1. **Title/name of collection & printed text or manuscript:**

   Roy Lightner collection of antique advertisements, 1871 – 2009 and undated
   Barcode # D04378809
   Box 9 c. 1

   Preferred Citation: [General Products and Services—Small Format, 1871 - 2009], Roy Lightner Collection of Antique Advertisements, David M. Rubenstein Rare Book & Manuscript Library, Duke University

2. **Type of printed text or manuscript:**

   Primary print advertisements from United States magazine clippings and proofs of print advertisements. Not in box that I viewed: 16 mm reels of television commercials, oversize materials, memorabilia

3. **Date(s) created and/or modified:**

   1871 – 2009 and undated

4. **Location of creation:**

   Various locations throughout the United States.

5. **Number of pages or folders:**

   37 folders

6. **Author/creator of the printed text or manuscript:**

   Lightner, Roy, collector

7. **What do you know about the author/creator?**

   Roy Lightner, the collector of the material, was an marketing and advertising executive, primarily with N.W. Ayer & Son agency, and also with Carden & Cherry Advertising of Nashville, Tenn. He retired from the former in 1980.

8. **Describe the materials from which the printed text or manuscript is made?**

   Magazine – so printing press. Some are photocopied.

9. **What tools or were used to make the printed text or manuscript? (pen, pencil, letterpress, printing press, typewriter, computer, ect?)**

   Printing press.
10. How does the artifact look and feel? (Describe its formal qualities such as shape, color, texture, size, any handwriting or stamped text, any damage or modifications?)

Very smooth, delicate paper. Good condition, hardly any damage, not much folding or wrinkling either. Clippings are cut out fairly evenly with smooth edges. Yellowed from age but not severely. Minor handwriting and annotations making note of the date (if not present in print on the material).

11. How is the text and other information arranged on the page?

The text on these advertisements is arranged artfully (particularly for “headings” on the advertisements; text is formatted in a more block-like fashion for the informational components, describing the product etc.

12. For what audience was the printed text or manuscript created and for what purpose? What evidence contained in the printed text or manuscript helps you to know this?

General consumers, anyone who would read these common magazines and newspapers (for instance advertisements are directed towards a general consumer audience. Products/companies advertised for include the following: Reverie-Waterman Pens, Electropoise, Wanamaker (history pamphlets), Welch’s, Quaker, and many more – common consumer products.

13. What does the printed text or manuscript tell you about technology of the time in which the artifact was made and used?

Indicates that mass-production printing techniques were fairly advanced by this time period (including as early as the advertisements from the late 1870s). There is a clear development of printing technology looking at the span of these advertisements; some earlier advertisements appear to have hand drawn images and a more handwritten quality; as the advertisements get later they feature more photographs and later color photographs. There is an evolution of the creation methods for these texts/images.

14. What does the printed text or manuscript tell you about life at the time and in the place where it was created?

As the advertisements span an incredibly broad time period, they provide snapshots of many different times in American history. The Westinghouse advertisements from 1940 – 1943, a company promoting technological development, provide a glimpse into the quest for innovation during the wartime era.

15. What does the printed text or manuscript tell you about cultural values of the time in which it was made and used?

Since these are advertisements, they speak volumes about the cultural values of the time and predominant beliefs, societal context, family values, historical conflict, entertainment, food, and more. For instance, gender roles are highly apparent in many of the food advertisements; the wife is the cook and always hosts the parties (with her parenting, capacity for marriage duties, and entertainment skills the most important qualities she has, according to the themes present in many of these earlier advertisements).

16. What does this artifact bring up for you?

Something I am curious about is how much the people of the time trusted in these advertisements (particularly pertaining to the earlier ones, 1950s and prior). In modern times, I feel that there is a greater skepticism towards advertising and marketing in general – almost an attitude of pessimism. Hence, this raises a question for me – were these advertisements effective? Particularly with the food and medicinal products, claiming to heal this or that – how convincing did Americans find these claims?

17. Personal Response:

This collection may be a feature in my first project for the course. In working with this collection, I will likely focus on the analysis of the health claims made. So far, I have already seen some fairly intriguing and curious pieces of advertising, such as for the Electropoise, a scientific instrument, which sets a “current of
thermal energy” in motion, and causes the body to become “polarized,” to add “vitality, strength, and energy” to the entire system (circa 1902). The Welch’s grape juice ads (1902 – 1932), claim that the product “makes rich red blood,” and helps prevent anemia. Wheatena, a breakfast food, features in ads prior to the 1900s and claims to be a remedy for constipation (endorsed by an “eminent physician”). In these early ads, vitality, wholesome, sparkling eyes, etc. seem to be buzzwords, perhaps speaking to American values of the time. As I am also working with the William H. Hefland collection of medical prints and posters, I am increasingly drawn to understanding how social and cultural context shapes medical beliefs, and how the advertisements interact, shape, and reflect on these beliefs.

Adapted from Document Analysis Worksheets created by the Library of Congress and the National Archives