

∞ The Ward M. Canaday Center ∞
for Special Collections
The University of Toledo

Finding Aid

➤ FRANKLYN R. HAWKINS, Advertising Portfolios, 1955-1972◀

MSS-067

Size: 2 linear ft (139 items)

Provenance: Franklyn R. Hawkins donated this collection to the Ward M. Canaday Center of the University of Toledo Libraries in 1984.

Access: open

Related Collections: none

Processing Note:

Copyright: The literary rights to this collection are assumed to rest with the person(s) responsible for the production of the particular items within the collection, or with their heirs or assigns. Researchers bear full legal responsibility for the acquisition to publish from any part of said collection per *Title 17, United States Code*. The **Ward M. Canaday Center for Special Collections** may reserve the right to intervene as intermediary at its own discretion.

Completed by: Paul Gifford, December 1987.

Reformatted by: Arjun Sabharwal, October 2009.

Introduction

This collection consists of advertisements produced by or for the Advertising Department of Libbey-Owens-Ford Company. Besides its value as evidence of the work produced by this department, the collection has value as a source for the history of marketing at Libbey-Owens-Ford, for the glass industry in Toledo, and for the development of print advertising in general.

There are no restrictions on access to this collection.

Biography

- (1909?) Born on a farm in Adams Township (now City of Toledo), Lucas County, Ohio.
- 1927 Graduated from Morrison R. Waite High School.
- 1927-1931 Student at The University of Toledo; on staff of *Collegian*.
- 1931 B. Ph., The University of Toledo.
- 1931-1935 Sports and city editor, Sturgis (MI) *Daily Journal*.
- 1935-1940 Assistant and associate editor, *American Lumberman*.
- 1940 Joined Libbey-Owens-Ford Company as writer.
- 1942 In Advertising Department, Libbey-Owens-Ford.
- 1945 Manager, Advertising Department, Libbey-Owens-Ford.
- 1957 Libbey-Owens-Ford began sponsorship of "Perry Mason" television show with great success.
- 1973 Retired.

Scope and Content

Throughout the period represented in this collection, the advertising Department of Libbey-Owens-Ford regularly issued packets containing reprints of advertisements which had recently appeared in publications. These packets, called "Advantages," were issued in ever-decreasing intervals; monthly in 1955, but quarterly by 1972. Besides acting as a record of the Advertising Department's products, the packets' intended use was as informational and promotional material for the company's sales departments.

Each packet or portfolio typically contains fifteen or twenty different advertisements. On each advertisement is a notice which lists the periodicals in which that advertisement appeared. The design and text of each advertisement, was tailored towards particular market segments. A packet from 1962, for example, contains advertisements aimed at architects, school boards, home builders, engineers, automotive glass dealers, retail hardware dealers, home owners, and the general public. Other packets might have advertisements geared towards a more limited group of consumers -- dairy farmers and trailer dealers, for example, if those groups had been targeted for that period.

This collection, then, provides a good record of how the Libbey-Owens-Ford Company wanted the public to see its products and to whom the company wanted to sell them. Since the format changed little from 1955 to 1972, comparison between packets can be made easily. Students of marketing, advertising, and history will find this collection useful.

Folder List

<u>Box</u>	<u>Folder</u>	<u>Description</u>
1	1	January-March, 1955
	2	April-June, 1955
	3	July-September, 1955
	4	October-December, 1955
	5	March-June, 1956
	6	July-September, 1956
	7	October-December, 1956
2	1	January-April, 1957
	2	May-June, 1957
	3	July-September, 1957
	4	October-November, 1957
	5	January-March, 1958
	6	April-June, 1958
	7	July-November, 1958
3	1	January-April, 1959
	2	May-June, 1959
	3	July-December, 1959
	4	January-April, 1960
	5	May-July, 1960
	6	August-December, 1960
	7	January-March, 1961

4	1	April-July, 1961
	2	August-December, 1961
	3	January-April, 1962
	4	May-September, 1962
	5	October-December, 1962
	6	January-May, 1963
	7	July-December, 1963
5	1	January-June, 1964
	2	July-December, 1964
	3	January-April, 1965
	4	May-July, 1965
	5	August-December, 1965
	6	January-June, 1966
	7	July-December, 1966
	8	January-June, 1967
6	1	July-December, 1967
	2	January-May, 1968
	3	July-December, 1968
	4	March-June, 1969
	5	July-December, 1969
	6	January-December, 1970
	7	January-December, 1971
	8	January-December, 1972