



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to Ally and Gargano, Inc., Print Advertisements

NMAH.AC.0938

Amy Sanderson

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Archives Center, National Museum of American History
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Table of Contents

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

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Ally and Gargano, Inc., Print Advertisements
Date:	1962-1987
Identifier:	NMAH.AC.0938
Creator:	Gargano, Amil Ally & Gargano, Inc. Ally, Carl
Extent:	14.6 Cubic feet
Language:	English .
Summary:	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

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

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	Columbia Broadcasting System, Inc.(CBS), 1969 April–1973 December
Box 1, Folder 9	Cinzano, 1965 May–1968 May
Box 1, Folder 10; Box 18, Folder 2; Box 13, Folder 4	Citizens for Clean Air, 1966 October -1971
Box 13, Folder 5; Box 1, Folder 11	Commodore Computer, 1982 March–1983 October
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	Federal Express, 1974 October–1987
Box 3, Folder 1-11; Box 18, Folder 3-6; Box 14, Folder 1	Fiat, 1970 December–1978 June

Box 3, Folder 12-15; Box 14, Folder 2-3	Fiat International, 1972 January–1979 December
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	Hertz, 1966 September–1973 March
Box 5, Folder 1-7; Box 20, Folder 1; Box 19, Folder 4; Box 18, Folder 9; Box 14, Folder 9-11	International Business Machines Corporation (IBM), 1965 March–1979 March
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	Kobrand Importers, 1971 March–1977 March
Box 15, Folder 4	Krystal Kitchens, 1980 November –1988 May
Box 15, Folder 5-6;	Mass Communications, Inc., (MCI), 1979 November–1986 April

Box 7, Folder 7-9	
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 1Plax	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	U.S. Servicator, 1963 August–November
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	Tink-Tonk (Sprout Software), 1983
Box 12, Folder 1-10	Travelers Insurance, 1970 October-1985 August
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;	World Magazine, 1971 December–1974 November

Box 19, Folder 8

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)