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## Hines, Duncan, 1880-1959 (MSS 731)

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Manuscripts & Folklife Archives  
 Department of Library Special Collections  
 Western Kentucky University  
 Bowling Green, KY 42101-1092

*Descriptive Inventory*

**MSS 731 HINES, Duncan, 1880-1959 – Relating to**

½ box. 12 folders. 87 items. 1938-2012. Originals, photocopies, photographs.

SC2021.2.16

**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 consists of materials relating to commemorations and celebrations in Bowling Green, Kentucky of the career of Duncan Hines. Planning and publicity materials relating to Duncan Hines Week, a series of community events held on 9-15 November 1986 to honor the fiftieth anniversary of the publication of Hines's book *Adventures in Good Eating*, include clippings, correspondence with Hines's partner Roy H. Park of Hines-Park Foods,

proposals for recognition with a historical marker, “Hall of Fame” induction or other award, and children’s coloring books based on Hines’s career. Also included (Folders 11, 12) are programs relating to subsequent observances under the names Duncan Hines Celebration and Duncan Hines Festival. Materials offering a historical perspective on Hines’s career include biographical data and feature articles from popular magazines (Folders 2, 9); a 1976 speech by Roy Park outlining his career in business and his partnership with Hines (Folder 3); and Hines’s reports on his travel in Hawaii and Europe, with an emphasis on lodging and dining (Folder 10).

### ***SHELF LIST***

<b>BOX 1</b>	<b>Duncan Hines</b>	<b>1938-2012</b>	<b>87 items</b>
Folder 1	Inventory		1 item
Folder 2	Biographical data and magazine features on Duncan Hines	1938-1984, n.d.	9 items
Folder 3	Roy Park – Correspondence and speech	1960-1988, n.d.	9 items
Folder 4	Historical marker, recognition proposals	n.d.	3 items
Folder 5	Duncan Hines Week – Correspondence, planning	1986	14 items
Folder 6	Duncan Hines Week – Publicity	1986	16 items
Folder 7	Duncan Hines coloring books	1986, n.d.	5 items
Folder 8	Miscellaneous (Hines check, imprint for advertisement, photos, keepsakes)	1945-1954, n.d.	10 items
Folder 9	<i>Adventures in Good Eating</i> – Pamphlet, information sheet	n.d.	2 items
Folder 10	“Duncan Hines’ report on lodging and dining in Hawaii”; “Adventures Abroad: A Personal Report to the Duncan Hines Family on the European Tour of Duncan and Clara Hines”	1949, n.d.	2 items
Folder 11	Duncan Hines Festival – Programs, brochures	1997-1999	5 items
Folder 12	Duncan Hines Festival – Event programs	2000-2012	11 items

**BIBLIOGRAPHIC RECORD**

MSS HINES, Duncan, 1938-2012  
731 1880-1959 – Relating to

Correspondence, biographical data, planning and publicity materials relating to Duncan Hines Week on 9-15 November 1986 in Bowling Green, Kentucky, honoring the fiftieth anniversary of the publication of Hines's guidebook *Adventures in Good Eating*, and material relating to subsequent annual events under the names Duncan Hines Celebration and Duncan Hines Festival.

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**SUBJECT ANALYTICS**

*Adventures in Good Eating* (Book) – Relating to F9  
Belgium – Travel and description B10  
Coloring books F7  
Duncan Hines Celebration – Bowling Green  
Duncan Hines Festival – Bowling Green  
Duncan Hines Week – Bowling Green  
England – Travel and description F10  
France – Travel and description F10  
Germany – Travel and description F10  
Hawaii – Travel and description, 1949 F10  
Italy – Travel and description F10  
Jenkins, William Marshall, Jr., 1918-2002 – Correspondence F3,4  
Netherlands – Travel and description F10  
Park, Roy Hampton, 1910-1993 – Correspondence F3  
Park, Roy Hampton, 1910-1993 – Photograph F3  
Park, Roy Hampton, 1910-1993 – Relating to F3  
Speeches – Park, Roy Hampton, 1910-1993 F3  
Switzerland – Travel and description F10  
Yerkes, Lane Hamilton, b. 1945 F5  
Yerkes, Lane Hamilton, b. 1945 – Relating to F2

Niedermeier 10/29/2021