

ORAL HISTORY INTERVIEW

with

BOBBY MCKNIGHT

July 17, 1986

at

Marfa, Texas

By Scott Ellsworth

Abstracted by Vanessa Broussard

For the Marlboro Oral History Project
INTERVIEW #23

Archives Center
National Museum of American History
Smithsonian Institution

TAPE ABSTRACT AND INDEX

BOBBY MCKNIGHT

BIOGRAPHICAL SKETCH

The son of a ranch owner in Texas, Bobby McKnight was chosen by the Marlboro account group as an actor in a commercial filmed in Texas at the time of the interview.

SCOPE AND CONTENT NOTE

The interview focuses on McKnight's first experience in advertising. Major topics include: impressions of the film industry, and authenticity of the West as portrayed by the Marlboro account group.

The interview was conducted inside of a pick-up on the location site of a commercial filmed in Marfa, Texas.

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Abstract of interview with Bobby McKnight, July 17, 1986
Marfa, Texas
Interviewer: Scott Ellsworth

Tape 1, Side 1

BACKGROUND INFORMATION

2:00 McKnight grew up in Fort Davis, Texas. He presently lives in town but works on a ranch. His family has always worked on a ranch as long as he can remember.

INVOLVEMENT WITH MARLBORO PROJECT

2:15 McKnight was told about a party where he met people from the Marlboro account group. The account group took photographs of people who attended. McKnight was called later to participate in the filming of the commercial.

DISCUSSION ON CHAPS

3:00 McKnight talks about the appropriate places for cowboys to be seen in chaps.

DISCUSSION ON AUTHENTICITY

4:00 McKnight states that the Marlboro account group has been authentic in its interpretation of the West.

5:20 McKnight is twenty-six years old.

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EXPERIENCE WITH MARLBORO

5:40

The commercial business was a new experience for McKnight. He states that he would be willing to do another commercial.

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Authenticity 23:1:1, 4:00
Chaps 23:1:1, 3:00