

MUSEUMS

William K. Eisner Museum of Advertising & Design

208 N. Water

Milwaukee, Wis. 53202

414-847-3290

<http://www.eisnermuseum.org>

This museum includes the comprehensive collection of the now-defunct American Advertising Museum, Portland, Ore. The archive contains print ads as well as radio and TV spots; it includes materials dating from 1700 to the present.

Musée de la Publicité

Palais de Louvre

107 rue de Rivoli

75001 Paris, France

33-1-44-55-57-50

<http://www.ucad.fr>

The collection, established in 1978, contains 40,000 French and other posters dating from the mid-18th century to 1949. Additionally, more than 45,000 contemporary posters have been donated by ad agencies, advertisers and graphic designers. The collection also contains contemporary ads and publicity films.

Museum of Beverage Containers & Advertising

1055 Ridgecrest Drive

Millersville, Tenn. 37072

800-826-4929

<http://www.gono.com/museum2003/museum.html>

This museum's collection includes more than 36,000 items. Displays are also available at the museum Web site.

Strong Museum

One Manhattan Square

Rochester, N.Y. 14607

585-263-2700

<http://www.strongmuseum.org>

The Strong Museum contains a collection of advertising materials representing U.S. advertising from 1840 to the present. The collection of more than 50,000 objects includes trade cards, handbills, posters, labels, business cards and display pieces.

ARCHIVES

American Association of Advertising Agencies

405 Lexington Ave., 18th Floor

New York, N.Y. 10174

212-682-2500

<http://www.aaaa.org>

The Four A's holds a vast clip file on all present members. It also has a collection of clippings on past members no longer in business.

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

Duke University

Box 90185

Durham, N.C. 27708

919-660-5827

<http://scriptorium.lib.duke.edu/Hartman>

The John W. Hartman Center for Sales, Advertising & Marketing History was created in 1992 as a part of the Duke University Special Collections Library. It is the home of the corporate archives of D'Arcy Masius Benton & Bowles and J. Walter Thompson Co. The center also holds the archives of the Outdoor Advertising Association of America and the Mobius Advertising Awards Collection (10,000 TV and radio commercials from the 1980s through the early 1990s).

History of Advertising Trust Archive

HAT House

12 Raveningham Centre

Raveningham Norwich NR14 6NU

England

44 (0) 1508-548623

<http://www.lib.uea.ac.uk/hatwelc/welcome.htm>

The History of Advertising Trust Archive contains 2 million items related to advertising, marketing, media, public relations and related topics. HAT holds material ranging from the archive of R.F. White, the U.K.'s first ad agency (ca. 1800), to the latest TV spots.

Smithsonian Institution

National Museum of American History

Archive Center

Room C340, MRC 601

12th Street and Constitution Avenue

Washington, D.C. 20560

202-357-3270

<http://www.sil.si.edu>

The National Museum of American History Archive Center houses two important advertising archives: the Warsaw Collection of Business Americana and the N.W. Ayer Collection. The former holds materials dating back to the 18th century and includes 2 million items related to business advertising, such as trade cards, posters and correspondence. In-depth studies of many modern ad campaigns are also included in the collection. The N.W. Ayer Collection includes more than 600,000 proof sheets from campaigns the agency created between 1889 and the 1970s.

J. Walter Thompson Collection

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

Box 90185

Durham, N.C. 27708

919-660-5827

<http://scriptorium.lib.duke.edu/hartman>

The most complete and informative corporate record of the advertising industry, this collection contains more than 1 million ad documents covering the period from 1875 to the 1990s. The collection includes JWT ad tear sheets and proofs from 1875 to the 1990s, ad tear sheets from competitor agencies from 1916 to the 1990s, personnel files, company publications, notes from staff meetings and memoranda, and the minutes from board meetings. Access to JWT Archives is through the Hartman Center.

INTERNET BASED SOURCES

Ad*Access

<http://scriptorium.lib.duke.edu/adaccess>

This database contains more than 7,000 ads printed in U.S. and Canadian newspapers and magazines during the first half of the 20th century. The collection is divided into five categories: beauty and hygiene, radio, TV, transportation and World War II. The images in Ad*Access are part of the "Competitive Advertisements Collection" of the J. Walter Thompson Co. Archives.

Ad Council

<http://www.adcouncil.org>

Historical public service advertising campaigns produced by the Ad Council are available from the agency's Web site. Materials include posters from World War II as well as campaigns for forest fire prevention, antipollution initiatives, crime prevention and drunk-driving prevention.

The Emergence of Advertising in America, 1850-1920

<http://scriptorium.lib.duke.edu/ea/>

This digital library was funded in part by the Library of Congress and Ameritech and consists of 8,500 images relating to the history of advertising.