



Guide to the Marvin B. Kunze papers, 1960-1988 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

Marvin B. Kunze papers, 1960-1988 and undated

Creator:

Kunze, Marvin

Source:

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

Abstract:

Advertising executive who worked for Benton & Bowles and Young & Rubicam agencies in New York, Germany and Sweden. Collection includes print advertisements, storyboards, sketches, scripts for radio and television commercials, photographs, slides, other printed materials, audio tape reels and television commercials on videotape and 16mm and 35mm films. Companies represented include Benton & Bowles, Bushmill's, Chesebrough-Pond's, Drackett (Nutrament), Eastern Airlines, General Foods (Sanka, Yuban), Goodyear, Gulf Oil, Kemp Seafood, Piels beer, Procter & Gamble, Texaco, Trygg Hansa, United Fruit (Chiquita) and Young & Rubicam. Materials are in English, German and Swedish. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3.0 Linear Feet

Language:

Materials in English, German, Swedish.

Collection ID:

RL.11559

Permalink:

<https://idn.duke.edu/ark:/87924/m1wh0h>

Preferred Citation

[Identification of item], Marvin B. Kunze papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes print advertisements, storyboards, sketches, scripts for radio and television commercials, photographs, slides, other printed materials, audio tape reels and television commercials on videotape and 16mm and 35mm films. Companies represented include Benton & Bowles, Bushmill's, Chesebrough-Pond's, Drackett (Nutrament), Eastern Airlines, General Foods (Sanka, Yuban), Goodyear, Gulf Oil, Kemp Seafood, Piels beer, Procter & Gamble, Texaco, Trygg Hansa, United Fruit (Chiquita) and Young & Rubicam. Materials are in English, German and Swedish. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Advertising executive who worked for Benton & Bowles and Young & Rubicam agencies in New York, Germany and Sweden. Born 1929. Graduate Pratt Institute (Advertising Design) 1950. Started career at Benton & Bowles as an apprentice Art Director(New York) 1950. Military service 1951-1953; Young & Rubicam: Television Art Director, Art Supervisor (New York)1953-1964; Associate Creative Director (New York) 1964-1968; Vice President/Creative Director (Frenkfurt, Germany) 1968-1970; Vice President/Creative Director (Stockholm, Sweden) 1970-1973; Associate Creative Director/Director of Television and Radio Production (Frankfurt) 1973-1975; Associate Creative Director (New York) 1975-1978. Benton & Bowles: Creative Supervisor (New York) 1978-1986. Freelance: Blakemore & Killough, and Baumwoll & Tannen 1986-1987.

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Arrangement

Organized into two series: Professional files; Audiovisual materials.

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Administrative Information

Publication Statement

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askRL@duke.edu

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Access Restrictions

Collection is open for research.

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 Marvin B. Kunze papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2017.

Processing Information

Processed by Richard Collier, Dec. 2017;

Accessions described in this collection guide: 2017-0206

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Adrienne Cohen papers;

Arthur Einstein papers;

D'Arcy Masius Benton & Bowles Archives;

J. Walter Thompson Company. Domestic Advertisements;

J. Walter Thompson Company. International Advertisements;

Victor G. Bloede papers

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Names and Subjects

- Advertising
- Advertising agencies -- United States
- Advertising executives -- United States
- Advertising agencies -- Germany
- Advertising agencies -- Scandinavia
- John W. Hartman Center for Sales, Advertising & Marketing History
- Young & Rubicam
- Benton & Bowles
- Gulf Oil Corporation
- Goodyear Tire and Rubber Company
- Chesebrough-Pond's.
- Procter & Gamble Company
- Gulf Oil Corporation
- United Fruit Company
- Eastern Air Lines, Inc.
- Drackett Company
- General Foods Corporation

Collection Inventory

Professional Files, 1960-1988, undated

Baumwoll & Tannen--Kemp Seafood, 1987

Box 1

Benton & Bowles--Photographs, slides from Bushmill trip, circa 1984	Box 1
Benton & Bowles--Print advertisements, 1980-1985	Box 1
Physical Description: 2 folders	
Scope and Contents	
Includes Bolla, Bushmills Whiskey; Texaco	
Benton & Bowles--Storyboards, 1975-1983	Box 1
Physical Description: 2 folders	
Scope and Contents	
Includes Eckrich Meats, Procter & Gamble (Crest, Full Course, Omni, Task), Yuban	
Biographical information, 1972-1980s	Box 1
Blakemore & Killough--Print advertisements, 1987	Box 1
Physical Description: 2 folders	
Scope and Contents	
Includes Advertising Age, Morgan Stanley	
D'Arcy Masius Benton & Bowles--Benefit Highlights, 1988	Box 1
Martell print advertisements, undated	Box 1
Printed material--Art Directors Annual fur werbung und zeitschriften (German and English), 1966	Box 3
Printed material--Young & Rubicam office profile, circa 1971	Box 3
U.S. commercials worked on, undated	Box 1
Young & Rubicam--Group photograph, 1960	Box 5
Young & Rubicam--Group photograph, circa 1961	Box 2
Physical Description: 2 folders	

Young & Rubicam--Print advertisements (Nutrament), 1975-1976	Box 2
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Young & Rubicam--Print advertisements-- Germany (United Fruit/Chiquita; USA Tourism; in German), circa 1970-1976	Box 2
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Young & Rubicam--Print advertisements-- Germany (Nutrament, Pond's, United Fruit/ Chiquita; USA Tourism; in English and German, 1970-1977	Box 4
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Physical Description: 7 folders

Young & Rubicam--Print advertisements-- Sweden (Trygg Hansa Insurance; in Swedish), circa 1971	Box 4
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Young & Rubicam--Storyboards (Piels, Eastern Airlines), 1960-1966	Box 2
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Young & Rubicam--Storyboards (Sanka), 1961	Box 2
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Young & Rubicam--Transcripts of television commercials, undated	Box 2
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Scope and Contents

Includes work from Germany (Pond's, United Fruit/Chiquita, Ludwig Eches/
Chantre, Oil of Olay) and Sweden (Trygg Hansa Insurance, Gevalia, Bregott,
Opel Rallye, Mum 21)

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Audiovisual Materials, 1976-1983, undated

Behold "Presenter" :30, undated	Box AV1 > Film-reel RL11559- F16-001
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Benton & Bowles--Eckrich "Balloons", undated	Box AV1 > Film-reel RL11559- F16-002
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Benton & Bowles--Eckrich "He Likes It", undated	Box AV1 > Film-reel RL11559- F16-003
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Benton & Bowles--Texaco Fire Engine, undated	Box AV1 > Film-reel RL11559- F16-004
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Benton & Bowles--Texaco "Gasohol" :30, undated	Box AV1 > Film-reel RL11559-F16-005
Benton & Bowles--Texaco "Hot Rocks" :30, undated	Box AV1 > Film-reel RL11559-F16-006
Benton & Bowles--Texaco "Hot Rocks" :60, undated	Box AV1 > Film-reel RL11559-F16-007
Benton & Bowles--Texaco "Montebello" Hop-79 :30, undated	Box AV1 > Film-reel RL11559-F16-008
Benton & Bowles--Texaco "Montebello" H-II-79 :30, undated	Box AV1 > Film-reel RL11559-F16-009
Benton & Bowles--Texaco "Montebello" H-II-79 :30, undated	Box AV1 > Film-reel RL11559-F16-010
Compilation, undated	Box AV1 > Film-reel RL11559-F16-011
Scope and Contents	
Goodyear "Glass Test"; Renuzit "Norman"; Behold "Crayon"; Windex "I Can See Clearly" "Submarine"; Gulf "Drain Change" "Hitchhiker"; Dash "Closet"; Lipton "Football" "Military"	
DJM1093--Klosterberg-Eddy/Sinular; Moran & Mint, undated	Box AV1 > Film-reel RL11559-F16-012
Roy Anderson "Fazer", undated	Box AV1 > Film-reel RL11559-F16-013
Swedish compilation, undated	Box AV1 > Film-reel RL11559-F16-014

Scope and Contents

Mum 21; Gevalia Coffee; Trygghansa; Eckrich animated spots

Swedish compilation, undated	Box AV1 > Film-reel RL11559-F16-015
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Scope and Contents

Opel Rallye; Bregott; Trygghansa Beach

Young & Rubicam--Crest "Catapult", undated	Box AV1 > Film-reel RL11559-F16-016
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Young & Rubicam--Crest "Underground", undated	Box AV1 > Film-reel RL11559-F16-017
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Young & Rubicam--Dash "Closet", undated	Box AV1 > Film-reel RL11559-F16-018
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Young & Rubicam--Dash "Gang Disco", undated	Box AV1 > Film-reel RL11559-F16-019
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Young & Rubicam--Gulf compilation, undated	Box AV1 > Film-reel RL11559-F16-020
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Scope and Contents

Enough; Parking Lot; Snorkel; Check Research

Young & Rubicam--Gulf "Drain and Change" :30, undated	Box AV1 > Film-reel RL11559-F16-021
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Young & Rubicam--Gulf "Hitchiker" :60, undated	Box AV1 > Film-reel RL11559-F16-022
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Young & Rubicam--Gulf "Hitchiker" :30, undated	Box AV1 > Film-reel RL11559-F16-023
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Young & Rubicam--Gulf "Hitchiker" :30, undated	Box AV1 > Film-reel RL11559-F16-024
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Young & Rubicam--Gulf "Old Couple" :30, undated	Box AV1 > Film-reel RL11559-F16-025
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German compilation, undated	Box AV1 > Film-reel RL11559-F35-001
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Scope and Contents

Pond's "Second Face"; Chiquita "Astronaut"; Oil of Olay "Verushka"; Chantre "Customs"

Kelso Herston Entreprises show reel, undated Box AV1 > Audio-reel RL11559-RR-001

Benton & Bowles--Bolla Brut "Party" :30 Umatic, 1983 Box AV1 > Video-cassette RL11559-UMATIC-001

Marvin Kunze sample reel (Copy) Umatic, undated Box AV1 > Video-cassette RL11559-UMATIC-002

Marvin Kunze sample reel (Master) Umatic, undated Box AV1 > Video-cassette RL11559-UMATIC-003

Scope and Contents

Includes: Goodyear, Windex, Gulf, Lipton, Bolla, Crest, Eckrich, Yuban, German Pond's, Astronaut, Verushka, Shantray, Opel Rallye, Nipples, Boat, Margarine, Slick Tire, Old Lady

Marvin Kunze short reel Umatic, undated Box AV1 > Video-cassette RL11559-UMATIC-004

Young & Rubicam--Gulf Oil "Drain and Change" Umatic, 1976 Box AV1 > Video-cassette RL11559-UMATIC-005

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