



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Darrell Lucas Advertising History Collection

NMAH.AC.0379

Mimi L. Minnick, revised by Vanessa Broussard Simmons

1991, 2025

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Darrell Lucas Advertising History Collection
Date:	1922, 1990
Identifier:	NMAH.AC.0379
Creator:	Center for Advertising History, Archives Center Flaherty, Stacy A. (Interviewer) Lucas, Darrell Blaine, 1903-1995 (psychologist) (Author)
Extent:	3 Cubic feet (2 boxes) 4 Sound tapes 4 Cassette tapes
Language:	English .
Summary:	Contains a scrapbook of advertisements created for a college-level psychology class in 1922, an oral history interview with Darrell Blaine Lucas a retired professor of marketing at New York University (NYU), and a collection of books on the history and theory of advertising.
Container:	Box 1
Container:	Box 2

Administrative Information

Acquisition Information

Collection donated by Darrell Lucas, 1989.

Related Materials

Archives Center, National Museum of American History, Smithsonian Institution

NW Ayer & Sons, Incorporated Advertising Agency Records, NMAH.AC.0059

Warshaw Collection of Business Americana Subject Categories: Advertising Industry, NMAH.AC.0060.S01.01.Advertising

Pepsi-Cola Advertising Collection, NMAH.AC.0092

Alka-Seltzer Oral History and Documentation Project, NMAH.AC.0184

Marlboro Oral History and Documentation Project, NMAH.AC.0198

Federal Express Advertising History Collection, NMAH.AC.0306

S. Watson Dunn Advertising Ephemera Collection, NMAH.AC.0366

Gordon E. Cole Advertising History Papers, NMAH.AC.0371

Campbell Soup Advertising Oral History and Documentation Project, NMAH.AC.0367

Cover Girl Advertising Oral History & Documentation Project, NMAH.AC.0374
John Caples Papers, NMAH.AC.0393
Barton Cummings Collection, NMAH.AC.0421
Sid Bernstein Oral History Collection, NMAH.AC.0434
Nike Advertising Oral History and Documentation Collection, NMAH.AC.0448
Shirley Polykoff Oral History Interview, NMAH.AC.0474
Caroline Jones Papers, NMAH.AC.0552
Simmons Company Records, NMAH.AC.0731
James W. Holmes Karting Collection, NMAH.AC.0787
Bobcat Company Records, NMAH.AC.1129
John Thomas Collection of Television Commercials, NMAH.AC.1324
Clark Maddock Collection, NMAH.AC.1346
Sosa, Bromley and Aguilar and Associates Records, NMAH.AC.1351
Hector and Norma Orcí Advertising Agency Records, NMAH.AC.1384
López Negrete Communications Advertising Collection, NMAH.AC.1413
Women in Industry Photographs and Advertisements, NMAH.AC.1446

Processing Information

Processed by Mimi L. Minnick, archivist, 1991 and Vanessa Broussard Simmons, archivist, 2025.

Preferred Citation

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Biographical / Historical

Darrell Blaine Lucas was born September 26, 1903 to Leonard Lucas (August 29, 1859-February 27, 1953) and Uranda Moore Whitten (September 3, 1863-April 2, 1958) in Coldwater Township, Butler, Iowa. He attended Iowa State College and earned a doctorate in psychology. Lucas married Dorothy Eliza Carl (February 10, 1902-September 19, 1996) on December 24, 1924, in Iowa City, Johnson, Iowa and to the union one daughter Ann Harriet Lucas (May 11, 1934-January 29, 1993) was born. While employed by New York University (NYU) as a professor and head of the department of marketing Lucas worked one day a week as a research consultant at Batten, Barton, Durstine, and Osborne, Incorporated (BBDO). He was among the first psychologists on staff at an advertising agency, where his research provided information on marketing strategies. Throughout his career he wrote several publications including *Psychology for Advertisers: The History of Advertising*, 1930; *Advertising Psychology and Research: An Introductory Book*, 1950; and *Measuring Advertising Effectiveness: McGraw Hill Series in Marketing*

and Advertising, 1963. Darrell Blaine Lucas died on September 29, 1995, in Montclair, Essex, New Jersey at the age of ninety-two.

Scope and Contents

Collection consists of a folio-size scrapbook created for a college-level psychology class in 1922. In addition, there is an oral history interview conducted by Stacy Flaherty with Mr. Lucas on April 3, 1990, in which he describes the initial use of psychology in advertising and his career at Batten, Barton, Durstine, and Osborne, Incorporated (BBDO). Mr. Lucas also donated a collection of books on the history and theory of advertising; these books are maintained in the Center for Advertising History, Archives Center reference library. Collection arranged in two series. Series one documents the work of Darrell Blaine Lucas in the advertising industry through the oral history interview. Series two is the scrapbook of printed advertisements from magazines created in 1922.

Series 1, Oral History Interview, 1990

Documents the work of Darrell Blaine Lucas, New York University (NYU) professor, in the advertising industry through an oral history interview conducted by Stacy Flaherty, director of the Center for Advertising History. The Center for Advertising History was created by the Archives Center to document the evolution of advertising practices, advertising's cultural impact on American society, and the prominent figures in the field. The interview, conducted in 1990, consists of an abstract of the conversation and the three reel to reel tapes and four audio cassette tapes it was recorded on.

Series 2, Scrapbook, 1922

Contains a scrapbook entitled "A Book of 100 Modern Ads" created for a college-level psychology class in 1922 as an exercise in the methodology of advertising. It addresses both the creation and testing (i. e., recall and effectiveness) of printed advertisements found in contemporary magazines.

Arrangement

Collection arranged in two series:

Series 1, Oral History Interview, 1990

Series 2, Scrapbook, 1922

Names and Subject Terms

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

Subjects:

- Advertising agencies
- Advertising, magazine -- 20th century
- Branding (Marketing)
- Marketing -- 1950-2000
- Marketing -- U.S.
- Motivation research (Marketing)
- Periodicals -- Marketing -- Advertisements
- Psychologists
- advertising -- Psychological aspects

Types of Materials:

Advertisements -- 20th century
Interviews -- 1980-2000
Oral history -- 1990-2000
Scrapbooks -- 20th century

Names:

Batten, Barton, Durstine & Osborn, Inc