

Finding Aid to The HistoryMakers® Video Oral History with George Beach

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Beach, George, 1936-
Title:	The HistoryMakers® Video Oral History Interview with George Beach,
Dates:	February 11, 2005
Bulk Dates:	2005
Physical Description:	6 Betacame SP videocassettes (2:59:49).
Abstract:	Graphic artist and advertising chief executive George Beach (1936 -) started Beach Advertising in 1974. He was the first African American president of the Artist Guild of Delaware Valley and has served on numerous other boards. Beach was interviewed by The HistoryMakers® on February 11, 2005, in Philadelphia, Pennsylvania. This collection is comprised of the original video footage of the interview.
Identification:	A2005_047
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Artist and businessman George Albert Beach was born August 14, 1936 in New York City. His mother, Ethel McKinnon, came from Kingston, New York and his father, James H. Beach, was from Montserrat. The family moved to Philadelphia in 1946 where Beach attended William Pierce Elementary School, Gillespie Junior High School and studied art at Fleisher Art Memorial. Beach graduated from Simon Gratz High School in 1954 and earned his B.F.A. degree in advertising design from the University of the Arts in 1958. Beach also studied at L'Academie de la Grande Chaumiere and at L'Alliance Franciase, both in Paris.

He started Beach Advertising in 1974 and his clients have included Pfizer, John F. Rich and Company, Wyeth Pharmaceuticals, McDonalds and the Pennsylvania Department of Aging. In 1964, Beach was elected as the first African American president of the Artist Guild of Delaware Valley and he served in that capacity until 1967. Beach also joined the American Numismatic Association and founded the African American Commemorative Society (AACS). In 1970, he paired up with Calvin Massey and Robert L. Jefferson to start the fully illustrated African American Historical Calendar, which has been produced annually since.

A recipient of numerous awards including the Addy, Neographic, and Art Directors Club awards and a best of category award from Printing Industries of America, Beach participated in the White House Conferences on Small Businesses and is active with the Small Business Administration. He serves on the boards of the Alliance for Aging Research, the Philadelphia African American Museum, Historic Philadelphia, Inc., the Philadelphia Convention and Visitors Bureau, the National Arthritis Foundation, the West Philadelphia Cultural Alliance, and the University for the Arts. Beach, who has two adult sons, lives in Philadelphia with his wife, Mary.

Scope and Content

This life oral history interview with George Beach was conducted by Larry Crowe on February 11, 2005, in Philadelphia, Pennsylvania, and was recorded on 6 Betacame SP videocassettes. Graphic artist and advertising chief executive George Beach (1936 -) started Beach Advertising in 1974. He was the first African American president of the Artist Guild of Delaware Valley and has served on numerous other boards.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Beach, George, 1936-

Crowe, Larry (Interviewer)

Hickey, Matthew (Videographer)

Subjects:

African Americans--Interviews

Beach, George, 1936---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Graphic Artist

Advertising Chief Executive

HistoryMakers® Category:

ArtMakers|MediaMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with George Beach, February 11, 2005. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 2/5/2020 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with George Beach, Section
A2005_047_001_001, TRT: 0:29:48 2005/02/11

Video Oral History Interview with George Beach, Section
A2005_047_001_002, TRT: 0:29:57 2005/02/11

Video Oral History Interview with George Beach, Section
A2005_047_001_003, TRT: 0:29:41 2005/02/11

Video Oral History Interview with George Beach, Section
A2005_047_001_004, TRT: 0:29:55 2005/02/11

Video Oral History Interview with George Beach, Section
A2005_047_001_005, TRT: 0:30:31 2005/02/11

Video Oral History Interview with George Beach, Section
A2005_047_001_006, TRT: 0:29:57 2005/02/11