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Hines, Duncan, 1880-1959 (MSS 410)

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Manuscripts & Folklife Archives
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Descriptive Inventory

MSS 410 HINES, Duncan, 1880-1959 – Relating to

1 box. 7 folders. 33 items. 1950-1959. Originals.

SC2012.92.1

BIOGRAPHICAL NOTE

Duncan Hines was born on 26 March 1880 in Bowling Green, Kentucky. He attended Bowling Green Business University, then began work as a traveling salesman. In the course of his travels, Hines kept notes of his favorite restaurants in a journal. Interest in his selections grew in 1935 after he and his wife sent out Christmas cards listing 167 of them in 30 states.

Adventures in Good Eating was Hines' first restaurant guidebook, published in 1936; a second edition followed a year later. In 1938 he published a companion guide, *Lodging for A Night*, with recommendations on hotel accommodations. Americans who increasingly took to the road for both business and leisure grew to trust Hines because of his high standards and refusal to accept payment for his reviews. Motels and restaurants, moreover, sought the "Recommended by Duncan Hines" endorsement because of its beneficial effect on business.

Hines overcame his reluctance to endorse specific products when advertising executive Roy Park approached him with an offer to create his own food products label. Hines-Park Food Corporation was formed in 1949, and the "Duncan Hines" name began to appear on ice cream. Although the name appeared on some 150 additional food products as well as grills and grilling accessories, it became most closely associated with packaged cake mixes. After Procter and Gamble's merger with Hines-Park Foods in 1956, the Duncan Hines brand expanded to include other mixes for baked goods such as cookies, brownies and muffins. Pinnacle Foods acquired the Duncan Hines brand in 2004.

Duncan Hines died on 15 March 1959 and is buried in Bowling Green's Fairview Cemetery. The guidebooks were discontinued in 1962, but "Duncan Hines" remains one of the nation's most trusted and recognizable brands.

COLLECTION NOTE

This collection contains material relating to Duncan Hines and the Duncan Hines brand dating from the 1950s.

Folder 2 contains obituary notices for Duncan Hines, published in numerous newspapers after his death in 1959.

Folder 3 contains a copy of a 1955 study conducted by a marketing research firm on public perceptions of Duncan Hines, his role in the marketing of food products, and strategies for expanding sales and improving the image of the Duncan Hines brand. It provides theoretical and survey data and is also noteworthy for its analysis of the 1950s woman and her attitudes toward baking and the use of packaged cake mixes.

Folder 4 contains the letterhead of Hines-Park Foods, Inc., the company formed by Duncan Hines and Roy Park to market “Duncan Hines” brand food products.

Folder 5 contains a blank franchise agreement for the manufacture of ice cream under the “Duncan Hines” label, and a newsletter to franchisees, *Duncan Hines Ice Cream Merchandiser*.

Folder 6 contains a stock certificate book for the Duncan Hines Signet Club, Inc., a company formed to issue the Signet Club credit card for use at restaurants and hotels.

Folder 7 contains a stock certificate book for Adventures in Good Eating, Inc., a company formed to publish Duncan Hines guidebooks and cookbooks.

SHELF LIST

BOX 1	Hines, Duncan – Relating to	1950-1959, n.d.	33 items
Folder 1	Inventory		1 item
Folder 2	Obituary clippings	1959	25 items
Folder 3	“A Motivational Research Study on the Personality of Duncan Hines as an Endorser of Cake Mix and Other Products” (Institute for Motivational Research)	1955	1 item
Folder 4	Hines-Park Foods Inc. – Letterhead	n.d.	2 items
Folder 5	<i>Ice Cream Merchandiser</i> newsletter; Ice cream franchise agreement	1950-1951	2 items
Folder 6	Duncan Hines Signet Club, Inc. – Stock certificate book	n.d.	1 item
Folder 7	Adventures in Good Eating, Inc. – Stock certificate book	1954	1 item

BIBLIOGRAPHIC RECORD

MSS HINES, Duncan, 1880-1959 1950-1959
 410 – Relating to

Materials relating to Duncan Hines and the marketing of the “Duncan Hines” brand of food products. Includes obituary notices for Duncan Hines, ice cream franchise agreement, stock certificate books for related companies, and a study on marketing the brand to consumers, especially women.

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SUBJECT ANALYTICS

Adventures in Good Eating, Inc. – Bowling Green – Relating to F7
 Contracts – Franchise, 1950 F5
 Cookery – Attitudes toward, 1950s F3
 Credit cards – Relating to, 1950s F6
 Duncan Hines Signet Club, Inc. – Relating to F6
 Food industry and trade
 Hines-Park Foods, Inc. – Ithaca, New York – Letterhead F4
 Ice cream – Relating to, 1950s F5
 Institute for Motivational Research, Inc. – Croton-on-Hudson, New York F3
 Stock certificates – Adventures in Good Eating, Inc. F7
 Women – Attitudes toward, 1950s F3

Niedermeier/Jeffrey 08/07/2012