



Smithsonian

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

## Clark Maddock Collection

NMAH.AC.1346

NMAH Staff

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Clark Maddock Collection
<b>Date:</b>	1931 - 1994
<b>Identifier:</b>	NMAH.AC.1346
<b>Creator:</b>	General Motors Corporation (Advertiser) Maddock, Clark, 1912-1988 (Creator) Frederick, Jeffrey A. (Donor)
<b>Extent:</b>	1.5 Cubic feet
<b>Language:</b>	English .

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## Administrative Information

### Acquisition Information

Donated to the Archives Center in 2015 by Maddock's grandson, Jeffrey Frederick.

### Processing Information

Collection processed by NMAH Staff, undated.

### Preferred Citation

Clark Maddock Collection, 1931-1994, Archives Center, National Museum of American History.

### Restrictions on Access

Collection open for research on site by appointment. Unprotected photographs must be handled with gloves.

### Terms Governing Use and Reproduction

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.

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## Biographical / Historical

Maddock was an artist who worked for several decades in the advertising industry. He graduated from the Chicago Academy of Fine Arts, worked on campaigns for GM, Dow, Goodrich, Sohio, and other, while employed by several ad agencies. After retirement he lived in Hawaii where he edited a local newspaper and devoted more time to his watercolors, which were exhibited in local galleries.

## Scope and Contents

The collection documents the life and career of Clark Maddock, from his early years as a bandleader, through his work in the advertising industry and subsequent retirement. There are clippings and a few photographs relating to his musical career, but most of the collection relates to his work in the advertising industry for several ad agencies, and includes original artwork for print advertisements (especially GM's "Mr. Goodwrench" campaign) letters, flyers, a sketchbook, drawings, storyboards, photographs, and awards.

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## Arrangement

1 series.

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## Names and Subject Terms

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

### Subjects:

Commercial art  
advertising

### Types of Materials:

Awards  
Clippings  
Design drawings -- 20th century  
Fliers (printed matter)  
Letters  
Photographs -- 20th century  
Sketchbooks  
Storyboards  
Watercolor drawings

### Occupations:

Band directors  
Commercial artists

### Preferred Titles:

*Mr. Goodwrench*