



Guide to the Naegele Outdoor Advertising records, 1978-2002 and undated

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Summary

Collection Title:

Naegele Outdoor Advertising records, 1978-2002 and undated

Creator:

Naegele Advertising Companies (Minneapolis, Minn.)

Source:

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

Abstract:

Outdoor advertising firm founded as Naegele Outdoor Advertising in 1935 in Minneapolis, Minn. Renamed Fairway Outdoor 1991 and currently headquartered in Duncan, S.C. Includes billboard, painted display and poster designs, slides, photographs, printed materials and VHS videocassettes that document billboard locations, work in progress, corporate events, hurricane and storm damage and other aspects of the outdoor advertising industry. Many poster designs depict advertising for local North Carolina businesses. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

90.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11324

Permalink:

<https://idn.duke.edu/ark:/87924/m1v938>

Preferred Citation

[Identification of item], Naegele Outdoor Advertising records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Includes billboard, painted display and poster designs, slides, photographs, printed materials and VHS videocassettes that document billboard locations, work in progress, corporate events, hurricane and storm damage and other aspects of the outdoor advertising industry. Many poster designs depict advertising for local North Carolina businesses. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Outdoor advertising firm founded as Naegele Outdoor Advertising in 1935 in Minneapolis, Minn. Renamed Fairway Outdoor 1991 and currently headquartered in Duncan, S.C.

Founded by Robert O. Naegele 1935; acquired by Morris Communications 1985 and renamed Fairway Outdoor 1991; acquired by GTCR and Adams Outdoor 2015.

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Arrangement

Arranged into the following series: Naegele Poster Designs; Fairway Poster Designs; Naegele Slides; Naegele Photographs; General Files; Audiovisual Materials.

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Administrative Information

Publication Statement

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Acquisition Information

The Naegele Outdoor Advertising records were received by the David M. Rubenstein Rare Book & Manuscript Library as gift in 2002-2016.

Processing Information

Processed by Ashley Young, May 2017;

Accessions described in this collection guide: 2002-0003; 2010-0190; 2016-0276.

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Related Materials

Related Material

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

Outdoor Advertising Association of America (OAAA) Archives; OAAA Slide Library; OAAA Poster Designs; General Outdoor Advertising Company Plan Books; Wilkins Media Company records.

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Names and Subjects

- Advertising, Outdoor
- Billboards -- North Carolina
- Advertising, Outdoor -- North Carolina
- Fairway Outdoor Advertising
- John W. Hartman Center for Sales, Advertising & Marketing History

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Music, theater, 1979-1990	Box 94
Naegele self-promotion, undated	Box 95
Outdoor, beach shots, undated	Box 95
People, outings, undated	Box 95
Radio, television stations, 1982-1990 Physical Description: 6 folders	Box 95
Real estate, 1983-1990 Physical Description: 3 folders	Box 95
Real estate--Atlantic Towers, undated	Box 95
Real estate--Bland and Associates, undated	Box 95
Religious, undated	Box 95
Resorts and entertainment, undated	Box 95
Resorts, camps and theme parks, undated	Box 95
Restaurants, 1979-1990 Physical Description: 4 folders	Box 96
Restaurants--Barbecue, 1981-1989	Box 96
Restaurants--Burgers and fast food, 1979-1990	Box 96
Restaurants--Chinese, Asian, 1978-1989	Box 96
Restaurants--Kanki, undated	Box 96
Restaurants--McDonald's, 1981-1990	Box 96
Restaurants--Mexican, 1981-1990	Box 96

Restaurants--Pizza, Italian, 1982-1990	Box 96
Restaurants--Seafood, 1978-1989	Box 96
Restaurants--Steakhouses, 1978-1989	Box 97
Retail and miscellaneous, 1980-1989	Box 97
Retail--Armstrong, undated	Box 97
Retail--Barnes Diamond Gallery, undated	Box 97
Retail--Benjamin Moore/Owen Paint, undated	Box 97
Retail--National Outlets, undated	Box 97
Retail--Reed's Jewelry, Rolex, undated	Box 97
Sales and management conference group photograph, 1961	Folder 1
Sports and fitness, 1979-1991	Box 97
Staff, people, other, undated	Box 97
Telephone services, 1985-1989	Box 97
Tobacco, undated	Box 97
Video rental, movies, 1987	Box 97
Zoo, circus, 1987	Box 97
Unsorted, damaged photographs, undated	Box 97
Unsorted photographs, undated	Box 102
Physical Description: 2 folders	
Negatives, 1978-1991	Box 98

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General Files, 1980-1992, undated

A Brief Look at the Naegele Markets, 1986-1987	Box 99
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Alternate Copy Suggestions, 1982-1984	Box 99
ARRCO Button Co. catalog, 1984	Box 99
Associated Posters--"Headlines", 1986	Box 99
Associated Posters--Promotional brochure, undated	Box 102
Bald Head Island Vacation Guide, 1989	Box 99
Billboard program and order forms, undated	Box 99
Cape Fear Area Council--"Tide" Boy Scouts newsletter, 1981	Box 99
Chevrolet Outdoor Program Market Test, 1981	Box 99
Christmas cards, 1986	Box 99
Chrysler--Dodge, Plymouth Outdoor Billboard Designs, 1981	Box 99
Clipper--Clip Bits, 1992	Box 99
Compton--Outdoor Production brochure, undated	Box 99
Creative designs, Naegele Memphis, 1982	Box 99
Expense reports, 1984-1985	Box 99
Formetco--Coffee Break, 1991	Box 99
Holiday billboard designs, 1987	Box 99
Inside Outdoor, 1987-1990	Box 99
Institute of Outdoor Advertising, 1980-1983	Box 99
Institute of Outdoor Advertising--Sales Opportunities, 1981	Box 102
Legal Services of the Lower Cape Fear--Data sheet, undated	Box 99
Mark Hoge memoir, 1988	Box 99

Masonboro Island, 1989	Box 99
Maxim Lighting catalog, 1990	Box 99
Mazda RX7 brochure, 1989	Box 102
Memos and miscellaneous papers, 1981-1992	Box 99
Naegele Outdoor stamping machine, undated	Box 102
The National Group--Idea Tank poster, 1985	Box 87
National Imprint Corporation--Political Campaigning catalog, 1982-1983	Box 99
New accounts, 1981	Box 99
Outdoor advertising surveys, North Carolina, 1981	Box 100
Poster sign order forms, undated	Box 102
Posting cards, 1989	Box 100
Rates and Coverage books, 1986-1990	Box 100
Physical Description: 5 folders	
Rate cards, 1985-1990	Box 100
Restaurant News and Interiors, 1984	Box 100
Robert Keith and Company--The Third Dimension (3-D billboard structures), undated	Box 100
Sales Upbeat (periodical), 1991	Box 100
Selling Small Markets--Wilmington, undated	Box 102
Sign Ordinance and recommendations, Wilmington NC, 1990	Box 100
Solaray by Eye Catchers, 1986	Box 101
Physical Description: 2 folders	
Traffic Audit Bureau, bylaws and memo, 1981	Box 101
United/UAI--Christmas poster designs, 1984	Box 101

United/UAI--Creative binder "Outdoor Teasers",
1983-1984

Box 101

Physical Description: 2 folders

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Audiovisual Materials, 1980-2000, undated

City Junction paint mechanical memo and
image, 2000

Box 103 > Disk RL11324-
FL3-001

Outdoor, The New Messenger, Produced by
Naegele Outdoor, with Hugh Downs, mini DV,
TRT 18:37, 1980

Box 103 > Video-cassette
RL11324-MDV-001

Outdoor, The New Messenger, Produced by
Naegele Outdoor, with Hugh Downs, VHS, TRT
18:37, 1980

Box 103 > Video-cassette
RL11324-VHS-001

Selected Solaray Billboards by Eye Catchers,
VHS, undated

Box 103 > Video-cassette
RL11324-VHS-002

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