazines, including *Sales & Marketing Management*. He wrote several books on business (including *Second Thoughts* and *Return of Second Thoughts*) and twice was nominated for a Pulitzer Prize. In 1992 he provided generous funding that made possible the creation of a center in Duke's Rare Book, Manuscript, and Special Collections Library to document the history of sales, advertising and marketing. With his support the Hartman Center blossomed into the premier repository for advertising history. Mr. Hartman and his late wife Kelly gave to many causes and organizations both at Duke and near their homes in Lyme, CT and Key Largo, FL. His generous heart and keen eye for business will be missed by many.

John Hartman at the Center's 10th anniversary event in 2002.

NEWS & NOTES

VISITORS

- Rick Jarrett, American Image Graphics
- Claudia Kimbrough, Carolyn Argentati and Lynn Jones Ennis, NC State University
- Tim Marr, UNC-Chapel Hill
- Randy Shepard, JWT Atlanta
- Hal Stevenson, Stevenson Communications
- Ryan Taylor, Jennings & Co.
- Lt. Col. Mike Zeliff, U.S. Marine Corps

ON THE ROAD

- Richard Collier, Lynn Eaton and Jacqueline Reid visited JWT Chicago. Ms. Reid attended the OAAA Convention and the Obie Awards in San Diego, CA.

CLASSES

The following Duke classes visited the Center recently:

- Richard Collier's "Sex and Advertising"
- Christopher Fricker's "Business German"
- Kristine Stiles' "Introduction to Visual Culture"

NEW INTERNS

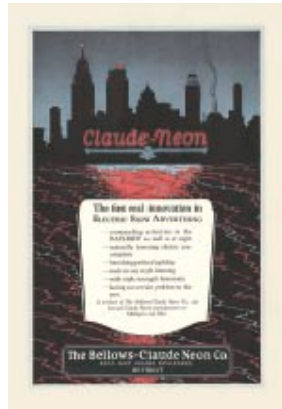
- The Hartman Center welcomes Rita Johnston, a UNC-Chapel Hill graduate student in the School of Information and Library Science. Rita is working on arrangement and description of new collections, starting with the Robert Hamer Papers and the Ohio Outdoor Advertising Collection.

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NEW ACQUISITIONS

Variety Helps Collection Grow

The Hartman Center has acquired a number of new collections and books that enrich our holdings. The Center is now the home to the archives of the **American Advertising Federation (AAF) Raleigh-Durham** chapter. The collection has



A booklet from the 1928 International Advertising Exposition.

started small, with the notebooks commemorating the club's activities last year, but promises to grow as documents are gathered. The American Heritage Center at the University of Wyoming transferred the records of the **Ruder Finn** public relations agency to us recently. Included

are a number of research reports. The Center acquired a scrapbook created by **Lynn Falch**, an ad man who worked for the Seattle-based Carl W. Art ad agency in the 1920s. The scrapbook documents the work that Mr. Falch helped to create during his tenure with the agency. A souvenir album documents the **National Cash Register Company's** fifth convention in Dayton, OH, of the Hundred Point Club, an honorary for top salesmen. The album features photographs of Club members and their activities during the convention in January 1911. Also recently received is a scrapbook created in the

1950s by Massachusetts housewife, **Lillian Dimmick**. Mrs. Dimmick had a talent for writing jingles, recipes and other prose, which won many prizes in various contests and were published in a number of magazines. The scrapbook documents her efforts. A 1980 **JWT** primer on creating Burger King ads was also acquired. Additions from **JWT Detroit** and **JWT Chicago** document the Ford, Kraft, White Castle and International Banana accounts.

A large number of printed materials has recently arrived at the Center. **Elaine Eisner** donated 32 boxes of books about advertising purchased from the former American Advertising Museum in Portland, OR. These books date from the late 1800s to the 1990s and are new titles to add to our collection. The **Arlie Slabaugh Collection of Mail Order Literature** offers a comprehensive overview of the mail order industry from the 1920s to the 1950s seen through a variety of periodicals, amateur newspapers, catalogs and printed ephemera. Titles found in the collection include *The Home Worker*, *Progressive Mail Trade*, *National Mail Order and Selling* and *Mail Order Man*, to name just a few. Other printed materials of note include a collection of literature collected at the **1928 International Advertising Exposition** and advertising annuals from the art directors clubs in Toronto and Philadelphia.



This 1980 sample Burger King ad is part of a recent JWT acquisition.

Newly Available Collection Guides

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

- Dayton Company Advertising Scrapbooks, 1904-1968
- Giant Food Stores Advertising Collection, 1951-2001
- J. Walter Thompson Company. Bertram Metter Papers, 1908-2000 and undated
- J. Walter Thompson Company. Detroit Office. Goldfarb Consultants Ford Research Reports, 1974-1989

- J. Walter Thompson Company. Diamond Information Center Vertical File, 1930s-1980s
- J. Walter Thompson Company. Winfield Taylor Papers, 1948-1960
- Lore Parker Papers, 1950-1979 and undated
- Margaret Fishback Papers, 1863-1978 and undated
- McGraw-Hill Marketing Information Center Vertical File, 1948-1991
- Stanley C. Marshall Papers, 1944-2005 and undated

These and other Hartman Center collections' finding aids can be found and searched at the website: <http://library.duke.edu/specialcollections/research/findaids/index.html>

Margaret Fishback Papers Depict an Illustrious Life

Little did I know that when my friend, Angela McClendon, took an internship at the Hartman Center, she made a decision that would affect both of our lives. As Angela pursued her calling as an archivist, she also advanced mine as a writer. During her time at the Hartman Center, Angela encountered the papers of the copywriter and poetess Margaret Fishback (1900-1985) and immediately alerted me of them.

Born in Washington, DC, Fishback graduated from Goucher College in 1921 and became a divisional copywriter for Macy's in 1926. She enjoyed an



Rooney presented her research at a Staff & Scholars Tea at Duke.

illustrious and lucrative career in advertising for the next few decades and was described by one New York newspaper as “the highest paid advertising woman in the world” in the 1930s. She had a hand in accounts for Chef-Boyardee, Clairol, General Foods, Borden, Simmons Beauty Rest, and Pabst Blue Ribbon, among others.

At the same time, she rose to popular acclaim as a poet. *One to a Customer: Collected Poems of*

Margaret Fishback was issued in 1947. Her other titles were equally wry and self-aware, including: *Time For a Quick One; I Take It Back; I Feel Better Now*, and *Poems Made Up to Take Out*.

As a poet myself, my deepest connection to Fishback stems from her poetry. When I read excerpts from Fishback's poems and letters, I knew I

had to learn more. How could I resist a poet who penned such mordant epigrams as:

BLACKOUT
When life seems gray
And short of fizz
It seems that way
Because it is.

Luckily, the Hartman Center offers generous travel grants. I applied for and received one, and in late May 2007, I had the singular pleasure of being the first researcher to have access to the Fishback papers.

My time at the Hartman Center was an absolute research bender, as I went through approximately 15,300 items in just five days. In doing so, I gathered invaluable information about Fishback's life, ads, poetry, and even her forays into the field of greeting card verse, which are every bit as charming as her more serious work:

By jingo
The flamingo
Joins our fandango
For your birthday slambango.

The snappy cocktail party description I tell friends about Fishback is that her work is Dorothy Parker meets Edna St. Vincent Millay meets Stevie Smith meets Sylvia Plath meets my cheerfully death-obsessed grandmother. Unlike Millay or Parker or Smith or Plath, though, Fishback is all but forgotten today. Thus, because of her obscurity—in spite of her considerable talents and enigmatic personal life—the possibilities for work on Fishback are wonderfully endless.

I now have a box full of copies, jottings and notes, and I look forward to shaping this raw material into something worthy of Fishback's life and of the Hartman Center's wonderful work and hospitality to researchers.

- Kathleen Rooney

Ms. Rooney, a former professor of creative writing at Pacific Lutheran University, now serves in Senator Dick Durbin's Chicago office.

LOOKING BACK

Fitness Games - 1914 and Today

America's obesity epidemic has inspired community health experts to come up with creative ways to fight fat. Some have turned to active video games, or “exergaming,” to entice people to get off the couch. The game “Dance Dance Revolution” has even been incorporated into public school fitness programs in West Virginia and California.

What did people do to keep fit before the digital age? Bowling! Brunswick-Balke-Collender, manufacturer of bowling alleys in the early 20th century, used this 1914 poster in their national

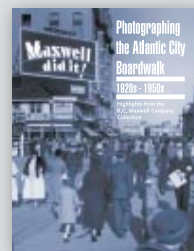
campaign to promote the sport for fitness and fun. A group of cheerful young male bowlers is juxtaposed against a solitary, unhappy man playing pool, thereby suggesting that bowling is enjoyable, wholesome and social. The salubrious effects of bowling are championed in the dubious headline, “Bowlers never get appendicitis.” A separate poster encouraged women to bowl, as it was thought to be an ideal sport they could play without baring their ankles.



EXHIBIT CATALOG WINS LEAB AWARD

The Hartman Center is proud to announce that it has won the 2007 Leab Award (Division Three) for the printed catalog produced for the 2006 exhibit, *Maxwell Did It! Photographing the Atlantic City Boardwalk, 1920s-1950s*.

The award, funded by an endowment established by Katharine Kyes Leab and Daniel J. Leab, recognizes outstanding printed catalogs issued in support of library exhibitions as well as electronic exhibitions of outstanding merit issued within the digital environment. Entries are judged on originality, detail, content, scholarship, and usefulness to the intended audience.



Maxwell Did It! documents the placement of the Atlantic City boardwalk's "electric spectacles" and billboards from the 1920s through the 1950s. The photographs provide a decade-by-decade look at the changing landscape of the boardwalk and its pedestrian culture. The online exhibit is available at <http://library.duke.edu/exhibits/maxwell/>.

The Leab award is granted by the Rare Book and Manuscript Section (RBMS) of the Association of College and Research Libraries (ACRL).

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

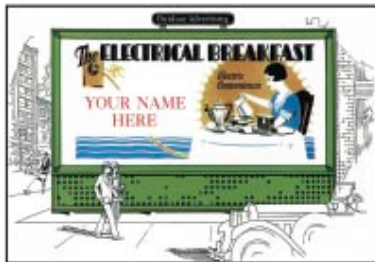
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Center Unveils Naming Opportunities in Anniversary Year

Many extraordinary milestones have been passed since the arrival of the JWT Archives at Duke University 20 years ago and the subsequent founding of the Hartman Center 5 years later. The Center has grown by leaps and bounds, with new collections and staff, as well as increased researcher interest. In 1992, Duke alumnus John W. Hartman committed funding that made the vision of a center dedicated to documenting advertising, sales and marketing into a reality. Building on these achievements, we have ambitious goals for acquiring new collections and promoting their use in a digital environment, all of

which creates ongoing ways for donors to be a lasting part of the Hartman Center. In honor of our 15th anniversary as a center, we are unveiling a number of naming opportunities. To recognize leadership gifts that help the Hartman Center achieve its goals and fulfill its mission, the Center will name programs (including travel grants and fellowships for researchers), graduate student internships, and staff



positions in honor of corporate or individual donors or persons they wish to honor. Possibilities can be tailored to JWT and outdoor advertising themes as well. To discuss these naming opportunities, contact Hartman Center Director Jacqueline Reid at 919-660-5836 or j.reid@duke.edu.

Now Accepting 2008 Travel Grant Applications

Are you planning a research project that could benefit from sales, marketing or advertising history? The Hartman Center Travel Grant program provides funds up to \$750 for research using any of the Center's collections. J. Walter Thompson research fellowships are also available, with recipients receiving a stipend of \$1000 for a minimum of two weeks at the Center focusing on JWT material. For more information, please visit our website:

<http://library.duke.edu/specialcollections/hartman/travel-grants>.

The deadline for applications is January 15, 2008.