Guide to the Castor Advertising Corporation Collection

NMAH.AC.1461
Sarah Corona
2019
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Castor Advertising Corporation Collection
Identifier: NMAH.AC.1461
Date: 1960-2007, 2018
Extent: 1 Cubic foot (4 boxes)
Creator: Fernandez, Castor
Castor Advertising Corporation
Language: English
Some materials in Spanish.
Summary: This collection consists of materials documenting the Castor Advertising Corporation, Castor SG&B, and Castor Spanish International, which specialized in reaching Hispanic audiences.

Administrative Information

Acquisition Information
Collection donated to the Archives Center in 2018 by Castor Fernández.

Processing Information
Collection processed by Sarah Corona, LMSP Fellow, Summer 2019, under the direct supervision of archivists, Alison Oswald and Daniela Jiménez.

Preferred Citation
Castor Advertising Corporation Collection, 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 intellectual property rights. Archives Center cost-recovery and use fees may apply when requesting reproductions.
Biographical / Historical

Castor A. Fernández Capote was born in 1943 in Havana, Cuba and moved to the United States in 1961. Fernández first lived in Miami, Florida but moved to New York City soon after. He attended City College of New York where he received his Bachelor and Master of Business Administration in Marketing. For his MBA thesis, "Market Segmentation through Television Advertising," Fernández focused his research on the potential for Spanish-language media to engage the Spanish-speaking market of New York. Fernández began his nearly four-decade-long advertising career in firms throughout New York City such as Link Advertising and Palmer Advertising. In 1968, Fernández established his own advertising firm called Castor Spanish International, focusing specifically on marketing designed for the multiple groups of people described under the umbrella term "Hispanic." In 1989, Castor Spanish International merged with the Miami-based advertising corporation, Garcia-Serra & Blanco Advertising, to form a new agency: Castor SG&B. The agency dissolved the merger in 1990 and Fernández established Castor Advertising Corporation. Fernández retired from advertising in 2002. Throughout his decades-long career, he and his agencies did work for many major American corporations such as Café Bustelo, Citibank, McDonald’s, Coca-Cola, Anheuser-Busch, Kmart, Richardson-Vicks, and Heublein Incorporated.

Content Description

Archival materials documenting the Castor Advertising Corporation, Castor SG&B, and Castor Spanish International. This collection includes correspondence, business records, awards, a copy of Fernández’s MBA thesis, photographs, newspaper clippings, magazines, a DVD containing an interview with Fernández, and advertising reels recorded on VHS tapes, cassettes, and 16mm film.

Arrangement

This collection is arranged into four series.

Series 1: Background Materials, 1961-2001, 2018

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
Alcohol -- advertising
Articles
Awards
Cuban American business enterprises
Hispanic American businesspeople
Hispanic American consumers
Hispanic Americans
Marketing
Minorities in advertising
advertising -- Alcoholic beverages

Types of Materials:
8mm films
Advertisements
Business records
DVDs
Handbooks
Hispanic American periodicals
Hispanic American periodicals
Letters (correspondence)
Magazines (periodicals)
Masters theses
Newsletters
Newspaper clippings
Photographs -- Color photoprints -- 1950-2000
Photographs -- Color photoprints -- 21st century
Press releases
VHS (videotape format)

Names:
Anheuser-Busch, Inc
Heublein Inc.
International Rescue Committee
Richardson-Vicks Inc

Preferred Titles:
Coca-Cola (Trademark)
Container Listing

Series 1: Background Materials, 1961-2001, 2018

This series contains business records and personal papers that relate to Castor Fernández's agencies and his educational background in business. Materials include a copy of Fernández's MBA thesis, correspondence, awards, business cards, an employee handbook, stationery, and other printed materials. Some pieces of correspondence have been grouped together and separated from remaining correspondence due to their condition resulting from water damage.

This series is arranged alphabetically by folder title.

- Box 1, Folder 1: Awards, 1982-1993
- Box 3, Folder 3: Award from Guerra Magazine, 1981
- Box 1, Folder 2: Business Cards, undated
- Box 1, Folder 3: Castor Advertising Corporation printed materials, 1991-1998
- Box 1, Folder 4: Castor Advertising Corporation Scholarship, 1991-2018
- Box 1, Folder 5: Castor Advertising Corporation stationery, undated
- Box 3, Folder 5: Castor Advertising Corporation stationery designs, undated
- Box 1, Folder 6: Castor Spanish International certificate of incorporation, 1969
- Box 1, Folder 7: Client list, 2002
- Box 1, Folder 8: Correspondence, 1961-2001
- Box 1, Folder 9: Correspondence - Separated, 1961-1982
- Box 1, Folder 10: Drawings for Castor, 1991-1997
- Box 1, Folder 11: Education papers, 1960-1967, 2005
- Box 1, Folder 12: Employee handbook, 1997
- Box 1, Folder 13: Employee list, 1989
- Box 1, Folder 14: Foreign Advertising and Service Bureau, undated
- Box 1, Folder 15: Market Segmentation Through Television Advertising, 1968
- Box 1, Folder 16: Share certificates, 1970-1988
- Box 1, Folder 17: Small animal design draft, undated

Series contains materials related to Castor Advertising Corporation, Castor SG&B, and Castor Spanish International and advertising campaigns for some of their clients. Materials included are newspaper clippings and printed advertisements on cards or in magazines. See also *Revista P&C* and *Hispanic Business* for additional examples of advertisements by Fernández's agencies.

This series has been arranged alphabetically by folder title.

- **Box 1, Folder 19**: Anheuser Busch, 1981
- **Box 3, Folder 1**: Don Q promotional letter, undated
- **Box 1, Folder 20**: First Bank Americana, 1997
- **Box 1, Folder 21**: Glenmore Distillers, 1969-1972
- **Box 1, Folder 22**: Heublein Incorporated, 1971-1973
- **Box 1, Folder 23**: OTB Corporation, 1971
- **Box 1, Folder 24**: Richardson-Vicks Incorporated, undated

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This series contains newspaper clippings and magazines related to Fernández's advertising agencies and Fernández himself. Some magazines contain advertisements created by Fernández's agencies.

This series is arranged alphabetically by folder title.

Box 1, Folder 25  Biographical materials, undated
Box 1, Folder 26  Budweiser and Guantes event, 1986
Box 1, Folder 27  Castor Advertising Corporation clippings, 1993-1999
Box 1, Folder 28  Castor SG&B clippings, 1981-1990
Box 1, Folder 29  Castor Spanish International clippings, 1981-1993
Box 1, Folder 30  Castor's writing, 1983-1988
Box 1, Folder 31  Early career clippings, 1968-1973
Box 1, Folder 32  Hispanic Business, 1982
Box 1, Folder 33  Hispanic business clippings, 1981-1995
Box 1, Folder 34  Hombre de Mundo, 1984
Box 1, Folder 35  Interviews with Castor, 1981-1993
Box 3, Folder 4  Page from The Forum, 1981
Box 1, Folder 36  Revista P "&" C, 2000
Box 1, Folder 37  Vanidades Continental, 1987

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This series contains audiovisual materials related to Fernández's career and agencies. Materials include a section of a contact sheet, photographs, an unreleased interview conducted by Geekerati Productions and recorded on a DVD, and advertising reels recorded on VHS tapes, audio cassettes, and 16mm film. The Vick's Formula 44 reel was recorded on 16mm Agfa-Gevaert film and could have been recorded earlier than 1960 when the product was initially released. Tools to identify the date of the film are not currently available. Content of photographs includes events attended by Fernández or related to his agencies, headshots and professional photographs, and personal photos.

This series is arranged alphabetically by folder title.

Box 1, Folder 38  Contact sheet strip and printed photographs, undated

Box 2, Folder 1  Coca-Cola USA Classic, 1988
1 videocassettes (vhs)

Box 2, Folder 2  Coca-Cola stack reel, 1985
1 videocassettes (vhs)

Box 2, Folder 3  Interview with Geekerati Productions, 2007
1 electronic discs (dvd)

Box 2, Folder 4  Michelob Beer, 1986
1 Sound cassette

Box 4  Photographs, 1960-1999

Photographs are related to the Castor Advertising Corporation, Castor SG&B, and Castor Spanish International events including Guantes Award Ceremonies sponsored by Castor Spanish International and Budweiser, celebrations for client acquisitions, and promotional events. Also included are portraits and headshots of Castor. Photographs include notable figures such as Celia Cruz, Muhammad Ali (Cassius Clay), Niño Valdez, Tito Rodriguez, Julio Gutiérrez, Chucho Avellanet, Marco Rizo, and Desi Arnaz. Notable Hispanic and Latino businesspeople are included in these photographs such as Victor del Corral of Victor's Cafe in Manhattan, Joseph Andrew Unanue of Goya Foods, and numerous executives from Coca-Cola, Castor Spanish International, Heublein Incorporated, Glenmore Distilleries, and other clients of Castor's agencies.

Box 3, Folder 2  Photo with Tito Puente, undated

Box 2, Folder 5  Selections Agency Reel, 2001
1 videocassettes (vhs)

Box 2, Folder 6  Vick's Formula 44, undated

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