

Guide to the Ed McCabe Collection

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Finding aid prepared by David Pemberton, 2008.

DESCRIPTIVE SUMMARY

creator Ed McCabe
title Ed McCabe Collection
dates c. 1964–1992
quantity 4 linear feet of print and document boxes, 1 oversize drawer

BIOGRAPHICAL NOTE

Ed McCabe was born in Chicago in 1938. McCabe never finished high school. He began his work in advertising in the mailroom of McCann Erickson in Chicago. After working for several different ad agencies he co-founded Scali, McCabe, Sloves, Inc. in New York in 1967, which became the world's tenth largest ad agency network. At age 34, Ed McCabe was the youngest person to ever be inducted into the copywriters hall of fame. He retired from his company in 1986 at the age of 47 where he had been president and worldwide creative director. After leaving Scali, McCabe, Sloves, Inc. he was president of McCabe & Co. for 10 years.

SCOPE AND CONTENT

The materials in this collection were either in or considered for the exhibition “The Masters Series: Ed McCabe/Strong Words” at the School of Visual Arts. The Masters Series is an annual award with a corresponding exhibition given to recipients who, according to School of Visual Arts Founder Silas H. Rhodes:

Though their achievements are lauded by their colleagues, the names of such groundbreaking artists often go largely unrecognized by the general public even though many people have been influenced by their work and have responded strongly to their imagery. The Masters award is designed to honor outstanding visual communicators whose work has helped shape the visual culture of our times. Ed McCabe is the only recipient of this award whose primary medium is the written word.

Ed McCabe is considered among the leaders of advertising's "Creative Revolution" in the 1960's. The Creative Revolution is notable for its modernist approach to advertising in which creativity was emphasized and advertisements began to use humor and irony. Advertisements were often consciously made to be unexpected and out of the ordinary. Instead of labeling products with a generic claim to superiority, advertisements promoted a unique position or selling proposition.

This collection features one hundred and forty-four print advertisements from work he did for over thirty different clients, including many of his best known campaigns such as Volvo and Perdue Farms. The work in this collection ranges from 1961-1996, the bulk of which was produced in the 1970's. Taken as a whole, this collection reveals Ed McCabe's general aesthetic and sensibility as applied to the medium of print advertising.

1	Series I	Advertisements
5	Series II.	Miscellaneous
5	Series III.	Oversize

RESTRICTIONS

access This collection is open for research.

OWNERSHIP AND COPYRIGHT

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ADMINISTRATIVE INFORMATION

provenance The Ed McCabe Collection was acquired as a gift from Ed McCabe.

citation Ed McCabe Collection, [series. folder]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

BOX FOLDER

ADVERTISEMENTS

- 1 1 American Express Travel Service
 “All Those in Favor of American Express Getting Us Together Again Next Time, Signify by Saying Aye.”
 1961
 Group Travel Is Easy. 1961
- 1 2 Barney’s (See Also: Oversize)
 Is this Trip Necessary? (2). 1973
 Just Looking. (Pin). 1973
 Once a Year, Barney’s Becomes the World’s Largest Women’s Store. 1975
 The Conservative Clothes Are in the Right Wing. 1974
 You Go Out of Your Way to Get Here. We’ve Got to Pay You Back (4). 1973
- 1 3 Canoe
 Girls Will Ask “What’s That You’re Wearing, Honey?” 1996
 Guys Won’t Ask “What’s That You’re Wearing, Honey?” 1996
 It’s Hard to Feel Like a Man if You Smell Like a Woman. 1996
- 1 5 Cinzano
 Cinzano Ashtrays Are Only Ashtrays. But Cinzano Candlesticks Are Also Vermouth. 1966
- 1 6 Citizens for a Quieter New York City
 Noise Pollution Won’t Kill You. It Can Only Drive You Nuts or Make You Deaf. 1967
- 1 7 Citizens for Clean Air, Inc.
 Introducing a New Disease: New York Lungs. 1965
 Tomorrow Morning when You Get Up, Take a Nice Deep Breath. It’ll Make You Rotten (2). 1965
 Your Lungs Are as Grimy as Your Windowsill. 1965
- 1 8 Coleman (See Also: Oversize)
 Remember How Great Beef Used to Taste? 1989
 Taste the Beef That Escaped the Meddlesome Hand of Man. (3 Pieces, 2 Variations). 1989
 What Would Beef Be Without Hormones, Steroids or Antibiotics? (2). 1989
- 1 9 Corning
 If You Don’t Want Your 5-Piece Place Settings to Turn into 10-Piece Place Settings, Buy Centura
 Tableware. 1965
- 1 10 Cutty Sark
 Cutty Sark (Close up of Glass). 1977
 Cutty Sark (Photo of Billboard). 1977
 Even the Colour of the Label Separates Cutty Sark from the Rest (2). 1976
 How to Improve a Bottle of Chivas Regal. 1977
 It Took a Wine Merchant to Blend a Scotch this Pleasing to the Palate. 1976
 Scotch so Smooth It Never Makes Waves. 1977
 Somehow, Scotch Bottled Elsewhere Isn’t Quite the Same. 1977
 The Scotch with Greatness Written All Over It. 1976
 The Ship that Brought America Its Taste for Scotch. 1976
- 1 11 DataGeneral
 Qtam? Sno Bol? Bomp? Doesn’t Anybody in the Computer Business Speak English? (2). 1975.
- 1 12 Distilled Spirit Council of the U.S.
 “You Dropped an Olive Down Norma Gray’s Blouse Last Night. 1978
 A Safe Way to Find Out How Much Liquor You Can Hold. 1978

BOX	FOLDER	
		Anyone Who Can't Walk a Straight Line Can't Drive One. (2). 1978 Are You Man Enough to Drink Less Than the Rest of the Boys? 1978 If Your Idea of a Good Time is Listed on this Page, You Ought to Have Your Head Examined. (2). 1978 Nobody Ever Woke Up Regretting Having One Too Few. 1978
1	13	Elgin If the Elgin Datemaster Is a Gimmick, Why Do You Look at Your Watch When Someone Asks You for the Date?. 1962 Today Is a Good Day to See these Elgin Datemasters at Your Jeweler's. 1962
2	1	Goebel Beer One of the Best Things About Goebel Beer Is that It Doesn't Taste Anything Like Old Goebel Beer. 1964
2	2	Hertz (See Also: Oversize) Aha! You Were Expecting Another Get Tough with Avis Ad. 1967 Drive to Where the Action Isn't. (2). 1966 The Harder They Try, the Better We Get. 1965
2	3	Horn & Hardart (See Also: Oversize) "Please Don't Mess Up this Washroom." The Man Who Washes the Washroom. 1965 Surprise! Chocolate Whipped Cream Pies Are Here. 1965. The Following Horn & Hardart Items Are Strictly for the Bird. 1965. We Sell Five Kinds of Horn & Hardart Halloween Goodies. (partial). 1965.
2	4	Municiple Art Society of New York Too Bad We Can't Win Them All. (3). n.d.
2	5	Nikon Presenting the Nikon Line. 1983 We Take the World's Greatest Pictures. 1981
2	6	Perdue Finally An Ad With Some... 1990 Great Eating for People... n.d. How Not To Get Plucked...(2). 1982 How to Tell My Chickens... 1972 I Breed Chickens With The... 1973 I Developed A Chicken...(2). 1973 I Wouldn't Put My Good Name... 1972 If It Costs Less Than Perdue...(2). 1976 If You Grew Chickens, They'd... n.d. It Pays to Advertise... 1974 Ladies, Please Squeeze... (2). 1976 My Chickens Eat Better. 1971 My Chickens Eat Better... (2) (See Also: Oversize). 1971
2	7	Perdue My Fresh, Young Chickens... 1972 No One Makes it Easier. 1978? Perdue logo. n.d. Quick. Name a Chicken (4). 1975 Take a Tender Young Thing. 1974 The Only Cornish Game Hen... 1978 The Way to Make Great Chickens... 1977

BOX	FOLDER	
		They Go Down Without A... 1979
		They're So Tender... (2). 1977
		What Some of my Competitors... (2). 1978
		When is a Chicken not... (2). 1974
		When You Buy My Chicken... n.d.
		When You Want a Lamb... (2). 1982
		Who Cares Where the Beef Is? 1984
		Why Did the Customer... (4). 1973
2	8	Pioneer/Maxell
		After 500 Plays our High Fidelity Tape Still Delivers High Fidelity. n.d.
		Bad Sound Is an Unnecessary Evil. 1976
		Pioneer Has Developed a Receiver Even Marantz, Kenwood and Sansui Will Have to Admit Is the Best. 1976
		The Higher the Performance, the Smaller the Windows. 1991
		What Does it Take to Get the Most Beautiful Music out of a Little Thing Like This?. 1977
2	8A	Revlon—Ultima II
		Why the Skin on Certain Parts of Your Body Looks Years Younger than the Skin on Your Face. 1973
2	9	Salada Food Inc./Salada Tea
		Salada Tea Is Different. You Drink it When You're Well. 1964
		She's 82 Years Old She Rides a Motorcycle She Sells Salada Tea. 1964
2	10	SAVVY
		Be Brilliant (6 pieces, 5 variations). 1993
2	11	Scali, McCabe, Sloves
		Award-Winning Advertising Doesn't Sell? 1978
		Corporate Advertising that Doesn't Stink (2). n.d.
		Three Things You Should Know About Scali, McCabe, Sloves. 1982
		Two Out of Three Ain't Bad (2). 1984
2	12	School of Visual Arts
		Art History You Can't Sleep Through. 1992
		Get Real. School of Visual Arts. 1992
		Last Chance To Order Your New Life. 1992?
3	1	Sperry
		What's the Point of Talking, You Don't Listen to Me, Anyway. 1980
3	2	Swarovski
		The Side that Touches You Is As Flawless As the Side that Doesn't. 1992
3	4	Vespa
		A Motorcycle It Ain't. 1965
		A Vespa Is Not a Motorcycle. There Is No Social Stigma Attached to Driving One. 1965
		Maybe Your Second Car Shouldn't Be a Car (2). 1965
		No Radiators to Boil. No Valves to Grind. No Battery to Run Down... (2). 1965
3	5	Volvo
		A Car Shouldn't Have Disc Brakes Just to Make It Sell better. 1974
		A Lifetime Supply of Volvos. 1968
		A Volvo Discovery: Rain Falls on Rear Windows, Too. (2). 1974
		Are You Afraid to Take Your Car on a Long Trip?. 1970
		Are You Currently Owned by a Sports Car?. 1967

BOX

FOLDER

- Are You in the Market for a Hardtop?. 1972
 Beat the System. Buy a Volvo. (2). 1971
 Do You Arrive With Less Car Than You Started With?. 1970
 Do You Sometimes Get the Feeling they Named Your Car After the Wrong Animal?. 1967
 Driving Isn't Bad for It. 1967
 Even If You Paint a Lemon, It's Still a Lemon. 1971
 Fat Cars Die Young! (3). 1970
 Is this 36-Page Paperback the Story of Your Life?. 1969
 It Does 60 to 0 in 4 Seconds Flat. (2). 1970
 It Seems The Suckers Want an Even Break. 1970
- 3 6 Volvo
 It Shouldn't Take an Act of Congress to Make Cars Safe. (3). 1973
 It's Sort of a Souped-down Ferrari. 1965
 Luxury Is Built In. Not Tacked On. 1975
 Stronger than Dirt. 1966
 The Automobile Industry Has Yet to Find a Paint that Can Make a Car Run Better. 1971
 The Exciting New Cars of 11 Years Ago. Where, Oh Where, Are They Now?. 1967
 The Execution Is Different, But the Concept Is Basically the Same. 1968
 The Longer We Build Them The Longer They Last. 1971
 The Roads of America Are Strewn with Broken Promises. (4). 1970
 The Slower You Put them Together the Slower they Fall Apart. (3). 1971
 The Volvo Sale. 1972
 This Man is a Glutton for Happiness. 1978
- 3 7 Volvo
 This Volvo Definitely Has a Bug in It. 1969
 True Economy Isn't More Miles to the Gallon. It's More Years to the Car. . 1971
 Volvo Introduces the Test Drive for People Who Think. 1976
 Volvo: Ideally Situated Between the Absurd and the Ridiculous (2). 1969
 Volkos Come in Blue, Green, White, Yellow & Red. No Rust (3). 1971
 Volkos Last a Long Time. Isn't that Bad for Business? (3). 1970
 Why Should Women Get Stuck with the Clumsiest Cars? 1973
 Why Volvo Can't Build a Small Car. 1972
 Why Volvo's Fords Are Better than Ford's Fords. 1971
 Yes, It Will Fly. 1985
 Your Car Has Five Numbers on the Speedometer. Volvo Has Six. 1968
- 3 8-9 Wall Street Journal
 The Real Ed McCabe (2). 1977
 The Real Ed McCabe. (Sheet Metal). 1977
 The Real Ed McCabe. (Without Photo). 1977
- 3 10 Western Union
 To Introduce Their Electronic Mail Service, MCI Used Ours. 1983
 Too Much Direct Mail Gets the Same Direct Response. 1983
- 3 11 White Chantilly
 Lost Man (3 Pieces, 3 Variations). 1995

BOX FOLDER

SERIES II. MISCELLANEOUS

- | | | |
|---|---|---|
| 4 | 1 | Curatorial Statement by David Abbott
3 Pieces. n.d. |
| 4 | 2 | Ed McCabe Clippings
McCabe Will Leave His Agency. n.d.
Photo of Ed McCabe. n.d. |

SERIES III. OVERSIZE

- | | | |
|------|----|--|
| d 45 | 10 | Barney's
Until He Was Five Years Old, the Father of our Country Dressed Like His Mother. 1976
You Go Out of Your Way to Get Here. We've Got to Pay You Back. 1975 |
| d 45 | 10 | Coleman
Remember How Great Beef Used to Taste? 1989
Taste the Beef That Escaped the Meddlesome Hand of Man. 1989
We're So Sure You'll Think Our Beef Is Better We Bet The Ranch On It. 1989
What Would Beef Be Without Hormones, Steroids or Antibiotics? 1989 |
| d 45 | 11 | Copy Club
Should the Government Re-Write this Copy to Protect Itself from the FTC? 1972 |
| d 45 | 11 | Hertz
Where Winners Rent and Why. 1979 |
| d 45 | 11 | Horn & Hardart
Come On In. It's Not Fancy. But It's Good. 1965
We Cannot Tell a Lie. Horn & Hardart's Fresh Cherry Pies Are Made with Frozen Cherries. 1965 |
| d 45 | 10 | Perdue
My Chickens Eat Better than You Do. 1971 |