



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Dolores Valdes-Zacky Papers

NMAH.AC.1394

María Daniela Jiménez

2017

Archives Center, National Museum of American History

P.O. Box 37012

Suite 1100, MRC 601

Washington, D.C. 20013-7012

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.....	1
Names and Subjects	2
Container Listing	4
Series 1: Background Materials, 1955 - 1999, undated.....	4
Series 2: Advertising and Marketing Materials, 1989 - 1999, undated.....	5

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Dolores Valdes-Zacky Papers
Date:	1955 - 1999
Identifier:	NMAH.AC.1394
Creator:	Coors Brewing Company (Sponsor) Valdes Zacky, Dolores (Creator)
Extent:	2 Cubic feet (2 boxes, 3 oversize folders)
Language:	Collection is in English. Some materials in Spanish.
Summary:	The collection documents the work of Dolores Valdes-Zacky and her advertising firm Valdes-Zacky Associates, who specialize in the Hispanic consumer market.

Administrative Information

Acquisition Information

Collection donated by Dolores Valdes Zacky, 2016.

Processing Information

Collection processed by María Daniela Jiménez, LMSP Fellow, Summer 2017, under the direct supervision of Alison Oswald.

Preferred Citation

Dolores Valdes-Zacky Papers, 1955-1999, 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

Dolores Valdes-Zacky started her career in advertising with the J. Walter Thompson agency. She left to start her own firm, Valdes-Zacky Associates in 1987, specializing in tapping the Hispanic consumer market. Some of the agency's clients have been Mitsubishi Motors, Adolph Coors Company, Arrowhead Puritas Waters, Vons Grocery, and the Partnership for a Drug Free America.

Scope and Contents

The collection includes guidebooks on marketing to Hispanics; business records; letters and emails; photographs; an award; case studies; ad campaign proposals; story boards; press releases; print advertisements for the agency and for its clients, as well as for products; a DVD of commercials; newsletters; magazine and newspaper articles. Some items in the collection relate to Valdes Zacky's work with the J. Walter Thompson firm.

Arrangement

The collection is divided into two series.

Series 1: Background Materials, 1955-1999

Series 2: Advertising and Marketing Materials, 1989-1999

Names and Subject Terms

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

Subjects:

- Advertising agencies
- Advertising campaigns
- Advertising executives
- Advertising history
- Marketing -- 1950-2000
- Minorities in advertising
- Women in advertising

Types of Materials:

- Advertisements -- 20th century
- Articles -- 20th century
- Awards
- Books -- 20th century
- Clippings -- 20th century
- Commercials -- 20th century
- Correspondence -- 20th century
- DVDs
- E-mail
- Magazines (periodicals) -- 20th century
- Newsletters -- 20th century
- Oral history -- 20th century
- Photographs -- 20th century
- Press releases -- 20th century
- Proposals -- 20th century
- Storyboards

Names:

- Arrowhead Puritas Waters, Inc.
- Mitsubishi

Partnership for a Drug-Free America
Thompson, J. Walter (advertising agency).
Vons Grocery Company

Container Listing

Series 1: Background Materials, 1955 - 1999, undated

Box 1, Folder 1	J. Walter Thompson, correspondence and magazines, 1977 - 1987, undated
Box 1, Folder 2	Belding Award, Arrowhead Campaign, 1984 - 1986, undated 1 Electronic discs (DVD)
Box 1, Folder 3	Valdes Zacky Advertising, correspondence, press releases, and trade advertisements, 1994 - 1998, undated
Box 1, Folder 4	Photographs, 1955 - 1987, undated
Box 1, Folder 5	Press and Newspaper Clippings, 1984 - 1987
Box 1, Folder 6	Press and Newspaper Clippings, 1988 - 1999, undated

[Return to Table of Contents](#)

Series 2: Advertising and Marketing Materials, 1989 - 1999, undated

Box 1, Folder 7	Case Studies, 1992 - 1996, undated 4 Electronic discs (DVD)
Box 2, Folder 6	Isabel Valdes and Marta H. Seoane. Hispanic Market Handbook, 1995 - 1995
Box 2, Folder 1	California Department of Health Services - Tobacco Control Section, Five-year Review, 1999 - 1999
Box 2, Folder 2	Coors Campaigns, 1992 - 1993, undated
Box 2, Folder 3	Partnership for a Drug-Free America Campaigns, 1990 - 1996
Box 2, Folder 4	Vons Club/Tianguis Campaigns, 1989 - 1989, undated
Box 1, Folder 5	A Guide to Building Market Dominance, 1998 - 1998 1 Book
Map-folder 1	Tianguis The Marketplace (weekly mailer), 1993 - 1993
	Southern California Gas Company , undated Notes: Includes advertisements for: 5 cents an hour. Glad to be of Service Por sólo \$4.00 38,400 tortillas calientitas. A su servicio...y con gusto Por sólo \$4.00 500 lbs. de ropa seca. A su servicio...y con gusto
Map-folder 1	Mexican Airline , undated Notes: Advertisements include: Should Huitlacoche be eaten with the fingers? Son tantos los recuerdos.
Map-folder 2	Tianguis Club y Vons Club, 1992 - 1992
Map-folder 2	Nation Within a Nation, Unconventional Wisdom for a Misunderstood Market, 1997 - 1997
	California Department of Health Services , undated Notes: Sarita. 7 Años. Asmática
Map-folder 2	Coors, Viva Mexico!, 1992 - 1993
Map-folder 2	Bayer Aspirin. Me cuido con Bayer/I take care of myself with Bayer.
Map-folder 3	Coca Cola. Tu cuerpo no necessita cafeína, tampoco tu cola/Your body doesn't need caffeine, neither does your cola. , undated

Map-folder 3 Coca Cola. La chispa de la vida/It's the real thing., undated

Map-folder 3 Mexicana, undated
Notes: Includes:
 Yucatan, or you can swim.
 Haz una perja, el Caribe y tú.

[Return to Table of Contents](#)