



Guide to the D'Arcy Masius Benton & Bowles archives, 1901, 1929-1999

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Summary

Collection Title:

D'Arcy Masius Benton & Bowles Archives, 1901, 1929-1999

Creator:

D'Arcy Masius Benton & Bowles

Source:

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

Abstract:

New York-based advertising agency formed in 1985 by the merger of the Benton & Bowles and D'Arcy-MacManus and Masius advertising agencies. In 2002 the agency closed upon acquisition by French company Publicis. Collection includes memoranda; correspondence; reports; corporate publications; marketing research reports; manuals; employee reference material; press releases; a press book; speeches; clippings; photographs and negatives in color and black-and-white; films, video and sound recordings, and DVDs; book manuscripts; financial papers; and a scrapbook. The collection documents the history of Benton & Bowles advertising; the merger of the D'Arcy MacManus Masius and Benton & Bowles companies; the early careers of William Benton and Atherton W. Hobler; employee training, recruitment, and management; corporate publications; and marketing research. Clients represented include the Procter & Gamble Company, General Foods Corporation, Allied Chemical Corporation, Avco Corporation, Colgate Palmolive Co., Florida Citrus Commission, International Business Machines Corporation, and West Point Pepperell. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

162 Linear Feet

Language:

Materials in English, German, Italian, Portuguese, Spanish

Collection ID:

RL.00314

Permalink:

<https://idn.duke.edu/ark:/87924/m14028>

Preferred Citation

[Identification of item], D'Arcy Masius Benton & Bowles Archives, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes memoranda; correspondence; reports; corporate publications; marketing research reports; manuals; employee reference material; press releases; a press book; speeches; clippings; photographs and negatives in color and black-and-white; films, video and sound recordings, and DVDs; book manuscripts; financial papers; and a scrapbook. The collection documents the history of Benton & Bowles advertising; the merger of the D'Arcy MacManus Masius and Benton & Bowles companies; the early careers of William Benton and Atherton W. Hobler; employee training, recruitment, and management; corporate publications; and marketing research. Clients represented include the Procter & Gamble Company, General Foods Corporation, Allied Chemical Corporation, Avco Corporation, Colgate Palmolive Co., Florida Citrus Commission, International Business Machines Corporation, and West Point Pepperell.

Biographical/Historical

New York-based advertising agency formed in 1985 by the merger of the Benton & Bowles and D'Arcy-MacManus and Masius advertising agencies. In 2002 the agency closed upon acquisition by French company Publicis.

Benton & Bowles: In 1929 William B. Benton and Chester W. Bowles opened the first office in New York City. In 1932 Benton & Bowles incorporated and Atherton W. Hobler became a partner. William Benton resigned and sold his interest in the company in 1936; Chester W. Bowles followed in 1941 and Atherton W. Hobler became President of the agency, serving as Chairman of the Board until 1950 when he was named Chairman of the Executive Committee. Gordon Webber was hired in 1948 as the agency's first television copy writer; he became the first director of the newly formed Broadcast Commercial Production Department in 1959. The agency opened its first international office, in London, in 1958. Medicus Communications founded 1972 as subsidiary. Public relations firm Manning, Selvage and Lee acquired 1979. B&B Direct founded 1981. Main officers: L.T. Steele (Chairman of the Board 1967; Chairman of Executive Committee 1971); Victor Bloede (President and CEO 1968; Chairman of the Board 1971); John Bowen (President and CEO 1971).

D'Arcy Masius MacManus: D'Arcy Advertising Company established 1906 by William Cheever D'Arcy. D'Arcy merged with MacManus, John & Adams to form

MacManus International in 1971. D'Arcy-MacManus International joined with Masius, Wynne-Williams in 1972 to form D'Arcy-MacManus & Masius (known as Masius & D'Arcy-MacManus in Europe)

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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Access Restrictions

Access restricted. Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access. Some use copies are available in the collection. Consult research services for further information.

Collection contains electronic records that may need to be reformatted. Access copies of electronic records require special equipment. Contact Research Services for access.

Acquisition Information

The D'Arcy Masius Benton & Bowles Archives were transferred to the David M. Rubenstein Rare Book & Manuscript Library by D'Arcy Masius Benton & Bowles during 1991-2001.

Alternative Form Available

Selected items from this collection have been digitized and are available in: [AdViews - Duke Digital Collections](#)

Processing Information

Processed by: Donna Longo DiMichele; Finding aid completed and edited by Ellen Gartrell and Katherine Hufstetler. Processing of this collection was

supported in part by gifts from D'Arcy Masius Benton & Bowles and the John and Kelly Hartman Foundation.

Completed 1994; additional processing completed 2008

Additions processed by Ruth E. Bryan, Debborah Carson, Michael Shumate

Encoded by Katherine Hufstetler, Alvin Pollock, Stephen Douglas Miller, Richard Collier, Ruth E. Bryan

Further additions processed 2026 by Richard Collier.

Use Restrictions

The copyright interests in the D'Arcy Masius Benton & Bowles Archives have not been transferred to Duke University in their entirety. For further information, see the section on copyright in the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

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Names and Subjects

- Advertising
- Advertising agencies
- Advertising executives
- House organs
- Marketing research
- Black-and-white photographs
- Color photographs
- Film
- DVDs
- Video recordings
- Negatives (photographs)
- John W. Hartman Center for Sales, Advertising & Marketing History
- West Point Pepperell (Firm)
- Webber, Gordon
- General Foods Corporation
- Florida Citrus Commission
- International Business Machines Corporation
- Hobler, Atherton W., 1890-1974
- D'Arcy MacManus Masius
- D'Arcy Masius Benton & Bowles
- Colgate-Palmolive Company

- Avco Corporation
- Allied Chemical Corporation
- Benton, William, 1900-1973
- Benton & Bowles
- Procter & Gamble Company

Collection Inventory

Benton & Bowles, 1929-1986 and undated

Scope and Contents

The Benton and Bowles Files comprise the largest part of the Archives. They include print advertisements; over 500 films; significant documents relating to the work of the agency; photographs; and corporate publications. The series spans the years 1929 to 1985 with most of the material dating from the 1950s-on. Materials include internal memoranda; reports; speeches; printed material (manuals, leaflets, pamphlets, and house organs); photographs; research notes; credentials; employee training material; press releases and clippings; book manuscripts; audio tapes of oral history interviews; and financial papers. The Benton & Bowles Files provide documentation of the history of print and television advertising; television programming; the history of the B&B agency and its corporate culture; corporate communications; marketing research; and advertising executives. The earliest Items in the B&B Files are two small bank books recording account activity of the fledgling agency from 1929 to 1935 and copies of William ("Billie") Benton's long letters to his mother (1929-1938) in which he confides details of his new advertising agency as well as family matters. A small number of other Items date from the 1930s and 1940s and illustrate isolated aspects of the agency's business in that period. Files of various agency in-house publications begin in 1947 and provide the most complete and continuous views of Benton & Bowles, its clients, advertising campaigns, personnel, and various offices in the U.S. and abroad.

Memoranda, 1959-1985 bulk 1970s-1981

Scope and Contents note

Contains records addressed to the "Organization," that are usually related to the work of the entire company. It also contains "Inter-office," memoranda that refer to specific individuals or groups within the organization.

Materials document new partnerships between Benton & Bowles and other companies; changes in management; company directives; announcements; the results of surveys; employee activities; policies; and office operation.

Announcements of new, or renewed, client accounts are also documented.

Arranged alphabetically by the name of the part of the company to which the memoranda were addressed, then chronologically.

International, 1968-1985	Box B&B 1
Inter-Office, 1959, June,-1985, Oct	Box B&B 1
Organization, 1937, Oct.-1981 Physical Description: 12 folders	Box B&B 1
Organization, 1982-1985 Physical Description: 11 folders	Box B&B 2

Reports, 1938-1983 bulk 1960s-1983

Scope and Contents note

Contains mostly publications and printed materials created by the Benton & Bowles Research Services and Public Relations. Some reports were distributed to clients or the general public; others were used primarily by company employees. The reports were based on research about consumer perspectives, economic conditions, or potential markets for particular products such as whiskey (1938) or frozen foods (1976). Potential markets in the new state of Alaska are described in a 1959 report. Lou Harris and Associates prepared a 1978 report about Benton & Bowles. See also oversize materials. Arranged in chronological order.

1938, Congenerics in Whiskey (with accompanying map)	Box B&B 2
1958(?), "Perspective: Three simple charts review our country's economic history at a glance"	Box B&B 3
1959, "Our 49th State: An Adventure in Marketing"	Box B&B 3
1963, "International Advertising," L. T. Steele	Box B&B 3
1964, "A Consumer Promotion Program for Manhattan's Finest Retail Enterprises," General Public Relations	Box B&B 3
1971, "Strategy Review Board"	Box B&B 3
1976, "The Frozen Food Industry and Growth of Baked Goods"	Box B&B 3

1978, "A Study of the Reputation of Benton & Bowles," Louis Harris and Associates	Box B&B 3
1979, "Advertiser and Agency Reactions to Media Research Services," Research Services	Box B&B 3
1979, "The Great 1979 Gasoline Shortage: Behavior & Attitudes of the American Family," Research Services	Box B&B 3
1979, "A Summary of Recent Developments in the Fields of Telecommunications Law, Telecommunications Regulations, and New Technology," Media Research	Box B&B 3
1980, "Men's Changing Roles in the Family of the 80s: American Consensus Report," Research Services	Box B&B 3
1981, "The New TV Technologies: The View from the Viewer, An American Consensus Report," Research Services	Box B&B 3
1982, "Review of Major TV Commercial Pre-Testing Research Services," Research Services	Box B&B 3
1982, "Sports on Television: The Viewer Speaks Out, An American Consensus Report," Research Services	Box B&B 3
1983, "The New TV Technologies; The View from the Viewer, II, An American Consensus Report," Research Services	Box B&B 4

Officers and Staff, 1929-1986, undated

Scope and Contents note

Divided into four categories: Biographical Information; Speeches; Staff Resources; and Recruitment.

Biographical Information, 1929-1986, undated bulk 1970s-1980s

Scope and Contents note

Includes correspondence, pictures, press releases, printed material, testimony, notes, manuscripts, reprints, clippings, a scrapbook, photographs, and a press book. The section includes limited information about a few Benton & Bowles employees, except for William B. Benton

and Atherton W. Hobler, who are documented more fully. The letters from Benton to his mother contain information on the early history of the company as well as on Benton's personal life. The correspondence gives a personal perspective on the early years of Benton & Bowles and chronicles financial changes, marketing strategies, personnel matters, and the general development of the company throughout the Depression of the 1930s. In the early letters, Bowles also describes his work with the Lord & Thomas agency. Additional information on Hobler and his family is in the History section. Also included is a scrapbook documenting the Crusade for Freedom, a 1950s era anti-communism activity. Arranged alphabetically by individuals' names. See also Oversize Materials.

Baker, William R., Jr., Press book regarding trip to Europe to study advertising industry's role in the United Kingdom and European Common Market, 1963, Jan. 19-May 31 Box B&B 4

Physical Description: 2 folders

Scope and Contents note

[William R. Baker, Jr., was chairman of the Public Information Committee, New York Campaign, to establish and to fund Radio Free Europe.]

Benton, William B.
Correspondence (family), 1929-1938 Box B&B 4

Physical Description: 2 folders

Notes and clippings, 1973, undated Box B&B 4

Bloede, Victor G.
1957-1983 Box B&B 4

Pictures, 1983, undated Box B&B 4

Bowen's, John S.
1974-1978 Box B&B 4

Pictures, 1978-1982, undated Box B&B 4

Bowen, John S. Box B&B 5

Pictures
1978-1982, undated Box B&B 5

Family, undated Box B&B 5

Bowles, Chester W., 1986, June	Box B&B 5
Goldberg, Alice, 1983	Box B&B 5
Guarascio, Philip, 1983	Box B&B 5
Hobler, Atherton W. 1940-1986, undated	Box B&B 5
Pictures, 1970, undated	Box B&B 5
Kilborn, Helen Scofield, 1965-1981, undated	Box B&B 5
Lusk, Robert, 1958-1971, undated	Box B&B 5
Steele, L. T., 1946-1981, undated	Box B&B 5
Webber, Gordon, 1959-1986, undated	Box B&B 5

Speeches, circa 1940-1979 bulk 1965-1979

Scope and Contents note

Contains speeches given by company executives to professional associations such as the American Association of Advertising Agencies; in workshops on color advertising; at testimonial banquets; and for clients. See the Meetings section for speeches given at Benton & Bowles corporate meetings. Arranged alphabetically by speaker's name, then chronologically.

Bloede, Victor G.	Box B&B 5
1974, American Association of Advertising Agencies Annual Meeting	Box B&B 5
1976, "International Advertising in the Mid-Seventies"	Box B&B 5
1979, Response given at American Traditions Award Dinner in Honor of Victor G. Bloede	Box B&B 5
Bloede, Victor G., 1983, "The Advertising Man and His Social Responsibility"	Box B&B 6
Bowen, John S. 1978, "Never Having to Say You're Sorry, OR 21 Questions to Ask Before a New	

Product Luncheon, " American Advertising Federation meeting	Box B&B 6
1979, "Never Having to Say You're Sorry, OR 21 Questions to Ask Before a New Product Luncheon," Potato Chip/Snack Food Association meeting, New Orleans	Box B&B 6
Guarascio, Philip, 1985, "Is it Smarter to Barter?"	Box B&B 6
<u>Hobler, Atherton W.</u> circa 1940-1945, "Advertising and Defense"	Box B&B 6
1967, "The First Fifty Years are the Easiest"	Box B&B 6
<u>Webber, Gordon</u> 1965, Jan., "The Creative Role of the Agency Producer," presentation at Racine, Wisconsin	Box B&B 6
1965, July, "The Creative Role of the Agency Producer," 8th Annual Advertising Age Creative Workshop, Chicago	Box B&B 6
1965, Nov., "The Color Revolution," published in Speaking of Color, A Magazine Conference on Color	Box B&B 6
1966, "The Color revolution," AAAA Western Region Conference	Box B&B 6
1967, Mar. 13, "The Anatomy of the Commercial"	Box B&B 6
1967, Mar. 23, "The Commercial Five Years From Now"	Box B&B 6
1967, Mar. 29, "An American Looks at Color,"	Box B&B 6
1968, Mar., "The Agency and the Company: We Can Live and Prosper Together," presentation before Procter & Gamble (Bonus, Cheer, Dash, Ivory Snow Liquid)	Box B&B 6

1968, May, "An Analysis of Television Commercial Costs"	Box B&B 6
1968, June, "ANA-AAAA Clinic on Integration of Television Advertising"	Box B&B 6
1972, "The Television Commercial Five Years From Now"	Box B&B 6
1974, "The Life and Times of the American TV Commercial"	Box B&B 6

Staff Resources, 1939-1982, undated

Scope and Contents note

Includes manuals, leaflets, pamphlets, printed material, and lists created for reference or personal use by the employees of the company. Employee training; information for media specialists; lists of staff; employee activities; and management's ideas about employees' responsibilities to the company are documented in this subseries. The materials are grouped in four sections: Account Executives and Assistant Account Executives; Employee Information; Production, including General, Media, Television and Print; and Miscellaneous. Arranged chronologically within sections.

Account Executives and Assistant Account Executives	Box B&B 6
1979, Assistant Account Executive Group, "Advertising Standards and Clearance Orientation"	Box B&B 6
1979-1980, "Summary of Client Accounting Systems and Procedures"	Box B&B 6
1980, "Some Practical Thoughts for the New Account Executive"	Box B&B 6
1982, Assistant Account Executive Seminar, "Broadcast Production"	Box B&B 6
1982, Assistant Account Executive, "Media Training Program, Phase II"	Box B&B 6
Employee Information	
1939, Client Contacts, Departments, and Staff Resumes	Box B&B 6

1945-1952, Employee "Art Show"	Box B&B 6
1950s-1979, Employee admonitions	Box B&B 6
Employee Information	Box B&B 7
1954, 1980-1982, Personnel Lists	Box B&B 7
1956, "About Benton & Bowles"	Box B&B 7
1957, "Welcome to Benton & Bowles"	Box B&B 7
circa 1962-1963, "Conversation, A Periodic Talk with the People at Benton & Bowles"	Box B&B 7
1972, "Orientation Booklet"	Box B&B 7
1977, undated, "Business Ethics: Everyone's Responsibility"	Box B&B 7
1978-1979, "Benton & Bowles International: Agency Information Directory"	Box B&B 7
1981-1983, Hobler Awards	Box B&B 7
Production	
General	
1975, "Production Department"	Box B&B 7
1983, "Procedures for Commercial Broadcast Coordination"	Box B&B 7
Media Department	
1957, "Media Fact Book "	Box B&B 7
1969-1970, Media Management	Box B&B 7
1971, 1980, "Media Guidelines"	Box B&B 7
1982, Media Department Agenda	Box B&B 7
undated, Media Planning	Box B&B 7
undated, "Test Market Planning/ procedures"	Box B&B 7
Production	Box B&B 8
Television and Print Production	

1965, "Print Ad Control Department Manual"	Box B&B 8
1978, Television and Print Production: Buying Methods	Box B&B 8
1981, Television Casting-Talent Contracts	Box B&B 8
1982, Television and Print Production: Print Control Department	Box B&B 8
undated, Television and Print Production: The Three Main Elements of Print Advertising	Box B&B 8
undated, Television and Print Production: TV/Radio Control Department, Summary and Procedures	Box B&B 8
<hr/> Miscellaneous	
1968, "Suggested Program of Experimental Research," Advertising Research and Development	Box B&B 8
circa 1970, "Syndicated Market Data Services Purchased by Clients or Agency"	Box B&B 8
<hr/> Recruitment, 1950s-1980s	
Scope and Contents note	
Materials prepared by Benton & Bowles to attract new employees to the company. Includes primarily printed material. Arranged chronologically.	
circa 1959-1962, "An Introduction to the Career Opportunities in Advertising-Marketing at Benton & Bowles"	Box B&B 8
1959-1964, "This Booklet is an Introduction to the Career Opportunities in Advertising-Marketing at Benton & Bowles"	Box B&B 8
1950s[?], "Career opportunities in Advertising and Marketing at Benton & Bowles"	Box B&B 8
1966, advertisement for recruitment	Box B&B 8

1970s[?], "Opportunities in Account Management at Benton & Bowles, Inc." Box B&B 8

1980s[?], "Benton & Bowles Recruitment Advertising" Box B&B 8

Corporate Publications, 1938-1985 bulk 1940s-1985

Scope and Contents note

Includes primarily printed materials, as well as photographs and negatives, manuscript drafts of publications, and memoranda. The publications chronicle company history from 1947 to the 1980s. Most of the runs for each publication are complete and they form the bulk of the section. Many of the stories about advertising campaigns center on human interest factors, such as the role of an actor in a commercial or a company event that launched the campaign. Organized into three sections: **House Organs**, **Credentials**, and **Press Releases**. The **Credentials** were created by Benton & Bowles to give prospective clients a general overview of the company and its services. House Organs focus primarily on news about the company, but also include a considerable amount of information about clients and advertising campaigns, management, domestic and international offices of Benton & Bowles subsidiary companies, corporate research, other advertising agencies, and various business, social, and personal activities of Benton & Bowles employees. The **Press Releases** include news about management changes, research reports, and clients. Credentials are arranged chronologically; House Organs, in alphabetical order by title, then chronologically; and Press Releases are in chronological order. See also oversize materials.

Credentials Box B&B 8

1938, "A History of Benton & Bowles...Nine Years Old This Summer" Box B&B 8

1939[?], Research Organization form letter Box B&B 8

1943, "A Presentation of the Services of Benton & Bowles" Box B&B 8

1955-1956, "Questions and Answers About Benton & Bowles" Box B&B 8

Credentials Box B&B 9

1957, Dec., "Hey! Where's Everybody (Relocation from Madison Ave. to Fifty Ave., N.Y.)" Box B&B 9

1958, Jan. 21, "Buick: Benton & Bowles Is Right for Buick" (an original notebook prepared for a day long meeting)	Box B&B 9
1958, "Major U.S. Advertisers in Terms of Benton & Bowles' New Business Interest"	Box B&B 9
1959, "Facts About Benton & Bowles"	Box B&B 9
1961, Credentials book	Box B&B 9
1962, Credentials book	Box B&B 9
1963, "Business Development Program"	Box B&B 9
1963, "Some Notes from an Autobiography... Benton & Bowles, Inc. for Beech-Nut Life Savers, Inc."	Box B&B 9
1969-1972[?], "This is Benton & Bowles," (B&B News Releases)	Box B&B 9
1960s[?], "One Simple Selling Idea, Dramatically Presented"	Box B&B 9
1970[?], "This is Benton & Bowles"	Box B&B 9
1971[?], "Some Thoughts About Benton & Bowles"	Box B&B 9
1974, "It's Not Creative Unless It Sells"	Box B&B 9
Credentials	Box B&B 10
1977-1978, "Profile of an International Advertising Agency"	Box B&B 10
1978, "Twenty Questions To Ask Before You Launch A New Product"	Box B&B 10
1980, "Introduction to Benton & Bowles"	Box B&B 10
Credentials	
1981-1982, "B&B - Profile of an Advertising Agency"	Box B&B 10

1982, "Profile of an Advertising Agency," booklet update	Box B&B 10
1985, "The Bright Stuff"	Box B&B 10
1985, "Quick Facts about B&B"	Box B&B 10
1985[?], "Sales"	Box B&B 10
House Organs	
B&B Bulletin, 1947, Feb.-1948, Apr Physical Description: 4 folders	Box B&B 10
B&B Bulletin, (continued) 1948, May-1950 Physical Description: 8 folders	Box B&B 11
B&B Bulletin, (continued) 1951-1958 Physical Description: 10 folders	Box B&B 12
B&B Bulletin, (continued) 1959-1961 Physical Description: 5 folders	Box B&B 13
B&B Bulletin, London Edition, 1962	Box B&B 13
B&B Europe Newsletter, 1979	Box B&B 13
B&B Impressions, 1968-1972	Box B&B 13
B&B Ink, Illustrations, 1982, Jan.-Feb(2 folders) (for copies of publication, see Oversize)	Box B&B 13
B&B Ink, Illustrations (continued) , 1982, Apr.-Oct Physical Description: 9 folders	Box B&B 14
B&B News, 1968, Apr.-1970, Feb Physical Description: 2 folders	Box B&B 14
B&B News, (continued) 1971-1981 Physical Description: 9 folders	Box B&B 15
B&B Production News, 1968-1971	Box B&B 15
Press Releases, "B&B News"	

1941-1952, 1979-1985 Box B&B 15

1980-1985, Box B&B 15

Scope and Contents note

[Clients: AMF; Apollo; J. Aron & Co.; Blistex; Corning Glass Works; Ericsson; Everstyl; Folio Society; Marine Midland Bank; Jeffrey Martin; Milliken & Co.; Brown Forman Distillers; Pinkerton Tobacco Co.; Prestel International; Quincy's Family Steakhouse; RCA Showtime; Refining; Texas Commerce Bankshares; UNICEF; Coalition for Literacy]

Subsidiary Companies, 1979-1980s

Scope and Contents note

Includes correspondence, memoranda, press releases, client lists, clippings, and printed material. Primarily documents Manning, Selvage and Lee, a public relations firm. There is information about its mission and the purchase of the firm by Benton & Bowles. There is little information about Medicus Communications or Riverview Productions. Arranged by subsidiary company name, and then chronologically with pictures at the end.

Manning, Slevage and Lee Box B&B 15

1979, Nov. 21-1981, Sept. 24, undated Box B&B 15

Pictures, 1979-1980s Box B&B 15

Physical Description: 2 folders

Manning, Selvage and Lee, Pictures, 1979-1980s Box B&B 16

Physical Description: 4 folders

Medicus Communications, 1981, undated Box B&B 16

Riverview Productions, Inc., 1985 Box B&B 16

Clients, 1931-1985, undated (bulk 1970-1980s, undated)

Scope and Contents note

Includes correspondence, memoranda, reports, collateral literature (leaflets, brochures), press releases, notes, clippings, research records, printed material, photographs, and storyboards. Documents several aspects of advertising, including agreements for new advertising campaigns between Benton & Bowles and its clients; marketing strategies, including the early use of coupons; the adapting of advertising copy for use in local settings; the effectiveness of radio and television commercials; and the

employment of celebrities in advertising campaigns. Clients most heavily represented include: Procter & Gamble Co.; General Foods; and Standard Brands . Additionally, there are research notes on consumer recall testing of television commercials for the Florida Citrus Commission, General Petroleum Company of Calif. (Mobil Oil), H.C. Moores Co. (Pream Instant Coffee Cream), and Texaco. Press releases about clients may be found in Corporate Publications. Arranged with a 1982 list of clients at the beginning of the series, then alphabetically by clients' names. Where the materials are further subdivided, they are arranged alphabetically by names of products; followed by correspondence, memoranda, and reports that are not product-specific.

Client list for B&B International, 1982	Box B&B 16
Avanti: Media Plan for 1983, 1982	Box B&B 16
AVCO Manufacturing Corp., Crosley Division, 1950s	Box B&B 16
Bituminous Coal Institute, undated	Box B&B 16
Bolla Wines (see Jos. Garneau Co.)	Box B&B 16
Can Manufacturers Institute, undated	Box B&B 16
Crosley (see AVCO)	Box B&B 16
Eckrich (see Peter Eckrich and Sons)	Box B&B 16
E. F. Hutton and Co., 1982-1984	Box B&B 16
Emery Worldwide (Emery Air Freight Corp.), 1982, undated	Box B&B 16
Fiat Motors of North America, 1981, undated	Box B&B 16
Florida Citrus commission, 1962	Box B&B 16
General Foods Corp. Dessert Division: Birds Eye Cool Whip Non-Dairy Whipped Topping, 1980-1982	Box B&B 16
Maxwell House Division Brim Decaffeinated Coffee, 1980-1982; "Here's to Veterans," awards to client and B&B from U.S. Veterans Administration, 1950s?	Box B&B 16

Maxwell House Radio "Showboat," 1933, May	Box B&B 16
Memorandum: to Ralph Starr Butler, General Foods, from Chester Bowles of B&B regarding the use of coupons, 1931, Sept. 10	Box B&B 16
Report: "Production of Television and Radio Commercials" prepared for	Box B&B 16
General Petroleum Co. of California, Mobil Oil, undated	Box B&B 16
Goodyear Tire and Rubber co. (see Oversize Series)	Box B&B 16
Hardee's Food Systems, 1980-1985	Box B&B 16
H.C. Moores Co., Division of M&R Dietetic Laboratories/Pream Instant Coffee Cream, 1962	Box B&B 16
Jos. Garneau Co./Bolla Wines, 1984	Box B&B 16
Jos. Schlitz Brewing Co./Schlitz Malt Liquor, 1980, undated	Box B&B 16
Lenox, 1950, undated	Box B&B 16
Mobil Oil (see General Petroleum of California)	Box B&B 16
Muscular Dystrophy Association, 1981, undated	Box B&B 16
Mutual Life Insurance Co., undated	Box B&B 16
Nabisco (see Standard Brands)	Box B&B 16
Norwich-Eaton Pharmaceutical Co./Pepto Bismol, 1981-1982	Box B&B 16
Physical Description: 2 folders	
Peter Eckrich and Sons, 1981, undated	Box B&B 16
Planters Products (see Standard Brands)	Box B&B 16
Procter & Gamble Co.	Box B&B 17

Charmin Bathroom Tissue: 15th Year

Celebration

1979-1981

Box B&B 17

Pictures, 1979-1981

Box B&B 17

Prell, 1962

Box B&B 17

Scope and Zest, 1980-1981

Box B&B 17

Correspondence and memoranda, 1941-1958

Box B&B 17

Prudential Insurance Co. of America

"Great Composers, Six Radio Dramatizations,
presented on "The Family Hour," 1943

Box B&B 17

Schlitz (see Jos. Schiltz)

Box B&B 17

Standard Brands, Planters Products (Nabisco)

Planters Nuts

1979-1982

Box B&B 17

Eva Gabor & Smothers, 1979-1982

Box B&B 17

Planters Oil, 1979

Box B&B 17

Stroh (see Jos. Schlitz)

Box B&B 17

Texaco, 1962-1980

Box B&B 17

Western Electric Co., 1945

Box B&B 17

Meetings, 1967-1982 (bulk 1967-1977)

Scope and Contents note

Contains speeches and agendas. See also oversize materials. Arranged by type of meeting and then chronologically.

International Conferences

Box B&B 17

1967, Jan. 17, [First Annual Business
Planning Conference], address by L. T. Steele

Box B&B 17

1968, Jan. 16-20, Second Annual Business
Planning Conference, program and address
by L. T. Steele

Box B&B 17

1970, Jan. 19-23, Fourth Annual Business Planning Conference, program and addresses by L. T. Steele and Victor G. Bloede Box B&B 17

International Conferences Box B&B 18

1971, Jan. 19-22, Fifth Annual Business Planning Conference, address by L. T. Steele Box B&B 18

1972, Jan. 22-28, sixth Annual Business Planning Conference, address by L. T. Steele Box B&B 18

1973, Jan. 26 Seventh[?] Annual Business Planning Conference, address by L. T. Steele, "The Future of B&B International" Box B&B 18

1977, May 10, Eleventh[?] Annual Business Planning Conference, address by Victor G. Bloede Box B&B 18

Stockholders Meetings, 1967-1982 Box B&B 18

Physical Description: 8 folders

Clippings, 1980-1985

Scope and Contents note

Includes clipping compilations and loose clippings. Arranged by title of the compilation, then chronologically. Loose clippings arranged in chronological order. See also oversize materials.

Compilations: "B&B in the News," 1980, Nov.-1982, Dec Box B&B 18

Physical Description: 2 folders

Compilations: "B&B in the News," 1983, June-1984, April Box B&B 19

Physical Description: 3 folders

Compilations: "B&B Publicity Reports," 1982-1985 Box B&B 19

Physical Description: 5 folders

History, circa 1957-1979, undated (bulk 1967-1978)

Scope and Contents note

Contains company history research files and manuscripts that were created by three Benton & Bowles staff members: Atherton Hobler, Frank Smith, and Gordon Webber. Arranged into three categories: Atherton W. Hobler Autobiographies, Frank Smith Project, and Gordon Webber Project, Our Kind of People.

Atherton W. Hobler Autobiographies, 1960s-1970s

Scope and Contents note

Includes manuscripts and some correspondence. Includes information about Hobler's earlier advertising work with the Gardner Advertising Company. Hobler's writings include information about the development of Benton & Bowles advertising campaigns for clients, such as General Foods (Maxwell House Coffee, Cool Whip), the Florida Citrus Commission, Procter & Gamble (Ivory Snow, Pampers, Prell, Scope, Tide, Zest), S. C. Johnson & Son (Pledge), and Vick Chemical Co. (Nyquil), and information about company operations and the activities of its executives. Hobler's career is also documented in the Officers and Staff Series (Biographical Information). Arranged with draft manuscripts first, followed by correspondence and chapter drafts.

"Education of One Advertising Man," circa 1967	Box B&B 19
"I Saw the Change," draft outline for manuscript, 1960s?	Box B&B 19
"The Triangle of Marketing Success" Manuscript, 1970s	Box B&B 19
"The Triangle of Marketing Success"	Box B&B 20
Drafts of chapters, 1971	Box B&B 20
Correspondence, circa 1967-1971	Box B&B 20

Frank Smith Project, 1967-1968, undated

Scope and Contents note

Includes manuscript drafts, notes, correspondence, memoranda, manuals, printed material, clippings, transcriptions, and press releases. There are a few original research notes; materials consist primarily of resource materials collected from B&B company files and manuscript drafts. Frank Smith's manuscript was not published. Arranged by form of draft

(e.g., first draft), followed by correspondence, memoranda, and resource materials about various time periods. See also oversize material.

First draft, 1968	Box B&B 20
Background and Status Report; objectives of the history	Box B&B 20
Title; cover design; preface; Chapter I, "The Beginnings of the Business"	Box B&B 20
Chapter II, "Bill Benton" ; Chapter III, "Chet Bowles"	Box B&B 20
Chapter IV, "1930-1931"	Box B&B 20
Chapter V, "1932" ; Chapter VI, "Hobe" [Hobler]; Chapter VII, "1933-1936"	Box B&B 20
Manuscript draft and notes, 1968 Chapter I and II, "Bill Benton" (pp. 1-59)	Box B&B 20
Physical Description: 2 folders	
Manuscript draft and notes, 1968	Box B&B 21
Chapter II, "Bill Benton" (pp. 1-15)	Box B&B 21
Part II, "Bill Benton" (pp. 98-223)	Box B&B 21
Chapter III, "Chester Bowles"	Box B&B 21
Physical Description: 2 folders	
Correspondence and memoranda, 1968-1969	Box B&B 21
Resource materials about 1930, 1941-1968, undated	Box B&B 21
Physical Description: 3 folders	
Resource materials 1948-1971, undated	Box B&B 22
Physical Description: 4 folders	
Miscellaneous, 1967-1968	Box B&B 22

Gordon Webber Project, Our Kind of People, 1960s-1979

Scope and Contents note

Includes audio tapes, printed material, and advertisements. Contains research for *Our Kind of People: The Story of the First 50 Years at Benton & Bowles*, published by Benton & Bowles for its 50th anniversary in 1979. The audiotapes of Webber's interviews with B&B executives provide personal views of the company's history. Also includes advertisements that were considered, but not used, for illustrations in the book. Arranged with published volume first, followed by the original manuscripts, and then research by type of material. See also oversized materials.

Our Kind of People: The Story of the First 50 Years at Benton & Bowles, 1979 (1 vol.)	Box B&B 22
Our Kind of People: Original manuscript, 1978? (pp. 1-92)	Box B&B 22
Our Kind of People	Box B&B 23
Original manuscript, 1978? (pp. 93-276)	Box B&B 23
Physical Description: 3 folders	
Index to audio tapes of interviews, 1978-1978	Box B&B 23
Interview tapes	
Benton, Bill with Martha Deane, 1970, May 14	Box B&B 23
Bloede, Vic., 1978, Aug. 9-30 (3 tapes)	Box B&B 23
Bowen, Jack, 1978, Sept. 26 (2 tapes)	Box B&B 23
Casey, Dick, 1978, Oct. 12	Box B&B 23
Ende, Dick, 1978, Sept. 21	Box B&B 23
Fescina, Andy, 1978, Dec. 15	Box B&B 23
Gilbert, A. M. (Gil), 1978, Aug. 15, Sept. 6 (4 tapes)	Box B&B 23
Hamel, Al, 1978, Sept. 12 (2 tapes)	Box B&B 23
Our Kind of People	Box B&B 24
Interview tapes (continued)	

Lind, Ray; McKenzie, R. L., 1978, Oct. 11, Nov. 12 (2 tapes)	Box B&B 24
McDermott, Tom, 1978, Oct. 3 (2 tapes)	Box B&B 24
Pattison, Pat, 1978, Oct. 4 (2 tapes)	Box B&B 24
Rich, Lee, 1978, Oct. 2	Box B&B 24
Rogers, Jim, 1978, Nov. 2	Box B&B 24
Schneeberg, Ed, 1978, Oct. 11 (2 tapes)	Box B&B 24
Schneider, Bill, 1978, Oct. 11	Box B&B 24
Scofield, Helen, 1978, Sept. 7	Box B&B 24
Sidnam, Alan, 1978, Sept. 19 (2 tapes)	Box B&B 24
Smith, Frank, 1978, Oct. 24 (2 tapes)	Box B&B 24
Speer, David, 1978, Dec. 21	Box B&B 24
Steele, Ted, 1978, Aug. 17, July 27, Aug. 25 (5 tapes)	Box B&B 24
Tompkins, Bill, 1978, Sept. 13, 17 (2 tapes)	Box B&B 24
"Jingle Jam," presentation by Pat Pattison, 1957, Mar1	Box B&B 24
Staff meeting, 1957, Feb. 26	Box B&B 24
Our Kind of People	Box B&B 25
Library research, 1960s-1979	Box B&B 25
Resource material: Medicus Communications, B&B Production Dept., Personnel Dept., Promotion Dept., and Miscellaneous, 1978, undated	Box B&B 25
Illustrations, not used in book, undated Physical Description: 2 folders	Box B&B 25
Illustrations, used in book, undated Physical Description: 2 folders	Box B&B 25

Miscellaneous Materials, 1929-circa 1980, undated

Scope and Contents note

Includes certificates, printed material, correspondence, invitations, photographs, a video cassette and reports. Arranged alphabetically by subject. See also oversized materials.

Awards, circa 1980	Box B&B 26
"The Bowen Road Show: History of D-MM and B&B," undated	Box B&B 26
Correspondence, 1957-1959	Box B&B 26
<u>Fiftieth Anniversary of Benton & Bowles</u> Dinner Invitation, circa 1979	Box B&B 26
"Our Fiftieth Anniversary Year, A Photographic Record," 1979	Box B&B 26
<u>Financial papers</u> Benton & Bowles Passbooks, 1929-1935	Box B&B 26
Fiscal Development Retrospective, 1930-1935	Box B&B 26
Harvard College, Harvard Business School: Case Studies of Benton & Bowles, 1966	Box B&B 26
World War II effort, 1943	Box B&B 26
<u>Pictures</u> New York Office building, 909 Third [Ave.?], undated	Box B&B 26
Corporate airplanes, 1948-1960s	Box B&B 26

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D'Arcy-MacManus Masius, 1972-1985, undated

Scope and Contents note

The D'Arcy-MacManus Masius Files comprise a very small amount of materials in the Archives. Although the D'Arcy agency had its roots in 1906, the Items gathered here date only from 1972-1985, mainly 1981 to 1985. The 75th Anniversary edition of "Between Us" contains an overview of the history of D'Arcy-MacManus & Masius, especially of the D'Arcy Advertising Company,

and its clients. Profiles, a resource book, provides information on all of the divisions of the D'Arcy MacManus Masius Worldwide group of advertising agencies. The series also includes a chronological history of D'Arcy Advertising and its mergers that formed D'Arcy-MacManus Masius (D-MM); information relative to the D-MM Worldwide group of advertising agencies; biographical and historical notes; and clippings about the company.

Corporate Publications	Box D-MM 1
Between Us, 75th Anniversary Edition, circa 1981	Box D-MM 1
Profiles	
Information contacts, 1982	Box D-MM 1
Introduction, 1982	Box D-MM 1
DM&M worldwide, 1982	Box D-MM 1
Africa, 1982	Box D-MM 1
Australasia/Far East, 1982	Box D-MM 1
Europe, 1982	Box D-MM 1
Latin/South America, 1982	Box D-MM 1
North America, 1982	Box D-MM 1
Inter-Ad, 1982	Box D-MM 1
Notes/manuscript: Biographical information for William C. D'Arcy and Leonard Masius, undated	Box D-MM 1
Notes/manuscript: History of company, undated	Box D-MM 1
Clippings, 1972, Oct. 16-1985, July 1, undated	Box D-MM 1

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D'Arcy Masius Benton & Bowles, 1985-1989 and undated

Physical Description: 6 boxes

Memoranda, 1985-1986

Scope and Contents note

Includes directives and announcements that were issued by the New York and Corporate Offices about events, policies, procedures, personnel changes, benefits, employee recreation, and other company business. Arranged in reverse chronological order.

1985, Sept.-1986, Oct

Box DMB&B 1

Physical Description: 2 folders

Reports, 1980s-1986

Scope and Contents note

Contains two major research reports and related clippings.

Belief Dynamics... A Discipline for Managing Beliefs and Behavior, 1980s

Box DMB&B 1

Fear and Fantasies of the American Consumer, An American Consensus Report, 1986, May

Box DMB&B 1

Clipping index and summary, 1986, June 17

Box DMB&B 1

Clipping Vol. I and II (Supplements), 1986

Box DMB&B 1

Physical Description: 2 folders

Officers and Staff, 1986-1988

Scope and Contents note

Contains staff resources printed material and related correspondence. Arranged chronologically. See also oversized materials.

1986, Corporate Out-of-Home Medical Department Catalog

Box DMB&B 2

1987, Chairman's Report to Employee, sent to company employees

Box DMB&B 2

1988, Feb., Management Directory

Box DMB&B 2

Corporate Publications, 1985-1988

Scope and Contents note

Adventures and Momentum are house organs and convey primarily internal news. Includes printed material and related correspondence. Arranged alphabetically by title, then chronologically. See also oversize materials.

Annual Report, 1988	Box DMB&B 2
Adventures (formerly NY Adventures, 1986-1988)	Box DMB&B 2
Physical Description: 2 folders	
Adventures artwork, 1986, April (Clients: Procter & Gamble, FTD-San Diego Chicken)	Box DMB&B 2
DMB&B: A Celebrated New Force... (inaugural edition), 1985, Oct	Box DMB&B 2
Momentum, 1986-1988	Box DMB&B 2
Physical Description: 1 folders	

Clients, undated

Scope and Contents note

Contains story boards, photographs, and negatives.

MCI Communications Corp., undated	Box DMB&B 2
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Meetings, 1987

Scope and Contents note

Contains speeches given at the DMB&B Worldwide Management Meeting in 1987. Arranged alphabetically by name of speaker.

DMB&B Worldwide Management Meeting, 1987, Apr. 30	Box DMB&B 2
Bostock, Roy, "The U.S. Division"	Box DMB&B 2
Redwell, Peter, "The International Division"	Box DMB&B 2
Simko, George, "The Diversified Communications Companies"	Box DMB&B 2

Clippings, 1985-1989

Scope and Contents note

News and events related to DMB&B and its clients through articles that were compiled on a monthly schedule and distributed as press clipping books to the Worldwide Management executives. Also contains some loose clippings. Arranged chronologically.

Merger, 1985	Box DMB&B 2
Compilations: 1985-1986, Feb. 3 Physical Description: 3 folders	Box DMB&B 2
Compilation: 1986, Apr.-July Physical Description: 4 folders	Box DMB&B 3
Compilation: 1986, Aug.-Nov. 9, undated Physical Description: 6 folders	Box DMB&B 4
Compilation: 1986, Nov. 10-1987, Jan Physical Description: 6 folders	Box DMB&B 5
"DMB&B in the News," (clipping book), 1989, May	Box DMB&B 5

Pictures, 1985-1986

Scope and Contents note

Includes photographic prints, contact prints, negatives, transparencies, and a memorandum. Primarily documents the company's officers and staff, including those at subsidiary companies. Photographs of staff at merger celebrations worldwide form about one-half of the materials. The theme "We're So Excited" is displayed on banners held by staff in many of the merger photographs. Includes pictures of the DMB&B Worldwide Management meeting and other meetings. Also includes photographs of the staff of Benton & Bowles subsidiary companies. Arranged in four sections: Officers and Staff, in chronological order; Merger-related events, by office location, U.S. and internationally; and Miscellaneous subjects, in chronological order.

Officers and Staff	Box DMB&B 5
1985-1986, Portraits: Michael Dabrowski, Erica Gillespie, Joel Harrison, Tom Lentz, Joel Maliniak, Steve Marlow, Red Norman, Andrew Salzman, Dave Williamson	Box DMB&B 5

1986, Jan. 29, Mary Snyder's retirement party (New York Office)	Box DMB&B 5
1986, Mar. 11, John S. Bowen's presentation and reception (New York Office)	Box DMB&B 5
1986, Employee Relations Committee	Box DMB&B 5
1986, United Way 1985fund drive winners	Box DMB&B 5
Meetings	Box DMB&B 6
1986, Jan. 20, Board of Directors	Box DMB&B 6
1986, Apr7, Board presentation	Box DMB&B 6
1987, Apr., DMB&B Worldwide Management meeting	Box DMB&B 6
Merger	
Bloomfield Hills, Mich., holiday party, 1985, Dec. 17	Box DMB&B 6
Bloomfield Hills charities committee donation, 1985, Dec	Box DMB&B 6
Chicago holiday/merger party, 1985, Nov.-Dec	Box DMB&B 6
New York holiday/merger party, 1985, Nov. 25	Box DMB&B 6
New York staff, 1985, Nov. 25	Box DMB&B 6
San Francisco holiday party, 1985(?)	Box DMB&B 6
Various locations: celebrations, 1985, Nov.-Dec	Box DMB&B 6
Various locations: holiday/merger celebrations, 1985, Nov.-Dec	Box DMB&B 6
Miscellaneous	
Breakfast with the Networks, ABC, 1986, Jan. 22	Box DMB&B 6
San Francisco office, undated	Box DMB&B 6

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Advertisements, 1932-1995

Scope and Contents note

The Advertisements Series contains print advertising campaigns developed mainly by Benton & Bowles from 1932-1980. The series includes proofs and tearsheets of consumer and trade advertisements, mostly from U.S. magazines and newspapers. Files for a few clients include other material such as packaging or client newsletters. Most of the advertisements were removed from large scrapbooks into which B&B employees had pasted them; many have suffered glue damage. General Foods is the client for which the most extensive corpus of material exists; the Procter & Gamble Company is represented in the second largest corpus of advertisements. Other clients with extensive amounts of material include: Allied Chemical Corporation, AVCO Manufacturing Company and its Crosley Division, Best Foods, the Colgate-Palmolive-Peet Company, the Florida Citrus Commission, International Business Machines (IBM), and West Point Pepperell. Benton & Bowles house advertisements are also included. Additional information about various advertising campaigns may be found in the individual company files of the Clients subseries of Benton & Bowles.

Allied Chemical Corporation

1959-1960, Consumer magazine	Box 1
1959, Trade magazine	Box 1
1959-1960, Trade magazine	Box 1
1960-1961, Consumer magazine	Box 1
1960-1964, Consumer newspaper	Box 1
1960, Trade magazine	Box 1
1960-1961, Trade magazine	Box 1
1961-1962, Consumer magazine	Box 1
1961, Trade magazine	Box 1
Physical Description: 4 folders	
1961-1962, Trade magazine	Box 1
1961-1962, Trade newspaper	Box 1

1962, Consumer magazine	Box 2
Physical Description: 2 folders	
1962-1963, Consumer magazine	Box 2
1962, Trade magazine	Box 2
Physical Description: 3 folders	
1962, Trade newspaper	Box 2
1963, Consumer magazine	Box 2
1963-1964, Consumer magazine	Box 2
Physical Description: 3 folders	
1963, Trade magazine	Box 2
1964, Consumer magazine	Box 2
Physical Description: 2 folders	
1964-1965, Consumer magazine	Box 2
1964-1966, Consumer magazine	Box 2
1964, Trade magazine	Box 2
Physical Description: 1 of 4 folders	
1964, Trade magazine	Box 3
Physical Description: 2-4 of 4 folders	
1964, Trade newspaper	Box 3
1965, Consumer magazine	Box 3
Physical Description: 3 folders	
1965, Trade magazine	Box 3
Physical Description: 4 folders	
1965-1966, Trade magazine	Box 3
1965-1966, Trade newspaper	Box 3
1966, Consumer magazine	Box 3
Physical Description: 1 of 2 folders	

1966, Consumer magazine	Box 4
Physical Description: 2 of 2 folders	
1966-1967, Consumer magazine	Box 4
1966, Consumer newspaper	Box 4
1966, Trade magazine	Box 4
Physical Description: 4 folders	
1967, Consumer magazine	Box 4
Physical Description: 2 folders	
1967-1968, Consumer magazine	Box 4
1967, Consumer newspaper	Box 4
1967, Trade magazine	Box 4
Physical Description: 3 folders	
1968-1969, Consumer newspaper	Box 4
1968, Trade magazine	Box 4
Physical Description: 4 folders	
1969, Consumer magazine	Box 5
Physical Description: 2 folders	
1969-1971, Consumer magazine	Box 5
1969, Trade magazine	Box 5
Physical Description: 3 folders	
1970, Trade magazine	Box 5
1970-1971, Trade magazine	Box 5

Allied Chemical (oversize)

1959-1960, Consumer magazine	Oversize-box OV1
Physical Description: oversize	
1960, Trade magazine	Oversize-box OV1
Physical Description: oversize	

1960-1963, Trade newspaper Physical Description: oversize	Oversize-box OV1
1961, Trade magazine Physical Description: oversize	Oversize-box OV1
1961-1962, Trade newspaper Physical Description: oversize	Oversize-box OV1
1961-1965, Consumer magazine Physical Description: oversize	Oversize-box OV1
1962, Trade magazine Physical Description: oversize	Oversize-box OV1
1963, Trade magazine Physical Description: oversize	Oversize-box OV1
1963-1970, Trade newspaper Physical Description: oversize	Oversize-box OV1
1964, Trade magazine Physical Description: oversize	Oversize-box OV1
1964-1965, Trade magazine Physical Description: oversize	Oversize-box OV1
1964-1968, Consumer newspaper Physical Description: oversize	Oversize-box OV1
1966, Consumer magazine Physical Description: oversize	Oversize-box OV1
1967, Consumer magazine Physical Description: oversize	Oversize-box OV1
1968, Consumer magazine Physical Description: oversize	Oversize-box OV1
1969, Consumer and trade magazine Physical Description: oversize	Oversize-box OV1

1970-1971, magazine	Oversize-box OV1
Physical Description: oversize	
American Express	
1949-1951, Consumer magazine	Box 5
1949-1958, Consumer newspaper	Box 5
1949-1951, Trade magazine	Box 5
1952-1953, Consumer magazine	Box 5
1952-1953, Trade magazine	Box 6
1953-1962, Trade newspaper	Box 6
1954-1956, Consumer magazine	Box 6
1954-1957, Trade magazine	Box 6
1957-1959, Consumer magazine	Box 6
1958-1960, Trade magazine	Box 6
1959-1960, Consumer newspaper	Box 6
1960, Consumer magazine	Box 7
1961, Consumer magazine	Box 7
Physical Description: 2 folders	
1961, Consumer newspaper	Box 7
Physical Description: 2 folders	
1961, Trade magazine	Box 7
1962, Consumer magazine	Box 7
Physical Description: 1 of 2 folders	
1962, Consumer magazine	Box 8
Physical Description: 2 of 2 folders	
1962, Consumer newspaper	Box 8
1962, Trade magazine	Box 8

American Express (oversize)

1949, Consumer magazine	Oversize-box OV1
Physical Description: oversize	
1952-1961, Trade magazine	Oversize-box OV1
Physical Description: oversize	
1955-1958, Consumer magazine	Oversize-box OV1
Physical Description: oversize	
1958-1962, Consumer newspaper	Oversize-box OV1
Physical Description: oversize	
1959-1961, Consumer magazine	Oversize-box OV1
Physical Description: oversize	

American Motors

1965, Consumer magazine (general)	Box 8
1965, Consumer magazine (Kelvinator)	Box 8
1965, Consumer newspaper	Box 8
1965, Trade magazine	Box 8
1966, Consumer magazine	Box 8
Physical Description: 2 folders	
1966-1967, Trade magazine (general)	Box 8
1966, Trade magazine (Kelvinator)	Box 8
1966, Trade newspaper	Box 8
1967, Consumer magazine	Box 8
1967, Consumer newspaper	Box 8
1967, Trade magazine (Kelvinator)	Box 8

American Motors (oversize)

1965-1967, Consumer magazine	Oversize-box OV1
Physical Description: oversize	

1965-1966, Consumer newspaper	Oversize-box OV1
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Physical Description: oversize

1966, Consumer and trade magazine (Kelvinator)	Oversize-box OV1
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Physical Description: oversize

1967, Consumer newspaper	Oversize-box OV1
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Physical Description: oversize

AMF, Inc.

1976-1980, Consumer magazine (boats)	Box 9
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1976-1980, Consumer magazine (bowling products)	Box 9
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1976-1980, Trade magazine (bowling products)	Box 9
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1976-1980, Consumer magazine (fitness message)	Box 9
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1976-1980, Consumer and trade magazine (mixed products)	Box 9
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1980, Consumer magazine (tennis)	Box 9
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AMF, Inc. (oversize)

1979, Consumer magazine	Oversize-box OV1
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Physical Description: oversize

1980, Consumer magazine	Oversize-box OV1
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Physical Description: oversize

Arnold Bakers

1948-1949, Consumer magazine	Box 9
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1948-1949, Consumer and trade magazine	Box 9
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1949-1951, Trade magazine	Box 9
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1950-1952, Consumer magazine	Box 9
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1950, Consumer newspaper	Box 9
1951-1952, Consumer newspaper	Box 9
Arnold Bakers (oversize)	
1949, Consumer magazine	Oversize-box OV1
Physical Description: oversize	
Association of American Railroads	
1946, Consumer magazine	Box 10
Physical Description: 2 folders	
1946, Trade magazine	Box 10
Physical Description: 3 folders	
1946-1959, Trade newspaper	Box 10
1947, Consumer magazine	Box 10
Physical Description: 2 folders	
1947, Trade magazine	Box 10
Physical Description: 3 folders	
1948, Consumer magazine	Box 10
Physical Description: 2 folders	
1948, Trade magazine	Box 10
Physical Description: 3 folders	
1949, Consumer magazine	Box 11
Physical Description: 2 folders	
1949, Trade magazine	Box 11
Physical Description: 2 folders	
1950, Consumer magazine	Box 11
1950, Trade magazine	Box 11
Physical Description: 2 folders	
1951, Consumer magazine	Box 11
1951, Trade magazine	Box 11

1952, Consumer magazine	Box 11
1952, Trade magazine	Box 11
Physical Description: 2 folders	
1953, Consumer magazine	Box 11
1953, Trade magazine	Box 11
1954, Consumer magazine	Box 11
1954, Trade magazine	Box 11
1955, Consumer magazine	Box 11
1955-1956, Trade magazine	Box 11
Physical Description: 2 folders	
1957, Consumer magazine	Box 12
1957-1960, Trade magazine	Box 12
1959, Consumer magazine	Box 12
1960, Consumer magazine	Box 12

Association of American Railroads (oversize)

1955-1957, Consumer magazine	Oversize-box OV1
Physical Description: oversize	

AVCO Manufacturing Corp. (All advertising except for Crosley Division consumer products. See also Oversize box OV2)

1949, Trade magazine (Spencer Heaters)	Box 12
1950-1951, Trade magazine	Box 12
1951, Consumer magazine (corporate)	Box 12
1952, Trade magazine (Spencer Heaters)	Box 12
1952, Trade magazine (Lycoming)	Box 12
1953-1954, Consumer newspaper	Box 12
1953-1954, Trade magazine (Spencer Heaters)	Box 12

1953, Trade magazine (Lycoming)	Box 12
1954, Trade magazine (Lycoming)	Box 12
1955, Consumer newspaper (corporate)	Box 12
1955, Trade magazine (Lycoming)	Box 12
1956, Consumer newspaper (Research and Advanced Development Division)	Box 12
1956, Consumer newspaper	Box 12
1956, Trade magazine (corporate)	Box 12
1956, Trade magazine (Research and Advanced Development Division)	Box 13
Physical Description: 2 folders	
1956, Trade magazine (Spencer Heaters)	Box 13
1956, Trade magazine (Lycoming)	Box 13
1957, Trade magazine (corporate)	Box 13
1957, Trade magazine (Crosley)	Box 13
1957, Trade magazine (Lycoming)	Box 13
1957, Trade magazine (Spencer Heaters)	Box 13
1958, Consumer magazine	Box 13
1958, Consumer newspaper	Box 13
1958, Trade magazine (corporate)	Box 13
1958, Trade magazine (Lycoming)	Box 13
1958, Trade magazine	Box 13
1959, Consumer magazine (corporate)	Box 13
1959, Consumer newspaper (corporate)	Box 13
1959, Trade magazine (corporate)	Box 13

1959, Trade magazine (Lycoming)	Box 13
1959, Trade magazine	Box 13
1960, Consumer magazine (corporate)	Box 14
1960, Consumer newspaper	Box 14
1960, Trade magazine	Box 14
Physical Description: 2 folders	
1961, Consumer magazine	Box 14
Physical Description: 2 folders	
1961, Consumer newspaper	Box 14
1961, Trade magazine (corporate)	Box 14
1961, Trade magazine (Research and Advanced Development Division)	Box 14
1961, Trade magazine (Lycoming)	Box 14
1961, Trade magazine (Electronics and Ordnance Division)	Box 14
1961, Trade magazine (Nashville Division)	Box 14
1962, Consumer magazine	Box 14
1962, Trade magazine (corporate)	Box 14
1962, Trade magazine (Research and Advanced Development Division)	Box 14
1962, Trade magazine (Lycoming)	Box 14
1963, Consumer magazine	Box 14
1963, Trade magazine	Box 14
Physical Description: 2 folders	
1964, Consumer magazine	Box 14
1964, Consumer newspaper	Box 14
1964, Trade magazine	Box 14

1965, Consumer magazine	Box 14
1965, Trade magazine	Box 14

AVCO Manufacturing Corp.

1952-1957, Consumer and trade magazine	Oversize-box OV2
Physical Description: oversize	
1958-1964, Consumer and trade magazine	Oversize-box OV2
Physical Description: oversize	
1959-1965, Consumer and trade newspaper	Oversize-box OV2
Physical Description: oversize	
1962-1965, Consumer and trade magazine	Oversize-box OV2
Physical Description: oversize	

AVCO-Crosley Consumer Products

1949, Consumer magazine (Shelvador)	Box 15
Physical Description: 2 folders	
1949, Consumer magazine (radios)	Box 15
1949, Consumer magazine (ranges)	Box 15
1949, Consumer magazine (freezers)	Box 15
1949, Consumer magazine	Box 15
1949, Consumer magazine (televisions)	Box 15
1949, Consumer newspaper	Box 15
1949, Trade magazine (multiple products)	Box 15
1949, Trade magazine	Box 15
1949-1951, Trade newspaper	Box 15
1950, Consumer magazine (Shelvador)	Box 15
1950, Consumer magazine	Box 15
Physical Description: 1-3 of 4 folders	

1950, Consumer magazine	Box 16
Physical Description: 4 of 4 folders	
1950, Consumer newspaper (televisions)	Box 16
1950, Consumer newspaper (radios)	Box 16
1950, Consumer newspaper	Box 16
1950, Trade magazine	Box 16
1951, Consumer magazine (Shelvador)	Box 16
1951, Consumer magazine	Box 16
1951, Consumer newspaper (Shelvador)	Box 16
Physical Description: 2 folders	
1951, Consumer newspaper (televisions)	Box 16
Physical Description: 1-3 of 5 folders	
1951, Consumer newspaper	Box 17
Physical Description: 4-5 of 5 folders	
1951, Trade magazine	Box 17
1952, Consumer magazine	Box 17
Physical Description: 3 folders	
1952, Consumer newspaper (Shelvador)	Box 17
1952, Consumer newspaper	Box 17
Physical Description: 2 folders	
1952, Trade magazine	Box 17
Physical Description: 2 folders	
1952, Trade newspaper	Box 17
1953, Consumer magazine (Shelvador)	Box 17
Physical Description: 2 folders	
1953, Consumer magazine (washer/dryer)	Box 17

1953, Consumer magazine (kitchens)	Box 18
Physical Description: 2 folders	
1953, Consumer magazine (air conditioners)	Box 18
1953, Consumer magazine (ranges)	Box 18
1953, Consumer magazine (refrigerator/ freezers)	Box 18
1953, Consumer magazine	Box 18
1953, Consumer newspaper (Shelvador)	Box 18
1953, Consumer newspaper (washer/dryer)	Box 18
1953, Consumer newspaper	Box 18
Physical Description: 3 folders	
1953, Trade magazine	Box 19
Physical Description: 3 folders	
1953, Trade newspaper	Box 19
1954, Consumer magazine	Box 19
Physical Description: 3 folders	
1954, Consumer newspaper	Box 19
1954, Trade magazine	Box 19
Physical Description: 2 folders	
1955, Consumer magazine	Box 19
1955, Trade magazine	Box 19

AVCO-Crosley Consumer Products (oversize)

1949, Consumer magazine (multiple products)	Oversize-box OV2
Physical Description: oversize	
1949, Consumer magazine (refrigerators)	Oversize-box OV2
Physical Description: oversize	

1949, Consumer magazine (televisions) Physical Description: oversize	Oversize-box OV2
1949, Consumer newspaper (televisions) Physical Description: oversize	Oversize-box OV2
1949-1951, Consumer newspaper (multiple products) Physical Description: oversize	Oversize-box OV2
1949-1952, Consumer newspaper (refrigerators) Physical Description: oversize	Oversize-box OV2
1949-1953, Consumer newspaper (ranges) Physical Description: oversize	Oversize-box OV2
1949-1954, Consumer magazine (ranges) Physical Description: oversize	Oversize-box OV2
1950, Consumer magazine (multiple products) Physical Description: oversize	Oversize-box OV2
1950, Consumer magazine (televisions) Physical Description: oversize	Oversize-box OV2
1950, Consumer newspaper (televisions) Physical Description: oversize	Oversize-box OV2
1950-1952, Consumer magazine (refrigerators) Physical Description: oversize	Oversize-box OV2
1951, Consumer magazine (televisions) Physical Description: oversize	Oversize-box OV2
1951, Consumer newspaper (televisions) Physical Description: 2 folders ; oversize	Oversize-box OV2
1951-1952, Consumer magazine (multiple products) Physical Description: oversize	Oversize-box OV2

1951-1954, Consumer newspaper (multiple products)	Oversize-box OV2
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Physical Description: oversize

1952-1953, Consumer magazine (air conditioners)	Oversize-box OV2
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Physical Description: oversize

1952-1953, Trade magazine (air conditioners)	Oversize-box OV2
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Physical Description: oversize

1953, Consumer magazine (multiple products)	Oversize-box OV2
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Physical Description: oversize

1953, Consumer magazine (washer/dryer)	Oversize-box OV2
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Physical Description: oversize

1953-1955, Consumer magazine (refrigerators)	Oversize-box OV2
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Physical Description: oversize

1953-1955, Consumer newspaper (refrigerators)	Oversize-box OV2
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Physical Description: oversize

1954, Consumer magazine (multiple products)	Oversize-box OV3
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Physical Description: oversize

1954, Trade magazine (multiple products)	Oversize-box OV3
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Physical Description: oversize

1955, Consumer promotional items	Oversize-box OV3
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Physical Description: oversize

Bellows and Company: See National Distillers Products

Box 19

Benton and Bowles

1952-1958, Trade magazine	Box 20
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1953-1980, Consumer magazine	Box 20
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1958-1959, Trade magazine	Box 20
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1959-1975, Trade newspaper	Box 20
1960-1963, Trade magazine	Box 20
1962-1967, Consumer newspaper	Box 20
1971-1976, Trade magazine	Box 20
1977-1980, Trade magazine	Box 20

Benton and Bowles (oversize)

1938-1939, Trade magazine	Oversize-box OV3
Physical Description: oversize	
1952-1969, Trade magazine	Oversize-box OV3
Physical Description: oversize	
1957-1958, Trade magazine	Oversize-box OV3
Physical Description: oversize	
1959-1961, Trade newspaper	Oversize-box OV3
Physical Description: oversize	
1962-1966, Trade magazine	Oversize-box OV3
Physical Description: oversize	
1967-1971, Trade magazine	Oversize-box OV3
Physical Description: oversize	
1974, Consumer newspaper	Oversize-box OV3
Physical Description: oversize	

Best Foods

Corporate and multiple product (oversize)

1938-1951, Consumer magazine	Box 20
1938-1944, Consumer newspaper	Box 20
1942-1946, Trade magazine	Box 20
1943-1951, Trade newspaper	Box 20
1946-1949, Consumer newspaper	Box 20

1947-1951, Trade magazine	Box 20
1951, Consumer newspaper	Box 20
Hellman's Mayonnaise	
1933, Consumer newspaper	Box 21
Physical Description: 4 folders	
1933-1941, Trade magazine	Box 21
1934, Consumer newspaper	Box 21
Physical Description: 2 folders	
1935-1936, Consumer newspaper	Box 21
1936-1937, Consumer magazine	Box 21
1936, Consumer newspaper	Box 21
1937, Consumer newspaper	Box 21
1938, Consumer magazine	Box 21
1938, Consumer newspaper	Box 21
1939-1940, Consumer magazine	Box 21
1939, Consumer newspaper	Box 21
1940, Consumer newspaper	Box 21
1942-1944, Consumer magazine	Box 22
1942-1944, Trade magazine	Box 22
1943-1946, Consumer and trade newspaper	Box 22
1944, Consumer newspaper	Box 22
1945-1947, Consumer magazine	Box 22
1945-1947, Consumer newspaper	Box 22
1945-1951, Trade magazine	Box 22
1948, Consumer magazine	Box 22

1948, Consumer newspaper	Box 22
1949-1951, Consumer magazine	Box 22
1949, Consumer newspaper	Box 22
1951-1952, Consumer newspaper	Box 22
Nucoa oleomargarine	
1934, Consumer newspaper	Box 23
Physical Description: 2 folders	
1935, Consumer newspaper	Box 23
Physical Description: 2 folders	
1935-1937, Trade magazine	Box 23
1936, Consumer magazine	Box 23
1936-1937, Consumer newspaper	Box 23
1937-1938, Consumer magazine	Box 23
1938-1941, Consumer newspaper	Box 23
1938, Trade magazine	Box 23
1939-1940, Consumer magazine	Box 23
1939-1940, Trade magazine	Box 24
1941, Consumer magazine	Box 24
941, Trade magazine	Box 24
1942-1943, Consumer magazine	Box 24
1942, Consumer newspaper	Box 24
1942, Trade magazine	Box 24
1943, Consumer newspaper	Box 24
1943, Trade magazine	Box 24
1944-1946, Consumer magazine	Box 24

1944, Consumer newspaper	Box 24
1944, Trade magazine	Box 24
1945, Consumer newspaper	Box 24
1945, Trade magazine	Box 25
1946-1947, Consumer newspaper	Box 25
1946, Trade magazine	Box 25
1947, Consumer magazine	Box 25
1947-1951, Trade magazine	Box 25
1951, Consumer magazine	Box 25
1951, Consumer newspaper	Box 25
Physical Description: 2 folders	

Standard Milling

1934, Consumer newspaper	Box 25
1935, Consumer newspaper	Box 25
1936-1945, Consumer magazine	Box 25
1936, Consumer newspaper	Box 25
1937-1938, Consumer newspaper	Box 25
1945-1946, Consumer and trade magazine	Box 26
1945, Consumer and trade newspaper	Box 26
Physical Description: 3 folders	
1946, Consumer newspaper	Box 26
Physical Description: 2 folders	
1946-1947, Consumer newspaper	Box 26
1947-1949, Consumer magazine	Box 26
1948-1950, Consumer newspaper	Box 26

Various condiments (Sandwich Spread, French dressing, Mustard with horseradish)

1936-1944, Consumer newspaper	Box 26
1939-1943, Consumer magazine	Box 26
1944-1946, Consumer and trade newspaper	Box 26
1945-1951, Consumer newspaper	Box 26
1947-1951, Consumer magazine	Box 26

Various shoe polish (Shinola, Bixby Jet Oil, Two-in-One, Tuxedo)

1939, Consumer and trade magazine	Box 27
1939-1940, Consumer newspaper	Box 27
1940, Consumer and trade magazine	Box 27
1946, Consumer magazine	Box 27
1946-1947, Consumer magazine	Box 27
1946, Consumer newspaper	Box 27
1946, Trade magazine	Box 27

Best Foods

Corporate and multiple product

1934-1948, Consumer newspaper	Oversize-box OV3
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Physical Description: oversize

Hellmann's Mayonnaise

1933, Consumer newspaper	Oversize-box OV3
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Physical Description: oversize

1934, Consumer newspaper	Oversize-box OV3
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Physical Description: 2 folders ; oversize

1935-1939, Consumer magazine	Oversize-box OV3
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Physical Description: oversize

1936-1948, Consumer newspaper	Oversize-box OV3
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Physical Description: oversize

1945-1951, Consumer magazine Oversize-box OV3

Physical Description: oversize

Nucoa oleomargarine

1934-1936, Consumer newspaper Oversize-box OV3

Physical Description: oversize

1936-1951, Consumer and trade magazine Oversize-box OV3

Physical Description: oversize

1943-1951, Consumer newspaper Oversize-box OV3

Physical Description: oversize

Standard Milling

1934, Consumer newspaper Oversize-box OV4

Physical Description: oversize

Various condiments

1951, Consumer newspaper Oversize-box OV4

Physical Description: oversize

Various shoe polish

1939, Consumer and trade magazine Oversize-box OV4

Physical Description: oversize

Bituminous Coal Institute

1943-1945, Consumer magazine Box 27

1944-1945, Consumer newspaper Box 27

1944-1945, Trade magazine Box 27

1944-1945, Trade newspaper Box 27

1945, Consumer magazine Box 27

1945, Consumer magazine Box 27

1946, Consumer magazine Box 28

1946-1952, Consumer newspaper Box 28

1946, Trade magazine Box 28

1946-1948, Trade newspaper Box 28

1947, Consumer magazine	Box 28
1947, Trade magazine	Box 28
1948, Consumer magazine	Box 28
1948, Trade magazine	Box 28
1949, Consumer magazine	Box 28
1949-1950, Trade magazine	Box 28
1950, Consumer magazine	Box 28
1951, Consumer magazine	Box 28
1951, Trade magazine	Box 28
1952-1953, Consumer magazine	Box 28
1952, Trade magazine	Box 28
1953, Trade magazine	Box 28
1954, Trade magazine	Box 28

Bituminous Coal Institute (oversize)

1945-1949, Consumer and trade magazine	Oversize-box OV4
Physical Description: oversize	
1950, Consumer newspaper	Oversize-box OV4
Physical Description: oversize	

Bristol Myers

1934, Consumer newspaper	Box 29
1934, Trade magazine (Sal Hepatica)	Box 29
1934, Trade magazine (Rubberset brushes)	Box 29
1935, Consumer magazine (Sal Hepatica)	Box 29
1935, Consumer newspaper	Box 29

1935, Trade magazine (Sal Hepatica)	Box 29
Physical Description: 2 folders	
1935, Trade magazine (Rubberset brushes)	Box 29
Bristol-Myers (oversize)	
1934, Consumer newspaper (Sal Hepatica)	Oversize-box OV4
Physical Description: oversize	
Calvert Distillers Corporation	
1937, Consumer magazine	Box 29
1937, Consumer magazine (Special and Reserve whiskey)	Box 29
Physical Description: 4 folders	
1937, Consumer newspaper (Old Drum whiskey)	Box 30
1937, Consumer newspaper	Box 30
1937, Trade magazine	Box 30
1937, Trade newspaper	Box 30
1938, Consumer magazine	Box 30
1938, Consumer newspaper (Special and Reserve whiskey)	Box 30
Physical Description: 2 folders	
1938, Consumer newspaper	Box 31
1938-1940, Trade magazine	Box 31
1939, Consumer magazine	Box 31
1939-1940, Consumer magazine	Box 31
1939, Consumer newspaper (Old Drum whiskey)	Box 31
1939, Consumer newspaper	Box 31
1939-1940, Consumer newspaper	Box 31

1939-1940, Trade magazine	Box 31
1960, Consumer magazine	Box 31
1960, Consumer newspaper	Box 31

Calvert Distillers Corporation (oversize)

1937, Consumer newspaper (multiple products) Oversize-box OV4

Physical Description: oversize

1938, Consumer newspaper (multiple products) Oversize-box OV4

Physical Description: oversize

1938-1939, Consumer magazine (multiple products) Oversize-box OV4

Physical Description: oversize

1939, Consumer newspaper (multiple products) Oversize-box OV4

Physical Description: oversize

1960, Consumer magazine (Calvert Gin) Oversize-box OV4

Physical Description: oversize

1960, Consumer newspaper (Calvert Gin) Oversize-box OV4

Physical Description: oversize

Can Manufacturers' Institute

1943-1944, Consumer magazine Box 32

1944, Consumer magazine Box 32

1944, Consumer newspaper Box 32

1944, Trade magazine Box 32

1944-1945, Trade newspaper Box 32

1945, Consumer magazine Box 32

Physical Description: 3 folders

1945, Consumer newspaper Box 32

1945, Trade magazine	Box 32
Physical Description: 4 folders	
1946, Consumer magazine	Box 33
Physical Description: 2 folders	
1946-1948, Consumer newspaper	Box 33
1946, Trade magazine	Box 33
Physical Description: 2 folders	
1946, Trade newspaper	Box 33
1948, Consumer magazine	Box 33
1948, Trade magazine	Box 33
1949, Trade magazine	Box 33

Can Manufacturers' Institute (oversize)

1944, Consumer magazine	Oversize-box OV4
Physical Description: oversize	
1945-1948, Consumer magazine	Oversize-box OV4
Physical Description: oversize	

Carling Brewing Company

1950-1952, Consumer magazine	Box 33
1950-1953, Consumer newspaper	Box 33
1952-1957, Trade magazine	Box 33
1953-1955, Consumer magazine	Box 33
1954-1959, Consumer newspaper	Box 33
1959-1960, Consumer magazine	Box 33

Carling Brewing Company (oversize)

1950-1958, Consumer magazine	Oversize-box OV4
Physical Description: oversize	

1951-1953, Consumer newspaper	Oversize-box OV4
Physical Description: oversize	

1952-1959, Trade magazine	Oversize-box OV4
Physical Description: oversize	

Chemical Bank/New York Trust Company

1960-1961, Trade magazine	Box 34
Physical Description: 3 folders	

1961, Consumer magazine	Box 34
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1961-1965, Consumer newspaper	Box 34
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1965-1967, Trade newspaper	Box 34
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1962, Consumer magazine	Box 34
Physical Description: 3 folders	

1962, Trade magazine	Box 34
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1963, Consumer magazine	Box 34
Physical Description: 2 folders	

1963, Trade magazine	Box 34
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1964, Consumer magazine	Box 34
Physical Description: 2 folders	

1964, Trade magazine	Box 34
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1965, Consumer magazine	Box 35
Physical Description: 4 folders	

1965, Trade magazine	Box 35
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1966, Consumer magazine	Box 35
Physical Description: 5 folders	

1966, Consumer newspaper	Box 35
Physical Description: 3 folders	

1966, Trade magazine	Box 35
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1967, Consumer magazine	Box 35
Physical Description: 1-4 of 8 folders	
1967, Consumer newspaper	Box 36
Physical Description: 5-8 of 8 folders	
1967, Trade magazine	Box 36
1968, Consumer magazine	Box 36
Physical Description: 3 folders	
1968, Trade magazine	Box 36
1968-1974, Trade newspaper	Box 36
1969, Consumer magazine	Box 36
1969-1974, Consumer newspaper	Box 36
1969, Trade magazine	Box 36
Physical Description: 2 folders	
1970-1972, Consumer magazine	Box 36
1970-1974, Trade magazine	Box 36
1973-1974, Consumer magazine	Box 36

Chemical Bank/New York Trust Company (oversize)

1960-1961, Consumer magazine	Oversize-box OV4
Physical Description: oversize	
1961-1966, Consumer newspaper	Oversize-box OV4
Physical Description: oversize	
1962-1963, Consumer magazine	Oversize-box OV4
Physical Description: oversize	
1964-1965, Consumer magazine	Oversize-box OV4
Physical Description: oversize	
1966-1967, Consumer and trade magazine	Oversize-box OV4
Physical Description: oversize	

1967-1968, Consumer and trade newspaper	Oversize-box OV4
Physical Description: oversize	
1968-1972, Consumer and trade magazine	Oversize-box OV4
Physical Description: oversize	
1969-1974, Consumer and trade newspaper	Oversize-box OV4
Physical Description: oversize	
Undated, Consumer and trade magazine	Oversize-box OV4
Physical Description: oversize	

Colgate-Palmolive-Peet Company

Corporate and multiple product (oversize)

1935-1940, Consumer magazine	Box 37
1935, Consumer newspaper	Box 37
1935, Trade magazine	Box 37
1936, Consumer newspaper (all-color comics)	Box 37
Physical Description: 2 folders	
1936, Trade magazine	Box 37
1937-1938, Consumer newspaper	Box 37
1937, Trade magazine	Box 37
1937-1940, Trade newspaper	Box 37
1938, Consumer newspaper (all-color comics)	Box 37
Physical Description: 2 folders	
1938, Trade magazine	Box 37
1939-1940, Consumer newspaper	Box 37
1939-1940, Trade magazine	Box 37

Cashmere Bouquet

1935, Consumer magazine	Box 38
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1935-1937, Trade magazine	Box 38
1936, Consumer magazine	Box 38
1937, Consumer magazine	Box 38
1937-1940, Consumer newspaper	Box 38
1937-1940, Trade magazine	Box 38
1938, Consumer magazine	Box 38
1939, Consumer magazine	Box 38

Colgate Dental Cream and Powder

1935, Consumer and trade magazine	Box 38
Physical Description: 2 folders	
1935, Consumer newspaper	Box 38
Physical Description: 2 folders	
1936, Consumer magazine	Box 38
Physical Description: 2 folders	
1936, Consumer newspaper	Box 38
Physical Description: 2 folders	
1937, Consumer magazine	Box 39
Physical Description: 2 folders	
1937, Consumer magazine	Box 39
1937, Consumer newspaper	Box 39
Physical Description: 2 folders	
1938, Consumer magazine	Box 39
1938, Consumer newspaper	Box 39
1938-1939, Consumer magazine	Box 39
1939-1940, Consumer magazine	Box 39
1939, Consumer newspaper	Box 39
Physical Description: 3 folders	

1940, Consumer magazine	Box 39
1940, Consumer newspaper	Box 39
1940-1941, Consumer newspaper	Box 39

Palmolive Soap

1935, Trade magazine	Box 40
1935-1936, Trade magazine (Measured Soap)	Box 40
1936, Consumer magazine	Box 40
1936, Consumer newspaper	Box 40
1936-1937, Trade magazine	Box 40
1937, Consumer magazine	Box 40
1937, Consumer newspaper	Box 40

Physical Description: 2 folders

1937-1940, Trade magazine (Measured Soap)	Box 40
1938, Consumer magazine	Box 40
1938, Consumer newspaper	Box 40

Physical Description: 2 folders

1938-1940, Trade magazine	Box 40
1939, Consumer magazine	Box 40
1939, Consumer newspaper	Box 41
1939-1940, Consumer magazine	Box 41
1940, Consumer newspaper	Box 41

Super Suds/Klek

1935-1936, Consumer newspaper	Box 41
1935-1940, Trade magazine	Box 41
1936-1939, Consumer magazine	Box 41

1937, Consumer newspaper	Box 41
Physical Description: 4 folders	
1937, Consumer newspaper	Box 41
1938, Consumer newspaper	Box 41
1939, Consumer newspaper	Box 41
Physical Description: 3 folders	
1939-1940, Consumer magazine	Box 42
1939-1941, Consumer newspaper	Box 42
Various shaving products	
1935-1936, Consumer magazine	Box 42
1935-1940, Consumer and trade newspaper	Box 42
1935-1940, Trade magazine	Box 42
1936, Consumer magazine	Box 42
Physical Description: 2 folders	
1937-1939, Consumer magazine	Box 42
1939-1940, Consumer magazine	Box 42
Other products	
1935, Consumer newspaper (Crystal White, Ben Hur soap)	Box 42
1935, Consumer newspaper (multiple products)	Box 42
1935-1936, Consumer and trade newspaper (Kirkman's soap)	Box 42
Physical Description: 2 folders	
1935-1937, Consumer newspaper (Octagon soap)	Box 42
1935-1937, Trade magazine (Special Palmolive shampoo)	Box 42

1935-1938, Trade magazine (multiple products)	Box 42
1935-1940, Consumer newspaper (multiple products)	Box 42
1936-1937, Consumer newspaper (Crystal White, Ben Hur soap)	Box 42
1938-1939, Trade magazine (multiple products)	Box 43
1938-1940, Consumer newspaper (Halo shampoo)	Box 43
1938-1940, Consumer newspaper (Octagon soap)	Box 43
1938-1940, Consumer newspaper (Vel detergent)	Box 43
1939, Consumer and trade newspaper (Cue dental liquid, Dr. Caldwell's laxative)	Box 43
1939, Consumer newspaper (Halo shampoo)	Box 43
1940, Trade magazine (multiple products)	Box 43
Colgate-Palmolive-Peet Company	
Corporate and Multiple Product	
1935, Trade magazine	Oversize-box OV5
Physical Description: oversize	
1935-1940, Consumer newspaper	Oversize-box OV5
Physical Description: oversize	
1937-1940, Trade newspaper	Oversize-box OV5
Physical Description: oversize	
Colgate dental creme and powder	
1935, Consumer newspaper	Oversize-box OV5
Physical Description: oversize	
Palmolive soap	
1936, Consumer magazine	Oversize-box OV5
Physical Description: oversize	

1936-1937, Consumer newspaper	Oversize-box OV5
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Physical Description: oversize

Super Suds

1936, Consumer newspaper	Oversize-box OV5
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Physical Description: oversize

1936-1940, Trade magazine	Oversize-box OV5
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Physical Description: oversize

Columbia Broadcasting System

Corporate advertising (oversize)

1943, Consumer magazine	Box 43
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1943-1944, Consumer magazine	Box 43
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1944, Consumer newspaper	Box 43
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1945, Consumer magazine	Box 43
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Physical Description: 2 folders

1946, Consumer magazine	Box 43
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CBS Records

1940, Consumer magazine	Box 44
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1940, Consumer newspaper	Box 44
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1940-1946, Trade magazine	Box 44
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1940-1946, Trade newspaper	Box 44
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1941, Consumer magazine	Box 44
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Physical Description: 2 folders

1941, Consumer newspaper	Box 44
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Physical Description: 2 folders

1942, Consumer magazine	Box 44
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1943, Consumer magazine	Box 44
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1944-1945, Consumer magazine	Box 44
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1944-1946, Consumer newspaper	Box 44
1945, Consumer magazine	Box 44
1946, Consumer magazine	Box 44
1960, Consumer magazine	Box 44

Columbia Broadcasting System

1940-1945, Consumer magazine	Oversize-box OV5
Physical Description: oversize	
1941-1942, Consumer newspaper	Oversize-box OV5
Physical Description: oversize	
1944, Consumer newspaper	Oversize-box OV5
Physical Description: oversize	

Continental Baking Company

1932, Consumer newspaper (Wonder Bread)	Box 44
Physical Description: 4 folders	
1937, Consumer newspaper (Wonder Bread)	Box 45
Physical Description: 4 folders	
1937, Consumer newspaper (Wonder Wheat Bread)	Box 45
1937, Consumer newspaper (Certified Bread, Holsum Baby Label)	Box 45
1937, Consumer newspaper (Hostess cakes)	Box 45
1937, Trade magazine (multiple products)	Box 45
1937-1940, Trade magazine (multiple products)	Box 45
1937-1940, Trade newspaper (multiple products)	Box 45
1938, Consumer magazine (Wonder Bread)	Box 45

1938, Consumer newspaper (Wonder Bread) Physical Description: 4 folders	Box 45
1938, Consumer newspaper (multiple products) Physical Description: 4 folders	Box 46
1938, Consumer newspaper (multiple products)	Box 46
1939, Consumer newspaper (Wonder Bread)	Box 46
1939, Consumer newspaper (multiple products)	Box 46
1940, Consumer newspaper (Wonder Bread)	Box 46
1940, Consumer newspaper (Wonder Bread, Certified Bread)	Box 46

Continental Baking Company (oversize)

1932, Consumer newspaper Physical Description: oversize	Oversize-box OV5
1937, Consumer newspaper Physical Description: 3 folders ; oversize	Oversize-box OV5
1937-1938, Consumer newspaper Physical Description: oversize	Oversize-box OV5
1938, Consumer newspaper Physical Description: 2 folders ; oversize	Oversize-box OV5
1938-1939, Consumer newspaper Physical Description: oversize	Oversize-box OV5
1939, Consumer newspaper Physical Description: oversize	Oversize-box OV5
1940, Consumer newspaper Physical Description: oversize	Oversize-box OV5

Continental Oil Company (CONOCO)

1953, Consumer magazine	Box 46
Physical Description: 2 folders	
1953, Consumer and trade newspaper	Box 46
1953, Trade magazine	Box 46
Physical Description: 3 folders	
1953-1954, Consumer magazine	Box 46
1954, Consumer magazine	Box 46
Physical Description: 2 folders	
1954, Consumer and trade newspaper	Box 47
1954, Trade magazine	Box 47
1955, Consumer magazine	Box 47
Physical Description: 4 folders	
1955-1956, Consumer and trade newspaper	Box 47
1955-1956, Trade magazine	Box 47
1956, Consumer magazine	Box 47
Physical Description: 2 folders	
1956, Consumer newspaper	Box 47
Physical Description: 2 folders	
1956, Trade magazine	Box 47
1957, Consumer magazine	Box 47
Physical Description: 4 folders	
1957-1959, Consumer and trade newspaper	Box 48
1957, Trade magazine	Box 48
Physical Description: 2 folders	
1958, Consumer magazine	Box 48
1958, Trade magazine	Box 48
1959, Consumer magazine	Box 48

1959, Trade magazine	Box 48
1960, Consumer magazine	Box 48
1960, Trade magazine	Box 48

Continental Oil Company (CONOCO) (oversize)

1953, Consumer magazine Physical Description: oversize	Oversize-box OV5
1953, Consumer newspaper Physical Description: oversize	Oversize-box OV5
1954, Consumer magazine Physical Description: oversize	Oversize-box OV6
1954, Consumer newspaper Physical Description: oversize	Oversize-box OV6
1955, Consumer magazine Physical Description: 2 folders ; oversize	Oversize-box OV6
1955, Consumer newspaper Physical Description: oversize	Oversize-box OV6
1955-1958, Trade magazine Physical Description: oversize	Oversize-box OV6
1956, Consumer magazine Physical Description: 2 folders ; oversize	Oversize-box OV6
1956, Consumer newspaper Physical Description: oversize	Oversize-box OV6
1957, Consumer magazine Physical Description: 3 folders ; oversize	Oversize-box OV6
1957-1960, Consumer newspaper Physical Description: oversize	Oversize-box OV6
1958-1959, Consumer magazine Physical Description: oversize	Oversize-box OV6

1960, Consumer magazine Oversize-box OV6

Physical Description: oversize

Crowell-Collier Publishing Company (The American Magazine)

1943, Trade magazine Box 48

1943-1946, Trade newspaper Box 48

1944, Consumer newspaper Box 48

1944, Trade magazine Box 48

Physical Description: 2 folders

1945, Consumer magazine Box 48

1945, Consumer newspaper Box 48

1945, Trade magazine Box 49

Physical Description: 5 folders

1946-1951, Consumer newspaper Box 49

1946, Trade magazine Box 49

Physical Description: 5 folders

1947-1948, Consumer magazine Box 49

1947, Trade magazine Box 49

Physical Description: 3 folders

1948-1949, Trade magazine Box 49

1950-1951, Trade magazine Box 49

Crowell-Collier Publishing Company

1943-1944, Consumer magazine Oversize-box OV7

Physical Description: oversize

1943-1944, Consumer newspaper Oversize-box OV7

Physical Description: oversize

1945-1946, Consumer magazine Oversize-box OV7

Physical Description: oversize

1945-1946, Consumer newspaper	Oversize-box OV7
Physical Description: oversize	
1947, Consumer and trade magazine	Oversize-box OV7
Physical Description: oversize	
1947-1951, Consumer and trade newspaper	Oversize-box OV7
Physical Description: oversize	
1948, Consumer and trade magazine	Oversize-box OV7
Physical Description: oversize	
1949-1951, Consumer and trade magazine	Oversize-box OV7
Physical Description: oversize	

Dana Perfumes

1969-1973, Consumer magazine (Ambush)	Box 50
1969-1973, Consumer magazine (Tabu)	Box 50
1969, Consumer magazine (Canoe)	Box 50
1970-1973, Consumer magazine (Canoe)	Box 50
1970, Consumer magazine (multiple products)	Box 50

Dana Perfumes (oversize)

1972, Consumer magazine	Oversize-box OV7
Physical Description: oversize	

Diamond Match Company

1950-1952, Consumer magazine	Box 50
1950-1951, Consumer newspaper	Box 50
1950-1951, Trade magazine	Box 50
1951, Trade newspaper	Box 50
1952, Consumer newspaper	Box 50
1952-1953, Consumer newspaper	Box 50

1952, Trade magazine	Box 50
Physical Description: 2 folders	
1952-1956, Trade newspaper (multiple products)	Box 50
1953, Consumer magazine	Box 50
1953-1956, Consumer newspaper	Box 50
1953, Trade magazine	Box 50
1954, Consumer newspaper	Box 50
1954, Trade magazine	Box 50
1955, Consumer magazine	Box 50
1955, Trade magazine	Box 50
1956, Consumer magazine	Box 50
1956, Trade magazine	Box 50

Diamond Match Company (oversize)

1951-1953, Consumer magazine	Oversize-box OV7
Physical Description: oversize	
1951-1956, Consumer newspaper	Oversize-box OV7
Physical Description: oversize	

E.F. Hutton and Company

1969-1970, Consumer magazine	Box 51
1969-1970, Consumer newspaper	Box 51
1970, Trade magazine	Box 51
1971, Consumer magazine	Box 51
1974, Consumer magazine	Box 51
1974, Consumer newspaper	Box 51
1978, Consumer magazine	Box 51

E.F. Hutton and Company (oversize)

1971, Trade magazine Oversize-box OV7

Physical Description: oversize

Fiat Motors of North America

1978, Consumer magazine (Brava) Box 51

1978, Consumer magazine (Strada) Box 51

1978-1979, Consumer magazine (Fiat 128) Box 51

1978-1979, Consumer magazine (Fiat X 1/9) Box 51

1978, Consumer magazine (multiple products) Box 51

1979, Consumer magazine (Fiat 128) Box 51

1978-1979, Consumer magazine (Brava) Box 51

1978-1979, Consumer magazine (multiple products) Box 51

1979, Consumer magazine (Fiat 128) Box 51

1979, Consumer magazine (multiple products) Box 51

1979, Consumer magazine (Strada) Box 51

1979-1980, Consumer magazine (Strada) Box 51

1980, Consumer magazine (Spider, X 1/9) Box 51

1980, Consumer magazine (multiple products) Box 51

Fiat Motors of North America (oversize)

1978-1979, Consumer magazine (corporate) Oversize-box OV7

Physical Description: oversize

1979, Consumer magazine (Strada) Oversize-box OV7

Physical Description: oversize

1979, Consumer magazine (128 sedan) Oversize-box OV7

Physical Description: oversize

Florida Citrus Commission

1943-1944, Consumer magazine	Box 52
1943-1945, Consumer newspaper and magazine	Box 52
1943, Consumer newspaper	Box 52
1944, Consumer magazine	Box 52
1944, Consumer newspaper	Box 52
Physical Description: 2 folders	
1944-1945, Trade magazine	Box 52
1945, Consumer magazine	Box 52
Physical Description: 2 folders	
1945, Consumer newspaper	Box 52
1946, Consumer magazine	Box 52
Physical Description: 1 of 2 folders	
1946, Consumer magazine	Box 53
Physical Description: 2 of 2 folders	
1946-1947, Consumer magazine	Box 53
1946, Consumer newspaper	Box 53
Physical Description: 4 folders	
1946, Trade magazine	Box 53
Physical Description: 3 folders	
1947, Consumer magazine	Box 53
Physical Description: 3 folders	
1947, Consumer newspaper (in Hebrew)	Box 53
1947, Consumer newspaper	Box 53
Physical Description: 1 of 3 folders	
1947, Consumer newspaper	Box 54
Physical Description: 2-3 of 3 folders	

1947, Trade magazine	Box 54
Physical Description: 3 folders	
1948, Consumer magazine	Box 54
Physical Description: 3 folders	
1948, Consumer newspaper	Box 54
Physical Description: 3 folders	
1948, Trade magazine	Box 54
Physical Description: 2 folders	
1948, Trade newspaper	Box 54
1949, Consumer magazine	Box 54
Physical Description: 3 folders	
1949, Consumer newspaper	Box 54
Physical Description: 2 folders	
1949, Trade magazine	Box 55
Physical Description: 2 folders	
1949, Trade newspaper	Box 55
1950, Consumer magazine	Box 55
1950, Consumer newspaper	Box 55
1950, Trade magazine	Box 55
Physical Description: 2 folders	
1950, Trade newspaper	Box 55
1955, Consumer magazine	Box 55
Physical Description: 2 folders	
1955, Consumer newspaper	Box 55
1955, Trade magazine	Box 55
1955, Trade newspaper	Box 55

1956, Consumer magazine	Box 55
Physical Description: 2 folders	
1956, Consumer newspaper	Box 55
1956, Trade magazine	Box 55
1956, Trade newspaper	Box 55
1957, Consumer magazine	Box 55
Physical Description: 2 folders	
1957, Consumer newspaper	Box 55
1957, Consumer newspaper (in French)	Box 55
1957, Trade magazine	Box 56
1957, Trade magazine (in French)	Box 56
1957, Trade newspaper	Box 56
1958, Consumer magazine	Box 56
1958, Consumer newspaper	Box 56
1958, Trade magazine	Box 56
1959, Consumer magazine	Box 56
Physical Description: 2 folders	
1959, Consumer newspaper	Box 56
Physical Description: 2 folders	
1959, Trade magazine	Box 56
1959, Trade newspaper	Box 56
1960, Consumer magazine	Box 56
Physical Description: 2 folders	
1960, Trade magazine	Box 56
1960, Trade newspaper	Box 56

1961, Consumer magazine	Box 56
Physical Description: 3 folders	
1961, Consumer newspaper	Box 57
Physical Description: 3 folders	
1961, Trade magazine	Box 57
1961, Trade newspaper	Box 57
1962, Consumer magazine	Box 57
Physical Description: 3 folders	
1962, Consumer magazine (Canadian)	Box 57
1962, Consumer newspaper	Box 57
1962, Trade magazine	Box 57
Physical Description: 2 folders	
1963, Consumer magazine	Box 57
1963, Trade magazine	Box 57

Florida Citrus Commission (oversize)

1943-1949, Consumer magazine	Oversize-box OV7
Physical Description: oversize	
1943-1957, Consumer newspaper	Oversize-box OV7
Physical Description: oversize	
1944-1962, Trade newspaper	Oversize-box OV7
Physical Description: oversize	
1945-1949, Trade magazine	Oversize-box OV7
Physical Description: oversize	
1950-1959, Consumer magazine	Oversize-box OV8
Physical Description: oversize	
1950-1963, Trade magazine	Oversize-box OV8
Physical Description: oversize	

1959-1960, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	
1960-1963, Consumer magazine	Oversize-box OV8
Physical Description: oversize	
1961-1962, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	

French Government Tourist Office

1952, Consumer magazine	Box 57
1952, Consumer newspaper	Box 57
1952-1954, Trade magazine	Box 57
1953, Consumer magazine	Box 57
1953, Consumer newspaper	Box 57
1954, Consumer magazine	Box 57
1954-1956, Consumer newspaper	Box 57
1955, Consumer magazine	Box 57
1955-1957, Trade magazine	Box 57
1956-1957, Consumer magazine	Box 57

General Aniline and Film Corporation

AnSCO (oversize)

1955-1956, Trade magazine	Box 58
1956, Consumer magazine	Box 58
Physical Description: 2 folders	
1956, Consumer newspaper	Box 58
1956, Trade magazine	Box 58
Physical Description: 4 folders	

1957, Consumer magazine	Box 58
Physical Description: 2 folders	
1957-1959, Consumer newspaper	Box 58
1957, Trade magazine	Box 58
Physical Description: 6 folders	
1958-1959, Consumer magazine	Box 59
1958, Trade magazine	Box 59
Physical Description: 4 folders	
1959, Trade magazine	Box 59
Physical Description: 4 folders	
1959-1960, Trade newspaper	Box 59
1960, Consumer magazine	Box 59
1960, Trade magazine	Box 59
Physical Description: 3 folders	
1961, Consumer magazine	Box 59
Physical Description: 2 folders	
1961, Trade magazine	Box 59
Other products	
1956, Consumer magazine (Ozalid)	Box 60
1956, Trade magazine (Ozalid)	Box 60
1957, Trade magazine (Ozalid)	Box 60
1957-1959, Consumer magazine (Ozalid, Antara))	Box 60
1958, Trade magazine (Ozalid, Antara))	Box 60
1959, Trade magazine (Ozalid, Antara))	Box 60
1960-1961, Trade magazine (Ozalid)	Box 60

General Aniline and Film Corporation (Ansco)

1957-1960, Consumer magazine	Oversize-box OV8
Physical Description: oversize	

General Electric

1945, Trade magazine	Box 60
Physical Description: 2 folders	

1945-1946, Trade newspaper	Box 60
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1946, Consumer magazine (resin and insulation)	Box 60
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1946, Trade magazine (plastics)	Box 60
Physical Description: 2 folders	

1947, Trade magazine (resin and insulation)	Box 60
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1947, Trade magazine (plastics)	Box 60
Physical Description: 2 folders	

1948-1952, Consumer magazine (plastics)	Box 60
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1948, Trade magazine (resin and insulation)	Box 60
Physical Description: 2 folders	

1948, Trade magazine (plastics)	Box 60
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1949, Trade magazine (resin and insulation)	Box 61
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1949, Trade magazine (plastics)	Box 61
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1950-1957, Consumer newspaper	Box 61
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1950, Trade magazine	Box 61
Physical Description: 2 folders	

1950, Trade magazine	Box 61
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1950-1952, Trade newspaper (plastics)	Box 61
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1951, Trade magazine	Box 61
Physical Description: 2 folders	

1952, Trade magazine (plastics)	Box 61
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1952, Trade magazine	Box 61
Physical Description: 2 folders	
1953-1954, Consumer magazine	Box 61
1953, Trade magazine (plastics)	Box 61
1953, Trade magazine	Box 61
1953-1956, Trade newspaper	Box 61
1954, Trade magazine	Box 61
Physical Description: 2 folders	
1955-1956, Consumer magazine	Box 62
1955, Trade magazine	Box 62
Physical Description: 3 folders	
1956, Trade magazine	Box 62

General Electric (oversize)

1950-1956, Consumer and trade magazine	Oversize-box OV8
Physical Description: oversize	
1951, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	

General Foods

Corporate and multiple product (oversize)

1932-1938, Trade magazine	Box 62
1933-1937, Trade newspaper	Box 62
1935-1946, Consumer newspaper	Box 62
1939-1943, Consumer magazine	Box 62
1941-1947, Trade magazine	Box 62
1948, Trade magazine	Box 62
1949, Trade magazine	Box 62

1950-1953, Trade magazine	Box 62
1955-1957, Trade magazine	Box 62
1955-1958, Trade magazine	Box 62
1956-1960, Consumer magazine	Box 62
1956-1959, Trade magazine	Box 62
1960-1961, Trade magazine	Box 63
1962-1963, Trade magazine	Box 63
1970-1981, Consumer magazine	Box 63
1971-1979, Consumer newspaper	Box 63

Birds Eye frozen foods

1945-1972, Consumer newspaper and magazine (seafood, pizza, Stix)	Box 63
1960-1961, Consumer newspaper and magazine (frozen instant baby food)	Box 63
1964-1966, Consumer newspaper and magazine (Soda Burst)	Box 63
1966-1968, Consumer magazine (Cool Whip)	Box 63
1966-1969, Consumer newspaper (Cool Whip)	Box 63
1968-1970, Consumer newspaper and magazine (Cool 'n Creamy Pudding)	Box 63
1968-1979, Consumer magazine (Orange Plus)	Box 63
1969-1976, Consumer magazine (Orange Plus)	Box 63
1969, Consumer magazine (Cool Whip)	Box 63
1970-1972, Consumer magazine (Cool Whip)	Box 63

1973-1981, Consumer newspaper (Cool Whip)	Box 63
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1976-1980, Consumer magazine (Cool Whip)	Box 63
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1983-1984, 1994-1995, Consumer magazine (Cool Whip)	Box 63
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Certo and Sure-Jell

1932, Consumer magazine	Box 64
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1932, Consumer newspaper	Box 64
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1934-1935, Consumer magazine	Box 64
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1934-1935, Consumer newspaper	Box 64
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1935, Consumer magazine	Box 64
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1936, Consumer magazine	Box 64
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Physical Description: 2 folders

1936-1937, Consumer newspaper	Box 64
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1937, Consumer magazine	Box 64
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1937-1950, Trade magazine	Box 64
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1938, Consumer magazine	Box 64
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1938-1940, Consumer newspaper	Box 64
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1939, Consumer magazine	Box 64
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1939-1940, Consumer magazine	Box 64
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1940, Consumer magazine	Box 64
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1940-1941, Consumer newspaper	Box 64
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1941, Consumer magazine	Box 64
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1942, Consumer magazine	Box 65
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1942-1946, Consumer newspaper	Box 65
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1943, Consumer magazine	Box 65
1944, Consumer magazine	Box 65
1945, Consumer magazine	Box 65
1946, Consumer magazine	Box 65
1947, Consumer magazine	Box 65
1947-1950, Consumer newspaper	Box 65
1948, Consumer magazine	Box 65
1949, Consumer magazine	Box 65
1950-1951, Consumer magazine	Box 65
1951, Consumer magazine	Box 65
1951-1952, Consumer newspaper	Box 65
1951-1952, Trade magazine	Box 65
1952, Consumer magazine	Box 65
1952-1953, Consumer magazine	Box 65
1953-1954, Consumer and trade magazine	Box 65
1954, Consumer magazine	Box 65

Diamond Crystal salt

1932-1933, Trade magazine	Box 66
1932-1939, Consumer newspaper	Box 66
1934, Trade magazine	Box 66
1935-1936, Trade magazine	Box 66
1937-1939, Trade magazine	Box 66
1938-1943, Trade newspaper	Box 66
1940-1941, Trade magazine	Box 66

1940-1944, Consumer newspaper	Box 66
1942-1943, Trade magazine	Box 66
1942-1945, Consumer magazine	Box 66
1943, Trade magazine	Box 66
1944-1945, Trade magazine	Box 66
1944-1946, Consumer newspaper	Box 66
1944-1955, Trade newspaper	Box 66
1945-1946, Trade magazine	Box 67
1946-1948, Consumer magazine	Box 67
1946-1948, Trade magazine	Box 67
1947-1950, Consumer newspaper	Box 67
1949-1951, Consumer magazine	Box 67
1949-1951, Trade magazine	Box 67
1951-1952, Consumer newspaper	Box 67
1952-1953, Consumer magazine	Box 67
1952-1953, Trade magazine	Box 67
1953-1955, Consumer newspaper	Box 67
1954-1955, Consumer magazine	Box 67
1954-1955, Trade magazine	Box 67

Gaines dog food

1944, Consumer magazine	Box 67
Physical Description: 2 folders	
1944-1946, Consumer and trade newspaper	Box 68
1944-1946, Trade magazine	Box 68

1945, Consumer magazine	Box 68
Physical Description: 3 folders	
1948, Consumer magazine	Box 68
1948-1950, Consumer and trade newspaper	Box 68
1948-1949, Trade magazine	Box 68
1949, Consumer magazine	Box 68
Physical Description: 2 folders	
1950, Consumer magazine	Box 68
Physical Description: 2 folders	
1950, Trade magazine	Box 68
1951, Consumer magazine	Box 68
Physical Description: 2 folders	
1951-1953, Consumer newspaper	Box 69
1951, Trade magazine	Box 69
1952, Consumer magazine	Box 69
Physical Description: 2 folders	
1952-1953, Trade magazine	Box 69
1953, Consumer magazine	Box 69
Physical Description: 2 folders	
1954, Consumer magazine	Box 69
Physical Description: 3 folders	
1954-1955, Consumer and trade newspaper	Box 69
1954-1957, Trade magazine	Box 69
1955, Consumer magazine	Box 69
Physical Description: 2 folders	
1956, Consumer magazine	Box 69
1956-1957, Consumer newspaper	Box 69

1957, Consumer magazine	Box 70
1958-1960, Consumer newspaper	Box 70
1959-1960, Consumer magazine	Box 70
1959-1961, Trade magazine	Box 70
1961-1964, Consumer magazine	Box 70
1961-1962, Consumer newspaper	Box 70
1962, Trade magazine	Box 70
1963-1965, Trade magazine	Box 70
1963-1977, Consumer newspaper	Box 70
1965-1971, Consumer magazine	Box 70
1966-1968, Trade magazine	Box 70
1969-1970, Trade magazine	Box 70
1972-1974, Consumer magazine	Box 70
1972-1977, Trade magazine	Box 70
1976-1980, Consumer magazine	Box 70
1978-1980, Trade magazine	Box 70

Jell-O products

1932-1941, Trade magazine	Box 71
1955-1963, Trade magazine	Box 71
1979-1982, Consumer magazine	Box 71
1981, Consumer newspaper	Box 71

Log Cabin syrup

1932-1939, Consumer magazine	Box 71
1932-1939, Consumer and trade newspaper	Box 71

1938-1949, Trade magazine	Box 71
1940-1941, Consumer magazine	Box 71
1947-1954, Consumer magazine	Box 71
1947-1953, Consumer and trade newspaper	Box 71
1950-1956, Trade magazine	Box 71

Maxwell House coffee

1932-1935, Consumer magazine	Box 71
1932-1935, Consumer newspaper	Box 71
1932-1935, Trade magazine	Box 71
1936-1939, Consumer magazine	Box 72
1936, Consumer newspaper	Box 72
1936-1939, Trade magazine	Box 72
1937-1939, Consumer newspaper	Box 72
1940-1943, Consumer newspaper	Box 72
1940-1942, Trade magazine	Box 72
1940-1942, Trade newspaper	Box 72
1940-1941, Trade magazine (Maxwell House tea)	Box 72
1941-1944, Consumer magazine	Box 72
1941, Consumer newspaper	Box 73
1943-1944, Consumer newspaper (Teem tea)	Box 73
1944, Consumer newspaper	Box 73
1945, Consumer magazine	Box 73
1945-1946, Consumer newspaper	Box 73

1945-1949, Consumer newspaper (instant coffee)	Box 73
1945-1959, Trade magazine (instant coffee)	Box 73
1945-1946, Trade newspaper (instant coffee)	Box 73
1946, Consumer magazine	Box 73
1946-1948, Consumer magazine (instant coffee)	Box 73
1947-1948, Consumer magazine	Box 73
1947-1948, Consumer newspaper	Box 74
1947-1948, Consumer magazine (Maxwell House tea)	Box 74
1947, Consumer newspaper (Maxwell House tea)	Box 74
1948, Trade: Salesperson newsletter	Box 74
1949, Consumer magazine	Box 74
1949-1950, Consumer newspaper	Box 74
1949-1950, Trade newspaper	Box 74
1950, Consumer magazine	Box 74
1950-1954, Consumer magazine (instant coffee)	Box 74
1950-1954, Consumer newspaper (instant coffee)	Box 74
1950-1953, Trade newspaper (instant coffee)	Box 74
1950-1952, Consumer newspaper (Maxwell House tea)	Box 74
1951, Consumer magazine	Box 74
1951, Consumer newspaper	Box 74

1952-1954, Consumer magazine	Box 74
1952-1954, Consumer newspaper	Box 75
1952-1954, Trade magazine	Box 75
1952, Consumer magazine (Maxwell House tea)	Box 75
1955-1958, Consumer magazine	Box 75
1955-1958, Consumer newspaper	Box 75
1955-1956, Trade magazine	Box 75
1957-1958, Trade magazine	Box 75
1957, Consumer magazine (instant coffee)	Box 75
1957-1958, Trade newspaper (instant coffee)	Box 75
1958, Consumer newspaper (instant coffee)	Box 75
1958, Trade: Collateral literature	Box 76
1959, Consumer magazine (instant coffee)	Box 76
1959, Consumer newspaper (instant coffee)	Box 76
1959, Trade magazine (instant coffee)	Box 76
Physical Description: 2 folders	
1959, Trade magazine	Box 76
1960-1964, Consumer magazine (instant coffee)	Box 76
1960-1961, Trade magazine	Box 76
1961-1962, Consumer newspaper (instant coffee)	Box 76
1963-1965, Trade magazine	Box 76
1965-1968, Consumer magazine	Box 76
1965-1968, Consumer newspaper	Box 76

Post cereals

1932-1933, Consumer (flattened cereal boxes)	Box 77
1932, Consumer magazine	Box 77
1932-1933, Consumer newspaper	Box 77
1934, Consumer magazine	Box 77
1934-1935, Consumer newspaper	Box 77
1934-1941, Trade newspaper	Box 77
1935, Consumer magazine	Box 77
1935-1939, Trade magazine	Box 77
1936, Consumer magazine	Box 77
Physical Description: 2 folders	
1936, Consumer newspaper	Box 77
Physical Description: 3 folders	
1936-1937, Consumer newspaper (in Hebrew)	Box 77
1937, Consumer magazine	Box 78
1937, Consumer newspaper	Box 78
Physical Description: 3 folders	
1938, Consumer magazine	Box 78
1938, Consumer newspaper	Box 78
1939, Consumer magazine	Box 78
1939, Consumer newspaper	Box 78
1940, Consumer magazine	Box 78
1940, Consumer newspaper	Box 78
1940-1941, Trade magazine	Box 78

1941, Consumer magazine	Box 78
1941, Consumer newspaper	Box 79
1942, Consumer magazine	Box 79
1942-1943, Trade magazine	Box 79
1943, Consumer magazine	Box 79
1943-1944, Consumer newspaper	Box 79
1944-1945, Trade magazine	Box 79
1945, Consumer magazine	Box 79
Physical Description: 2 folders	
1945, Consumer newspaper	Box 79
1946, Consumer magazine	Box 79
1946, Consumer newspaper	Box 79
1947, Consumer magazine	Box 79
Physical Description: 2 folders	
1947, Consumer newspaper	Box 79
1948, Consumer magazine	Box 80
Physical Description: 2 folders	
1948, Consumer newspaper	Box 80
1948, Trade magazine	Box 80
1949, Consumer magazine (Sugar Crisps)	Box 80
1949, Consumer magazine	Box 80
Physical Description: 2 folders	
1949, Consumer newspaper	Box 80
1949, Trade magazine	Box 80
1950, Consumer magazine	Box 80
Physical Description: 2 folders	

1950, Consumer newspaper	Box 80
Physical Description: 2 folders	
1950-1954, Trade magazine	Box 80
1951, Consumer magazine (Sugar Crisps)	Box 80
1951, Consumer magazine	Box 80
1951, Consumer newspaper	Box 81
Physical Description: 2 folders	
1952, Consumer magazine	Box 81
1952, Consumer newspaper	Box 81
1953, Consumer magazine	Box 81
1953, Consumer newspaper	Box 81
1954, Consumer magazine	Box 81
1954, Consumer newspaper	Box 81
1955, Consumer magazine	Box 81
Physical Description: 2 folders	
1955, Consumer newspaper	Box 81
1957, Consumer magazine	Box 81
1957, Consumer newspaper	Box 81
1958-1959, Consumer newspaper	Box 81
1959, Consumer magazine	Box 81
1960-1961, Consumer magazine	Box 81
1960-1964, Consumer newspaper	Box 81
1962, Consumer magazine	Box 81
1963-1965, Consumer magazine	Box 82
1965-1969, Consumer newspaper	Box 82

1966-1969, Consumer magazine	Box 82
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1970-1979, Consumer magazine	Box 82
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Snider's condiments

1943-1945, Consumer and trade newspaper	Box 82
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1943-1952, Trade magazine	Box 82
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1944-1945, Consumer magazine	Box 82
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1946-1947, Consumer magazine	Box 82
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1946-1948, Consumer and trade newspaper	Box 82
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1948-1950, Consumer magazine	Box 82
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Walter Baker chocolates

1932-1934, Consumer magazine	Box 83
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1932-1940, Consumer newspaper	Box 83
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1932-1933, Trade magazine	Box 83
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1934-1936, Trade magazine	Box 83
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1935-1936, Consumer magazine	Box 83
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1937-1938, Consumer magazine	Box 83
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1937-1939, Trade magazine	Box 83
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1939, Consumer magazine	Box 83
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1940, Consumer magazine	Box 83
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1940-1941, Trade magazine	Box 83
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1941-1944, Consumer magazine	Box 83
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1942-1947, Trade magazine	Box 83
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1944-1947, Consumer and trade newspaper	Box 83
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1945-1946, Consumer magazine	Box 83
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1947-1948, Consumer magazine	Box 83
1948-1949, Consumer and trade newspaper	Box 83
1948, Trade magazine	Box 83
1949, Consumer magazine	Box 83
1949-1950, Consumer newspaper	Box 83
1949, Trade magazine	Box 83
1950-1951, Consumer magazine	Box 83
1950, Trade magazine	Box 84
1951, Consumer newspaper	Box 84
1951-1956, Trade magazine	Box 84
1952, Consumer magazine	Box 84
1952-1953, Consumer newspaper	Box 84
1953-1954, Consumer magazine	Box 84
1953-1954, Consumer newspaper	Box 84
Yuban coffee	
1945-1946, Consumer magazine	Box 84
1945-1946, Consumer newspaper	Box 84
1947, Consumer magazine	Box 84
1947-1948, Consumer newspaper	Box 84
1948-1951, Consumer magazine	Box 84
1949-1959, Consumer newspaper	Box 84
1955-1959, Consumer magazine	Box 85
1957-1958, Trade magazine	Box 85
1959, Trade magazine	Box 85

1960, Consumer magazine	Box 85
1960, Consumer newspaper	Box 85
1960, Consumer and trade newspaper	Box 85
1961, Consumer magazine	Box 85
1961, Consumer newspaper	Box 85
1961, Trade magazine	Box 85
Physical Description: 2 folders	
1961-1962, Trade magazine	Box 85
1962-1965, Consumer magazine	Box 85
1962-1965, Consumer newspaper	Box 85
Other coffee	
<u>Bliss</u>	
1947-1948, Trade magazine	Box 85
1948-1957, Consumer magazine	Box 85
1949-1957, Trade magazine	Box 85
<u>Brim</u>	
1969-1980, Consumer magazine	Box 86
1970-1973, Consumer newspaper	Box 86
1974-1976, Consumer newspaper	Box 86
1977-1980, Consumer newspaper	Box 86
<u>Café Pronto</u>	
1939-1961, Consumer and trade newspaper	Box 86
<u>Horizon</u>	
1943-1975, Consumer and trade newspaper	Box 86
<u>Mr. Smith's instant coffee</u>	
1939-1961, Consumer and trade newspaper	Box 86
<u>Postum</u>	
1939-1961, Consumer and trade newspaper	Box 86

Pour-More coffee extender
1943-1975, Consumer and trade newspaper Box 86

Sanka
1939-1961, Consumer and trade newspaper Box 86

1943-1975, Consumer and trade newspaper Box 86

1962-1966, Trade magazine Box 86

Other products

Calumet baking powder
1932-1936, Trade magazine Box 86

Colonia salt
1947-1951, Consumer and trade magazine Box 86

D-Zerta
1939-1954, Consumer and trade magazine Box 86

Franklin Baker's coconut
1932-1934, Trade magazine Box 86

1935-1945, Trade magazine Box 86

Jiffy Jelly
1935-1936, Consumer newspaper Box 86

Ridgeway tea
1948-1949, Consumer newspaper Box 86

Swans Down flour
1932-1939, Trade magazine Box 86

1935-1945, Consumer newspaper Box 86

Toast'Em Pop-Ups
1965-1970, Consumer newspaper Box 86

1966-1970, Consumer magazine Box 86

Wigwam syrup
1953-1954, Consumer newspaper Box 86

1954-1959, Consumer magazine Box 86

General Foods
Corporate and Multiple Product

1933-1941, Consumer and trade magazine	Oversize-box OV8
Physical Description: oversize	
1938-1963, Consumer and trade newspaper	Oversize-box OV8
Physical Description: oversize	
1951-1964, Consumer and trade magazine	Oversize-box OV8
Physical Description: oversize	
Birds Eye frozen foods	
1959-1971, Consumer magazine	Oversize-box OV8
Physical Description: oversize	
1960-1971, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	
Certo and Sure-Jell	
1938-1953, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	
1950-1954, Consumer magazine	Oversize-box OV8
Physical Description: oversize	
Diamond Crystal Salt	
1936-1951, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	
Gaines dog food	
1952-1957, Consumer and trade magazine	Oversize-box OV8
Physical Description: oversize	
1953-1961, Consumer and trade newspaper	Oversize-box OV8
Physical Description: oversize	
1959-1973, Consumer and trade magazine	Oversize-box OV8
Physical Description: oversize	
Jell-O products	
1937-1959, Consumer and trade magazine	Oversize-box OV8
Physical Description: oversize	
Log Cabin syrup	
1938-1954, Consumer and trade magazine	Oversize-box OV8
Physical Description: oversize	

1951-1953, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	
Maxwell House	
1935-1936, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	
1937-1938, Consumer newspaper	Oversize-box OV8
Physical Description: oversize	
1937-1939, Trade magazine	Oversize-box OV9
Physical Description: oversize	
1939, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1940, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1941, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1943, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1944, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1945-1946, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1948-1949, Consumer magazine	Oversize-box OV9
Physical Description: oversize	
1948-1949, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1950, Consumer magazine	Oversize-box OV9
Physical Description: oversize	
1950, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	

1951, Consumer magazine	Oversize-box OV9
Physical Description: oversize	
1951, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1952, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1952-1954, Consumer magazine	Oversize-box OV9
Physical Description: oversize	
1953-1954, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1955-1957, Consumer magazine	Oversize-box OV9
Physical Description: oversize	
1955-1958, Consumer newspaper	Oversize-box OV9
Physical Description: oversize	
1958-1959, Consumer magazine	Oversize-box OV9
Physical Description: oversize	
1959-1961, Consumer newspaper	Oversize-box OV10
Physical Description: oversize	
1960-1961, Consumer magazine	Oversize-box OV10
Physical Description: oversize	
1960-1961, Trade magazine	Oversize-box OV10
Physical Description: oversize	
1960-1961, Trade newspaper	Oversize-box OV10
Physical Description: oversize	
1962, Consumer magazine	Oversize-box OV10
Physical Description: oversize	
1962-1963, Consumer newspaper	Oversize-box OV10
Physical Description: oversize	

1963-1967, Consumer magazine Physical Description: oversize	Oversize-box OV10
1964-1967, Consumer newspaper Physical Description: oversize	Oversize-box OV10
Post cereals	
1932-1934, Consumer magazine Physical Description: oversize	Oversize-box OV10
1932-1947, Consumer newspaper Physical Description: oversize	Oversize-box OV10
1934, Consumer newspaper Physical Description: oversize	Oversize-box OV10
1935-1959, Trade magazine Physical Description: oversize	Oversize-box OV10
1937-1940, Consumer newspaper Physical Description: oversize	Oversize-box OV10
1941-1947, Consumer newspaper Physical Description: oversize	Oversize-box OV10
1948, Consumer magazine Physical Description: oversize	Oversize-box OV10
1948-1954, Consumer newspaper Physical Description: oversize	Oversize-box OV10
1949-1956, Consumer magazine Physical Description: oversize	Oversize-box OV10
1957-1964, Consumer magazine Physical Description: oversize	Oversize-box OV10
1957-1967, Consumer newspaper Physical Description: oversize	Oversize-box OV10
1966-1974, Consumer magazine Physical Description: oversize	Oversize-box OV10

1945-1949, Consumer and trade magazine	Oversize-box OV10
Physical Description: oversize	
1952, Consumer newspaper	Oversize-box OV10
Physical Description: oversize	
Walter Baker chocolates	
1937-1949, Consumer magazine	Oversize-box OV10
Physical Description: oversize	
1945-1949, Consumer newspaper	Oversize-box OV10
Physical Description: oversize	
1953, Consumer	Oversize-box OV10
Physical Description: oversize	
Yuban coffee	
1953-1958, Consumer magazine	Oversize-box OV11
Physical Description: oversize	
1953-1960, Consumer newspaper	Oversize-box OV11
Physical Description: oversize	
1959, Consumer newspaper	Oversize-box OV11
Physical Description: oversize	
1960, Consumer newspaper	Oversize-box OV11
Physical Description: oversize	
1960-1963, Trade magazine	Oversize-box OV11
Physical Description: oversize	
1961-1963, Consumer magazine	Oversize-box OV11
Physical Description: oversize	
1961-1963, Consumer and trade newspaper	Oversize-box OV11
Physical Description: oversize	
Other coffee	
Bliss	
1956-1957, Consumer newspaper	Oversize-box OV11
Physical Description: oversize	
Brim	

1970, Consumer magazine Oversize-box OV11

Physical Description: oversize

1970-1978, Consumer newspaper Oversize-box OV11

Physical Description: oversize

Other products

Carnation Instant Breakfast

1969, Consumer magazine Oversize-box OV11

Physical Description: oversize

Wheaties, Gold Medal flour

1943, Consumer newspaper Oversize-box OV11

Physical Description: oversize

Wigwam syrup

1953, Consumer newspaper Oversize-box OV11

Physical Description: oversize

1959, Consumer magazine Oversize-box OV11

Physical Description: oversize

Glass Container Manufacturer's Institute

1955-1956, Consumer magazine Box 87

1957-1958, Consumer magazine Box 87

1959, Consumer magazine Box 87

1959-1962, Trade magazine Box 87

1960, Consumer magazine Box 87

1961, Consumer magazine Box 87

1962, Consumer magazine Box 87

Physical Description: 2 folders

1962-1972, Consumer newspaper Box 87

1962, Trade magazine Box 87

1962-1964, Trade newspaper Box 87

1963, Consumer magazine	Box 87
Physical Description: 3 folders	
1963, Trade magazine	Box 87
Physical Description: 2 folders	
1964, Consumer magazine	Box 87
1964, Trade magazine	Box 87
1965, Consumer magazine	Box 87
1965, Trade magazine	Box 87
1966-1967, Trade magazine	Box 87
1967-1971, Consumer magazine	Box 87
1968-1972, Trade magazine	Box 87

Glass Container Manufacturer's Institute

1960-1965, Consumer and trade magazine	Oversize-box OV11
Physical Description: oversize	

Hardee's Food System

1975-1979, Consumer newspaper	Box 88
1976-1977, Consumer magazine	Box 88
1978, Consumer magazine	Box 88
Physical Description: 2 folders	
1978-1980, Trade magazine	Box 88
1979, Consumer magazine	Box 88
Physical Description: 2 folders	
1980, Consumer magazine	Box 88

Hardee's Food System (oversize)

1975-1976, Consumer newspaper	Oversize-box OV11
Physical Description: oversize	

Heublein Incorporated

1962, Consumer magazine (Relska vodka)	Box 88
1962, Consumer magazine (Club Cocktails, Harvey's)	Box 88
1962, Consumer magazine (Popov vodka, Bisquit cognac)	Box 88
1962, Consumer newspaper (Relska vodka)	Box 88
1962, Consumer newspaper (Popov vodka, Bisquit cognac)	Box 88
1962-1963, Trade magazine	Box 88
1962-1965, Trade newspaper	Box 88
1963, Consumer magazine (multiple products)	Box 88
1963-1965, Consumer newspaper	Box 88
1964, Consumer magazine (Harvey's, Bell's, Irish Mist)	Box 88
1964, Trade magazine (multiple products)	Box 88
1965, Consumer magazine (McMaster's)	Box 89
1965, Consumer magazine (Irish Mist, Harvey's)	Box 89
1965, Consumer magazine (multiple products)	Box 89
1965, Trade magazine (multiple products)	Box 89

Heublein Incorporated (oversize)

1953-1955, Consumer magazine (multiple products)	Oversize-box OV11
Physical Description: oversize	
1963, Trade magazine (Bell's)	Oversize-box OV11
Physical Description: oversize	

Holland-America Cruises

1976-1977, Consumer magazine	Box 89
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1976-1977, Trade magazine	Box 89
1977, Consumer magazine	Box 89
Physical Description: 2 folders	
1978, Consumer magazine	Box 89
Physical Description: 4 folders	
1978, Trade magazine	Box 89
1979, Consumer magazine	Box 89
Physical Description: 4 folders	
1979, Trade magazine	Box 90
1980, Consumer magazine	Box 90
1980-1981, Consumer magazine	Box 90
1980, Trade magazine	Box 90
1981-1982, Trade magazine	Box 90

Holland-America Cruises (oversize)

1977-1978, Consumer and trade magazine	Oversize-box OV11
Physical Description: oversize	
1979-1980, Consumer and trade magazine	Oversize-box OV11
Physical Description: oversize	

International Business Machines (IBM)

1954-1955, magazine	Box 90
1954-1955, newspaper	Box 90
1955, magazine	Box 90
Physical Description: 2 folders	
1956, magazine	Box 90
Physical Description: 1-4 of 8 folders	
1956, magazine	Box 91
Physical Description: 5-8 of 8 folders	

1956, newspaper	Box 91
Physical Description: 2 folders	
1957, magazine	Box 91
Physical Description: 1-9 of 10 folders	
1957, magazine	Box 92
Physical Description: 10 of 10 folders	
1957-1958, newspaper	Box 92
1958, magazine	Box 92
Physical Description: 8 folders	
1959, magazine	Box 92
Physical Description: 1-3 of 11 folders	
1959, magazine	Box 93
Physical Description: 4-11 of 11 folders	
1959-1960, magazine	Box 93
1959, newspaper	Box 93
1960, magazine	Box 93
Physical Description: 1-5 of 7 folders	
1960, magazine	Box 94
Physical Description: 6-7 of 7 folders	
1960-1961, magazine	Box 94
1960, newspaper	Box 94
1961, magazine	Box 94
Physical Description: 5 folders	
1961-1962, magazine	Box 94
1961, newspaper	Box 94
Physical Description: 2 folders	
1962, magazine	Box 94
Physical Description: 1-2 of 3 folders	

1962, magazine	Box 95
Physical Description: 3 of 3 folders	
1962, newspaper	Box 95
Physical Description: 6 folders	
1963, magazine	Box 95
Physical Description: 2 folders	
1963, newspaper	Box 95
Physical Description: 7 folders	
1964, magazine	Box 95
Physical Description: 2 folders	
1964-1966, newspaper	Box 96
1965, magazine	Box 96
Physical Description: 2 folders	
1966, magazine	Box 96
Physical Description: 3 folders	
1967, magazine	Box 96

International Business Machines (IBM) (oversize)

1954-1955, newspaper	Oversize-box OV11
Physical Description: oversize	
1955, magazine	Oversize-box OV11
Physical Description: oversize	
1956, magazine	Oversize-box OV11
Physical Description: oversize	
1956, newspaper	Oversize-box OV11
Physical Description: oversize	
1957, magazine	Oversize-box OV11
Physical Description: oversize	
1957-1958, newspaper	Oversize-box OV11
Physical Description: oversize	

1958, magazine	Oversize-box OV11
Physical Description: 2 folders ; oversize	
1959, magazine	Oversize-box OV12
Physical Description: 3 folders ; oversize	
1959-1961, newspaper	Oversize-box OV12
Physical Description: oversize	
1960, magazine	Oversize-box OV12
Physical Description: 2 folders ; oversize	
1961, magazine	Oversize-box OV12
Physical Description: 2 folders ; oversize	
1962, magazine	Oversize-box OV12
Physical Description: 3 folders ; oversize	
1963, magazine	Oversize-box OV12
Physical Description: 2 folders ; oversize	
1963-1965, newspaper	Oversize-box OV12
Physical Description: oversize	
1964, magazine	Oversize-box OV12
Physical Description: oversize	
1965, magazine	Oversize-box OV12
Physical Description: oversize	
1966-1967, magazine	Oversize-box OV12
Physical Description: oversize	
1966-1967, newspaper	Oversize-box OV12
Physical Description: oversize	

Kentile

1957-1958, Consumer magazine	Box 96
Physical Description: 2 folders	
1957, Trade magazine	Box 96
Physical Description: 3 folders	

1958-1963, Trade newspaper	Box 96
1959-1960, Consumer magazine	Box 96
1959-1961, Consumer magazine	Box 96
1959, Trade magazine	Box 96
1960, Trade magazine	Box 97
1961, Consumer magazine	Box 97
Physical Description: 4 folders	
1961, Trade magazine	Box 97
Physical Description: 2 folders	
1962, Consumer magazine	Box 97
1962-1973, Consumer newspaper	Box 97
1962, Trade magazine	Box 97
Physical Description: 3 folders	
1963, Consumer magazine	Box 97
1963, Trade magazine	Box 97
1964, Consumer magazine	Box 98
Physical Description: 2 folders	
1964-1966, Trade magazine	Box 98
1965, Consumer magazine	Box 98
Physical Description: 2 folders	
1966, Consumer magazine	Box 98
Physical Description: 4 folders	
1967-1968, Consumer magazine	Box 98
1967, Trade magazine	Box 98
1968, Trade magazine	Box 98
1969, Consumer magazine	Box 98

1970-1972, Consumer magazine	Box 98
1971-1972, Trade magazine	Box 98
1973, Trade magazine	Box 98

Kentile (oversize)

1958-1970, Consumer and trade magazine	Oversize-box OV12
Physical Description: oversize	

M&R Brand Dietetics Laboratories

1953-1954, Consumer magazine	Box 99
1953-1963, Consumer newspaper	Box 99
1954, Trade magazine	Box 99
1955-1956, Consumer magazine	Box 99
1955-1956, Trade magazine	Box 99
1956, Consumer magazine	Box 99
1956-1957, Consumer magazine	Box 99
1956-1958, Trade magazine	Box 99
1958, Consumer magazine	Box 99
1959-1963, Consumer magazine	Box 99
1959-1961, Trade magazine	Box 99

M&R Brand Dietetics Laboratories (oversize)

1953-1960, Consumer and trade magazine	Oversize-box OV12
Physical Description: oversize	
1953-1962, Consumer and trade newspaper	Oversize-box OV12
Physical Description: oversize	

Mutual of New York

1951-1953, Consumer newspaper	Box 99
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1952, Consumer magazine	Box 99
Physical Description: 2 folders	
1952-1954, Trade magazine	Box 99
1953, Consumer magazine	Box 99
1953, Consumer newspaper	Box 100
Physical Description: 2 folders	
1953-1954, Consumer newspaper	Box 100
1954, Consumer magazine	Box 100
Physical Description: 2 folders	
1955, Consumer magazine	Box 100
1955, Consumer newspaper	Box 100
1955-1956, Trade magazine	Box 100
1956, Consumer magazine	Box 100
Physical Description: 2 folders	
1956, Consumer newspaper	Box 100
1957, Consumer magazine	Box 100
Physical Description: 1 of 3 folders	
1957, Consumer magazine	Box 101
Physical Description: 2-3 of 3 folders	
1957, Trade magazine	Box 101
1958, Consumer magazine	Box 101
1958-1959, Consumer and trade newspaper	Box 101
1958, Trade magazine	Box 101
1959, Consumer magazine	Box 101
1959, Trade magazine	Box 101

1960, Consumer magazine	Box 101
Physical Description: 2 folders	
1960-1963, Consumer and trade newspaper	Box 101
1960-1961, Trade magazine	Box 101
1961, Consumer magazine	Box 101
Physical Description: 2 folders	
1961, Trade magazine	Box 101
1962, Consumer magazine	Box 102
Physical Description: 3 folders	
1962-1964, Trade magazine	Box 102
1963, Consumer magazine	Box 102
Physical Description: 3 folders	
1964, Consumer magazine	Box 102
Physical Description: 4 folders	
1964, Consumer newspaper	Box 102
1964-1967, Consumer and trade newspaper	Box 102
1965, Consumer magazine	Box 102
1965, Trade magazine	Box 102
1966, Consumer magazine	Box 103
Physical Description: 2 folders	
1966, Trade magazine	Box 103
1966-1967, Trade magazine	Box 103
1967, Consumer magazine	Box 103

Mutual of New York (oversize)

1952-1957, Consumer and trade magazine	Oversize-box OV13
Physical Description: oversize	

1953-1965, Consumer and trade newspaper Oversize-box OV13

Physical Description: oversize

1960-1965, Consumer and trade magazine Oversize-box OV13

Physical Description: oversize

**National Distillers Products (Known as Bellows and Company until 1953.
See also Oversize box OV13)**

1933-1940, Consumer newspaper Box 103

1935, Consumer magazine Box 103

1936, Consumer magazine Box 103

1936-1941, Trade magazine Box 103

1937, Consumer magazine Box 103

1938-1939, Consumer magazine Box 103

1940-1942, Consumer magazine Box 103

1948-1951, Consumer magazine Box 103

1951-1952, Consumer newspaper Box 103

1951-1953, Trade magazine Box 103

1952, Consumer magazine Box 103

1952, Consumer newspaper Box 104

1952-1956, Trade magazine Box 104

1953, Consumer magazine Box 104

1953, Consumer magazine Box 104

Physical Description: 3 folders

1954, Consumer magazine Box 104

1954, Consumer newspaper Box 104

1954-1956, Trade magazine Box 104

1955, Consumer magazine	Box 104
Physical Description: 2 folders	
1955-1956, Consumer newspaper	Box 104
1956, Consumer magazine	Box 104
Physical Description: 2 folders	
1956, Consumer newspaper	Box 104

National Distillers Products

1934-1954, Consumer magazine	Oversize-box OV13
Physical Description: oversize	
1940-1954, Consumer newspaper	Oversize-box OV13
Physical Description: oversize	
1955, Consumer magazine	Oversize-box OV13
Physical Description: oversize	
1955-1956, Consumer newspaper	Oversize-box OV13
Physical Description: oversize	
1956, Consumer magazine	Oversize-box OV13
Physical Description: oversize	

Norwich-Pharmacial Company

1955-1958, Consumer magazine	Box 105
1955-1958, Consumer newspaper	Box 105
1955-1956, Trade magazine	Box 105
1956, Trade magazine	Box 105
Physical Description: 7 folders	
1958, Consumer magazine	Box 105
1958-1959, Consumer magazine	Box 105
1959, Consumer magazine	Box 106
Physical Description: 2 folders	

1959-1960, Consumer magazine	Box 106
1959, Trade magazine	Box 106
1960, Consumer magazine	Box 106
Physical Description: 2 folders	
1960, Trade magazine	Box 106
1961, Consumer magazine	Box 106
Physical Description: 3 folders	
1961-1963, Consumer newspaper	Box 106
1961, Trade magazine	Box 106
1962, Consumer magazine	Box 106
Physical Description: 3 folders	
1962, Trade magazine	Box 106
Physical Description: 1 of 3 folders	
1962, Trade magazine	Box 107
Physical Description: 2-3 of 3 folders	
1963, Trade magazine	Box 107
1964-1968, Consumer magazine	Box 107
1964-1972, Trade magazine	Box 107
1969, Consumer magazine	Box 107
1971-1974, Consumer newspaper	Box 107
1974-1980, Consumer magazine	Box 107

Norwich-Pharmacial Company (oversize)

1956, Trade magazine	Oversize-box OV13
Physical Description: oversize	
1959-1962, magazine	Oversize-box OV13
Physical Description: oversize	

1959-1964, Consumer newspaper	Oversize-box OV13
Physical Description: oversize	
Philip Morris	
1951-1953, Consumer magazine	Box 107
1951-1952, Consumer newspaper	Box 107
1952-1964, Trade magazine	Box 107
1953-1954, Consumer newspaper (Parliament)	Box 107
1954, Consumer magazine (Parliament)	Box 107
1955, Consumer magazine (Parliament)	Box 107
Physical Description: 2 folders	
1955-1957, Consumer newspaper (Parliament)	Box 107
1956, Consumer magazine	Box 107
1957, Consumer magazine	Box 107
Physical Description: 2 folders	
1958, Consumer magazine	Box 108
Physical Description: 2 folders	
1959, Consumer magazine (Parliament)	Box 108
Physical Description: 2 folders	
1959-1960, Consumer newspaper (Parliament)	Box 108
1960, Consumer magazine (Parliament)	Box 108
Physical Description: 2 folders	
1961, Consumer magazine (Benson and Hedges)	Box 108
1961, Consumer magazine (Parliament)	Box 108
1961, Consumer magazine (multiple products)	Box 108
1961, Consumer newspaper	Box 108
1962, Consumer magazine (Parliament)	Box 108

1962, Consumer magazine (Benson and Hedges)	Box 108
1962, Consumer magazine	Box 108
1962-1964, Consumer newspaper	Box 108
1963, Consumer magazine Physical Description: 2 folders	Box 108
1964, Consumer magazine	Box 108
1965, Consumer magazine (Benson and Hedges)	Box 108
1965-1966, Consumer magazine	Box 108

Philip Morris (oversize)

1952-1957, Consumer newspaper Physical Description: oversize	Oversize-box OV13
1953-1957, Consumer and trade magazine Physical Description: oversize	Oversize-box OV13
1957, Consumer magazine Physical Description: oversize	Oversize-box OV13
1958, Consumer and trade magazine Physical Description: oversize	Oversize-box OV13
1958-1961, Consumer newspaper Physical Description: oversize	Oversize-box OV13
1959, Consumer magazine Physical Description: oversize	Oversize-box OV13
1960, Consumer magazine Physical Description: oversize	Oversize-box OV13
1961, Consumer magazine Physical Description: oversize	Oversize-box OV13
1962, Consumer magazine Physical Description: oversize	Oversize-box OV13

1962-1963, Consumer newspaper	Oversize-box OV13
Physical Description: oversize	

1963, Consumer magazine	Oversize-box OV13
Physical Description: oversize	

Procter & Gamble

Corporate and multiple product (oversize)

1950-1966, Consumer magazine	Box 108
1952-1968, Consumer newspaper	Box 108
1968-1979, Consumer newspaper and magazine	Box 108

Bounce

1972-1974, Consumer magazine	Box 109
1975-1977, Consumer magazine	Box 109
1975-1979, Consumer newspaper	Box 109
1978-1980, Consumer magazine	Box 109

Camay

1952-1953, Consumer magazine	Box 109
1953-1954, Consumer newspaper	Box 109
1953-1954, Trade magazine	Box 109
1954-1957, Consumer magazine	Box 109

Charmin

1965-1969, Consumer magazine	Box 109
1965-1968, Consumer newspaper	Box 109
1970-1978, Consumer newspaper	Box 109
1971-1980, Consumer magazine	Box 109
1979-1980, Consumer newspaper	Box 109

Crest, 1955-1980

Crest: Consumer magazines, 1955-1956	Box 109
Crest: Consumer newspapers, 1956-1969	Box 109
Crest: Consumer magazines, 1957	Box 109
Crest: Consumer magazines, 1958	Box 109
Crest: Consumer magazines, 1959-1961	Box 109
Crest: Consumer magazines, 1962-1963	Box 110
Crest: Consumer magazines, 1964-1966	Box 110
Crest: Consumer magazines, 1967-1969	Box 110
Crest: Consumer magazines, 1970-1971	Box 110
Crest: Consumer newspapers, 1970-1980	Box 110
Crest: Consumer magazines, 1972-1973	Box 110
Crest: Consumer magazines, 1974-1976	Box 110
Crest: Consumer magazines, 1977-1980	Box 110

Fluffo shortening

1949, 1960, Consumer magazine	Box 110
1949-1950, Consumer newspaper	Box 110
1951-1952, Consumer newspaper	Box 110
1953-1960, Consumer newspaper	Box 110

Ivory Snow

1941-1942, Consumer magazine	Box 110
1941-1942, Consumer newspaper	Box 110
1942, Consumer magazine	Box 110
1942-1943, Consumer newspaper	Box 110

1943-1944, Consumer magazine	Box 110
1944-1945, Consumer magazine	Box 111
1944, Consumer newspaper	Box 111
Physical Description: 2 folders	
1945, Consumer newspaper	Box 111
1945-1946, Consumer newspaper	Box 111
1946-1947, Consumer magazine	Box 111
1947-1948, Consumer newspaper	Box 111
1948, Consumer magazine	Box 111
Physical Description: 2 folders	
1949, Consumer magazine	Box 111
1949, Consumer newspaper	Box 111
1950, Consumer magazine	Box 111
1950, Consumer newspaper	Box 111
Physical Description: 2 folders	
1951, Consumer magazine	Box 111
Physical Description: 1-2 of 5 folders	
1951, Consumer newspaper	Box 112
Physical Description: 3-5 of 5 folders	
1952, Consumer magazine	Box 112
1952-1977, Consumer newspaper	Box 112
1953, Consumer magazine	Box 112
1954-1955, Consumer magazine	Box 112
1956, Consumer magazine	Box 112
1957, Consumer magazine	Box 112
1958-1961, Consumer magazine	Box 112

1962-1978, Consumer magazine	Box 112
1962-1967, Consumer magazine	Box 112
1969-1971, Consumer magazine	Box 112
1969-1974, Consumer newspaper	Box 112
1972, Consumer magazine	Box 112
1973-1976, Consumer magazine	Box 112
1975-1978, Consumer newspaper	Box 112
1977-1978, Consumer magazine	Box 113
1979-1981, Consumer magazine	Box 113
1979-1980, Consumer newspaper	Box 113

Prell shampoo

1946-1948, Consumer magazine	Box 113
1946-1948, Consumer newspaper	Box 113
1948, Consumer magazine	Box 113
1948-1958, Trade magazine	Box 113
1949, Consumer magazine	Box 113
1948-1958, Trade magazine	Box 113
1949, Consumer magazine	Box 113
1949-1953, Consumer newspaper	Box 113
1950-1951, Consumer magazine	Box 113
1952-1953, Consumer magazine	Box 113
1954-1955, Consumer magazine	Box 113
1954-1974, Consumer newspaper	Box 113
1956-1966, Consumer magazine	Box 113

1969-1979, Consumer magazine	Box 113
Rely tampons	
1974, Consumer magazine	Box 113
1975, Consumer magazine	Box 113
1975-1980, Consumer newspaper	Box 113
1976, Consumer magazine	Box 114
1977-1978, Consumer magazine	Box 114
1979-1980, Consumer magazine	Box 114
Tide detergent	
1946-1948, Consumer newspaper	Box 114
1948, Consumer magazine	Box 114
Physical Description: 2 folders	
1948, Consumer newspaper	Box 114
1948-1949, Consumer newspaper	Box 114
1949, Consumer magazine	Box 114
Physical Description: 3 folders	
1949-1950, Consumer newspaper	Box 114
1950, Consumer magazine	Box 114
Physical Description: 2 folders	
1950, Consumer newspaper	Box 114
Physical Description: 1-2 of 5 folders	
1950, Consumer newspaper	Box 115
Physical Description: 3-5 of 5 folders	
1951, Consumer magazine	Box 115
Physical Description: 2 folders	
1951, Consumer newspaper	Box 115
Physical Description: 7 folders	

1951-1956, Trade magazine	Box 115
1951-1961, Trade newspaper	Box 115
1952, Consumer magazine	Box 115
1952, Consumer newspaper	Box 115
Physical Description: 4 folders	
1953, Consumer magazine	Box 116
1953, Consumer newspaper	Box 116
Physical Description: 3 folders	
1954, Consumer magazine	Box 116
1954, Consumer newspaper	Box 116
Physical Description: 3 folders	
1955, Consumer magazine	Box 116
Physical Description: 2 folders	
1955, Consumer newspaper	Box 116
1956, Consumer magazine	Box 116
Physical Description: 2 folders	
1956-1957, Consumer newspaper	Box 116
1957-1958, Consumer magazine	Box 116
1957-1958, Trade magazine	Box 116
1958-1961, Consumer newspaper	Box 116
1959-1968, Consumer magazine	Box 116
1959-1961, Trade magazine	Box 116
Zest Beauty Bar	
1952, Consumer newspaper	Box 117
1955-1959, Consumer magazine	Box 117
1955-1956, Consumer newspaper	Box 117

1957, Consumer newspaper	Box 117
1958-1968, Consumer newspaper	Box 117
1965-1979, Consumer magazine	Box 117
1973-1979, Consumer newspaper	Box 117

Other products

Attends	
1979-1981, Consumer and trade magazine	Box 117
Bonus detergent	
1965-1970, Consumer magazine	Box 117
Buckeye Division	
1956, Trade magazine	Box 117
Chipso	
1948, Consumer magazine	Box 117
1948-1949, Consumer magazine	Box 117
Dash detergent	
1987, Consumer magazine	Box 117
Dawn dish detergent	
1975-1980, Consumer newspaper	Box 117
Pert	
1953, Consumer newspaper and magazine	Box 117
Pin-It	
1954, Consumer newspaper and magazine	Box 117
Scope mouthwash	
1965-1980, Consumer and trade magazine	Box 117
1965-1979, Consumer newspaper	Box 117
Secret deodorant	
1955, Consumer newspaper and magazine	Box 117
Stardust	
1961-1967, Consumer newspaper and magazine	Box 118
Velvet Skin lotion	

1944-1945, Consumer newspaper	Box 118
<u>Whirl vegetable shortening</u> 1957-1959, Consumer newspaper	Box 118
<u>White Naptha soap</u> 1945, Consumer newspaper and magazine	Box 118
<u>Wondra</u> 1977-1980, Consumer newspaper and magazine	Box 118
<u>Procter & Gamble</u>	
<u>Corporate and multiple product</u> 1959, Consumer magazine (Canada)	Oversize-box OV14
Physical Description: oversize	
1974-1979, Consumer newspaper	Oversize-box OV14
Physical Description: oversize	
<u>Bonus</u> 1965, Consumer newspaper	Oversize-box OV14
Physical Description: oversize	
<u>Bounce</u> 1972-1975, Consumer magazine	Oversize-box OV14
Physical Description: oversize	
<u>Charmin</u> 1968-1979, Consumer	Oversize-box OV14
Physical Description: oversize	
Crest	
Crest: Consumer magazines, 1955-1958	Oversize-box OV14
Physical Description: oversize	
Crest: Consumer newspapers, 1956-1961	Oversize-box OV14
Physical Description: oversize	
Crest: Consumer magazines, 1961	Oversize-box OV14
Physical Description: oversize	
Crest: Consumer magazines, 1962-1963	Oversize-box OV14
Physical Description: oversize	

Crest: Consumer newspapers, 1963-1976	Oversize-box OV14
Physical Description: oversize	
Crest: Consumer magazines, 1964-1966	Oversize-box OV14
Physical Description: oversize	
Crest: Consumer magazines, 1967-1970	Oversize-box OV14
Physical Description: oversize	
Hidden Magic 1959, Consumer newspaper	Oversize-box OV14
Physical Description: oversize	
Ivory Snow 1944-1945, Consumer	Oversize-box OV14
Physical Description: oversize	
Pampers 1962-1964, Consumer newspaper	Oversize-box OV14
Physical Description: oversize	
1962-1972, Consumer magazine	Oversize-box OV14
Physical Description: oversize	
1969-1973, Consumer and trade magazine	Oversize-box OV14
Physical Description: oversize	
Pin-It 1954, Consumer magazine	Oversize-box OV14
Physical Description: oversize	
Prell 1946, Trade newspaper	Oversize-box OV14
Physical Description: oversize	
1948-1951, Consumer and trade magazine	Oversize-box OV14
Physical Description: oversize	
Rely 1973-1975, Consumer	Oversize-box OV14
Physical Description: oversize	
Scope	

1965-1978, Consumer	Oversize-box OV14
Physical Description: oversize	
Stardust	
1961, Consumer magazine	Oversize-box OV14
Physical Description: oversize	
1961, Consumer newspaper	Oversize-box OV14
Physical Description: oversize	
Tide	
1946, Consumer newspaper	Oversize-box OV14
Physical Description: oversize	
1948, Consumer newspaper	Oversize-box OV14
Physical Description: 2 folders ; oversize	
1948-1949, Consumer magazine	Oversize-box OV14
Physical Description: oversize	
1950, Consumer newspaper	Oversize-box OV14
Physical Description: 2 folders ; oversize	
1950-1951, Consumer magazine	Oversize-box OV14
Physical Description: oversize	
1951, Consumer newspaper	Oversize-box OV14
Physical Description: 4 folders ; oversize	
1952, Consumer newspaper	Oversize-box OV15
Physical Description: oversize	
1952-1953, Consumer magazine	Oversize-box OV15
Physical Description: oversize	
1952-1957, Trade newspaper	Oversize-box OV15
Physical Description: oversize	
1953, Consumer newspaper	Oversize-box OV15
Physical Description: 2 folders ; oversize	
1953-1954, Consumer magazine	Oversize-box OV15
Physical Description: oversize	

1954, Trade magazine	Oversize-box OV15
Physical Description: oversize	
1954-1955, Consumer newspaper	Oversize-box OV15
Physical Description: oversize	
1955, Trade magazine	Oversize-box OV15
Physical Description: oversize	
1955-1957, Consumer magazine	Oversize-box OV15
Physical Description: oversize	
1956, Trade magazine	Oversize-box OV15
Physical Description: oversize	
1956-1958, Consumer newspaper	Oversize-box OV15
Physical Description: oversize	
Whirl	
1960, Consumer magazine	Oversize-box OV15
Physical Description: oversize	
Zest	
1952-1957, Consumer newspaper	Oversize-box OV15
Physical Description: oversize	
1957-1958, Consumer magazine	Oversize-box OV15
Physical Description: oversize	
Prudential Insurance Company of America	
1939-1940, Consumer magazine	Box 118
1939-1941, Consumer newspaper	Box 118
1940, Consumer magazine	Box 118
1941, Consumer magazine	Box 118
Physical Description: 2 folders	
1944, Consumer magazine	Box 118
Physical Description: 2 folders	
1944-1949, Consumer newspaper	Box 118

1945, Consumer magazine	Box 118
Physical Description: 2 folders	
1946, Consumer magazine	Box 118
Physical Description: 2 folders	
1946-1947, Trade magazine	Box 118
1947, Consumer magazine	Box 118
Physical Description: 2 folders	
1948, Consumer magazine	Box 118
Physical Description: 2 folders	
1949, Consumer magazine	Box 118
Physical Description: 2 folders	

Prudential Insurance Company of America (oversize)

1940, Trade magazine	Oversize-box OV15
Physical Description: oversize	

Railway Express Agency

1954, Consumer magazine	Box 119
1954-1962, Consumer newspaper	Box 119
1954-1955, Trade magazine	Box 119
1954-1956, Trade newspaper	Box 119
1955, Consumer magazine	Box 119
1955, Trade magazine	Box 119
1956, Consumer magazine	Box 119
1956, Trade magazine	Box 119
Physical Description: 2 folders	
1957, Consumer magazine	Box 119
1957, Trade magazine	Box 119
Physical Description: 2 folders	

1957, Trade newspaper	Box 119
1958-1959, Consumer magazine	Box 119
1958, Trade magazine	Box 119
Physical Description: 2 folders	
1958-1960, Trade newspaper	Box 119
1959, Trade magazine	Box 119
Physical Description: 2 folders	
1960-1961, Consumer magazine	Box 120
1960, Trade magazine	Box 120
1961, Trade magazine	Box 120
1961-1962, Trade newspaper	Box 120
1962, Consumer magazine	Box 120
1962, Trade magazine	Box 120

Railway Express Agency (oversize)

1955-1962, Trade magazine	Oversize-box OV15
Physical Description: oversize	
1960-1962, Consumer newspaper	Oversize-box OV15
Physical Description: oversize	

S.C. Johnson

1956-1960, Consumer magazine	Box 120
1956-1957, Consumer newspaper	Box 120
1956-1964, Trade magazine	Box 120
1956-1957, Trade newspaper	Box 120
1958-1974, Consumer newspaper	Box 120
1961-1967, Consumer magazine	Box 120
1970-1978, Consumer magazine	Box 120

S.C. Johnson (oversize)

1956-1961, Consumer and trade magazine Oversize-box OV15

Physical Description: oversize

1956-1973, Consumer and trade newspaper Oversize-box OV15

Physical Description: oversize

Showtime/The Movie Channel

1982, Consumer magazine Box 120

1982-1983, Consumer newspaper Box 120

1983, Consumer magazine Box 120

Physical Description: 2 folders

1983, Trade magazine Box 120

1984, Consumer magazine Box 120

Showtime/The Movie Channel (oversize)

1982-1984, Consumer and trade magazine Oversize-box OV16

Physical Description: oversize

Shulton

1960-1961, Consumer magazine Box 121

1960-1967, Consumer newspaper Box 121

1961, Trade magazine Box 121

1961, Trade newspaper Box 121

1962, Consumer magazine Box 121

1963-1964, Consumer magazine Box 121

1966-1967, Consumer magazine Box 121

Shulton (oversize)

1963-1967, Consumer and trade magazine Oversize-box OV16

Physical Description: oversize

1965-1967, Consumer magazine	Oversize-box OV16
Physical Description: oversize	

1966, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	

Studebaker-Packard

1955-1956, Consumer magazine	Box 121
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1955-1956, Consumer newspaper	Box 121
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1955-1956, Trade magazine	Box 121
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1956, Consumer magazine	Box 121
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Physical Description: 4 folders

1956, Consumer and trade newspaper	Box 121
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1956-1957, Trade magazine	Box 121
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1957, Consumer magazine	Box 121
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Physical Description: 2 folders

1957, Consumer magazine	Box 121
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Studebaker-Packard (oversize)

1955-1956, Consumer magazine	Oversize-box OV16
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Physical Description: oversize

1955-1956, Consumer magazine	Oversize-box OV16
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Physical Description: oversize

1955-1957, Consumer and trade newspaper	Oversize-box OV16
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Physical Description: oversize

1956, Trade magazine	Oversize-box OV16
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Physical Description: oversize

Texaco

1961-1967, Consumer newspaper	Box 122
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1962, Consumer magazine	Box 122
Physical Description: 2 folders	
1962, Trade magazine	Box 122
Physical Description: 2 folders	
1962-1963, Trade newspaper	Box 122
1963, Consumer magazine	Box 122
Physical Description: 2 folders	
1963, Trade magazine	Box 122
Physical Description: 2 folders	
1964, Consumer magazine	Box 122
Physical Description: 2 folders	
1964, Trade magazine	Box 122
1965, Consumer magazine	Box 122
Physical Description: 2 folders	
1966, Consumer magazine	Box 122
1966, Trade magazine	Box 122
1967, Consumer magazine	Box 123
1967-1968, Trade magazine	Box 123
1968, Consumer magazine	Box 123
Physical Description: 2 folders	
1968, Consumer newspaper	Box 123
Physical Description: 2 folders	
1969, Consumer magazine	Box 123
1969-1970, Trade magazine	Box 123
1970-1971, Consumer magazine	Box 123
1970-1971, Consumer newspaper	Box 123
1971-1972, Consumer newspaper	Box 123

1971-1974, Trade magazine	Box 123
1972-1973, Consumer magazine	Box 123
1973, Consumer magazine	Box 123
1973-1977, Consumer newspaper	Box 123
1974, Consumer magazine	Box 123
1975, Consumer magazine	Box 123
1975-1980, Trade magazine	Box 123
1976-1977, Consumer magazine	Box 123
1977-1980, Consumer newspaper	Box 124
1978, Consumer magazine	Box 124
1979-1980, Consumer magazine	Box 124
1980, Consumer magazine	Box 124

Physical Description: 2 folders

Texaco (oversize)

1961-1965, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	
1962-1963, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
1964-1966, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
1966-1970, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	
1967-1980, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
1971-1980, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	

Warner-Lambert Pharmaceutical

1939, Consumer magazine	Box 124
1939-1941, Consumer newspaper	Box 124
1939-1941, Trade newspaper and magazine	Box 124
1940, Consumer magazine	Box 124
Physical Description: 2 folders	
1941, Consumer magazine	Box 124
1942, Consumer magazine	Box 124
1970, Consumer magazine	Box 124

Warner-Lambert Pharmaceutical (oversize)

1941, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	

Western Electric

1945, Consumer magazine	Box 129
Physical Description: 2 folders	
1945-1947, Trade magazine	Box 129
1946, Consumer magazine	Box 129
Physical Description: 2 folders	
1946-1948, Consumer newspaper	Box 129
1947, Consumer magazine	Box 129
Physical Description: 3 folders	
1948, Consumer magazine	Box 129
Physical Description: 1 of 4 folders	
1948, Consumer magazine	Box 130
Physical Description: 2-4 of 4 folders	
1948-1951, Trade magazine	Box 130
1949-1950, Consumer magazine	Box 130
1949, Consumer newspaper	Box 130

1950-1951, Consumer magazine	Box 130
1950-1951, Consumer newspaper	Box 130
1950, Trade newspaper	Box 130
1951, Trade magazine	Box 130

Western Electric (oversize)

1946, Trade newspaper	Oversize-box OV16
Physical Description: oversize	
1949, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
1956-1963, Consumer and trade magazine	Oversize-box OV16
Physical Description: oversize	
1959-1962, Consumer and trade newspaper	Oversize-box OV16
Physical Description: oversize	

Western Union Telegraph Company

1955-1957, Trade magazine	Box 131
1956, Consumer magazine	Box 131
1956-1962, Consumer newspaper	Box 131
1956-1960, Trade newspaper	Box 131
1957, Consumer magazine	Box 131
1958-1959, Consumer magazine	Box 131
1959-1960, Trade magazine	Box 131
1960, Consumer magazine	Box 131
1961, Consumer magazine	Box 131
Physical Description: 2 folders	
1961, Trade magazine	Box 131
1962, Consumer magazine	Box 131

1962-1963, Consumer magazine	Box 131
1962-1963, Trade magazine	Box 131
West Point Pepperell	
1944, Consumer magazine	Box 124
1944, Consumer newspaper	Box 124
Physical Description: 2 folders	
1944, Trade magazine	Box 124
1944-1947, Trade newspaper	Box 125
1945, Consumer magazine	Box 125
1945-1946, Consumer newspaper	Box 125
1945, Trade magazine	Box 125
Physical Description: 2 folders	
1946, Consumer magazine	Box 125
1946, Trade magazine	Box 125
1947, Consumer magazine	Box 125
Physical Description: 2 folders	
1947-1951, Consumer newspaper	Box 125
1947, Trade magazine	Box 125
1948, Consumer magazine	Box 125
Physical Description: 3 folders	
1948, Trade magazine	Box 125
1949, Consumer magazine	Box 125
1949, Trade magazine	Box 126
1949-1950, Trade newspaper	Box 126
1950, Consumer magazine	Box 126
1950, Trade magazine	Box 126

1951, Consumer magazine	Box 126
1951, Trade magazine	Box 126
1951, Trade newspaper	Box 126
1952, Consumer magazine	Box 126
1952, Trade magazine	Box 126
Physical Description: 2 folders	
1952, Trade newspaper	Box 126
1953, Consumer magazine	Box 126
Physical Description: 2 folders	
1953, Trade magazine	Box 126
1953, Trade newspaper	Box 126
1954, Consumer magazine	Box 126
1954-1955, Consumer newspaper	Box 126
1954, Trade magazine	Box 127
Physical Description: 2 folders	
1954-1956, Trade newspaper	Box 127
1955, Consumer newspaper	Box 127
1955, Trade magazine	Box 127
Physical Description: 2 folders	
1956-1957, Consumer magazine	Box 127
1956-1959, Consumer newspaper	Box 127
1956, Trade magazine	Box 127
Physical Description: 2 folders	
1956, Trade newspaper	Box 127
Physical Description: 2 folders	
1957-1958, Trade magazine	Box 127

1957, Trade newspaper	Box 127
1958, Consumer magazine	Box 127
1958, Trade newspaper	Box 128
1959-1960, Consumer magazine	Box 128
1959, Trade magazine	Box 128
1959, Trade newspaper	Box 128
1960, Trade magazine	Box 128
1960-1966, Trade newspaper	Box 128
1961, Consumer magazine	Box 128
Physical Description: 3 folders	
1961-1968, Consumer newspaper	Box 128
1961, Trade magazine	Box 128
1962, Consumer magazine	Box 128
1962, Trade magazine	Box 128
1963-1964, Consumer magazine	Box 128
1963-1964, Trade magazine	Box 128
1965-1966, Consumer magazine	Box 128
1965-1966, Trade magazine	Box 128
1967-1968, Consumer magazine	Box 128

West Point Pepperell (oversize)

1944-1948, Trade newspaper	Oversize-box OV17
Physical Description: oversize	
1945, Trade magazine	Oversize-box OV17
Physical Description: oversize	
1945-1959, Consumer magazine	Oversize-box OV17
Physical Description: oversize	

1948-1951, Trade magazine Physical Description: oversize	Oversize-box OV17
1949-1951, Trade newspaper Physical Description: oversize	Oversize-box OV17
1952-1953, Trade newspaper Physical Description: oversize	Oversize-box OV17
1954, Consumer and trade Physical Description: oversize	Oversize-box OV17
1955-1958, Trade magazine Physical Description: oversize	Oversize-box OV17
1955-1959, Trade newspaper Physical Description: oversize	Oversize-box OV17
1959-1961, Trade magazine Physical Description: oversize	Oversize-box OV17
1961-1964, Consumer magazine Physical Description: oversize	Oversize-box OV17
1961-1968, Trade newspaper Physical Description: oversize	Oversize-box OV17
1962-1965, Trade magazine Physical Description: oversize	Oversize-box OV17
1967-1968, Consumer magazine Physical Description: oversize	Oversize-box OV17

Other Clients

Advertising Council 1952-1954, 1961, Consumer newspaper	Box 132
Advertising Council (oversize) 1952, USO Physical Description: oversize	Oversize-box OV1
1962-1963, Better Schools Physical Description: 2 folders ; oversize	Oversize-box OV1

American Cancer Society	
1948, Consumer newspaper	Box 132
American Pharmaceutical	
1965 (?), Consumer magazine	Box 132
American Safety Razor (ASR)	
1961-1965, Consumer magazine	Box 132
1961, 1964-1966, Consumer newspaper	Box 132
1961-1964, 1966, Trade magazine (includes television coverage chart)	Box 132
1964-1966, Consumer magazine (college publications)	Box 132
American Safety Razor (ASR) (oversize)	
1961, Consumer magazine	Oversize-box OV1
Physical Description: oversize	
1961, Consumer newspaper	Oversize-box OV1
Physical Description: oversize	
AMK Corporation (United Fruit products)	
1970, Consumer magazine	Box 132
AMK Corporation (United Fruit products) (oversize)	
1970, Trade magazine	Oversize-box OV1
Physical Description: oversize	
Anderson, Clayton and Company	
1979-1980, Consumer magazine	Box 132
Angelique and Company	
1958, Consumer magazine	Box 132
Avis	
1969-1970, Consumer magazine	Box 132
1969-1972, Consumer newspaper	Box 132
1969-1972, Trade magazine	Box 132
1972-1973, Consumer magazine	Box 132
Avis (oversize)	

1969-1972, Consumer magazine	Oversize-box OV3
Physical Description: oversize	
1969-1972, Consumer newspaper	Oversize-box OV3
Physical Description: oversize	
<u>Banco de Brasil</u>	
1979-1980, Trade magazine	Box 132
1980, Consumer magazine (includes travel/ tourism)	Box 132
<u>Beck Shoe Store</u>	
1970, Consumer newspaper (advertisements prepared by Jacqueline Brandwynne Association)	Box 132
<u>Beck Shoe Store (oversize)</u>	
1970, Consumer newspaper	Oversize-box OV3
Physical Description: oversize	
<u>Beech-Nut</u>	
1962-1964, Consumer magazine (baby food, cough drops)	Box 132
1963-1965, Consumer newspaper	Box 132
1963-1968, Trade magazine	Box 132
1965-1968, Consumer magazine	Box 132
<u>Beech-Nut (oversize)</u>	
1964-1967, Consumer magazine	Oversize-box OV3
Physical Description: oversize	
<u>Block Drug Company</u>	
1972-1974, Consumer magazine	Box 132
<u>Bryton Chemical Company</u>	
1958-1960, Trade magazine	Box 132
<u>Burlington Industries (Klopman Mills)</u>	
1970-1971, Consumer magazine (uniforms)	Box 133
1970, Consumer newspaper	Box 133
1970, Trade magazine	Box 133

Burlington Industries (Klopman Mills)	
(oversize)	
1970, Consumer magazine	Oversize-box OV4
Physical Description: oversize	
Caltex Petroleum Corporation	
1967-1970, Consumer magazine (corporate)	Box 133
1971-1977, Consumer magazine (corporate)	Box 133
Caltex Petroleum Corporation (oversize)	
1970, Consumer newspaper	Oversize-box OV4
Physical Description: oversize	
1971, Consumer magazine	Oversize-box OV4
Physical Description: oversize	
Canada Dry Corporation	
1967, Consumer newspaper and magazine	Box 133
Canada Dry Corporation (oversize)	
1967, Consumer newspaper	Oversize-box OV4
Physical Description: oversize	
Champion International Corporation	
1972, 1974, Consumer newspaper	Box 133
1973-1977, Consumer magazine	Box 133
Champion International Corporation (oversize)	
1972, Consumer newspaper	Oversize-box OV4
Physical Description: oversize	
1973, Consumer magazine	Oversize-box OV4
Physical Description: oversize	
Cigar Institute of America	
1950-1951, Consumer magazine (targets college students)	Box 133
1950-1952, Consumer newspaper	Box 133
1951, Consumer magazine	Box 133
1953-1955, Consumer newspaper	Box 133

1954-1955, Consumer magazine (includes research)	Box 133
Cigar Institute of America (oversize) 1950, Consumer magazine	Oversize-box OV5
Physical Description: oversize	
Collier (?) (Bobby-MacBaby Chain) 1971, Consumer magazine	Box 133
Consolidated Food Corporation 1974-1980, Consumer magazine	Box 133
1974-1977, Consumer newspaper	Box 133
1974-1978, Consumer newspaper	Box 133
Consolidated Food Corporation (oversize) 1973-1976, Consumer newspaper	Oversize-box OV5
Physical Description: oversize	
1974, Trade magazine	Oversize-box OV5
Physical Description: oversize	
Continental Airlines 1974, Consumer magazine	Box 133
Continental Airlines (oversize) 1974, Consumer magazine	Oversize-box OV5
Physical Description: oversize	
Crum and Forster 1972-1974, Consumer magazine	Box 134
1972-1980, Trade magazine	Box 134
1975-1980, Consumer magazine	Box 134
Crum and Forster (oversize) 1972-1973, Consumer newspaper	Oversize-box OV7
Physical Description: oversize	
1973, Trade magazine	Oversize-box OV7
Physical Description: oversize	
Digital Equipment Corporation	

1980, Trade magazine	Box 134
Digital Equipment Corporation (oversize)	
1980, Consumer magazine	Oversize-box OV7
Physical Description: oversize	
Drake Bakeries (Drake's Cakes)	
1934, Consumer newspaper	Box 134
1934, Consumer newspaper	Box 134
1934, Consumer newspaper	Box 134
1935-1936, Consumer newspaper	Box 134
Dr. Pepper Company	
1941, Consumer magazine	Box 134
1941-1942, Consumer magazine (wartime advertising)	Box 134
1941, Consumer newspaper	Box 134
1941-1942, Consumer newspaper	Box 134
1941, Trade magazine	Box 134
Dr. Pepper Company (oversize)	
1941, Consumer newspaper	Oversize-box OV7
Physical Description: oversize	
Drug Development Corporation (Cough-Ex)	
1971, Consumer magazine	Box 134
Eastern Airlines	
1936, Consumer newspaper	Box 134
Ed Dalton	
1964-1965, Consumer magazine	Box 134
1964, Consumer newspaper	Box 134
Ed Dalton (oversize)	
1963, Consumer magazine	Oversize-box OV7
Physical Description: oversize	
Emery Worldwide	

1983, Consumer magazine	Box 134
Endeavor Publishing Corporation (Win magazine)	
1939, Consumer newspaper	Box 134
E.R. Squibb and Sons	
1962-1968, Consumer magazine (multiple products)	Box 135
1963-1968, Trade magazine (multiple products)	Box 135
1963, Trade magazine (Vigran, Sweeta)	Box 135
1964, Consumer newspaper (Vigran, Sweeta)	Box 135
E.R. Squibb and Sons (oversize)	
1963-1964, Consumer magazine (multiple products)	Oversize-box OV7
Physical Description: oversize	
1964, Consumer newspaper (Vigran)	Oversize-box OV7
Physical Description: oversize	
1965-1967, Consumer newspaper (Sweeta)	Oversize-box OV7
Physical Description: oversize	
Fitzgers Brewing Company (Fitzger's beer)	
1939, Consumer newspaper	Box 135
Fitzgers Brewing Company (Fitzger's beer) (oversize)	
1939, Consumer newspaper	Oversize-box OV7
Physical Description: oversize	
Galloping Gourmet	
1973, Consumer magazine	Box 135
Gillette	
1970, Consumer magazine (Tracc II)	Box 135
1970-1972, Consumer magazine (multiple products)	Box 135

1976-1980, Consumer magazine (disposable razors)	Box 135
1976-1980, Consumer newspaper (disposable razors)	Box 135
Gillette (oversize)	
1970-1971, Consumer and trade magazine	Oversize-box OV11
Physical Description: oversize	
G. Kreuger Brewing (beer and ale)	
1946-1948, Consumer magazine	Box 135
1946-1948, Consumer newspaper	Box 135
1948-1949, Consumer newspaper	Box 135
1948-1949, Consumer newspaper	Box 135
GMF Robotics	Box 135
GMF Robotics (oversize)	
1986, Trade magazine	Oversize-box OV11
Physical Description: oversize	
Greater New York Fund	
1938, Consumer newspaper	Box 135
Grove Laboratories (Bromo Quinine)	
1955-1957, Consumer magazine	Box 135
1955-1956, Consumer newspaper	Box 135
Hanes Corporation (L'Erin cosmetics)	
1979-1981, Consumer magazine	Box 135
Hanes Corporation (L'Erin cosmetics) (oversize)	
1977-1978, Consumer magazine	Oversize-box OV11
Physical Description: oversize	
Hasbro Industries	
1969-1977, Consumer newspaper and magazine (multiple products)	Box 135
Hasbro Industries (oversize)	

1971-1972, Consumer newspaper (multiple products)	Oversize-box OV11
Physical Description: oversize	
Hunt Foods and Industries 1968, Consumer magazine	Box 135
Hy-Gain Electronics (CB radio) 1977, Consumer magazine	Box 135
Hy-Gain Electronics (CB radio) (oversize) 1977, Trade magazine	Oversize-box OV11
Physical Description: oversize	
Indonesia (Republic of) 1969, Consumer newspaper	Box 135
Interbank Card Association (Signet bank card) 1977 (?), Consumer magazine	Box 135
International Silver Company (Rogers silverplate) 1934-1935, Consumer magazine	Box 135
J.C. Eno (United States) Limited 1936-1939, Consumer magazine	Box 135
1937-1939, Consumer newspaper	Box 135
J.H. Westerbeke Corporation 1961, Trade magazine	Box 135
Kane Miller Corporation (Sunnyland) 1981-1983, Consumer magazine (Superman brand peanut butter, raisins)	Box 135
Lenox China 1948-1950, Consumer magazine	Box 136
1948-1953, Consumer and trade newspaper	Box 136
1948-1954, Trade magazine	Box 136
1951-1952, Consumer magazine	Box 136
1953, Consumer magazine	Box 136
Lenox China (oversize)	

1949-1953, Consumer magazine	Oversize-box OV12
Physical Description: oversize	
1952-1953, Consumer newspaper	Oversize-box OV12
Physical Description: oversize	
<u>Liggett and Myers Tobacco Company</u>	
1982, Consumer magazine (Red Man chewing tobacco)	Box 136
<u>Lorillard Corporation (Kent)</u>	
1969, Consumer magazine	Box 136
1969, Consumer newspaper	Box 136
<u>Lorillard Corporation (Kent) (oversize)</u>	
1964, Consumer newspaper	Oversize-box OV12
Physical Description: oversize	
<u>Marine Midland Bank</u>	
1976, Consumer magazine	Box 136
1976, Consumer newspaper	Box 136
1976-1980, Trade magazine	Box 136
1980, Consumer magazine (some international advertisements)	Box 136
1980, Trade newspaper (some international advertisements)	Box 136
<u>Marine Midland Bank (oversize)</u>	
1976-1980, Consumer newspaper	Oversize-box OV12
Physical Description: oversize	
1977-1978, Consumer magazine	Oversize-box OV12
Physical Description: oversize	
<u>MCI Communications</u>	
1987, Consumer magazine	Box 136
<u>McKesson and Robbins</u>	
1944-1946, Consumer magazine	Box 136
1944-1947, Consumer newspaper	Box 136

1947-1949, Consumer magazine	Box 136
McKesson and Robbins (oversize) 1957, Trade magazine	Oversize-box OV12
Physical Description: oversize	
Medicus 1978, Trade magazine	Oversize-box OV12
Physical Description: oversize	
Milliken and Company (Visa fabrics) 1979-1980, Trade magazine	Box 136
1979, Trade magazine	Box 136
Muscular Dystrophy Association 1973-19794, Consumer magazine	Box 136
1977, Consumer magazine	Box 136
1977, Trade magazine	Box 136
Muscular Dystrophy Association (oversize) 1973, Consumer newspaper	Oversize-box OV12
Physical Description: oversize	
National Association of Manufacturers 1946-1948, Consumer magazine	Box 136
1946-1948, Consumer newspaper	Box 136
1948, Consumer magazine	Box 136
1948, Trade magazine	Box 136
National Association of Manufacturers (oversize) 1946-1947, Consumer magazine	Oversize-box OV13
Physical Description: oversize	
1946-1947, Consumer newspaper	Oversize-box OV13
Physical Description: oversize	
New York World's Fair 1964, Trade magazine	Box 137
New York World's Fair (oversize)	

1964-1965, Trade magazine Oversize-box OV13

Physical Description: oversize

New York State Citizen's Council on Traffic
Safety

1962, Booklets Box 137

Old Hickory (Diplomat)

1947, Consumer and trade magazine Box 137

1947, Consumer and trade newspaper Box 137

Parker Pen Company

1958, Consumer magazine Box 137

Parker Pen Company (oversize)

1958, Consumer magazine Oversize-box OV13

Physical Description: oversize

P. Ballantine and Sons

1933-1935, Consumer and trade magazine
(multiple products) Box 137

1934, Consumer newspaper (beer and ale) Box 137

1934, Consumer newspaper (beer and ale) Box 137

1934, Consumer newspaper (beer and ale) Box 137

1935, Consumer newspaper (beer and ale) Box 137

P. Ballantine and Sons (oversize)

1934, Consumer newspaper Oversize-box OV13

Physical Description: oversize

Peter Eckrich and Sons Incorporated

1976-1977, Consumer magazine Box 137

1978-1980, Consumer magazine Box 137

Peter Paul Incorporated

1970, 1972, Consumer and trade magazine
(multiple products) Box 137

1970, Consumer newspaper Box 137

Peter Paul Incorporated (oversize)

1970, Consumer magazine	Oversize-box OV13
Physical Description: oversize	
Pitney Bowes	Box 137
Pitney Bowes (oversize)	
Undated, Trade magazine	Oversize-box OV13
Physical Description: oversize	
Quaker Oats Company	
1938-1940, Consumer magazine	Box 137
Revlon Incorporated	
1971, Consumer magazine (advertisements prepared by Jacqueline Brandwynne Association)	Box 137
Richardson-Vick	
1966-1973, Consumer magazine (multiple products)	Box 137
1966-1979, Consumer newspaper (multiple products)	Box 137
1966-1970, Trade magazine (multiple products)	Box 137
1973-1980, Consumer magazine (multiple products)	Box 137
Richardson-Vick (oversize)	
1966, Trade magazine	Oversize-box OV15
Physical Description: oversize	
1967-1968, Consumer newspaper	Oversize-box OV15
Physical Description: oversize	
Sauce n'Serve	
1974, Consumer magazine	Box 137
Savings Bank Association of the State of New York	
1959, Consumer magazine	Box 137
1959-1962, Consumer newspaper	Box 137

1960, 1962, Consumer magazine	Box 137
1961, Consumer magazine	Box 137
Savings Bank Association of the State of New York (oversize)	
1959, Consumer magazine	Oversize-box OV15
Physical Description: oversize	
Schenley Ind. Incorporated	
1948, Consumer magazine (Three Feathers)	Box 137
1948, Consumer magazine (Old Stagg, Three Feathers)	Box 137
1948-1951, Consumer newspaper (Old Stagg, Three Feathers)	Box 137
1948-1951, Trade magazine (Old Stagg, Three Feathers)	Box 137
Schenley Ind. Incorporated (oversize)	
1948, Consumer and trade magazine	Oversize-box OV15
Physical Description: oversize	
1948, Consumer and trade newspaper	Oversize-box OV15
Physical Description: oversize	
Schick	
1957-1958, Consumer magazine (multiple products)	Box 138
1958-1960, Consumer newspaper	Box 138
1958-1960, Trade magazine (some international advertisements)	Box 138
1959-1961, Consumer newspaper (some international advertisements)	Box 138
Schick (oversize)	
1957-1959, Consumer and trade magazine	Oversize-box OV15
Physical Description: oversize	
1958-1961, Consumer newspaper	Oversize-box OV15
Physical Description: oversize	

1960-1961, Consumer magazine	Oversize-box OV15
Physical Description: oversize	
<hr/>	
Schlitz	
1979-1980, Consumer magazine (multiple products)	Box 138
1980, Consumer newspaper (Tribute light beer)	Box 138
<hr/>	
Schlitz (oversize)	
1980, Consumer magazine	Oversize-box OV15
Physical Description: oversize	
<hr/>	
Securities Industries Association	
1973-1974, Consumer magazine	Box 138
<hr/>	
Standard Brands (Planters products)	
1976-1978, Consumer newspaper	Box 138
1977-1979, Consumer magazine	Box 138
<hr/>	
Sterling Drug Company (Glenbrook Labs)	
1965-1970, Consumer magazine (Vanquish)	Box 138
<hr/>	
Sun Oil Company	
1957, Consumer magazine	Box 138
<hr/>	
This Week Magazine	
1954-1956, Consumer magazine	Box 139
1954, Trade magazine	Box 139
1954-1957, Trade newspaper	Box 139
1955, Trade magazine	Box 139
1956, Trade magazine	Box 139
1957, Trade magazine	Box 139
<hr/>	
This Week Magazine (oversize)	
1954-1957, Trade magazine	Oversize-box OV16
Physical Description: oversize	
1954-1957, Trade newspaper	Oversize-box OV16
Physical Description: oversize	

Time Incorporated 1973-1974, Consumer magazine	Box 139
Time Incorporated (oversize) 1949-1950, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
UNICEF (See also Oversize box OV16) 1971-1973, Consumer magazine	Box 139
1972-1974, Trade magazine	Box 139
1974-1979, Consumer magazine	Box 139
UNICEF (oversize) 1971-1979, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
Unicom Group of Insurance Company 1973, Consumer magazine	Box 139
Unicom Group of Insurance Company (oversize) 1973, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	
United Fund of Westchester Undated, Consumer magazine	Box 139
United Fund of Westchester (oversize) 1967, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
United States Rubber Company 1964-1967, Consumer magazine (Royal golf equipment)	Box 139
1966-1967, Consumer and trade newspaper (multiple products)	Box 139
1966, Consumer magazine (multiple products)	Box 139
1966, Trade magazine (Naugahyde)	Box 139
1966, Trade magazine (multiple products)	Box 139
United States Rubber Company (oversize)	

1966, Trade magazine	Oversize-box OV16
Physical Description: oversize	
1966, Trade newspaper	Oversize-box OV16
Physical Description: oversize	
<u>United States Treasury Department</u>	
1983, Consumer magazine	Box 139
<u>United States Treasury Department (oversize)</u>	
1983, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	
<u>Upholstery Leather Group Incorporated</u>	
1957, Trade magazine	Box 139
<u>Upholstery Leather Group Incorporated (oversize)</u>	
1957, Trade magazine	Oversize-box OV16
Physical Description: oversize	
1957, Trade newspaper	Oversize-box OV16
Physical Description: oversize	
<u>West End Brewery Company (Utica Club beer)</u>	
1965-1966, Consumer magazine	Box 139
1965-1966, Consumer newspaper	Box 139
<u>West End Brewery</u>	
1965-1966, Consumer magazine	Oversize-box OV16
Physical Description: oversize	
1965-1966, Consumer newspaper	Oversize-box OV16
Physical Description: oversize	
<u>Winthrop and Ward (Froth Dry Cleaner)</u>	
1937, Consumer newspaper	Box 139
<u>Yardley of London</u>	
1968-1969, Consumer magazine (some advertisements targeted at men)	Box 139
1970, Consumer and trade magazine (some advertisements targeted at African American women)	Box 139

1971, Consumer magazine	Box 139
1972, Consumer magazine	Box 139
1972-1973, Consumer magazine	Box 139
Yardley of London (oversize)	
1970-1971, Consumer magazine	Oversize-box OV17
Physical Description: oversize	
1972, Consumer newspaper	Oversize-box OV17
Physical Description: oversize	

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Audiovisual Materials, circa 1950-1986 (online item available)

[AdViews](#)

Scope and Contents note

The Audiovisual Series contains over 500 reels of 16mm film varying in lengths from 200' to 1600'. The majority of the films are compilations of commercials created mainly by Benton & Bowles for many different clients. Also included are several dozen reels of vintage television programs (shows created or sponsored by B&B), several stockholders' meetings, speeches, new business presentations, and outtakes. Brand names and clients include Crest, Post cereals, Scope, Yardley, Hardees, Grape Nuts, Hasbro, and Pampers. The films mainly pre-date 1986, with the bulk being from the 1960s-1970s although some material dates from the 1950s. The films are arranged in numerical order by the reel number.

Access Restrictions:

Access note. Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access. Digitized versions of many reels are available in the AdViews Digital Collection. Some physical use copies are available in the collection, and have been noted where available. Contact Research Services for further information.

Originals reels

Birdseye (1500' reel)	Box OV17 > Reel 1
Alpha Bits (1500' reel)	Box OV17 > Reel 2
Peter Paul (1500' reel)	Box OV17 > Reel 3
Toastem's (1500' reel)	Box OV17 > Reel 4

Raisin Bran (1500' reel)	Box OV17 > Reel 5
Avis (1500' reel)	Box OV17 > Reel 6
Yardley (1500' reel)	Box OV17 > Reel 7
Allied Chemical (1500' reel)	Box OV17 > Reel 8
Dana (1500' reel)	Box OV17 > Reel 9
Eastern Airlines (1500' reel)	Box OV17 > Reel 10
Schick	
Schick #4 (1500' reel)	Box OV17 > Reel 11
Schick #3 (1500' reel)	Box OV17 > Reel 12
Schick #2 (1500' reel)	Box OV17 > Reel 13
Schick #1 (1500' reel)	Box OV17 > Reel 14
GCM I	
GCM I #1 (1500' reel)	Box OV17 > Reel 15
GCM I #2 (1500' reel)	Box OV17 > Reel 16
Florida Citrus	
Florida Citrus #1 (1500' reel)	Box OV17 > Reel 17
Florida Citrus #2 (1500' reel)	Box OV17 > Reel 18
Florida Citrus #3 (1500' reel)	Box OV17 > Reel 19
Miscellaneous (1500' reel)	Box OV17 > Reel 20
Beechnut Candy (1500' reel)	Box OV17 > Reel 21
Beech Nut	
Beech Nut Food Processing (1500' reel)	Box OV17 > Reel 22
Beech Nut Lifesaver Cough Drops (1500' reel)	Box OV17 > Reel 23
Beech Nut Gum & Lifesavers (1500' reel)	Box OV17 > Reel 24

S.C. Johnson

S.C. Johnson Compiled #1 (1500' reel)	Box OV17 > Reel 25
S.C. Johnson Compiled #3 (1500' reel)	Box OV17 > Reel 26
S.C. Johnson Compiled #4 (1500' reel)	Box OV17 > Reel 27
S.C. Johnson Compiled #5 (1500' reel)	Box OV17 > Reel 28
S.C. Johnson Compiled #6 (1500' reel)	Box OV17 > Reel 29
S.C. Johnson Compiled #7 (1500' reel)	Box OV17 > Reel 30
S.C. Johnson Compiled #8 (1500' reel)	Box OV17 > Reel 31
S.C. Johnson Compiled #9 (1500' reel)	Box OV17 > Reel 32
S.C. Johnson Miscellaneous (1500' reel)	Box OV17 > Reel 33
Sodaburst (1500' reel)	Box OV17 > Reel 34

Maxwell House

Instant Maxwell House--Joel Cheek (1500' reel)	Box OV17 > Reel 35
Instant Maxwell House #2 (1500' reel)	Box OV17 > Reel 36
Instant Maxwell House #4 (1500' reel)	Box OV17 > Reel 37
Instant Maxwell House #5 (1500' reel)	Box OV17 > Reel 38
Instant Maxwell House #7 (1500' reel)	Box OV17 > Reel 39
Instant Maxwell House #8 (1500' reel)	Box OV17 > Reel 40
Instant Maxwell House #14 (1500' reel)	Box OV17 > Reel 41

AnSCO

AnSCO #1 (1500' reel)	Box OV17 > Reel 42
AnSCO #2 (1500' reel)	Box OV17 > Reel 43
Miscellaneous Historical--Good Measure, Birdseye (1500' reel)	Box OV17 > Reel 44

Texaco

Texaco #10 (1500' reel)	Box OV17 > Reel 45
Texaco #11 (1500' reel)	Box OV17 > Reel 46
Texaco #12 (1500' reel)	Box OV17 > Reel 47
Texaco #13 (1500' reel)	Box OV17 > Reel 48

Beech Nut

Beech Nut Gum (B & W) (1500' reel)	Box OV17 > Reel 49
Beech Nut Gum (1500' reel)	Box OV17 > Reel 50
Beech Nut Compiled (1500' reel)	Box OV17 > Reel 51
Beech Nut Baby Food (1500' reel)	Box OV17 > Reel 52
Beech Nut Baby Foods (1500' reel)	Box OV17 > Reel 53
Beech Nut Gum & Candy (1500' reel)	Box OV17 > Reel 54

Borden

Borden #1 (1500' reel)	Box OV17 > Reel 55
Borden #2 (1500' reel)	Box OV17 > Reel 56
Borden #3 (1500' reel)	Box OV17 > Reel 57

Squibb

Squibb #1 (1500' reel)	Box OV17 > Reel 58
Squibb #2 (1500' reel)	Box OV17 > Reel 59
Squibb #3 (1500' reel)	Box OV17 > Reel 60

Carlings

Carlings #1 (1500' reel)	Box OV17 > Reel 61
Carlings #2 (1500' reel)	Box OV17 > Reel 62
Carlings #3 (1500' reel)	Box OV17 > Reel 63
Utica Club (1500' reel)	Box OV17 > Reel 64

ASRI (1500' reel)	Box OV17 > Reel 65
ASR (1500' reel)	Box OV17 > Reel 66
Kent (1500' reel)	Box OV17 > Reel 67

Philip Morris

Parliament #1 (1500' reel)	Box OV17 > Reel 68
Parliament #2 (1500' reel)	Box OV17 > Reel 69
Parliament #3 (1500' reel)	Box OV17 > Reel 70
Parliament #4 (1500' reel)	Box OV17 > Reel 71
Parliament #5 (1500' reel)	Box OV17 > Reel 72
Parliament #6 (1500' reel)	Box OV17 > Reel 73
Parliament #7 (1500' reel)	Box OV17 > Reel 74
Chemical Bank (1500' reel)	Box OV17 > Reel 75
Chemical Bank (1500' reel)	Box OV17 > Reel 76
Camay, circa 1957	Box OV17 > Reel 77 Digital-materials RL00314-SET-R077 > Video-file RL00314-F16-R077.mkv Digital-materials RL00314-SET-R077 > Video-file RL00314-F16-R077.mp4

Physical Description: 1,336 film feet. 16mm, black and white, optical sound. 0:37:06.

MONY #1 (1500' reel)	Box OV17 > Reel 78
Best Foods (1500' reel)	Box OV17 > Reel 79
Anderson Clayton #1 (1500' reel)	Box OV17 > Reel 80
Anderson Clayton #2 (1500' reel)	Box OV17 > Reel 81

American Motors

American Motors #1 (1500' reel)	Box OV17 > Reel 82
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American Motors #2 (1500' reel)	Box OV17 > Reel 83
American Motors #3 (1500' reel)	Box OV17 > Reel 84
Pream 1	Box OV17 > Reel 85
Pream 2	Box OV17 > Reel 86
Studebaker 1 (Museum of Broadcasting)	Box OV17 > Reel 87
Studebaker 2 (Museum of Broadcasting)	Box OV17 > Reel 88
Yuban	
Yuban 1	Box OV17 > Reel 89
Yuban 2	Box OV17 > Reel 90
Yuban 3	Box OV17 > Reel 91
Yuban 4	Box OV17 > Reel 92
Kentile, Heublein, Desert Dri, Western Union	Box OV17 > Reel 93
Shulton 1	Box OV17 > Reel 94
Canada Dry 1	Box OV17 > Reel 95
Paxten-Saratoga	Box OV17 > Reel 96
American Express	Box OV17 > Reel 97
Fluffo 1	Box OV17 > Reel 98
Merrill	Box OV17 > Reel 99
Texaco 1 (1500' reel)	Box OV17 > Reel 100
Texaco 2 (1500' reel)	Box OV17 > Reel 101
General Foods Miscellaneous (1500' reel)	Box OV17 > Reel 102
B & B (1500' reel)	Box OV17 > Reel 103
Benton & Bowles	
B & B Compiled #2 (1500' reel)	Box OV17 > Reel 104

B & B Compiled #6 (1500' reel)	Box OV17 > Reel 105
B & B Compiled #12 (1500' reel)	Box OV17 > Reel 106
B & B Compiled #15 (1500' reel)	Box OV17 > Reel 107
B & B Compiled #21 (1500' reel)	Box OV17 > Reel 108
B & B Compiled #24 (1500' reel)	Box OV17 > Reel 109
Benton & Bowles creative review jingle jam, 1957	Item 1 > Audio-phonodisc RL.00314-PD-0001

Vintage Television

Linus--Visiting Children's Show (1500' reel)	Box OV17 > Reel 110
Linus #21 (1500' reel)	Box OV17 > Reel 111
Linus Pilot (1500' reel)	Box OV17 > Reel 112
Grindl (1500' reel)	Box OV17 > Reel 113
Barbara Rush (1500' reel)	Box OV17 > Reel 114
Dr. Who: The End of Tomorrow: BBC (1500' reel)	Box OV17 > Reel 115
Edge of Night (1500' reel)	Box OV17 > Reel 116
Dick Van Dyke (1500' reel)	Box OV17 > Reel 117
Kentucky Jones (1500' reel)	Box OV17 > Reel 118
Down You Go (1500' reel)	Box OV17 > Reel 119

Pampers

Pampers 1975 (800' reel)	Box OV17 > Reel 120
Pampers #2 (1500' reel)	Box OV17 > Reel 121
Pampers #4 (1500' reel)	Box OV17 > Reel 122
Pampers #4 (1500' reel)	Box OV17 > Reel 123
Pampers #5 (1500' reel)	Box OV17 > Reel 124

Pampers #6 (1500' reel)	Box OV17 > Reel 125
Pampers #6 (1500' reel)	Box OV17 > Reel 126
Pampers #10 (1500' reel)	Box OV17 > Reel 127
Pampers #11 (1500' reel)	Box OV17 > Reel 128
Pampers #11 (1500' reel)	Box OV17 > Reel 129

Texaco

Reel #14 (1500' reel)	Box OV17 > Reel 130
Reel #15 (1500' reel)	Box OV17 > Reel 131
Reel #16 (1500' reel)	Box OV17 > Reel 132
Reel #7A (1500' reel)	Box OV17 > Reel 133
Reel #9A (1500' reel)	Box OV17 > Reel 134
Foreign (1500' reel)	Box OV17 > Reel 135
Crest--Bill Cosby (400' reel)	Box OV17 > Reel 136

Scope and Contents note

[Use Copy UC13 in collection]

Gillette (800' reel)	Box OV17 > Reel 137
Good News (800' reel)	Box OV17 > Reel 138

Crest

Crest #23 (1500' reel)	Box OV17 > Reel 139
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Scope and Contents note

[Use Copy UC20 in collection]

Crest #24 (1500' reel)	Box OV17 > Reel 140
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Scope and Contents note

[Use Copy UC20 in collection]

Crest #25 (1500' reel)	Box OV17 > Reel 141
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Scope and Contents note

[Use Copy UC21 in collection]

Crest #26 (1500' reel) Box OV17 > Reel 142

Scope and Contents note

[Use Copy UC21 in collection]

Gillette

Gillette Good News (1500' reel) Box OV17 > Reel 143

Gillette and Peter Paul (1500' reel) Box OV17 > Reel 144

Gillette Trac II (1500' reel) Box OV17 > Reel 145

Gravy Train

Gravy Train Historical (800' reel) Box OV17 > Reel 146

Gravy Train 2 (1500' reel) Box OV17 > Reel 147

Gravy Train R-5 (1500' reel) Box OV17 > Reel 148

Rally (1500' reel) Box OV17 > Reel 149

Cool Whip #3 (1500' reel) Box OV17 > Reel 150

Gaines

Gaines Historical #3 (1500' reel) Box OV17 > Reel 151

Gaines Meal 1 (1500' reel) Box OV17 > Reel 152

Gaines Meal 2 (1500' reel) Box OV17 > Reel 153

Gaines 4 (1500' reel) Box OV17 > Reel 154

Gaines Miscellaneous (1500' reel) Box OV17 > Reel 155

Gaines (1500' reel) Box OV17 > Reel 156

Post

Post Miscellaneous #2 (1500' reel) Box OV17 > Reel 157

Post Historical #1 (1500' reel) Box OV17 > Reel 158

Post Historical Miscellaneous (1500' reel)	Box OV17 > Reel 159
Puffed Corn (1500' reel)	Box OV17 > Reel 160
Alpha Bits 4 (1500' reel)	Box OV17 > Reel 161
Alpha Bits 5 (1500' reel)	Box OV17 > Reel 162
Raisin Bran #2 (1500' reel)	Box OV17 > Reel 163
Raisin Bran #3 (1500' reel)	Box OV17 > Reel 164
Grape Nuts #3 (1500' reel)	Box OV17 > Reel 165
Grape Nuts #5 (1500' reel)	Box OV17 > Reel 166

Crest

Mr. Goodwin Outtakes--35mm (4 rolls) (1500' reel)	Box OV17 > Reel 167
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Crest Historical #10 (1500' reel)	Box OV17 > Reel 168
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Scope and Contents note

[Use Copy UC14 in collection]

Crest Historical #14 (1500' reel)	Box OV17 > Reel 169
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Scope and Contents note

[Use Copies UC16, UC17 in collection]

Crest Historical #15 (1500' reel)	Box OV17 > Reel 170
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Scope and Contents note

[Use Copy UC17 in collection]

Crest Historical #16 (1500' reel)	Box OV17 > Reel 171
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Scope and Contents note

[Use Copies UC17, UC18 in collection]

Crest Historical#17 (1500' reel)	Box OV17 > Reel 172
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Scope and Contents note

[Use Copy UC18 in collection]

Crest Historical#18 (1500' reel)	Box OV17 > Reel 173
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Scope and Contents note

[Use Copy UC18 in collection]

Crest Historical#19 (1500' reel)	Box OV17 > Reel 174
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Scope and Contents note

[Use Copy UC19 in collection]

Crest Historical #20 (1500' reel)	Box OV17 > Reel 175
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Scope and Contents note

[Use Copy UC19 in collection]

Crest Historical #21 (1500' reel)	Box OV17 > Reel 176
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Crest Historical #22 (1500' reel)	Box OV17 > Reel 177
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Post Tens (1500' reel)	Box OV17 > Reel 178
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Brim (1500' reel)	Box OV17 > Reel 180
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Brim (1500' reel)	Box OV17 > Reel 181
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Schlitz (1500' reel)	Box OV17 > Reel 182
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Yuban (1500' reel)	Box OV17 > Reel 183
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Bounce

Bounce #1 (1500' reel)	Box OV17 > Reel 184
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Bounce #5 (1500' reel)	Box OV17 > Reel 185
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Scope and Contents note

(NOTE: Bounce 2-4 missing)

Bounce #6 (1500' reel)	Box OV17 > Reel 186
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Norwich

Norwich #1 (1500' reel)	Box OV17 > Reel 187
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Norwich #2 (1500' reel)	Box OV17 > Reel 188
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Norwich #3 (1500' reel)	Box OV17 > Reel 189
Norwich #4 (1500' reel)	Box OV17 > Reel 190
Norwich #5 (1500' reel)	Box OV17 > Reel 191
Norwich #6 (1500' reel)	Box OV17 > Reel 192
Norwich #7 (964' reel)	Box OV17 > Reel 193

Scope and Contents

964 film feet, 0:26:47. Color is faded.

4K UHD AVI digital preservation copy	Digital-materials RL00314-SET-0003 > Video-file RL00314- F16-0193.avi
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Physical Characteristics and Technical Requirements

4K UHD, captured at four frames per second, requires frame speed adjustment.

4K UHD ProRes 4:2:2 mezzanine copy	Digital-materials RL00314-SET-0003 > Video-file RL00314- F16-0193.mov
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4K UHD MP4 digital use copy	Digital-materials RL00314-SET-0003 > Video-file RL00314- F16-0193.mp4
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Norwich #8, 9 (1500' reel)	Box OV17 > Reel 194
Norwich #10 (1500' reel)	Box OV17 > Reel 195
Libra #1 (1500' reel)	Box OV17 > Reel 196
Milliken Visa (1500' reel)	Box OV17 > Reel 197
Horizon Historical (1500' reel)	Box OV17 > Reel 198
Robert Hall (1500' reel)	Box OV17 > Reel 199
N.B. Toy (?) Reel, 1982 (1500' reel)	Box OV17 > Reel 200

IBM #1 (1500' reel)	Box OV17 > Reel 201
New Age Historical #1 (1500' reel)	Box OV17 > Reel 202
Orange Plus	
Orange Plus 1 of 3 (1500' reel)	Box OV17 > Reel 203
Orange Plus 2 of 3 (1500' reel)	Box OV17 > Reel 204
Orange Plus 3 of 3 (1500' reel)	Box OV17 > Reel 205
Digital Historical Reel #1 (1500' reel)	Box OV17 > Reel 206
Vicks	
Vicks 1986 to Present (Nyquil Historical Reel) (1500' reel)	Box OV17 > Reel 207
Woody Woodpecker (1500' reel)	Box OV17 > Reel 208
Vaporub 1 of 3 (1500' reel)	Box OV17 > Reel 209
Vaporub 2 of 3 (1500' reel)	Box OV17 > Reel 210
Vaporub 3 of 3 (1500' reel)	Box OV17 > Reel 211
Vicks #1 (1500' reel)	Box OV17 > Reel 212
Vicks #2 (1500' reel)	Box OV17 > Reel 213
Vicks #3 (1500' reel)	Box OV17 > Reel 214
Vicks #4 (1500' reel)	Box OV17 > Reel 215
Vicks #5 (1500' reel)	Box OV17 > Reel 216
Ivory Snow--Miscellaneous (1500' reel)	Box OV17 > Reel 217
Echrich (1500' reel)	Box OV17 > Reel 218
SIA (1500' reel)	Box OV17 > Reel 219
General Foods--Candy #1 (1500' reel)	Box OV17 > Reel 220
Marine Midland (1500' reel)	Box OV17 > Reel 221
Orange Twist (1500' reel)	Box OV17 > Reel 222

Bonus (1500' reel)	Box OV17 > Reel 223
Hardee's	
Hardees Miscellaneous #2 (1500' reel)	Box OV17 > Reel 224
Hardees Miscellaneous #3 (1500' reel)	Box OV17 > Reel 225
Hardees Miscellaneous #4 (1500' reel)	Box OV17 > Reel 226
Grape Nuts #1 (1500' reel)	Box OV17 > Reel 227
Grape Nuts #2A (1500' reel)	Box OV17 > Reel 228
Crest--circa Pool, A.M. Dental (200' reel)	Box OV17 > Reel 229
Scope and Contents note	
[Use Copy UC11 in collection]	
Alpha Bits #3 (1500' reel)	Box OV17 > Reel 230
Texaco #8 (1500' reel)	Box OV17 > Reel 231
Crest, Triumph, Tooth Decay (1500' reel)	Box OV17 > Reel 232
Scope and Contents note	
[Use Copy UC15 (Crest) in collection]	
Toasties #3 (1500' reel)	Box OV17 > Reel 233
Dawn (1500' reel)	Box OV17 > Reel 234
Post Miscellaneous #6 (1500' reel)	Box OV17 > Reel 235
D'Arcy Compilation (1500' reel)	Box OV17 > Reel 236
Crest #2 (1500' reel)	Box OV17 > Reel 237
Scope and Contents note	
[Use Copy UC10 in collection]	
Crest #11 (1500' reel)	Box OV17 > Reel 238
Scope and Contents note	
[Use Copies UC14, UC15 in collection]	

Hasbro

Hasbro #1 (1500' reel)	Box OV17 > Reel 239
Hasbro #2 (1500' reel)	Box OV17 > Reel 240
Hasbro #3 (1500' reel)	Box OV17 > Reel 241
Hasbro #4 (1500' reel)	Box OV17 > Reel 242
Hasbro #5 (1500' reel)	Box OV17 > Reel 243
Hasbro #6 (1500' reel)	Box OV17 > Reel 244
Sugar Crisp #4 (1500' reel)	Box OV17 > Reel 245
Vicks #6 (1500' reel)	Box OV17 > Reel 246
Continental 1 of 2 (1500' reel)	Box OV17 > Reel 247
Continental 2 of 2 (1500' reel)	Box OV17 > Reel 248
Skillet #1, 1959 (100' reel)	Box OV17 > Reel 249
Stockholders' Meeting, 1981 (1500' reel)	Box OV17 > Reel 250
Stockholders' Meeting (1500' reel)	Box OV17 > Reel 251
AMF Corporate Film, 1976 (1500' reel)	Box OV17 > Reel 252
AMF Corporate Film 1977 (1500' reel)	Box OV17 > Reel 253
Europe Reel--Roy Bostock 1981 (1500' reel)	Box OV17 > Reel 254

Pampers

Pampers #7 (1500' reel)	Box OV17 > Reel 255
Pampers #8 (1500' reel)	Box OV17 > Reel 256
Pampers #12 (1500' reel)	Box OV17 > Reel 257

Dawn

Dawn #2 (1500' reel)	Box OV17 > Reel 258
Dawn #3 (1500' reel)	Box OV17 > Reel 259

Dawn #4 (1500' reel) Box OV17 > Reel 260

Vintage Television Shows

Phil Silvers (1500' reel) Box OV17 > Reel 261

Sgt. Bilko (1500' reel) Box OV17 > Reel 262

Summer Playhouse (1500' reel) Box OV17 > Reel 263

Sgt. Bilko, "Viva Bilco" (1500' reel) Box OV17 > Reel 264

Post

Grape Nuts #4 (1500' reel) Box OV17 > Reel 265

Grape Nuts #2B (1500' reel) Box OV17 > Reel 266

Grape Nuts Historical Reel A (1500' reel) Box OV17 > Reel 267

Fiat 1 of 2 (1500' reel) Box OV17 > Reel 268

Fiat 2 of 2 (1500' reel) Box OV17 > Reel 269

Ferrari (800' reel) Box OV17 > Reel 270

Ivory Snow

Ivory Snow #1 (1500' reel) Box OV17 > Reel 271

Ivory Snow #2 (1500' reel) Box OV17 > Reel 272

Ivory Snow #3 (1500' reel) Box OV17 > Reel 273

Ivory Snow #4 (1500' reel) Box OV17 > Reel 274

Ivory Snow #5 (1500' reel) Box OV17 > Reel 275

Ivory Snow #6 (1500' reel) Box OV17 > Reel 276

Ivory Snow #7 (1500' reel) Box OV17 > Reel 277

Ivory Snow #8 (1500' reel) Box OV17 > Reel 278

Ivory Snow #9 (1500' reel) Box OV17 > Reel 279

Ivory Snow #10 (1500' reel) Box OV17 > Reel 280

McCulloch 1 of 2 (1500' reel)	Box OV17 > Reel 281
McCulloch 2 of 2 (1500' reel)	Box OV17 > Reel 282
Pinkerton (1500' reel)	Box OV17 > Reel 283
Scope	
Scope #1 (1500' reel)	Box OV17 > Reel 284
Scope and Contents note	
[Use Copy UC25 in collection]	
Scope #2 (1500' reel)	Box OV17 > Reel 285
Scope and Contents note	
[Use Copy UC26 in collection]	
Scope #3 (1500' reel)	Box OV17 > Reel 286
Scope and Contents note	
[Use Copy UC27 in collection]	
Scope #4 (1500' reel)	Box OV17 > Reel 287
Scope and Contents note	
[Use Copy UC28 in collection]	
Scope #5 (1500' reel)	Box OV17 > Reel 288
Scope and Contents note	
[Use Copy UC29 in collection]	
Scope #6 (1500' reel)	Box OV17 > Reel 289
Scope and Contents note	
[Use Copy UC30 in collection]	
Scope #7 (1500' reel)	Box OV17 > Reel 290
Scope and Contents note	
[Use Copy UC31 in collection]	

Vintage Television Shows

Red Buttons (1500' reel)	Box OV17 > Reel 291
Jackie Robinson (1500' reel)	Box OV17 > Reel 292
Paul Winchell (1500' reel)	Box OV17 > Reel 293
Sgt. Bilko 1 of 6 (1500' reel)	Box OV17 > Reel 294
Sgt. Bilko 2 of 6 (1500' reel)	Box OV17 > Reel 295
Sgt. Bilko 3 of 6 (1500' reel)	Box OV17 > Reel 296
Sgt. Bilko 4 of 6 (1500' reel)	Box OV17 > Reel 297
Sgt. Bilko 5 of 6 (1500' reel)	Box OV17 > Reel 298
Sgt. Bilko 6 of 6 (1500' reel)	Box OV17 > Reel 299
Sgt. Bilko 1 of 7 (1500' reel)	Box OV17 > Reel 300
Sgt. Bilko 2 of 7 (1500' reel)	Box OV17 > Reel 301
Sgt. Bilko 3 of 7 (1500' reel)	Box OV17 > Reel 302
Sgt. Bilko 4 of 7 (1500' reel)	Box OV17 > Reel 303
Sgt. Bilko 5 of 7 (1500' reel)	Box OV17 > Reel 304
Sgt. Bilko 6 of 7 (1500' reel)	Box OV17 > Reel 305
Sgt. Bilko 7 of 7 (1500' reel)	Box OV17 > Reel 306
F.O.F. Historical (1500' reel)	Box OV17 > Reel 307
F.O.F. Historical #1 (1500' reel)	Box OV17 > Reel 308
Sara Lee (1500' reel)	Box OV17 > Reel 309
Hardees Miscellaneous (1500' reel)	Box OV17 > Reel 310
Liquid Prell (1500' reel)	Box OV17 > Reel 311
Charmin Historical #4 (1500' reel)	Box OV17 > Reel 312

Scope and Contents note

[Use Copy UC4 in collection]

Crum & Forster (1500' reel)	Box OV17 > Reel 313
Corning (1500' reel)	Box OV17 > Reel 314
Whipped Cream (Birdseye) (1500' reel)	Box OV17 > Reel 315
Hutton (1500' reel)	Box OV17 > Reel 316
Hanes Laura (1500' reel)	Box OV17 > Reel 317
Texaco	
Presentation--Vic Bloedes (400' reel)	Box OV17 > Reel 318
Commercial International (800' reel)	Box OV17 > Reel 319
Miscellaneous 1 of 2 (800' reel)	Box OV17 > Reel 320
Miscellaneous 2 of 2 (800' reel)	Box OV17 > Reel 321
Texaco #1 (1500' reel)	Box OV17 > Reel 322
Texaco #2 (1500' reel)	Box OV17 > Reel 323
Texaco #3 (1500' reel)	Box OV17 > Reel 324
Texaco #4 (1500' reel)	Box OV17 > Reel 325
Texaco #6 (1500' reel)	Box OV17 > Reel 326
Texaco #7 (1500' reel)	Box OV17 > Reel 327
Various Commercials	
SPI Standard Peel (800' reel)	Box OV17 > Reel 328
Compiled--Sheldon Platt (800' reel)	Box OV17 > Reel 329
Ivory Snow Historical #1 (800' reel)	Box OV17 > Reel 330
AMC (800' reel)	Box OV17 > Reel 331
IBM (800' reel)	Box OV17 > Reel 332
Sgt. Bilko (Carling) (1500' reel)	Box OV17 > Reel 333
Cereal (1500' reel)	Box OV17 > Reel 334

GTI (1500' reel)	Box OV17 > Reel 335
S.C. Johnson's (1500' reel)	Box OV17 > Reel 336
Post	
Honey Comb (1500' reel)	Box OV17 > Reel 337
Post Miscellaneous #8 (1500' reel)	Box OV17 > Reel 338
Honey Comb #1 (1500' reel)	Box OV17 > Reel 339
Toasties #2 (1500' reel)	Box OV17 > Reel 340
Toasties #4 (1500' reel)	Box OV17 > Reel 341
Post Tens (1500' reel)	Box OV17 > Reel 342
Pebbles 1 of 2 (1500' reel)	Box OV17 > Reel 343
Pebbles 2 of 2 (1500' reel)	Box OV17 > Reel 344
Puffed Corn Flakes II (1500' reel)	Box OV17 > Reel 345
40% Bran (1500' reel)	Box OV17 > Reel 346
Sheldon Platt Sample (1500' reel)	Box OV17 > Reel 347
Standard Reel #5 (1500' reel)	Box OV17 > Reel 348
Charmin	
Charmin #1 (1500' reel)	Box OV17 > Reel 349
Scope and Contents note	
[Use Copy UC1 in collection]	
Charmin #2 (1500' reel)	Box OV17 > Reel 350
Scope and Contents note	
[Use Copy UC2 in collection]	
Charmin #3 (1500' reel)	Box OV17 > Reel 351
Scope and Contents note	
[Use Copy UC3 in collection]	

Charmin #5 (1500' reel)	Box OV17 > Reel 352
Scope and Contents note	
[Use Copy UC5 in collection]	
Charmin #6 (1500' reel)	Box OV17 > Reel 353
Scope and Contents note	
[Use Copy UC6 in collection]	
Charmin #7 (1500' reel)	Box OV17 > Reel 354
Scope and Contents note	
[Use Copy UC7 in collection]	
Charmin #8 (1500' reel)	Box OV17 > Reel 355
Scope and Contents note	
[Use Copy UC8 in collection]	
Charmin #9 (1500' reel)	Box OV17 > Reel 356
Scope and Contents note	
[Use Copy UC9 in collection]	
Brim (800' reel)	Box OV17 > Reel 357
Honeycomb #2 Historical (1500' reel)	Box OV17 > Reel 358
Bounce (1500' reel)	Box OV17 > Reel 359
Wondra (1500' reel)	Box OV17 > Reel 360
Brim Historical Reel #2 (1500' reel)	Box OV17 > Reel 361
Everything Reel--Spain, 1977 (1500' reel)	Box OV17 > Reel 362
Visit U.S.A. (1500' reel)	Box OV17 > Reel 363
Planters (1500' reel)	Box OV17 > Reel 364
December Bride (1500' reel)	Box OV17 > Reel 365
Paging Women (1500' reel)	Box OV17 > Reel 366

Crest

Crest #1 (1500' reel)	Box OV17 > Reel 367
Scope and Contents note [Use Copy UC10 in collection]	
Crest #3 (1500' reel)	Box OV17 > Reel 368
Scope and Contents note [Use Copy UC10 in collection]	
Crest #4 (1500' reel)	Box OV17 > Reel 369
Scope and Contents note [Use Copy UC11 in collection]	
Crest #5 (1500' reel)	Box OV17 > Reel 370
Scope and Contents note [Use Copy UC11 in collection]	
Crest #6 (1500' reel)	Box OV17 > Reel 371
Scope and Contents note [Use Copy UC12 in collection]	
Crest #7 (1500' reel)	Box OV17 > Reel 372
Scope and Contents note [Use Copy UC12 in collection]	
Crest #8 (1500' reel)	Box OV17 > Reel 373
Scope and Contents note [Use Copy UC13 in collection]	
Crest #9 (1500' reel)	Box OV17 > Reel 374
Scope and Contents note [Use Copy UC13 in collection]	
Crest #12 (1500' reel)	Box OV17 > Reel 375

Scope and Contents note

[Use Copy UC15 in collection]

Crest #13 (1500' reel) Box OV17 > Reel 376

Scope and Contents note

[Use Copy UC16 in collection]

Vintage Television

E.S.P. (1500' reel) Box OV17 > Reel 377

Capt. Kelly (1500' reel) Box OV17 > Reel 378

Frontier Justice (1500' reel) Box OV17 > Reel 379

Mayberry R.F.D. (1500' reel) Box OV17 > Reel 380

The Loner (1500' reel) Box OV17 > Reel 381

Claudia (1500' reel) Box OV17 > Reel 382

Andy Williams (1500' reel) Box OV17 > Reel 383

Good Morning World (1500' reel) Box OV17 > Reel 384

Topper (1500' reel) Box OV17 > Reel 385

Post

Grape Nuts Flakes (1500' reel) Box OV17 > Reel 386

Cereal Advertising--Sandy Sulcer (1500' reel) Box OV17 > Reel 387

Honey Copmb Animatics (1500' reel) Box OV17 > Reel 388

Alpha Bits (1500' reel) Box OV17 > Reel 389

Sugar Crisp #1 (1500' reel) Box OV17 > Reel 390

Sugar Crisp #2 (1500' reel) Box OV17 > Reel 391

Sugar Crisp #3 (1500' reel) Box OV17 > Reel 392

Sugar Crisp #5 (1500' reel) Box OV17 > Reel 393

Sugar Crisp #6 (1500' reel) Box OV17 > Reel 394

Sugar Crisp "76" (1500' reel)	Box OV17 > Reel 395
Discover Campaign (800' reel)	Box OV17 > Reel 396
Hardees (800' reel)	Box OV17 > Reel 397
Bravo/Glade (1500' reel)	Box OV17 > Reel 398
Crest/Scope (1500' reel)	Box OV17 > Reel 399

Scope and Contents note

[Use Copies UC15 (Crest), UC23(P&G), UC32 (Scope) in collection]

P & G--Multi-Reel, 1960s	Box OV17 > Reel 400 Digital-materials RL00314-SET-0005 > Video-file RL00314-F16-R400_01.mkv Digital-materials RL00314-SET-0005 > Video-file RL00314-F16-R400_02.mkv
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Physical Description: 908 film feet. 16mm, color, black and white, optical sound. 0:25:12.

Scope and Contents

Compilation reel includes: Post Sugar Crisps - Haunted House; Texaco - Mrs. Nagel; Charmin - Life Guard; Instant Maxwell House Coffee - Party; Crest - Bath; Texaco Havoline Oil - Spinning Balls; Texaco - Chimpanzee; Crest - American Dental Association; Texaco - Credit Card; Crest - Bath; Instant Maxwell House Coffee - Star Lineup (Edward G. Robinson, Betty White, Lauren Bacall, Jason Robards, Barbara Stanwyck); Post Crispy Critters - Moose Call; Seven Seas American Dressing - Now Appearing; Scope - Candle; Charmin - Dog Named Gentle; Instant Maxwell House Coffee - Bedtime; American Motors Rebel - Thunderstorm; Post Raisin Bran - Foxy Grandpa; Post Extra - Swinger; Beechnut - Hot Shots; Gaines Dog Food - Different Dinners

Multi Brands (1500' reel)	Box OV17 > Reel 401
Multi Brands (Dordelman) (1500' reel)	Box OV17 > Reel 402
RUI--Multi Reel (RVI) (1500' reel)	Box OV17 > Reel 403
Crest/Vicks (1500' reel)	Box OV17 > Reel 404

Scope and Contents note

[Use Copy UC21 (Crest) in collection]

Maxwell House

Instant Maxwell House #1 (1500' reel)	Box OV17 > Reel 405
Instant Maxwell House #3 (1500' reel)	Box OV17 > Reel 406
Instant Maxwell House #6 (1500' reel)	Box OV17 > Reel 407
Instant Maxwell House #9 (1500' reel)	Box OV17 > Reel 408
Instant Maxwell House #10 (1500' reel)	Box OV17 > Reel 409
Instant Maxwell House #13 (1500' reel)	Box OV17 > Reel 410
Compiled 1 of 2 (1500' reel)	Box OV17 > Reel 411
Compiled 2 of 2 (1500' reel)	Box OV17 > Reel 412
Barbie (1500' reel)	Box OV17 > Reel 413
AMF (1500' reel)	Box OV17 > Reel 414

Vintage Television Shows

Run Buddy Run (1500' reel)	Box OV17 > Reel 415
Green Acres (1500' reel)	Box OV17 > Reel 416
Mayberry RFD--Andy's Baby # 31 (1500' reel)	Box OV17 > Reel 417
Alvin Show (1500' reel)	Box OV17 > Reel 418
Edge of Night (1500' reel)	Box OV17 > Reel 419
Ethel and Alpert (1500' reel)	Box OV17 > Reel 420
The Night the Animals Talked (1500' reel)	Box OV17 > Reel 421
Phil Silvers (1500' reel)	Box OV17 > Reel 422
Hazel (1500' reel)	Box OV17 > Reel 423
Danny Thomas, Jan. 14, 1957 (1500' reel)	Box OV17 > Reel 424

Yanks Are Coming I (large reel)	Box OV17 > Reel 425
Yanks Are Coming II (large reel)	Box OV17 > Reel 426
Lincoln--Trial By Fire (large reel)	Box OV17 > Reel 427
Texaco Star Parade III (large reel)	Box OV17 > Reel 428
Texaco Star Parade I (large reel)	Box OV17 > Reel 429
Texaco Star Parade II (large reel)	Box OV17 > Reel 430
Post	
Oat Flakes, #1 (1500' reel)	Box OV17 > Reel 431
Miscellaneous #4 (1500' reel)	Box OV17 > Reel 432
Miscellaneous #5 (1500' reel)	Box OV17 > Reel 433
40% Bran Hist #1 (1500' reel)	Box OV17 > Reel 434
Miscellaneous #7 (1500' reel)	Box OV17 > Reel 435
Miscellaneous #3 (1500' reel)	Box OV17 > Reel 436
Heart of Oats #1 (1500' reel)	Box OV17 > Reel 437
Misc #9 (1500' reel)	Box OV17 > Reel 438
Misc #10 (1500' reel)	Box OV17 > Reel 439
Misc #11 (1500' reel)	Box OV17 > Reel 440
Linus Post (1600' reel)	Box OV17 > Reel 441
Flintstones (1600' reel)	Box OV17 > Reel 442
Various B & B Spots (1600' reel)	Box OV17 > Reel 443
Miscellaneous (1600' reel)	Box OV17 > Reel 444
Miscellaneous--Non-DMB & B (1600' reel)	Box OV17 > Reel 445
Linus--Faith For Today (1600' reel)	Box OV17 > Reel 446
AMF (1600' reel)	Box OV17 > Reel 447

Post Cereal (Old) (1500' reel)	Box OV17 > Reel 448
Large Reels	
Wondra (1500' reel)	Box OV17 > Reel 449
Post (1500' reel)	Box OV17 > Reel 450
Unknown (1500' reel)	Box OV17 > Reel 451
Song of Norway (1500' reel)	Box OV17 > Reel 452
Norwich #6 (1500' reel)	Box OV17 > Reel 453
Army (1500' reel)	Box OV17 > Reel 454
Vintage Television	
Lincoln--Trial By Fire (large reel)	Box OV17 > Reel 455
Anything Goes (large reel)	Box OV17 > Reel 456
The Honorable Sam Houston #1 (large reel)	Box OV17 > Reel 457
The Honorable Sam Houston #2 (large reel)	Box OV17 > Reel 458
Linus the Lionhearted	Box OV17 > Reel 459
Physical Description: 1356 film feet, 0:37:40	
Digital preservation copy	Digital-materials RL00314-SET-0004 > Video-file RL00314- F16-0459
Digital use copy	Digital-materials RL00314-SET-0004 > Video-file RL00314- F16-0459_24fps
Jack Benny Birthday Special	Box OV17 > Reel 460
High Hopes	Box OV17 > Reel 461
Jack Benny Birthday Special	Box OV17 > Reel 462
B & B New Business (1600' reel)	Box OV17 > Reel 463

Mayberry RFD: Howard the Swinger (1600' reel)	Box OV17 > Reel 464
Victory At Sea (1600' reel)	Box OV17 > Reel 465
Sara Lee (1600' reel)	Box OV17 > Reel 466
Maxim (1600' reel)	Box OV17 > Reel 467
B & B Show (1600' reel)	Box OV17 > Reel 468
B & B #23 (1600' reel)	Box OV17 > Reel 469
PS&D Symposium (large reel)	Box OV17 > Reel 470
Alpha Bits #2 (large reel)	Box OV17 > Reel 471
Gaines Burgers (large reel)	Box OV17 > Reel 472
Gaines Burgers (large reel)	Box OV17 > Reel 473
Gaines Burgers (large reel)	Box OV17 > Reel 474

Vintage Television

Linus the Lionhearted #4 Box OV17 > Film-reel 475

Physical Description: 787 film feet, 0:21:52.

Digital preservation copy

Digital-materials
RL00314-SET-0001 >
Video-file RL00314-
F16-0475.avi

Physical Description: Film was transferred on Filmfabriek HDS+. It was digitally scanned to AVI using Cineform codec 9.2.1. It was captured at 16 frames per second, then increased to the standard 24fps, following the scan, for the MP4 access copy. This was done using the Filmfabriek rendering software, FF Transcode. The two files produced and contained in the preservation and use directories for this film, therefore, are a 16fps preservation AVI, and a 24fps access MP4.

Digital use copy

Digital-materials
RL00314-SET-0001 >
Video-file RL00314-
F16-0475_24fps.mp4

Linus the Lionhearted #5 Box OV17 > Reel 476

Linus the Lionhearted #6 Box OV17 > Reel 477

Physical Description: 778 film feet, 0:21:36

Digital preservation copy

Digital-materials
RL00314-SET-0002 >
Video-file RL00314-
F16-0477.avi

Physical Description: Film was transferred on Filmfabriek HDS+. It was digitally scanned to AVI using Cineform codec 9.2.1. It was captured at 12 frames per second, then increased to the standard 24fps, following the scan, for the MP4 access copy. This was done using the Filmfabriek rendering software, FF Transcode. The two files produced and contained in the preservation and use directories for this film, therefore, are a 12fps preservation AVI, and a 24fps access MP4.

Digital use copy

Digital-materials
RL00314-SET-0002 >
Video-file RL00314-
F16-0477_24fps.mp4

Scope

Reel 478: Production Review No. 4 Box AV1

Scope and Contents note

[Use copy UC22 in collection]

Reel 479: Hysterical reel, "Morning Breath," Box AV1

Scope and Contents note

[Use copy UC23 in collection]

Vick's Cough Drops historical, 1929-1989, Reel 480 Box AV1

Bounce

Reel 481 Box AV1

Reel 482 Box AV1

Cool Whip

Reel 483 Box AV1

Reel 484 Box AV1

Reel 485 Box AV1

Preservation Masters

Reel #1, Charmin Commercials	Box M1
Reel #2, Charmin Commercials	Box M1
Reel #3, Charmin Historical #3	Box M1
Reel #4, Charmin Historical #4	Box M1
Reel #5, Charmin Historical #5	Box M1
Reel #8, Charmin Historical #8	Box M1
Reel #6, Charmin Historical #6	Box M2
Reel #7, Charmin Historical #7	Box M2
Reel #9, Charmin Historical #9	Box M2
Reel #NA, P&G Production Review #4	Box M3
Reel #NA, Scope commercials--hysterical reel	Box M3
Scope Reel 1, Film 284	Box M3
Scope Reel 2, Film 285	Box M3
Scope Reel 3, Film 286	Box M3
Scope Reel 4, Film 287	Box M3
Scope Reel 5, Film 288	Box M3
Scope Reel 6, Film 289	Box M3
Scope Reel 7, Film 290	Box M3
Pamp;G Reel 14, Film 399	Box M3
Scope Reel, Film 399	Box M3
Crest Tape 1, Reels 367, 237, 368	Box M4
Crest Tape 2, Reels 369, 370, 229	Box M4

Crest Tape 3, Reels 371, 372	Box M4
Crest Tape 4, Reels 373, 374, 136	Box M4
Crest Tape 5, Reels 168, 238	Box M4
Crest Tape 6, Reels 238 (continued), 375, 399, 232	Box M4
Crest Tape 7, Reels 376, 169	Box M4
Crest Tape 8, Reels 169 (continued), 170, 171	Box M4
Crest Tape 9, Reels 171 (continued), 172, 173	Box M4
Crest Tape 10, Reels 174, 175	Box M4
Crest Tape 11, Reels 139, 140	Box M4
Crest Tape 12, Reels 141, 142, 404	Box M4

Use Copies

UC1: Reel #1, Charmin Commercials. Reel 349. Format: VHS. Created: 2006	Box U1
UC2: Reel #2, Charmin Commercials. Reel 350. Format: VHS. Created: 2006	Box U1
UC3: Reel #3, Charmin Historical #3. Reel 351. Format: VHS. Created: 2006	Box U1
UC4: Reel #4, Charmin Historical #4. Reel 312. Format: VHS. Created: 2006	Box U1
UC5: Reel #5, Charmin Historical #5. Reel 352. Format: VHS. Created: 2006	Box U1
UC6: Reel #6, Charmin Historical #6. Reel 353. Format: VHS. Created: 2006	Box U1
UC7: Reel #7, Charmin Historical #7. Reel 354. Format: VHS. Created: 2006	Box U1
UC8: Reel #8, Charmin Historical #8. Reel 355. Format: VHS. Created: 2006	Box U1

UC9: Reel #9, Charmin Historical #9. Reel 356. Format: VHS. Created: 2006	Box U1
UC10: Crest Tape 1, Reels 367, 237, 368. Format: DVD. Created: 2007	Box U2
UC11: Crest Tape 2, Reels 369, 370, 229. Format: DVD. Created: 2007	Box U2
UC12: Crest Tape 3, Reels 371, 372. Format: DVD. Created: 2007	Box U2
UC13: Crest Tape 4, Reels 373, 374, 136. Format: DVD. Created: 2007	Box U2
UC14: Crest Tape 5, Reels 168, 238. Format: DVD. Created: 2007	Box U2
UC15: Crest Tape 6, Reels 238 (continued), 375, 399, 232. Format: DVD. Created: 2007	Box U2
UC16: Crest Tape 7, Reels 376, 169. Format: DVD. Created: 2007	Box U2
UC17: Crest Tape 8, Reels 169 (continued), 170, 171. Format: DVD. Created: 2007	Box U2
UC18: Crest Tape 9, Reels 171 (continued), 172, 173. Format: DVD. Created: 2007	Box U2
UC19: Crest Tape 10, Reels 174, 175. Format: DVD. Created: 2007	Box U2
UC20: Crest Tape 11, Reels 139, 140. Format: DVD. Created: 2007	Box U2
UC21: Crest Tape 12, Reels 141, 142, 404. Format: DVD. Created: 2007	Box U2
UC22: Reel #NA, P&G Production Review #4. Format: DVD. Created: 2007	Box U2
UC23: Reel #NA, Scope commercials--hysterical reel. Format: DVD. Created: 2007	Box U2
UC24: Scope Reel 1, Film 284. Format: DVD. Created: 2007	Box U2

UC25: Scope Reel 2, Film 285. Format: DVD. Created: 2007	Box U2
UC26: Scope Reel 3, Film 286. Format: DVD. Created: 2007	Box U2
UC27: Scope Reel 4, Film 287. Format: DVD. Created: 2007	Box U2
UC28: Scope Reel 5, Film 288. Format: DVD. Created: 2007	Box U2
UC29: Scope Reel 6, Film 289. Format: DVD. Created: 2007	Box U2
UC30: Scope Reel 7, Film 290. Format: DVD. Created: 2007	Box U2
UC31: P&G Reel 14, Film 399. Format: DVD. Created: 2007	Box U2
UC32: Scope Reel, Film 399. Format: DVD. Created: 2007	Box U2

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2026 Additions, 1901, 1942-1999

Access Restrictions:

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

General and Administrative Files, 1901, 1952-1992

Account assignments, 1989	Box 140
Annual report, 1990	Box 140
AnSCO--Mystery of the twin-cameras, 1958	Box 140
BBDO newsletter, 1975 August	Box 140
BBDO People newsletter, 1983 May	Box 140
Black Forest (film) reviews, clippings, 1977	Box 148

Broadcasting newsletter, 1964 May 6	Box 140
"Broadway Bound" office move packet (office manuals), 1989	Box 140
Client histories 1929-1968, approximately 1968	Box 140
Physical Description: 3 folders	
Client lists, 1945-1961	Box 140
Clients and products serviced, 1963-1978	Box 140
Continental Oil (Conoco) memo on advertising campaign, 1956	Box 140
DMB&B World newsletter, 1986 November	Box 143
Film 129: Pampers TV ads #11, 1980s	Box 142 > Video-cassette RL00314-Bcam-0001
Film 129: Pampers TV ads #11, 1980s	Box 142 > Optical-disc RL00314-OP-0001
Film 365: December Bride "Child of nature", 1980s	Box 142 > Video-cassette RL00314-Bcam-0002
Film 365: December Bride "Child of nature", 1980s	Box 142 > Optical-disc RL00314-OP-0002
Glass Containers Manufacturers Institute reports, 1962-1965	Box 140
Scope and Contents	
Includes: A complete program to stimulate employees to buy more products in glass (1965); Los Angeles soft drink program (1963, 1965); "No neck" beer bottle program (1964); Outdoor eating supermarket promotion (1962); Tradewinds newsletter (1963)	
Internship project report, 1989	Box 140
Physical Description: 2 folders	
Management directory, 1989, 1991	Box 141

Momentum (journal), 1992 Winter	Box 141
Parliament--Letter from Jean (?) referencing a Parliament "mermaid" print advertisement, approximately 1952	Box 141
Photoboards (Pepto-Bismol, Sun Maid raisins), 1982, 1986	Box 141
Pledge photoboards, 1970s	Box 141
Reprint--Advertising Age article on Benton & Bowles 50th anniversary, 1979	Box 143
Studebaker account memos, 1955-1956	Box 141
Some old stuff from D'Arcy MacManus Masius and Benton & Bowles, approximately 1985	Box 142 > Video-cassette RL00314-VHS-0001
U.S. Patent to Kittie Bellows for label design, King Edward VII scotch, 1901	Box 143
Video reel contents lists, 1980s	Box 141
Physical Description: 6 folders	
We're so exited: Benton & Bowles and D'Arcy MacManus Masius merger, 1985	Box 142 > Video-cassette RL00314-VHS-0002
Whirlpool advertising development, 1992	Box 141

Print Advertisements, 1942-1999

Alitalia, 1992-1995	Box 143
Allied Chemical, 1960-1968	Box 150
Allied Chemical, 1960-1969	Box 143
Physical Description: 2 folders	
Always, 1992-1999	Box 143
American Medical Association, 1997	Box 143
American Motors/Kelvinator, 1965-1967	Box 143

American Motors/Kelvinator, 1965-1967	Box 150
American Safety Razor Company, 1962-1964	Box 143
ANER (Associação nacional de editores de revista; in Portuguese), 1980s	Box 143
Ansco, 1960-1961	Box 143
Association of American Railroads, 1960s	Box 143
Avco, 1960-1962	Box 143
Avco, 1960s	Box 150
Baker's Chocolate, 1950-1952	Box 143
Barbados Tourism Authority, 1995-1999	Box 143
Beech-Nut, 1960s	Box 143
Bellows, 1953-1954	Box 143
Benson & Hedges, 1961-1962	Box 143
Best Foods/Hellmann's, 1952-1954	Box 143
Birdseye, 1967-1970	Box 143
Bonus detergent, 1960s	Box 143
Bounce, 1992-1996	Box 143
Caltex, 1970	Box 143
Camay, 1953-1956	Box 143
Carling Red Cap ale, 1950-1960	Box 143
Certo, 1951-1953	Box 143
Charmin, 1995-1997	Box 143
Chemical New York/Chemical Bank, 1960s	Box 143
Chemical New York/Chemical Bank, 1960s	Box 150
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