

Ed McCabe Collection

Collection, MG.03

Part Of

Glaser Design Archives > Ed McCabe Collection

Related To

Ed McCabe

In Repository

Design Archives

Extent

4 ft

Date

1964 – 1992 (Date ranges)

Abstract

Ed McCabe is considered one of the advertising industry's most creative copywriters. He co-founded Scali, McCabe, Sloves advertising agency in 1967 and then McCabe & Company in 1991. He is responsible for some the world's most successful and enduring advertising campaigns for clients including Perdue, Volvo, Hebrew National, and Maxell. In 1974, he was elected to the One Club Hall of Fame.

Scope And Contents

The Ed McCabe Collection features one hundred and forty-four print advertisements for more than 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 1970s.

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.

General Physical Description

Four boxes and one flat file drawer.

Restrictions

This collection is open for research.

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Preferred Citation

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

Acquisition Information

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

Author/Processed By

Processed by David Pemberton.

Collection Contents

Ed McCabe Collection

Series 1. Advertisements

(141 records)

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

Distilled Spirit Council of the U.S. If Your Idea of a Good Time is Listed on this Page, You Ought to Have Your Head Examined., Box 1 Folder 12

Distilled Spirit Council of the U.S. Nobody Ever Woke Up Regretting Having One Too Few., Box 1 Folder 12

Elgin. If the Elgin Datemaster Is a Gimmick, Why Do You Look at Your Watch When Someone Asks You for the Date?, Box 1 Folder 13

Elgin. Today Is a Good Day to See these Elgin Datemasters at Your Jeweler's., Box 1 Folder 13

Goebel Beer. One of the Best Things About Goebel Beer Is that It Doesn't Taste Anything Like Old Goebel Beer., Box 2 Folder 1

Hertz. Aha! You Were Expecting Another Get Tough with Avis Ad., Box 2 Folder 2

Hertz. Drive to Where the Action Isn't., Box 2 Folder 2

Hertz. The Harder They Try, the Better We Get., Box 2 Folder 2

Horn & Hardart. Surprise! Chocolate Whipped Cream Pies Are Here., Box 2 Folder 3

Horn & Hardart. The Following Horn & Hardart Items Are Strictly for the Bird., Box 2 Folder 3

Horn & Hardart. We Sell Five Kinds of Horn & Hardart Halloween Goodies. (partial), Box 2 Folder 3

Horn & Hardart. Please Don't Mess Up this Washroom., Box 2 Folder 3

Municipal Art Society of New York. Too Bad We Can't Win Them All., Box 2 Folder 4

Nikon. Presenting the Nikon Line., Box 2 Folder 5

Nikon. We Take the World's Greatest Pictures., Box 2 Folder 5

Perdue. Finally An Ad With Some Meat To It., Box 2 Folder 6

Perdue. Great Eating for People With Blunt Teeth, Box 2 Folder 6

Perdue. How Not To Get Plucked At The Poultry Counter., Box 2 Folder 6

Perdue. How to Tell My Chickens From the Rest of the Flock., Box 2 Folder 6

Perdue. I Breed Chickens With The Biggest Breasts In The Business., Box 2 Folder 6

Perdue. I Developed A Chicken That Lays Golden Eggs., Box 2 Folder 6

Perdue. I Wouldn't Put My Good Name On A Bad Chicken., Box 2 Folder 6

Perdue. If It Costs Less Than Perdue, It's Probably Worth It., Box 2 Folder 6

Perdue. If You Grew Chickens, They'd Be Golden Yellow, Too., Box 2 Folder 6

Perdue. It Pays to Advertise, Box 2 Folder 6

Perdue. Ladies, Please Squeeze., Box 2 Folder 6

Perdue. My Chickens Eat Better., Box 2 Folder 6

Perdue. My Fresh, Young Chickens Cost Less Per Pound Than Hot Dogs., Box 2 Folder 7

Perdue. No One Makes it Easier For You To Make A Buck Selling Chickens., Box 2 Folder 7

Perdue. Perdue logo, Box 2 Folder 7

Perdue. Quick. Name a Chicken., Box 2 Folder 7

Perdue. Take a Tender Young Thing Home For Dinner., Box 2 Folder 7

Perdue. The Only Cornish Game Hen You Can Drop Without Breaking Your Foot., Box 2 Folder 7

Perdue. The Way to Make Great Chickens Is To Spoil Them., Box 2 Folder 7

Perdue. They Go Down Without A Fight., Box 2 Folder 7

Perdue. They're So Tender., Box 2 Folder 7

Perdue. What Some of my Competitors Call 'Fresh' Isn't Fresh to Me., Box 2 Folder 7

Perdue. When is a Chicken Not a Football?, Box 2 Folder 7

Perdue. When You Buy My Chicken You Don't Get A Dirty Bird., Box 2 Folder 7

Perdue. When You Want a Lamb Chop You Don't Buy One of These, Do You?, Box 2 Folder 7

Perdue. Who Cares Where the Beef Is?, Box 2 Folder 7

Perdue. Why Did the Customer Cross The Road?, Box 2 Folder 7

Pioneer/Maxell. After 500 Plays our High Fidelity Tape Still Delivers High Fidelity, Box 2 Folder 8

Pioneer/Maxell. Bad Sound Is an Unnecessary Evil., Box 2 Folder 8

Pioneer/Maxell. Pioneer Has Developed a Receiver Even Marantz, Kenwood and Sansui Will Have to Admit Is the Best., Box 2 Folder 8

Pioneer/Maxell. The Higher the Performance, the Smaller the Windows., Box 2 Folder 8

Pioneer/Maxell. What Does it Take to Get the Most Beautiful Music out of a Little Thing Like This?, Box 2 Folder 8

Revlon Ultima II. Why the Skin on Certain Parts of Your Body Looks Years Younger than the Skin on Your Face., Box 2 Folder 8A

Salada Food Inc./Salada Tea. Salada Tea Is Different. You Drink it When You're Well., Box 2 Folder 9

Salada Food Inc./Salada Tea. She's 82 Years Old She Rides a Motorcycle She Sells Salada Tea, Box 2 Folder 9

SAVVY. Be Brilliant, Box 2 Folder 10

Scali, McCabe, Sloves. Award-Winning Advertising Doesn't Sell?, Box 2 Folder 11

Scali, McCabe, Sloves. Corporate Advertising that Doesn't Stink!, Box 2 Folder 11

Scali, McCabe, Sloves. Three Things You Should Know About Scali, McCabe, Sloves., Box 2 Folder 11

Scali, McCabe, Sloves. Two Out of Three Ain't Bad., Box 2 Folder 11

School of Visual Arts. Art History You Can't Sleep Through, Box 2 Folder 12

School of Visual Arts. Get Real., Box 2 Folder 12

School of Visual Arts. Last Chance To Order Your New Life, Box 2 Folder 12

Sperry. What's the Point of Talking, You Don't Listen to Me, Anyway., Box 3 Folder 1

Swarovski. The Side that Touches You Is As Flawless As the Side that Doesn't., Box 3 Folder 2

Vespa. A Motorcycle It Ain't., Box 3 Folder 4

Vespa. A Vespa Is Not a Motorcycle., Box 3 Folder 4

Vespa. Maybe Your Second Car Shouldn't Be a Car., Box 3 Folder 4

Vespa. No Radiators to Boil. No Valves to Grind. No Battery to Run Down., Box 3 Folder 4

Volvo. A Car Shouldn't Have Disc Brakes Just to Make It Sell Better., Box 3 Folder 5

Volvo. A Lifetime Supply of Volvos., Box 3 Folder 5

Volvo. A Volvo Discovery: Rain Falls on Rear Windows, Too. , Box 3 Folder 5

Volvo. Are You Afraid to Take Your Car on a Long Trip?, Box 3 Folder 5

Volvo. Are You Currently Owned by a Sports Car?, Box 3 Folder 5

Volvo. Are You in the Market for a Hardtop?, Box 3 Folder 5

Volvo. Beat the System. Buy a Volvo., Box 3 Folder 5

Volvo. Do You Arrive With Less Car Than You Started With?, Box 3 Folder 5

Volvo. Do You Sometimes Get the Feeling they Named Your Car After the Wrong Animal?, Box 3 Folder 5

Volvo. Driving Isn't Bad For It., Box 3 Folder 5

Volvo. Even If You Paint a Lemon, It's Still a Lemon., Box 3 Folder 5

Volvo. Fat Cars Die Young!, Box 3 Folder 5

Volvo. Is this 36-Page Paperback the Story of Your Life?, Box 3 Folder 5

Volvo. It Does 60 to 0 in 4 Seconds Flat., Box 3 Folder 5

Volvo. It Seems The Suckers Want an Even Break., Box 3 Folder 5

Volvo. It Shouldn't Take an Act of Congress to Make Cars Safe., Box 3 Folder 6

Volvo. It's Sort of a Souped-down Ferrari., Box 3 Folder 6
Volvo. Luxury Is Built In. Not Tacked On., Box 3 Folder 6
Volvo. Stronger than Dirt., Box 3 Folder 6
Volvo. The Automobile Has Yet to Find a Paint that Can Make a Car Run Better., Box 3 Folder 6
Volvo. The Exciting New Cars of 11 Years Ago. Where, Oh Where, Are They Now?, Box 3 Folder 6
Volvo. The Execution Is Different, But the Concept Is Basically the Same., Box 3 Folder 6
Volvo. The Longer We Build Them The Longer They Last., Box 3 Folder 6
Volvo. The Roads of America Are Strewn with Broken Promises., Box 3 Folder 6
Volvo. The Slower You Put them Together the Slower they Fall Apart., Box 3 Folder 6
Volvo. The Volvo Sale., Box 3 Folder 6
Volvo. This Man is a Glutton for Happiness., Box 3 Folder 6
Volvo. This Volvo Definitely Has a Bug in It., Box 3 Folder 7
Volvo. True Economy Isn't More Miles to the Gallon. It's More Years to the Car., Box 3 Folder 7
Volvo. Volvo Introduces the Test Drive for People Who Think., Box 3 Folder 7
Volvo. Ideally Situated Between the Absurd and the Ridiculous., Box 3 Folder 7
Volvo. Volvos Come in Blue, Green, White, Yellow & Red. No Rust., Box 3 Folder 7
Volvo. Volvos Last a Long Time. Isn't that Bad for Business?, Box 3 Folder 7
Volvo. Why Should Women Get Stuck with the Clumsiest Cars?, Box 3 Folder 7
Volvo. Why Volvo Can't Build a Small Car., Box 3 Folder 7
Volvo. Why Volvo's Fords Are Better than Ford's Fords., Box 3 Folder 7
Volvo. Yes, It Will Fly, Box 3 Folder 7
Volvo. Your Car Has Five Numbers on the Speedometer. Volvo Has Six., Box 3 Folder 7
Wall Street Journal. The Real McCabe., Box 3 Folder 9
Wall Street Journal. The Real McCabe. (sheet metal), Box 3 Folder 8
Wall Street Journal. The Real McCabe. (without photo), Box 3 Folder 9
Western Union. To Introduce Their Electronic Mail Service, MCI Used Ours., Box 3 Folder 10
Western Union. Too Much Direct Mail Gets the Same Direct Response., Box 3 Folder 10
White Chantilly. Lost Man, Box 3 Folder 11

Series 2. Miscellaneous

(3 records)

Curatorial Statement by David Abbott. 3 Pieces, Box 4 Folder 1
Ed McCabe Clippings. McCabe Will Leave His Agency., Box 4 Folder 2
Ed McCabe Clippings. Photo of Ed McCabe, Box 4 Folder 2

Series 3. Oversize

(11 records)

Barney's. Until He Was Five Years Old, the Father of our Country Dressed Like His Mother., Drawer 25 Folder 15
Barney's. You Go Out of Your Way to Get Here. We've Got to Pay You Back., Drawer 25 Folder 1015
Coleman. Remember How Great Beef Used to Taste?, Drawer 25 Folder 15
Coleman. Taste the Beef That Escaped the Meddlesome Hand of Man., Drawer 25 Folder 15
Coleman. We're So Sure You'll Think Our Beef Is Better We Bet The Ranch On It., Drawer 25 Folder 15
Coleman. What Would Beef Be Without Hormones, Steroids or Antibiotics?, Drawer 25 Folder 15

Copy Club. Should the Government Re-Write this Copy to Protect Itself from the FTC?, Drawer 25 Folder 17

Hertz. Where Winners Rent and Why., Drawer 25 Folder 16

Horn & Hardart. We Cannot Tell a Lie. Horn & Hardart's Fresh Cherry Pies Are Made with Frozen Cherries., Drawer 25 Folder 16

Perdue. My Chickens Eat Better than You Do., Drawer 25 Folder 17

Horn & Hardart. Come On In. It's Not Fancy. But It's Good., Drawer 25 Folder 16