



# **Guide to the Father Philip Bourret, S.J. collection of television commercials, approximately 1959-1966**

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

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## Summary

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**Collection Title:**

Father Philip Bourret, S.J. collection of television commercials, approximately 1959-1966

**Creator:**

Bourret, Philip Louis

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Father Philip Bourret, SJ (1913-2008) was a Jesuit priest and missionary in Taiwan and California, and an advocate of broadcast media as an instrument for ministration. Collection consists of 20 reels of 16mm film television commercials. Products represented include Ford, Kraft (Maxwell House and Yuban coffees), Polaroid, Reynolds, and Sylvania. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

1.0 Linear Feet

**Language:**

Materials in English.

**Collection ID:**

RL.12005

**Permalink:**

<https://idn.duke.edu/ark:/87924/m17b18>

**Preferred Citation**

[Identification of item], Father Philip Bourret, S.J. collection of television commercials, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

Collection consists of 20 reels of 16mm film television commercials. Products represented include Ford, Kraft (Maxwell House and Yuban coffees), Polaroid, Reynolds, and Sylvania.

### Biographical/Historical

Father Philip Bourret, SJ (1913-2008) was a Jesuit priest and missionary in Taiwan and California, and an advocate of broadcast media as an instrument for ministration.

Philip Louis Bourret was born in 1913 in Washington State. He joined the Jesuit order around 1930 and entered the priesthood around 1942. The bulk of Bourret's career was spent on mission in Asia, where he was active in promoting radio and television as vehicles for ministering Catholicism. His efforts led to the founding of Kuang Chi Program Service in Taipei, Taiwan in 1958. Upon retirement Bourret remained active in religious broadcast media in California. Bourret died in California in 2008.

Source: <https://www.legacy.com/us/obituaries/mercurynews/name/philip-bourret-obituary?id=7953273>

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## Administrative Information

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### Publication Statement

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### **Access Restrictions**

Collection is restricted. Collection contains fragile audiovisual/photographic formats that may need to be reformatted before use. Contact Research Services for access.

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the Rubenstein Library's Citations, Permissions, and Copyright guide.

### **Acquisition Information**

The Father Philip Bourret, S.J. collection of television commercials were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2015.

### **Processing Information**

Processed by Richard Collier, May 2022;

Accessions described in this collection guide: 2015-0057

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## **Related Materials**

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### **Related Material**

Related materials may be found in the following Hartman Center collections:

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Domestic advertisements;

J. Walter Thompson Company. Review Board records;

Wells Rich Greene, Inc. records.

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## Names and Subjects

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- Advertising -- Brand name products -- United States
- Television advertising -- United States
- Television commercials -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- Ford Motor Company
- Kraft Foods Company
- Sylvania Electric Products, Inc.

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## Collection Inventory

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### List of films, approximately 1959-1966

Crisco Oil "Mrs. McAree" 2-2-30, approximately 1960	Box 1 > Film-reel RL12005-F16-0001
Cue Toothpaste "Girls School" CUE-5-60-26C; color :60, approximately 1960	Box 1 > Film-reel RL12005-F16-0002
Ford "XL Quiet" 66-529 color, approximately 1966	Box 1 > Film-reel RL12005-F16-0003
General Mills TO-56; :30, approximately 1960	Box 1 > Film-reel RL12005-F16-0004
Johnson's Wax 35-65W49-40, approximately 1960	Box 1 > Film-reel RL12005-F16-0005
Kellogg "Gardner" J.O. 651B; color :30, approximately 1960	Box 1 > Film-reel RL12005-F16-0006
Macleans 5F-178-30-33; :30, approximately 1960	Box 1 > Film-reel RL12005-F16-0007

Maxwell House OM20-0226-65-30 black/white composite print, approximately 1965	Box 1 > Film-reel RL12005-F16-0008
Mr. Clean MC-157-60R; P.O. 2425, 2417, 2418; black/white; Daktari 5/10, approximately 1960	Box 1 > Film-reel RL12005-F16-0009
Norelco "Blade" S-66-60-3; :60, approximately 1960	Box 1 > Film-reel RL12005-F16-0010
Nytol "Drug Store" 355-30; :30, approximately 1960	Box 1 > Film-reel RL12005-F16-0011
Polaroid "Visit" Po5-1340-6; 73627/130/12; Wild West 4/22, approximately 1960	Box 1 > Film-reel RL12005-F16-0012
Pacquin "Talking Hands" EDL5-666-6R1; 64044/51, approximately 1964	Box 1 > Film-reel RL12005-F16-0013
Rambler "Sand Sailing- - Swap" 72-R-65 :60, approximately 1965	Box 1 > Film-reel RL12005-F16-0014
Remington "Racing Car" 369-60 black/white composite print, approximately 1960	Box 1 > Film-reel RL12005-F16-0015
Reynolds Metals "Corn Crisped Chicken" RC-60-841 :60 Prod. 4352, approximately 1960	Box 1 > Film-reel RL12005-F16-0016
Reynolds Metals "Italian Bread" RC-60-892 :60 Prod. 4794C, approximately 1960	Box 1 > Film-reel RL12005-F16-0017
SOS (cleaning pad) GF SOS-6-0249-3, :30, approximately 1960	Box 1 > Film-reel RL12005-F16-0018
Sylvania "Photolamp" SP93-60 black/white :60, approximately 1960	Box 1 > Film-reel RL12005-F16-0019

Yuban 59-256 :30, approximately 1959

Box 1 > Film-reel RL12005-  
F16-0020

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