Introduction

Approximately 3 cubic feet

The Gerry Mandel Papers consists of correspondence, journals, photographs, and story drafts chronicling Mandel’s career in advertising and as a freelance writer and producer. Also included in the collection are video biographies of the elderly in St. Louis.

Gerry Mandel was born in 1935 in University City, Missouri and attended Washington University from 1953 to 1957. After graduating with a bachelor's degree in business, Mandel joined the Army and served until 1959. He married Mary Lee Hartnett in 1965.

Mandel started his career in advertising in 1961 when he worked in the promotion department for KPLR-TV and KMOX-TV. In 1964, he began working as a copywriter for Roman Advertising. After two years with Roman Advertising, he then moved to Gardner Advertising. In 1971, he left Gardner Advertising to work for D’Arcy Advertising, where he served as the creative director retired in 1995 as a senior vice president. While at Gardner and D’Arey, he worked with several brands including Budweiser, Busch Beer, Puppy Chow, Chuck Wagon dog food, and Southwestern Bell.

Throughout his career in advertising, Mandel also worked as a freelance writer and video producer. He published two books, one on Charlie Chaplin, entitled Shadow and Substance: My Time with Charlie Chaplin, and another consisting of his own writings and musings entitled Selected Writings. Mandel also produced video biographies of the elderly in St. Louis from 2009 to 2015 and a documentary on the Lewis and Clark sculpture by Harry Weber, which aired on KETC and won an award at the Los Angeles Documentary Film Festival.

As of 2023, Mandel continues to write and is working on his second book about Charlie Chaplin and the making of The Great Dictator, which Chaplin wrote, directed, scored, and starred in. He lives in Kirkwood, Missouri.

Donor Information

The records were donated to the State Historical Society of Missouri by Gerry Mandel on February 22, 2023 (Accession No. SA4632).

Copyright and Restrictions

The Donor has given and assigned to the University of Missouri all rights of copyright which the Donor has in the Materials and in such of the Donor’s works as may be found among any collections of Materials received by the University from others.
Box List

Box 1
Correspondence and newspaper clippings, 1970-2011
Research material for Charlie Chaplin novel, 1975-2011
Journals
  Vacations and notes, 1988-2002
  Notes on trip to China and alternate juror on a murder trial, 2004
  Notes on a trip to Denmark and Switzerland, 2006
  Class and writing notes, 1960
  Shadow and Substance notes, no date
  Writing notes, 2003
Writings
  Down Beat magazine, December 17, 1964
  What Now, Senor Cervantes, screenplay, 1969
  Ideas for stories, 1970-1975
  Early writings, poems, short stories, and screenplays, 1950-1975
  Me and Diz, Me and Stan, 2005
  Audition Piece, a comedy in two acts, 2010
  Bearskin Follies, Washington University, February 1955
  Power Lunch, 1996
  Short stories, 2004-2016
  “How I See It” column in Quality Living magazine, 2005-2006
  St. Louis Actors Studio, Snapshots revisions, 2008
  Outside the Lines, a one-act play, 2008-2009
  Unfinished stories, 2010
  Open Sundays, All Makes Repaired, a play in one act, 2010-2013
  Country Living columns, 2018-2022
  A Fine Day for Duck Hunting, Tennessee Williams Festival short play, 2020

Box 2
Advertising,
  Business cards, brochures, correspondence, and a newsletter, 1961-2023
  Correspondence, memoranda, newsletters, photographs, and reports, 1961-1986
  (2 folders)
  Between Us, D’Arcy newsletters, 1977, 1981
Greeting cards from Mary Lee, no date
Wordsmith, G. Alan, correspondence and writings, 1968
Dixon, Walter, autobiography, 1978
Gold, Dorothy “Billy” interview, 2012
Busch Beer advertisement spots, vinyl, no date
Photographs, 1959-1995
Shadow and Substance: My Time with Charlie Chapman, 2010
Selected Writings, 2021
Audiovisual
Budweiser TV spots, DVD, 1982-1988
*The Journeys We Must Take*, documentary, 2007
*Outside the Lines*, performed at Gaslight Theatre, DVD, 2009
Ready Readers, fundraiser video, DVD, 2010
“Two Old Guys Talk Beer” presentation, DVD, no date
Video Biographies, DVDs
  - Cook, Boo and Chuck, July 9, 2012
  - Cooper, Buddy, July 19, 2012
  - Fordyce, Adele, about the Wednesday Club, April 6, 2013
  - Foster, Bob, April 27, 2012
  - Ground, Elaine, November 7, 2013
  - Huether, Norbert, Sr., November 18, 2010
  - Johnson, Don and Jo, April 30, 2011
  - Kane, Francis “Bud,” September 1, 2011
  - Killough, Bill, August 26, 2015
  - Krekeler, Janet and Greg, August 27, 2014
  - Kostro, Mike, June 18, 2015
  - Lang, Charles, June 22, 2010
  - Mannion, Jim, September 20, 2013
  - Margherio, Tony, June 24, 2010
  - Robey, Dee and Smoky, December 27, 2012
  - Schonfeld, Gus, March 17, 2010
  - Seats, Harlon, February 3, 2012
  - Sexton, Maryann, September 5, 2015
  - Seyer, Lou and Mary Lou, May 12, 2009
  - Smith, Ed, December 4, 2009
  - Solomon, Bill, August 25, 2011
  - Thompson, Erwin A., October 12, 2010
  - Toussaint, Marcel, April 3, 2015
  - Vegessi, Theresa, November 12, 2012
The Wednesday Club Legacy Project, 2013
  - Crouch, Betty
  - Higginbotham, Sally
  - Fordyce, Adele
  - Kirtz, Mary Jane
  - Jones, Nancy

*Living Well*, HEC-TV, 2004 (3 VHS)

**Row 11, Cabinet 1, Drawer 5**
Gerry Mandel portrait, 1992