



Guide to the John W. Hartman Center advertising and marketing vertical file, 1840, 1955-1999

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Summary

Collection Title:

John W. Hartman Center advertising and marketing vertical file, 1840-2000

Creator:

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

Abstract:

The advertising and marketing vertical file is an artificial collection consisting of reprints, research reports, clippings and other printed material organized by subject. Main topics include advertising media (newspaper, magazine, outdoor, radio); demographic surveys; and industry reports on various products, services and trading stamps. Companies represented include Coca-Cola, Hershey, and Sperry & Hutchinson. Collection also contains a photocopy of a brochure from Bromo-Seltzer (Emerson Drug) that includes sheet music to J.P. Knight's "Rock'd in the Cradle of the Deep." Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

1.0 Linear Feet

Language:

Materials in English.

Collection ID:

RL.12022

Permalink:

<https://idn.duke.edu/ark:/87924/m1nf2d>

Preferred Citation

[Identification of item], John W. Hartman Center advertising and marketing vertical file, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The advertising and marketing vertical file is an artificial collection consisting of reprints, research reports, clippings and other printed material organized by subject. Main topics include advertising media (newspaper, magazine, outdoor, radio); demographic surveys; and industry reports on various products, services and trading stamps. Companies represented include Coca-Cola, Hershey, and Sperry & Hutchinson. Collection also contains a photocopy of a brochure from Bromo-Seltzer (Emerson Drug) that includes sheet music to J.P. Knight's "Rock'd in the Cradle of the Deep."

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Arrangement

Organized into the following series: Advertising; Consumer Groups (Demographics); Products and Services

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

Acquisition Information

The John W. Hartman Center advertising and marketing vertical file was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1998 and subsequent years.

Processing Information

Processed by Richard Collier, June 2022;

Accessions described in this collection guide: 98-0512

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Advertising ephemera;

J. Walter Thompson Company. Advertising vertical file;

J. Walter Thompson Company. Marketing vertical file;

McCann Erickson Worldwide vertical files

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Names and Subjects

- Advertising agencies -- United States -- History
- Newsletters
- Public relations

- Advertising, Outdoor
- Advertising, Magazine -- United States
- Radio advertising -- United States
- Demographic surveys -- United States
- Hershey Foods Corporation
- Coca-Cola Company

Collection Inventory

Advertising, 1889-2000

Advertising Age--How it was in advertising 0776-1976, 1976	Oversize-folder 1
Association of Industrial Advertisers, 1964	Box 1
Budd Gore--How to budget advertising for bigger volume, more profits, 1956	Box 1
Business-to-business, 1987	Box 1
Careers, 1989	Box 1
Circulars, mailings, etc., 1889-2000	Box 1
Scope and Contents	
Includes: Advo mailer; Chicago Federated Advertising Club poster stamp 1930s; George W. Bush Victory 2000 campaign; J.L. Beider Co. mechanical card 1909; Stamps.com mailing; Trade-Promoting Company ad 1889	
Edison Light of Boston--Electric sing advertisements, 1924	Box 1
General, 1955-1999	Box 1
Illinois Department of Transportation--Outdoor advertising sign tags, 1972	Box 1
International Marketing Information Service (IMIS)/U.S. Department of Commerce--Republic of Korea market survey, 1969	Box 1
Magazines, 1981	Box 1

McCandlish Lithograph--Making of a 24-sheet poster, 1940s	Box 1
New York Telephone advertisement, 1910	Box 1
Newspaper, 1999	Box 1
Nostalgia themes, 1984-1997	Box 1
Outdoor, 1956-1996	Box 1
Outdoor--Scenic NC newsletter, 1992-1999	Box 1
Patricia Utz--There is no mystery to publicity if it's news (newspaper advertising), 1963	Box 1
Plumbers' Newspaper Advertising Service poster, 1910	Oversize-folder 1
Radio, 1978-1985	Box 1
Physical Description: 2 folders	
Southern Sale System poster, approximately 1920	Oversize-folder 1

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Consumer Groups (Demographics), 1979-1991

Affluent, 1979-1988	Box 1
Baby Boomers, 1981-1987	Box 1
Family and households, 1984-1987	Box 1
Life stages and lifestyles, 1985-1990	Box 1
Mature/elderly, 1984-1989	Box 1
Trends, etc., 1984-1987	Box 1
Women and gender, 1984-1991	Box 1

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Products and Services, 1840-1996

Automobiles--Landor survey, 1987	Box 1
Bromo Seltzer--J.P. Knight, Rock'd in the Cradle of the Deep, approximately 1840	Box 1
Candy--Hershey, 1988	Box 1
Detergents, 1984	Box 1
Housewares, 1979-1983	Box 1
Readex Readership Research, 1989	Box 1
Physical Description: 2 folders	
Soft drinks--Coca-Cola, 1982-1996	Box 1
Soft drinks--National Soft Drink Association reports, 1974-1983	Box 1
Trading stamps, 1957-1982	Box 1
Trading stamps--Sperry & Hutchinson (S&H Green Stamps), 1902, 1958-1983	Box 1
Physical Description: 2 folders	
Wine--Jules Berman and Associates label name and image research, 1971	Box 1

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