



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to Ally and Gargano, Inc., Print Advertisements

NMAH.AC.0938

Amy Sanderson

2007 November

Archives Center, National Museum of American History

P.O. Box 37012

Suite 1100, MRC 601

Washington, D.C. 20013-7012

[archivescenter@si.edu](mailto:archivescenter@si.edu)

<https://americanhistory.si.edu/archives>

# Table of Contents

Collection Overview .....	1
Administrative Information .....	1
Arrangement.....	2
Scope and Contents.....	2
Biographical / Historical.....	2
Names and Subjects .....	2
Container Listing .....	4
Series 1: Print Advertisements, 1962- circa 1995.....	4

## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Ally and Gargano, Inc., Print Advertisements
<b>Date:</b>	1962-1987
<b>Identifier:</b>	NMAH.AC.0938
<b>Creator:</b>	Gargano, Amil Ally & Gargano, Inc. Ally, Carl
<b>Extent:</b>	14.6 Cubic feet
<b>Language:</b>	English .
<b>Summary:</b>	In 1962, Carl Ally, a rising star in the advertising business, established his own firm, Carl Ally, Inc., with colleague Amil Gargano as art director. In 1976 they changed the business name to Ally and Gargano, Inc. Known for its aggressive advertising style, Ally and Gargano represented approximately ninety clients, fifty-two of which are represented here, including Hertz, Federal Express, and IBM.

---

## Administrative Information

### Acquisition Information

This collection was donated by Emil Gargano, a partner in Ally and Gargano, Inc.

### Provenance

Donated to the Archives Center in 2007 by Amil Gargano.

### Related Materials

Advertising documentation may be found in the following collections in this repository: N.W. Ayer Advertising Agency Records and the Federal Express Advertising History Collection.

### Processing Information

Collection processed by Amy Sanderson (intern); supervised by Alison Oswald, archivist, November 2007.

### Preferred Citation

Ally and Gargano, Inc., Print Advertisements, 1962-ca. 1995, Archives Center, National Museum of American History.

### Restrictions

The collection is open for research use.

Researchers must handle unprotected photographs with gloves.

## Conditions Governing Use

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

---

## Biographical / Historical

After seven years as a rising star in the advertising business, Carl Ally (1925-1999) created his own advertising agency in 1962, bringing with him former colleague and art director Amil Gargano. In 1976, Carl Ally, Inc., became Ally and Gargano, and three years later, Ally withdrew from active participation in the firm. In 1983, the agency, with a roster of nearly 300 employees, went public; in 1986 the Marketing Corporation of America (MCA) purchased Ally and Gargano for \$26.6 million; in 1991 Amil Gargano left the firm which went out of business in 1995.

During its years as an independent advertising agency, (1962-1987), Ally and Gargano created highly successful and widely recognized advertising campaigns for over ninety clients. Carl Ally was especially known for an aggressive advertising style, most notably his work for Hertz in the late 1960s and early 1970s, in which he used in a competitor's name, Avis, in advertisements.

Ally and Gargano also made invaluable contributions to two new firms that quickly became leading American businesses --Federal Express and MCI. Founded in 1971, Federal Express had accrued \$26 million in losses by 1974, after only eighteen months in operation; its nightly package delivery count was 210 items. Ally and Gargano advertising, beginning with a budget of only \$150,000, was critical to the rapid Federal Express turnaround. MCI selected Ally and Gargano to introduce its residential long distance service in 1979. Within a year, new customer enrollment reached three times the expected level, and four years after the launch of the advertising campaign, MCI's total sales rose from \$95 million to \$2.7 billion.

---

## Scope and Contents

Advertising portfolios including copies of print advertisements published for fifty-two accounts over a twenty-five year period. Some clients include Hertz, Federal Express, International Business Machines Corporation.

---

## Arrangement

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:

Advertising agencies  
advertising

### Types of Materials:

Advertisements  
Print advertising

Names:

Bank of New York  
Canadair  
Dunkin' Donuts, Inc.  
Federal Express Corporation  
Fiat.  
Hertz Corporation.  
International business machines corporation  
Karastan.  
Kobrand Corporation.  
MCI Communications Corporation.  
Northeast Airlines  
Pan American World Airways, Inc.  
Pearl Brewing.  
Pentax Precision Instrument Corporation.  
Pharmacraft.  
Piper Aircraft Corp.  
Saab (Svenska Aeroplan Aktiebolaget AB)  
Scandinavian Airlines System  
Volvo.

---

## Container Listing

### Series 1: Print Advertisements, 1962- circa 1995

Box 1, Folder 1	Absolut Vodka, 1989
Box 1, Folder 2	Bengay, 1988
Box 1, Folder 3-6; Box 13, Folder 1	Bank of New York, 1981 October – circa 1991
Box 1, Folder 7; Box 13, Folder 2	Canadair, 1981 January –1984 September
Box 19, Folder 1-2; Box 18, Folder 1; Box 1, Folder 8; Box 13, Folder 3	<a href="#">Columbia Broadcasting System, Inc.(CBS), 1969 April–1973 December</a>
Box 1, Folder 9	Cinzano, 1965 May–1968 May
Box 1, Folder 10; Box 18, Folder 2; Box 13, Folder 4	<a href="#">Citizens for Clean Air, 1966 October -1971</a>
Box 13, Folder 5; Box 1, Folder 11	<a href="#">Commodore Computer, 1982 March–1983 October</a>
Box 13, Folder 6; Box 1, Folder 12	Corning Glass, 1964 March–1967 September
Box 2, Folder 1-4	Dunkin' Donuts, 1977 June–1995 March
Box 2, Folder 5-8; Box 13, Folder 7-8	<a href="#">Federal Express, 1974 October–1987</a>
Box 3, Folder 1-11; Box 18, Folder 3-6; Box 14, Folder 1	Fiat, 1970 December–1978 June
Box 3, Folder 12-15;	Fiat International, 1972 January–1979 December

Box 14, Folder 2-3	
Box 3, Folder 16	Franklin Computers, 1983 October–1984 June
Box 14, Folder 4; Box 3, Folder 17	Gatorade, 1968 September–1969 February
Box 14, Folder 5	Goebel, 1964 April –1966 May
Box 14, Folder 6-8; Box 4, Folder 1-15; Box 18, Folder 7-8; Box 19, Folder 3	<a href="#">Hertz, 1966 September–1973 March</a>
Box 5, Folder 1-7; Box 20, Folder 1; Box 19, Folder 4; Box 18, Folder 9; Box 14, Folder 9-11	<a href="#">International Business Machines Corporation (IBM), 1965 March–1979 March</a>
Box 15, Folder 1-2; Box 6, Folder 1-3	Investment Overseas Services (IOS), 1968 May – 1971 May
Box 15, Folder 4	Jergens, 1984 November
Box 15, Folder 5	R.A. Johnston Cookies, 1964 March–1966 October
Box 15, Folder 6	Kaiser Roth, 1980 April –1982 December
Box 15, Folder 7-11	Karastan, 1980 November –1988 May
Box 18, Folder 10-12; Box 19, Folder 5; Box 20, Folder 2; Box 15, Folder 3; Box 7, Folder 1-6	<a href="#">Kobrand Importers, 1971 March–1977 March</a>
Box 15, Folder 4	Krystal Kitchens, 1980 November –1988 May
Box 15, Folder 5-6; Box 7, Folder 7-9	<a href="#">Mass Communications, Inc., (MCI), 1979 November–1986 April</a>
Box 15, Folder 7	Midway Metrolink, Undated

Box 8, Folder 1	National Football League Properties, 1983 May–1984 March
Box 20, Folder 3; Box 19, Folder 6; Box 18, Folder 13; Box 15, Folder 8-10; Box 8, Folder 2-6	Northeast Airlines, 1967 July–1970 December; 1967 July – 1970 September
Box 8, Folder 7	Noxell, 1972 October – 1974 October
Box 8, Folder 8; Box 5, Folder 11	Old Bushmill's Irish Whiskey, 1963 April–1966 October
Box 16, Folder 1-4; Box 19, Folder 7; Box 18, Folder 14; Box 8, Folder 9-12	Pan American World Airways, 1970 August–1978 August
Box 16, Folder 5	Pearl Brewing Company, 1969 July–1971 May
Box 9, Folder 1; Box 16, Folder 6	Pentax, 1978 October–1982 May
Box 16, Folder 7; Box 9, Folder 2	Pharmacraft, 1967 March–1975 May
Box 9, Folder 3-11; Box 18, Folder 15; Box 16, Folder 8	Piper Aircraft, circa 1978-1984
Box 10, Folder 1 Plax	Pirelli Tires, 1975 December–1984
Box 10, Folder 2	Plax, 1989
Box 16, Folder 9	Purina, Undated
Box 16, Folder 10; Box 10, Folder 3	Rise Shaving Cream, 1971 December–1974 November
Box 10, Folder 4	Salada, 1964 March-1967 September
Box 10, Folder 5-16	Saab-Scania, 1979 June –1988 April



Box 16, Folder 11; Box 18, Folder 16	SAAB, 1979 June–1988 April
Box 20, Folder 4	SAAB, undated; Travelers (Insurance) Dec 17, 1980; Volvo, undated
Box 10, Folder 17-18; Box 17, Folder 1-2	Scandinavian Airlines (SAS), circa 1964– circa 1984
Box 18, Folder 17; Box 11, Folder 1	<a href="#">U.S. Servicator, 1963 August–November</a>
Box 17, Folder 3; Box 11, Folder 2-5	Service America, 1970 April–1971 June
Box 11, Folder 6; Box 17, Folder 4	Shearson Lehman Brothers, 1990–1991
Box 17, Folder 5; Box 11, Folder 7	Hollingshead Slip Motor Oil, 1963 November – 1964 June
Box 11, Folder 8-10; Box 17, Folder 6	Timberland Company, 1980 September – 1985 November
Box 11, Folder 11	<a href="#">Tink-Tonk (Sprout Software), 1983</a>
Box 12, Folder 1-10	<a href="#">Travelers Insurance, 1970 October-1985 August</a>
Box 17, Folder 7-12	Travelers Insurance, 1970 October-1985 August
Box 12, Folder 12	Vespa, 1963 July–1966 October
Box 12, Folder 13-18	Volvo, 1962 June–1967 August
Box 17, Folder 13	Volvo, 1962 June–1967 August
Box 12, Folder 11	Woman's Day, 1962 November –1963 June
Box 12, Folder 19; Box 18, Folder 18; Box 19, Folder 8	World Magazine, 1971 December–1974 November
Box 17, Folder 14;	World Journal Tribune, 1966 May–1967 May

Box 12, Folder 20

*[Return to Table of Contents](#)*

Box 10

Carl Ally's Show Reel from 1964-1981, 1981-06-21  
1 Videocassettes (U-matic) (Total Running Time: 23:00)