



THE REAL MEN AND WOMEN OF MADISON AVENUE - - AND THEIR IMPACT ON AMERICAN CULTURE

Advertising and The New York Public Library emerged together in the last half of the 19th century. A coincidence of factors including industrial innovation, immigration, urbanization and educational reform fostered new audiences eager to consume tangible goods and learning.

Advertising and The New York Public Library recognized and met this demand. The following is a list of representative titles from the reference and circulating collections of The New York Public Library that document this dynamic evolution.

Key to Location of Materials

Humanities and Social Sciences (HSSL)

The New York Public Library for the Performing Arts (LPA)



Maybe Borrowed for Home Use – Check LEO Catalog for Branch Location

Schomburg Center for Research in Black Culture (SC)

Science, Industry and Business Library (SIBL)

ADVERTISING: BACKGROUND AND HISTORY


Industry studies and directories, historical overviews, biography and trade and professional journals are significant components of the advertising resources at The New York Public Library

Archives of Advertisements

- Collection of Advertising Pages from *American Magazine*, *Century Magazine*, *Collier's Magazine*, *Current Opinion*, *Everybody's Magazine*, *Ladies Home Journal*, *Life*, *Literary Digest*, *McClure's Magazine*, *Munsey's Magazine*, *Outlook*, *Review of Reviews*, *Scribner's Magazine*, *Vanity Fair*, *Vogue*, *Woman's Home Companion*, and *World's Work*. {New York, 1911-1921} Call # TW +. Location: SIBL
- New Yorker Magazine, Inc. *New Yorker Public Relations Department Materials, 1932-1988*. {Includes tearsheets of advertisements. Humanities-Manuscripts & Archives. Restricted. Apply in Special Collections Office. {Finding aid on the Internet}. Call # MSS 92M47. Location: HSSL

Historical Overviews

- *Accept No Substitutes: The History of American Advertising* – Mireau - Call # 659.1097 M
- *Adcult USA: the Triumph of Advertising in American Culture* – Twitchell - Call # 306.4 T.
- *Adland: A Global History of Advertising* – Tungate - Call # 659.109 T Location: SIBL
- *Advertising to the American Woman* – Hill - Call # *R-SIBL HF5813.U6.H55. Location: SIBL
- *Advertising, Reflections of a Century* - Holme - Call # 659.109 and Call # JLG 83-50 Location: HSSL (OFFSITE - Request in Advance)
- *Advertising Women of New York: Golden Salute to Advertising*. - Call # F - 10 8952. Location: HSSL
- *And Now a Word from Our Sponsor* {sound recording}; *40 Years of Notable Radio Advertising*. Call # *LZR 18393. Location: LPA
- *The Art of Advertising: George Lois on Mass Communication* – Lois - Call # MDWS + (Lois) 78 - 421. Location HSSL and Call # 659.1092 L
- *Aunt Jemima, Uncle Ben, and Rastus: Blacks in Advertising, Yesterday, Today and Tomorrow* - Kern-Foxworth - Call # SC E 94-612. Location: SC
- *A World Made Sexy: Freud to Madonna* – Rutherford - Call # JFE 07 - 5288. Location HSSL and Call # 306.7 R
- *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*. - Kilbourne - Call # 658.834 K.
- *Edsels, Luckies & Frigidaires: Advertising the American Way* – Atwan - Call # JLF 80-1699. Location: HSSL
- *Great Songs of Madison Avenue*. New York: Quadrangle, 1976. Call # JNF 77-22. Location: LPA
- *The History and Advancement of African Americans in the Advertising Industry* - Moss - Call # JBE 03-1292. Location: SIBL and Call # SC E 03-1473. Location: SC
- *The Medium is the Message* – McLuhan - Call # F-11-3409. Location: HSSL
- *The Mirror Makers: A History of American Advertising and Its Creators* – Fox Call # JLE 84-2120. Location: HSSL

- *Retail Graphics* – Calver - Call # JQF 03 - 1772. Location: HSSL
- *Signs of the Times* - Call# *ZAN-T4536. Location: SIBL
- *The Thames and Hudson Encyclopedia of Graphic Design and Designers* - Livingston - Call # MDW 92-19817 Location: HSSL
- *What's the Big Idea? : How to Win with Outrageous Ideas (that Sell!)* – Lois - Call # JBE 92 - 1777. Location SIBL and Call # 659.1 L 

Representative Historical Directories

- *Artists and Photographers in Advertising* - Call # TWA. Location: SIBL
- *Classified Directory of Members... "The Red Book"...* - Call # TWA. Location: SIBL
- *Clients of Members of the American Association of Advertising Agencies* - Call # TWA. Location: SIBL
- *Dartnell Advertisers Guide* - Call # TWA. Location: SIBL
- *National Loose-leaf Directory of Advertisers; Together with Their Advertising Managers and Advertising Agents* - Call # TWA. Location: SIBL
- *Standard Advertising Register* - Call # TWA. and Call # JLM 85-556. Location: SIBL and WWW.

Selected Trade and Professional Journals

- *Advertising Age* - Call # *ZAN-B204 (Microfilm). Location: SIBL
- *Advertising Age International* - Call # JBN 97-34. Location: SIBL
- *Adweek* - Call # JLM 83-399 and Call #*ZAN B37 (Microfilm). Location: SIBL
- *Printers Ink; the Magazine of Advertising, Management and Sales* - Call # TWA. Location: SIBL

Key Websites

- *Ad Age Advertising Century.* www.adage.com/century/
The Advertising Century provides the "top 100" and "top 10" lists of campaigns, people, slogans, jingles and icons from the 20th century.
- *John W. Hartman Center for Sales, Advertising, and Marketing History. Rare Book, Manuscript, and Special Collections Library.* Duke University. <http://scriptorium.lib.duke.edu/hartman/>
The John W. Hartman Center at Duke University, through its collections and programming, strives to promote understanding of the social, cultural, and historical impact of advertising, marketing, and sales. The website includes an image database of over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955 as well as images of over 9,000 early advertising items and publications. Health-related advertising is illustrated by an image database of more than 900 advertisements and outdoor advertising is represented by descriptions of over 50,000 ads.
- *New York Public Library.* Digital Gallery. <http://digitalgallery.nypl.org>
A unique collection of over 400,000 images, Digital Gallery contains a number of advertising visuals. Cigarette card advertising and automobile catalog advertising are well represented.
- *Smithsonian Institution.* Archives Center. Advertising, Marketing, and Commercial Imagery Collections. <http://americanhistory.si.edu/archives/d-7.htm>
Through the use of a number of finding aids, the Smithsonian Institution enables the internet browser to identify individual components of the archive collections which include the Carvel Ice Cream Records, the Krispy Kreme Doughnut Corporation Records, and the Pepsi Generation oral history and document materials.


CHRONOLOGY

In keeping with the timeline concept developed for the exhibit the following selections are representative of persons, organizations, issues and methods key to that period.

1860-1920

- *Art in Advertising: an Illustrated Monthly for Business Men* - Call # TWA. Location: SIBL
- *The Centennial of the J. Walter Thompson Company; Commemorating 100 Years of American Advertising* - Call # JLG 80-170. Location: SIBL
- *Century Magazine* - Call # TWA. Location: SIBL
- *Current Advertising by Charles Austin Bates* - Call # TWA. Location: SIBL
- *Fame: a Journal for Advertisers* - Call # TWA. Location: SIBL
- *Forty Years of Advertising; a Collection of Somewhat Intimate Talks-* Ayer - Call # TWA. Location: SIBL
- *Kellogg's Square Dealer* - Call # VTA. Location: HSSL
- *Moonbeams. Ivory's Jubilee Year* - Call # TB p.v. 2045. Location: SIBL
- *The Nabisco Brands Collection of Cream of Wheat Advertising Art* – Silvers - Call # 3-MDW 87-3144. Location: HSSL
- *The Poster; an Illustrated Monthly Magazine Devoted to Poster Art and Poster Advertising* - Call # TWA. Location: SIBL
- *Rising Tide; Lessons from 165 Years of Brand Building at Procter & Gamble* – Dyer - Call # JBE 04-1707. Location: SIBL



1920-1930

- *A Guide to Advertising; First Sales-Aid to the Advertising Field* - Call # TWA. Location: SIBL
- *Advertising and Advertisements, by Elbert Hubbard* - Hubbard - Call # TW+. Location: SIBL
- *Advertising Display; the Fashion Journal of Modern Advertising* - Call # TWA. Location: SIBL
- *Adventures in Advertising* - Young - Call # TW. Location: SIBL
- *Broadcast Advertising* - Call # TWA. Location: SIBL
- *How to Write Advertising, by Howard Allan Barton...* - Barton - Call # TW. Location: SIBL
- *John Held, Jr., Illustrator of the Jazz Age* - Armitage - Call # MDG (Held) 88-86. Location: HSSL
- *My Life in Advertising (and) Scientific Advertising* - Hopkins - Call # E -12-5886. Location HSSL and Call # B Hopkins 
- *Propaganda* - Bernays - Call # SB. Location: HSSL


1930-1940

- *Advertising Careers for Women: Twenty - Two Lectures on Advertising Vocations* - Clair - Call # JBD 02 - 147 and Call # TW. Location SIBL
- *Advertising Displays* - Call # TWA. Location: SIBL
- *Advertising Outdoors* - Call # TWA+. Location: SIBL
- *The Illustrations of Rockwell Kent; 231 Examples from Books, Magazines and Advertising Art* - Kent - Call # MDG (Kent) 77-2591. Location: HSSL
- *Jingle Book* - Call # TWA. Location: SIBL
- *Modern Advertising Art* - Young - Call # 3-MDW. Location: HSSL
- *The New Typography & Modern Layouts* - Ehrlich - Call # TW+. Location: SIBL
- *The Written Word; a Study of the Art of Writing with Especial Reference to its Function in Advertising* - Batten - Call # TW. Location: SIBL

1940-1950

- *American Matchcover Collector* - Call # TWA. Location: SIBL
- *Bill Bernbach's Book; a History of Advertising That Changed History* - Levenson - Call # JLG 87-209. Location: HSSL
- *Creating Rosie the Riveter: Class, Gender, and Propaganda During World War II* - Honey - Call # JLE 84-3584. Location: HSSL
- *The Diary of an Ad Man; the War Years, June 1, 1942 - December 31, 1943* - Young - Call # JBE 90-1128. Location: SIBL
- *How to be a Successful Advertising Woman a Career Guide for Women in Advertising ...* - McBride - Call # TW. Location SIBL (OFFSITE - Request in Advance)
- *How to Become an Advertising Man* - Young - Call # JBD - 00 - 821. Location SIBL and Call # 659.1 Y.  Location: SIBL
- *The Lasker Story; as He Told It* - Lasker - Call # 659.1092 L.  Location: SIBL
- *Madison Avenue Goes to War; the Strange Military Career of American Advertising, 1941-45* - Fox - Call # JLD 82-2090. Location: HSSL
- *Slightly Soiled; a Group of Tales Compiled and Told by George Baker* - Baker - Call # NBW. Location: HSSL
- *Sponsor* - Call # TWA+. Location: SIBL
- *Time for a Quick One* (Poems) - Fishback - Call # NBI (Fishback, Margaret). Location HSSL
- *War Advertising; a Progress Bulletin Issued by the War Advertising Board* - Call # TWA. Location: SIBL

1950-1960

- *100 Top Copywriters and their Favorite Ads* - Schofield - Call # TW+. Location: SIBL
- *America: Miracle at Work: the Best Public Interest Advertising of 1952, Based on the First Annual Saturday*
- *The Application of Subliminal Perception in Advertising* - Call # *XME-12,360 {Microform}. Location: HSSL
- *Bill Bernbach's Book: a History of Advertising that Changed the History of Advertising* - Levinson - Call # 659.1097 L.  Location: SIBL and Call # JLG 87 - 209. Location HSSL (OFFSITE - Request in Advance)
- *Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays* - Bernays - Call # D-16-3545. Location: HSSL
- *Confessions of an Advertising Man* - Ogilvy - Call # JLE 85-1951. Location: HSSL
- *The Edward L. Bernays Collection on Public Relations.* - Call # SB p.v. 778. Location: HSSL
- *Help Truth Fight Communism: Radio Free Europe, Radio Free Asia: a Campaign Prepared for the Crusade for Freedom by the Advertising Council, Inc.* - Call # F-10 2186. Location: HSSL
- *The Hidden Persuaders* - Packard - Call # D-10 4572. Location: HSSL
- *How Business Can Sell the American Way of Life to the American People* - Bernays - Call # SB p.v. 1266. Location: HSSL
- *Reality in Advertising* - Reeves - Call # D - 13 4564. Location HSSL
- *Review Awards for Distinguished Advertising in the Public Interest* - Patterson - Call # TW+. Location: SIBL
- *The Unpublished David Ogilvy* - Ogilvy - Call # JFD 88-490. Location: HSSL


1960-1970

- *Brands That Rock: What Business Leaders Can Learn From The World Of Rock and Roll* - Blackwell - Call # JME 04-50. Location: LPA
- *Clarence L. Holte Papers, 1947-2003* - Holte - - Call # SC MG 718. Location: SC
A bibliophile as well as advertising executive, Holte supervised the consumer ethnic markets operation at the Madison Avenue agency of Batten, Barton, Durstine and Osbourne until his retirement in 1972.
- *Covering the 60's: George Lois, the Esquire Era* - Lois - Call # 741.652  and Call # 3 - MDWS+ (Lois) 96 - 13770. Location HSSL (OFFSITE - Request in Advance)
- *George Be Careful: a Greek Florist's Kid in the Roughhouse World of Advertising* - Lois - Call # B Lois  Location: SIBL and Call # JFE 73 - 1348 Location HSSL
- *The Male Mystique: Men's Magazine Ads of the 1960's and '70's* - Boyreau - Call # JFE 04-9093. Location: HSSL
- *Poster Book* - Max - Call # 3-MDWS+ (Max). Location: HSSL
- *The Rhetoric of Moral Protest: Public Campaigns, Celebrity Endorsement and Political Mobilization* - Lahusen - Call # JFE 96-19527. Location: HSSL

1970-1980

- *50 Years Behind the Scenes in Advertising* - Jones - Call # JLD 76-764. Location: HSSL
- *Does She ... or Doesn't She? : and How She Did It* - Polykoff - Call # JFD 76 - 731. Location HSSL
- *Effective Television Advertising: a Study of 100 Commercials* - Stewart - Call # JLE 86-3496. Location: HSSL
- *From Those Wonderful Folks Who Gave You Pearl Harbor; Front Line Dispatch from the Advertising War* - Della Femina - Call # D-20 4673. Location: HSSL
- *Having it All* - Korda - Call # JFE 91 - 2275. Location HSSL
- *Shirley Polykoff. Oral History* - Polykoff - Call # ** P (Oral Histories, Box 349 no. 2). Location: HSSL




1980-1990

- *Adman: Morris Hite's Methods for Winning the Ad Game* - Pate - Call # JLE 89-2481. Location: HSSL
- *Adventures of an Advertising Woman* - Mass - Call # B Mass  Location: SIBL and Call # JLD 86-924. Location: HSSL
- *Aids Demo Graphics* - Crimp - Call # JLD 90-1808. Location: HSSL
- *The Age of Manipulation: the Con in Confidence, the Sin in Sincere* - Key - Call # JFE 89-3004. Location: HSSL
- *Best Ads: Sex in Advertising* - Saunders - Call # JBE 97-211. Location: SIBL
- *Marion Harper: an Unauthorized Biography* - Johnston - Call # JFE 86-918. Location: HSSL
- *The New Icons: the Art of Television Advertising* - Rutherford - Call # MWGS 94-13394. Location: LPA
- *The Theatre Posters of James McMullan* - McMullan - Call # MWET+98-10916. Location: LPA

1990-2000

- *An Autobiography* - Ogilvy - Call # JBE 97-781. Location: SIBL and Call # B Ogilvy.  Location: SIBL
- *Calvin Klein: Collection* - Klein - Call # 3-MME+98-7133. Location: HSSL
- *Conflicting Accounts: the Creation and Crash of the Saatchi & Saatchi Advertising Group* - Goldman - Call # 338.7616G. 
- *Creative Company: How St. Luke's Became "the Ad Agency to End All Ad Agencies"* - Law - Call # 338.7616L.  Location: SIBL
- *Knee High and Livin' Large: the World According to M By L'il Penny Hardaway with Stacy Wall* - Wall - Call # Sc C98-6. Location: SC
- *Saatchi & Saatchi: the Inside Story* - Fendley - Call # 659.106F.  Location: SIBL
- *The Success of Caroline Jones Advertising, Inc.: an Advertising Success Story* - Fleming - Call # SC E 99-85 and Call # 338.7616F.  Location: SC

2000-

- *A Big Life in Advertising* - Lawrence - Call # JBE 03578. and Call # B Lawrence.  Location: SIBL
- *Advertising and the World Wide Web* - Schumann & Thorson - Call # *R-SIBL HF6146.158.A38. Location: SIBL
- *Advertising, Promotion, and New Media* - Stafford & Faber - Call # JBE 05-400. Location: SIBL
- *Business, Not Politics: the Making of the Gay Market* - Sender - Call # JBE 05-365. Location: SIBL
- *Digitalink: Digital Design and Advertising* - Ziegler & Greco - Call # 741.6 D. 
- *Google Advertising A-Z: Essential AdWords & Image Ad Tips for Getting the Most Clicks at the Lowest Cost.* Call # EBK 658.872 G. (Adobe E-Book) 
- www.Advertising.com - Adams - Call # JBE03-1308. Location: SIBL