Peggy E. McKeehan Collection
(K1393)

Collection Number: K1393

Collection Title: Peggy E. McKeehan Collection

Dates: 1966-1980

Creator: McKeehan, Peggy E., 1942-

Abstract: The Peggy E. McKeehan Collection contains Western Auto Supply Company advertisements and biographical information about Peggy E. McKeehan dated 1966 to 1980. The majority of these advertisements had hand lettering done by McKeehan.

Collection Size: 0.12 cubic foot
(4 folders, 2 oversize folders)

Language: Collection materials are in English.

Repository: The State Historical Society of Missouri

Restrictions on Access: Collection is open for research. This collection is available at The State Historical Society of Missouri Research Center-Kansas City. If you would like more information, please contact us at kansascity@shsmo.org. Collections may be viewed at any research center.

Restrictions on Use: The Donor has given, assigned, and transferred to the Society all copyrights, and associated rights the Donor may possess in the materials.

Preferred Citation: [Specific item; box number; folder number] Peggy E. McKeehan Collection (K1393); The State Historical Society of Missouri Research Center-Kansas City [after first mention may be abbreviated to SHSMO-Kansas City].

Donor Information: The collection was donated to the State Historical Society of Missouri by Peggy E. McKeehan on June 25, 2018 (Accession No. KA2420).

Processed by: Processed by Whitney Heinzmann and intern, Rachel Hutchings, July 2019

Historical Note:
Peggy E. Lynch McKeehan was born on May 25, 1942, to Hollis and Levada Lynch. Born and raised in Colorado Springs, Colorado, McKeehan attended Colorado Springs High School before
graduating in 1960. After graduation, McKeehan decided to pursue a degree in art at Colorado State University in Fort Collins, Colorado. There, she met Jerry L. McKeehan, who was also an art major. After graduation, Peggy and Jerry moved to Kansas City, Missouri, to work for Hallmark Cards, Inc. Following their move, on August 31, 1962, Peggy and Jerry got married in Jackson County, Missouri. Starting in 1963, Peggy worked in Hallmark’s hand lettering department until 1966 when Western Auto Supply Company hired her.

In 1966, Peggy was offered a position as a hand lettering artist in Western Auto’s art department by the department head, John McCabe. At the time, Western Auto was known for having the best commercial art training in Kansas City and their hand lettering artist was retiring after 25 years with the company. These two factors, along with a pay raise, persuaded Peggy to accept McCabe’s offer and begin work in 1966.

Throughout Peggy’s career, Western Auto created ads using four different departments: the layout department, the paste up department, the photo department and the finished art department. Peggy worked in the finished art department, which consisted of two supervisors, Frank Steinmetz and Alan Greenwalt, and three artists. When she was not doing hand lettering, Peggy learned how to create advertisement lettering and how to complete the finished art for all of Western Auto’s merchandise. During this time, Peggy also helped her husband with his art career as a freelance artist by preparing exhibits and attending art shows.

In 1980, Western Auto had to layoff many of its employees before the company was sold to Sears in 1988. Due to her connections with Kansas City ad agencies, Peggy was able to work as a freelance artist before being hired as a full time employee at Andrews & McMeel Cartoon Syndicate.

Arrangement:

The collection has been arranged into six folders.

Scope and Content Note:

The Peggy E. McKeelhan Collection contains Western Auto Supply Company advertisements and biographical information about Peggy E. McKeelhan. The majority of these advertisements had hand lettering done by McKeelhan during her fourteen-year career with Western Auto. This information is labelled on the corresponding ads. This collection also includes biographical information written by McKeelhan on her professional career in Kansas City and a newspaper clipping from the March 1970 Wasco Bulletin. Additionally, the Peggy E. McKeelhan Collection contains Western Auto concept art completed for the newspaper. This collection was arranged topically into six folders. The last two of these folders are oversize.

The Peggy E. McKeelhan Collection also includes a Western Auto ad with hand lettering completed by McKeelhan’s father, Hollis Lynch. A hand lettering artist, Lynch worked for Alexander Film Co. in Colorado Springs, Colorado. According to McKeelhan, he did the hand lettering for movie ads which the company then sold to various movie houses. The Western Auto ad was created around the 1950s.

Container List:

Box 001  f. 1  Biographical Information, 1966-1980
f. 2  Concept Art, no date
f. 3  Company Advertisements, 1969, 1975
f. 4  Hollis Lynch Art, no date
Box 002 f. 5  Hand Lettering Cutouts, 1966-1980
f. 6  Advertisements, 1966-1980

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