



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Castor Advertising Corporation Collection

NMAH.AC.1461

Sarah Corona

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Castor Advertising Corporation Collection
Date:	1960-2007, 2018
Identifier:	NMAH.AC.1461
Creator:	Fernandez, Castor Castor Advertising Corporation
Extent:	1 Cubic foot (4 boxes)
Language:	Collection is in 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 to 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

Series 2: Advertising Materials, 1969-1987

Series 3: Newspaper Clippings and Publications, 1968-2000

Series 4: Audiovisual Materials, 1960-2007

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

Arrangement: This series is arranged alphabetically by folder title.

Scope and Contents: 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.

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
Box 1, Folder 18	2553 Form for Castor SG&B, 1989

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Series 2: Advertising Materials, 1969-1987

Arrangement: This series has been arranged alphabetically by folder title.

Scope and Contents: 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.

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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Series 3: Newspaper Clippings and Publications, 1968-2000

Arrangement: This series is arranged alphabetically by folder title.

Scope and Contents: 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.

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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Series 4: Audiovisual Materials, 1960-2007

Arrangement: This series is arranged alphabetically by folder title.

Scope and Contents: 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.

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	<p>Photographs, 1960-1999</p> <p>Notes: 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.</p>
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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