



Guide to the Archie Boston papers, 1963-2018 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Archie Boston papers, 1963-2018 and undated

Creator:

Boston, Archie, 1943-

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

African-American graphic artist, professor and advertising executive based primarily in California; principal in the firm Archie Boston Graphic Design. Collection includes print materials, posters, sketches, greeting cards, correspondence, as well as audiovisual materials in multiple formats (DVDs, tape reels, and film reels) that document Boston's career in advertising and graphic design as well as his academic life at California State University-Long Beach. Companies represented include California Plum, Raisin and Apple Advisory Boards, FMC, Motorola, Pentel, Raytheon and Yamaha. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

8.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11673

Permalink:

<https://idn.duke.edu/ark:/87924/m10021>

Preferred Citation

[Identification of item], Archie Boston papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes print materials, posters, sketches, greeting cards, correspondence, as well as audiovisual materials in multiple formats (DVDs, tape reels, and film reels) that document Boston's career in advertising and graphic design as well as his academic life at California State University-Long Beach. Companies represented include California Plum, Raisin and Apple Advisory Boards, FMC, Motorola, Pentel, Raytheon and Yamaha. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

African-American graphic artist, professor and advertising executive based primarily in California; principal in the firm Archie Boston Graphic Design. Born 1943, in Clewiston, Florida and grew up in St. Petersburg, Florida. After graduating from Chouinard Art Institute in Los Angeles with a BFA in Advertising Design, Boston and his brother Brad Boston, formed their own ad and design agency Boston & Boston Design in 1967. In 1969, Boston started working for the ad agency Botsford Ketchum. During his eight years with Botsford Ketchum, Boston worked with clients such as Pentel, Motorola, and Yamaha. Simultaneously he started Archie Boston Graphic Design, an advertising and design agency. In 1977, Boston received his Master's Degree in Liberal Arts from the University of Southern California and was hired as a lecturer in the Department of Art at California State University Long Beach (CSULB) where he was a member of the Design department which included the Visual Communication Design Program. He chaired the graphic design program for 12 of his 32 years before retiring in 2009. He was the first African-American elected president of the Los Angeles Art Directors Club, where he served two terms. Boston published two memoirs -- *Fly in the Buttermilk: Memoirs of an African American in Advertising Design & Design Education* (2001) and *Lil' Colored Rascals in the Sunshine City* (2009). He has also produced two historical documentaries, *20 Outstanding Los Angeles Designers* and *The Black Pioneers of the Sunshine City*.

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Arrangement

Organized into the following series: General Files; Creative Work; and Audiovisual Materials.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research. However, original audiovisual materials are closed until use copies can be produced.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. There may be a 48-hour delay in obtaining these materials.

Please contact Research Services staff before visiting the Library to use this collection.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Archie Boston Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2018.

Processing Information

Processed by Kasia Stempniak, October 2018

Accessions described in this collection guide: 2018-0081

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections: J. Walter Thompson Company. Denis Lanigan Papers; McCann-Erickson Audiovisual Collection; The Duplex Advertising Company. Billboard Images and Records;

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Names and Subjects

- Advertising
- Advertising -- Design
- Advertising agencies -- United States -- History
- Graphic design
- Graphic artists -- United States
- Advertising executives -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- Archie Boston Graphic Design

Collection Inventory

General Files, 1963-2018, undated

General

This series includes Boston's two memoirs, university work both as a student and professor, exhibition catalogues and materials, ad designs, preparatory materials for his documentary, as well as published mentions from newsletters, magazines, and newspapers.

ADLA (Art Directors Club of Los Angeles)
activities, 1973-1976, undated

Box 1

Scope and Contents

Includes photographs, memoranda, posters, newsletters, and press mentions all pertaining to Archie Boston's activity in the ADLA

Awards, 1973-2007, undated

Box 1

Physical Description: 2 folders

Scope and Contents

AIGA (American Institute of Graphic Art) awards as well as other advertising awards.

Awards, 1973-2007, undated

Box 7

Scope and Contents

AIGA awards as well as other advertising awards. Also includes an award from the California State Assembly recognizing Archie Boston's Outstanding Professor of the Year Award (2004).

Correspondence, 1974-1991

Box 1

Physical Description: 2 folders

Scope and Contents

Correspondence includes Archie Boston's transition from the Botsford & Ketchum ad agency to academia and thank you letters from various individuals throughout Archie Boston's career.

Documentary materials, 2016-2018

Box 1

Scope and Contents

Press clippings, interviews, scripts, drafts, and shooting schedule all pertaining to the documentary Black Pioneers of the Sunshine City. Digital copy of the documentary is located in the AV files, RL11673-OP-004.

Exhibition materials--My Soul Is a Witness,
2014 Box 1

Scope and Contents

Table of contents for DVD series, see RL11673-OP-025.

Exhibition materials--Other exhibitions,
1991-2017 Box 1

Scope and Contents

Correspondence and catalogs for "Visual Perception"; "Back to the Future";
and "Designs of Dissent" exhibits

Exhibition materials--Watts Riot Festival, 1976 Box 1

Scope and Contents

Includes correspondence between Boston and the California Museum of
Science and Industry on Boston's exhibit on the Watts Riot Festival. Also
includes photos from Boston's MA Thesis that were to be part of this exhibit.
The remainder of these photos can be found in Box 6.

Exhibition materials, 1976-2013 Box 6

Physical Description: 2 folders

Scope and Contents

Photos of the Watts Riot Festival that were part of Boston's MA Thesis and
that were set to feature in an exhibition at the California Museum of Science
and Industry (exhibition was canceled). The remainder of these photos can be
found in Box 1 in "Exhibition Materials."

Print materials--Fly in the Buttermilk, 2001 Box 2

Print materials--Lil' Colored Rascals in the
Sunshine City, 2009 Box 2

Published mentions, 1963-2017 Box 2

Physical Description: 3 folders

Scope and Contents

Mentions of Archie Boston's design work and/or competitions he has judged.
From 1963 to the early 1970s.

Published mentions, 1963-2017 Box 3

Physical Description: 5 folders

Scope and Contents

Mentions of Archie Boston's design work and/or competitions he has judged.
From 1971 to 1978.

Published mentions, 1963-2017

Box 4

Physical Description: 3 folders

Scope and Contents

Mentions of Archie Boston's design work and/or competitions he has judged.
From 1980 to 2017.

Published mentions, 1972-2018

Box 9

Scope and Contents

Newspaper and newsletter clippings.

University materials, 1982-2004, undated

Box 4

Physical Description: 4 folders

Scope and Contents

Contains correspondence, M.A. thesis, and Outstanding Professor Award materials from California State University-Long Beach as well as miscellaneous university designs and publications.

University materials, 1994-2005, undated

Box 5

Physical Description: 5 folders

Scope and Contents

Includes Outstanding Professor Award materials, Wang Family Excellence Award application, and post-tenure review files all from California State University-Long Beach.

University materials, 1980-1987, undated

Box 7

Scope and Contents

Includes miscellaneous designs, posters, and newsletters from California State University-Long Beach.

University materials, 1983, undated

Box 9

Scope and Contents

Includes miscellaneous posters related to California State University Long Beach.

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Creative Work, 1965-2017, undated

General

This series consists primarily of ad designs and other graphic designs Archie Boston created. Includes self-promotional ads from his agency Boston & Boston and ads for clients he created while employed at Botsford Ketchum. Also includes designs he created on his own later in life (posters, social activist materials, and greeting cards).

Botsford & Ketchum, approximately 1969-1977

Accounts, approximately 1969-1977 Box 1

Scope and Contents

clients include Braemar, Yamaha, and the California Plum, Raisin and Apple Advisory Board

Accounts, approximately 1969-1977 Box 4

Scope and Contents

Clients include Braemar, Yamaha, and the California Plum, Raisin and Apple Advisory Board

Industrial accounts, approximately 1969-1977 Box 7

Scope and Contents

Includes ads for Motorola, FMC Corporation, Varian, Braemar, Yamaha, Raytheon, Galaxy Homes

Industrial accounts, approximately 1969-1977 Box 9

Scope and Contents

Includes ads for Motorola, FMC Corporation, Varian, the California Plum, Raisin, and Apple Advisory Board, among other companies.

Lloyd Bank, approximately 1969-1977 Box 7

Scope and Contents

Advertisements for Lloyds Bank designed during Boston's employment at Botsford & Ketchum. Television advertisements for Lloyds Bank can be found in AV 3 RL. 11673

Pentel, approximately 1969-1977 Box 1

Scope and Contents

Includes the ad "I told them what to do with their pens." Assortment of undated Pentel ads but the date range covers the period of time Archie Boston worked at Botsford & Ketchum

Pentel, approximately 1969-1977 Box 7

Scope and Contents

Includes the ad "I told them what to do with their pens." Assortment of undated Pentel ads but the date range covers the period of time Archie Boston worked at Botsford & Ketchum

Pentel, approximately 1969-1977 Box 9

Scope and Contents

Includes the ad "I told them what to do with their pens." Assortment of undated Pentel ads but the date range covers the period of time Archie Boston worked at Botsford & Ketchum

Botsford & Boston, approximately 1969-1977

Self-promotional, 1970s Box 9

Scope and Contents

Includes the "For Sale" ad and the "Uncle Tom" ad.

Archie Boston Graphic Design, 1986-2017, undated

Designs and advertisements, 1976-2017 Box 1

Scope and Contents

Includes logo designs and posters for social causes and other designs.

Designs and advertisements, 1986, undated Box 7

Scope and Contents

Designs for Centinela Hospital and self-promotional ads.

Designs and advertisements, undated Box 8

Scope and Contents

self-promotional ads and public service ads

Designs and advertisements, 2014, undated Box 9

Scope and Contents

self-promotional ads and public service ads

"If Black Lives Matter" poster series, undated Box 1

Scope and Contents

Prints of digital images on RL11673-OP-001

Other Work, 1965, undated

General

Includes Archie Boston's student work, his ad designs for the ADLA, as well as holiday and greeting cards.

ADLA ads, undated Box 8

Scope and Contents

Ads designed for ADLA including the Santa Claus ad and the "Call for Entries" ad.

Holiday cards, undated Box 1

Scope and Contents

Archie-Boston designed holiday cards and stationery. Other designs and cards can be found in Box 8.

Holiday cards, undated Box 8

Scope and Contents

Archie Boston-designed greeting and holiday cards. Other designs can be found in Box 1, "Holiday cards."

Student portfolio, 1965 Box 7

Scope and Contents

Ad sketch designs from when Boston was a Master's student.

Student portfolio, 1965 Box 8

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Audiovisual Materials, 1986-2016, undated

General

This series includes Boston's final university lecture, television commercials for his client Lloyds Bank from when he was employed at Bostford Ketchum, two documentaries (20 Outstanding LA Designers and Black Pioneers of the Sunshine City), a retrospective film exhibition, and digital images of his "If Black Lives Matter" posters.

If Black Lives Matter--10 posters, undated Box AV1 > Optical-disc
RL11673-OP-001

Scope and Contents

Hard copy of posters can be found in Box 1

Archie Boston's Final University Lecture, 59:00, 2010 Box AV1 > Optical-disc
RL11673-OP-002

Boston's Students' Work, 2000-2005 Box AV1 > Optical-disc
RL11673-OP-003

Black Pioneers of the Sunshine City, 48:00, 2016 Box AV1 > Optical-disc
RL11673-OP-004

Scope and Contents

Documentary written and produced by Archie Boston on the history of segregation in his native St. Petersburg, Florida. Notes and preparatory materials for the documentary can be found in Box 1.

Black Pioneers of the Sunshine City, 48:00, 2016 Box AV1 > Optical-disc
RL11673-OP-005

Archie Boston 1943-, undated Box AV1 > Optical-disc
RL11673-OP-006

20 Outstanding Los Angeles Designers--Q&A, 37:00, 1986 Box AV1 > Optical-disc
RL11673-OP-007

Scope and Contents

A set of interviews Archie Boston conducted with designers in LA in 1986, includes a Q&A. Spans from RL11673-OP-007 to RL11673-OP-024.

20 Outstanding Los Angeles Designers--April Greiman, 35:00, 1986	Box AV1 > Optical-disc RL11673-OP-008
20 Outstanding LA Designers--Huerta Design, 33:00, 1986	Box AV1 > Optical-disc RL11673-OP-009
20 Outstanding Los Angeles Designers--Dennis Juett, 37:00, 1986	Box AV1 > Optical-disc RL11673-OP-010
20 Outstanding Los Angeles Designers--John Follis, 21:00, 1986	Box AV1 > Optical-disc RL11673-OP-011
20 Outstanding Los Angeles Designers--Louis Danziger, 25:00, 1986	Box AV1 > Optical-disc RL11673-OP-012
20 Outstanding Los Angeles Designers--Ray Engle, 20:00, 1986	Box AV1 > Optical-disc RL11673-OP-013
20 Outstanding Los Angeles Designers--Keith Bright, 16:00, 1986	Box AV1 > Optical-disc RL11673-OP-014
20 Outstanding Los Angeles Designers--John Cleveland, 37:00, 1986	Box AV1 > Optical-disc RL11673-OP-015
20 Outstanding Los Angeles Designers--James Cross, 20:00, 1986	Box AV1 > Optical-disc RL11673-OP-016
20 Outstanding Los Angeles Designers--Saul Bass, 58:00, 1986	Box AV1 > Optical-disc RL11673-OP-017
20 Outstanding Los Angeles Designers--Ken Parkhurst, 36:00, 1986	Box AV1 > Optical-disc RL11673-OP-018
20 Outstanding Los Angeles Designers--Marvin Rubin, 29:00, 1986	Box AV1 > Optical-disc RL11673-OP-019

20 Outstanding Los Angeles Designers--Robert Miles Runyan, 22:00, 1986	Box AV1 > Optical-disc RL11673-OP-020
20 Outstanding Los Angeles Designers--Marian Sampler, 33:00, 1986	Box AV1 > Optical-disc RL11673-OP-021
20 Outstanding Los Angeles Designers--Ken White, 27:00, 1986	Box AV1 > Optical-disc RL11673-OP-022
20 Outstanding Los Angeles Designers--Don Weller, 18:00, 1986	Box AV1 > Optical-disc RL11673-OP-023
20 Outstanding Los Angeles Designers--Doug Boyd, 33:00, 1986	Box AV1 > Optical-disc RL11673-OP-024
My Soul is a Witness--Advice to Students, 2:00, 2014	Box AV1 > Optical-disc RL11673-OP-025
Scope and Contents	
Part of a retrospective exhibition. The list of chapters in this DVD collection can be found in "Exhibitions" in Box 1.	
My Soul is a Witness--What Did I Say?, 2:47, 2014	Box AV1 > Optical-disc RL11673-OP-026
My Soul is a Witness--Yesterday and Today, 3:03, 2011	Box AV1 > Optical-disc RL11673-OP-026A
My Soul is a Witness--1976 Watts Summer Festival Activities, 4:50, 2014	Box AV1 > Optical-disc RL11673-OP-027
My Soul is a Witness--20 Outstanding LA Designers, Q&A, 37:00, 2014	Box AV1 > Optical-disc RL11673-OP-028

My Soul is a Witness--Fly in the Buttermilk, 4:00, 2014	Box AV1 > Optical-disc RL11673-OP-029
My Soul is a Witness--Lil' Colored Rascals in the Sunshine City, 4:20, 2009	Box AV 2 > Optical-disc RL11673-OP-030
My Soul is a Witness--Overcoming the Odds, 5:17, 2014	Box AV 2 > Optical-disc RL11673-OP-031
My Soul is a Witness--Walk Around Heaven, 3:47, 2014	Box AV 2 > Optical-disc RL11673-OP-032
My Soul is a Witness--You are My Friend, 4:27, 2014	Box AV 2 > Optical-disc RL11673-OP-033
My Soul is a Witness--The Red Clay of Alabama, 4:45, 2014	Box AV 2 > Optical-disc RL11673-OP-034
My Soul is a Witness--Oh Lord, Let it Be, 3:36, 2014	Box AV 2 > Optical-disc RL11673-OP-035
My Soul is a Witness--To God Be the Glory, 4:48, 2014	Box AV 2 > Optical-disc RL11673-OP-036
My Soul is a Witness--Santa Fe, New Mexico, 3:41, 2014	Box AV 2 > Optical-disc RL11673-OP-037
My Soul is a Witness--Someone Made You For Me, 2:37, 2011	Box AV 2 > Optical-disc RL11673-OP-038
My Soul is a Witness--Holiday Greetings Slide Show, 2:55, 2014	Box AV 2 > Optical-disc RL11673-OP-039
KFI--Archie Boston Profile, undated	Box AV 3 > Audio-reel RL11673-RR-001

Television Commercials for Lloyds Bank,
undated

Box AV 3 > Film-reel RL11673-
F16-001

Juniors and Seniors Majors' Work,
approximately 2004 (zip drive)

Box AV 3

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