HARTMAN CENTER Celebrates 25 Years

BY JACQUELINE REID WACHHOLZ
Director of the Hartman Center for Sales, Advertising & Marketing History

Advertising and marketing have helped shape modern society, and Duke's Hartman Center for Sales, Advertising & Marketing History documents these activities and their impact. Over the past twenty-five years, the Hartman Center has become a widely known and heavily used interdisciplinary resource for students, scholars and businesses from around the world. Our archival collections include the records of major advertising agencies and trade associations, the papers of individual industry executives, collections of print and audio-visual advertisements, and extensive subject files covering most of the twentieth century. These collections, complemented by thousands of books and industry journals dating back to the 1880s, make the Hartman Center the largest advertising archive in the United States.

Next year marks the twenty-fifth anniversary of the founding of the Hartman Center. It also is the thirtieth anniversary of the J. Walter Thompson Company (JWT) Archives at Duke. To celebrate we are hosting a series of events, both on campus and in New York City.

The theme of this year's anniversary will be women in advertising, one of the Hartman Center's particular areas of focus.
The Center has the papers of a number of prominent women who worked in advertising, as well as many records documenting the industry's attempts over the past 125 years at targeting women as consumers. By focusing on this theme in our anniversary year, we hope to draw attention to these captivating resources and encourage the donation of new collections as well.

On September 15, our kickoff event co-sponsored by the Sallye Bingham Center for Women's History and Culture will bring Jean Kilbourne, prominent feminist activist, filmmaker, and author to campus. Kilbourne focuses her research and presentations on depictions of women in advertising. She will present "The Naked Truth: Advertising's Image of Women." Her presentation will demonstrate if and how the image of women has changed over the past twenty years in a way that powerfully illustrates how these images affect all of us.

On November 10, Susan Credle, Global Chief Creative Officer of FCB (Foote, Cone & Belding), will discuss the status of women working in advertising and how things have or have not changed. This event will also be the opening of a new exhibit, "Those Prefer Mint? The Women of Madison Avenue," which will showcase highlights from the Hartman Center collections documenting women's careers in advertising.

Next spring, our series continues with two more events. On February 23, Professor Judy Fostes Davis, professor of marketing at Eastern Michigan University and author of the upcoming book, Pioneering African-American Women in the Advertising Business: Biographies of MAD Black Women, will speak about the contributions that African American women have made to the advertising industry, examining challenges and opportunities they experienced.

Finally, on April 27, the Hartman Center will host an invitation-only event in New York City to raise awareness of our collections documenting women in advertising within the advertising community. Charlotte Beers will be our keynote. For more information about this event, contact Hartman Center director Jacqueline Wachholz.

These events are free and open to the public and parking is available. Please see our website for more details:
library.duke.edu/rubenstein/hartman.

he’s bubbling with excitement about you in

**Cole blue!**

This season you’re shoulder-door in an image of new fashion classics—Cole Blue. Here it offers an array of it. It’s available in the beautiful, luminous blue assortment. Warpaint Latex is in the glowing color—makes Cole Blue step Cole Blue through a whole season’s sweetening and whetting. $22.50. Sold created by Cole designer, Marjolyn Felling.

Colorfast WASHFAST Latex is in a swissnut by

**Cole of California**

This photo is from the Joy Golden Papers, n.d. This page, top two: Untitled Eve cigarettes and Max Factor ads from the Joy Golden Papers. Left: 1905 Cole of California ad from the Love Parker Papers.