



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Emmett McBain Afro- American Advertising Poster Collection

NMAH.AC.0192

Craig A. Orr

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Table of Contents

Collection Overview	1
Administrative Information	1
Scope and Contents.....	2
Arrangement.....	2
Biographical / Historical.....	1
Names and Subjects	2
Container Listing	3

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Emmett McBain Afro-American Advertising Poster Collection
Identifier:	NMAH.AC.0192
Date:	1971 - 1976
Extent:	0.5 Cubic feet (1 box)
Creator:	McBain, Emmett
Language:	English
	Collection is in English.

Administrative Information

Acquisition Information

Collection donated by Mr. Emmett McBain in 1985.

Processing Information

Collection processed by C. A. Orr, June 19, 1989

Preferred Citation

Emmett McBain Afro-American Advertising Poster Collection, 1973-1976, Archives Center, National Museum of American History

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Emmett McBain has been an art supervisor for the J.W. Thompson advertising agency in Detroit, a creative consultant for Soft Sheen Products, and co-founder of Burrell McBain Advertising in Chicago.

Scope and Contents

This collection contains examples of advertisements done by McBain for McDonald, Malboro, and a Chicago Arts Festival entitled "Black Folk Us." The nine posters in the collection date from 1971 to 1976.

Arrangement

The collection is arranged into one series.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

African Americans -- 1970-1980
Art festivals -- 1970-1980 -- Illinois -- Chicago
Cigarettes -- advertising -- 1970-1980

Types of Materials:

Advertisements -- 1950-2000
Posters -- 1960-1980

Names:

Burrell McBain Advertising (Chicago, Ill.)
McDonald's Corporation.

Geographic Names:

Chicago (Ill.) -- Art festivals -- 1970-1980

Preferred Titles:

Black Folk Us (Chicago arts festival)
Marlboro (cigarette brand)

Container Listing

- | | |
|-----------------|---|
| Box 1, Folder 1 | McDonald advertisement, "Daddy and Junior Gettin' Down" , 1973
Image(s) |
| Box 1, Folder 1 | McDonald advertisement, "Carver Day Camp Gettin' Down" , 1973
Image(s) |
| Box 1, Folder 1 | Marlboro advertisement, "Where the flavor is." , 1971 August
Image(s) |
| Box 1, Folder 1 | Marlboro advertisement, "Where the flavor is." , 1971 April |
| Box 1, Folder 1 | Marlboro advertisement, "Where the flavor is. Marlboro" , 1972 August
Image(s) |
| Box 1, Folder 1 | Marlboro advertisement, "Where the flavor is." , 1972 August |
| Box 1, Folder 1 | Marlboro advertisement, "Where the flavor is." P, 1972 August |
| Box 1, Folder 1 | Poster "Black Folk Us 4" , 1974 February 23 |
| Box 1, Folder 1 | Poster "Black Folk Us 5" , 1976 February 29 |