



Guide to the Gotham Inc. Records, 1967-1997 and undated

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Summary

Collection Title:

Gotham Inc. records, 1967-1997 and undated

Source:

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

Creator:

Gotham, Inc.

Abstract:

The Gotham Inc. advertising agency was established by the Interpublic Group in 1994 as an independent agency of the global marketing services holding company. Gotham Inc. is one of New York's leading integrated communication agencies. The Gotham Inc. Records contain primarily video and print advertisements created for clients by Gotham's predecessor companies Daniel & Charles and Laurence, and Charles, Free & Lawson. The materials span 1967-1997 and include videocassettes, slides, magazine and newspaper advertisements, and memorabilia as well as agency brochures and limited general information. Clients represented in the collection include: Bristol-Myers (Ban, Bufferin, Comtrex); Clairol (Herbal Essence, Infusium); Dial; Drackett (Endust, Renuzit, Vanish); GAF Corporation; Ross Laboratories (Ensure, Selsun Blue); Thompson Medical (Cortizone, Dexatrim); and American Home Food Products. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

113.5 Linear Feet
5000 Items

Language:

Material in English

Collection ID:

RL.00468

Permalink:

<https://idn.duke.edu/ark:/87924/m10322>

Preferred Citation

[Identification of item], Gotham Inc. Records, 1967-1997 and undated, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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Background

Scope and Content

The Gotham Inc. Records contain primarily video and print advertisements created for clients by Gotham's predecessor companies (Daniel & Charles, and Laurence, Charles, Free & Lawson). The materials span 1967-1997 and include videocassettes, slides, magazine and newspaper advertisements, and memorabilia as well as agency brochures and information. Clients represented in the collection include: Bristol-Myers (Ban, Bufferin, Comtrex); Clairol (Herbal Essence, Infusium); Dial; Drackett (Endust, Renuzit, Vanish); GAF Corporation; Ross Laboratories (Ensure, Selsun Blue) Thompson Medical (Cortizone, Dexatrim); and American Home Food Products.

Biographical/Historical

Since its inception, Gotham Inc. has been characterized in corporate literature as one of the first New Wave creative agencies that rides the cutting edge of advertising by hiring novice professionals who are driven by instinct and not afraid to try new approaches. Gotham Inc.'s self-described philosophy is "disciplined creativity" which refers to a blend of maverick creativity, rigorous research, and carefully developed marketing strategies. Gotham's basic creative strategy is to present an advertising concept in a variety of ways rather than constant repetition of a single advertisement. Gotham Inc. has a strong record for starting with single products and winning over additional products lines from the same parent company. Radio and television broadcast advertising represent their largest advertising format.

Source: Gotham Inc. website, company prospectus.

Chronology List

Date	Description
1952	Daniel & Charles (D&C) founded by Charles Goldsmith and Daniel Karsch
1963	Larry Dunst joins D&C as a copy writer.
1967	Larry Dunst named head of the Creative Department and a

Date	Description
	Senior Vice President at D&C. At 25 years old, Dunst is identified in company promotions as a "member of the New Wave of young creative sparks" which were infusing fresh energy and new talent into the advertising world.
1969	Dunst named President of D&C, the youngest head of a major advertising agency. Under his leadership the agency grows competitive with the larger agencies, and wins clients from JWT, McCann-Erickson, Ogilvy & Mather, and others.
1969	F. William Free & Company founded by F. William Free.
1972	D&C is sold to Mickelberry Corporation, an investment holding company listed on the New York Stock Exchange. D&C operates as an independent subsidiary.
1980	D&C acquires the Bufferin account as a result of its successful campaigns for Comtrex and Ban Roll-On, two other accounts Daniel & Charles handled for Bristol-Meyers.
1981	D&C acquires F. William Free & Company to form Laurence, Charles, & Free (LC&F). Daniel Karsch leaves Gotham to become Executive Vice President of Creamer, Inc. Charles Goldsmith (former chair of D&C) named chair. The merger brings together American

Date	Description
	Tobacco products Tareyton (D&C), Lucky Strike (D&C), and Carlton (Free); and forces the agency to resign from D&C's Schenley Industries (Ancient Age, Canadian, DeBouchette, etc.) account in favor of Free's Heublein account (Black Velvet, Jose Cuervo, etc.). Free also acquires accounts from Adidas, Alfa Romeo, and Coca Cola Foods (Active Yogurt).
1985	Ad Age ranks LC&F as the 17th largest agency on the East Coast and 43rd in the US.
1986	Tom Lawson joins LC&F and the name changes to Laurence, Charles, Free & Lawson (LCF&L). Offices in New York, N.Y.; Bloomfield Hills, Mich.; and Milwaukee, Wisc.
1994	Gotham Inc. founded.

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Arrangement

The Collection is arranged into four series by type of material: **Audiovisual Materials**, organized alphabetically by client and product; **Slides and Memorabilia**, arranged alphabetically by product; **Print Advertisements**, organized alphabetically by product into two subseries according to size; and **Agency Information** relating to Gotham predecessor companies Daniel & Charles, and Laurence Charles & Free.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Researchers must register and agree to copyright and privacy laws before using this collection.

In addition, original audiovisual materials are closed to patron use. Technical Services staff need to produce use copies before contents can be accessed.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. The library may require up to 48 hours to retrieve these materials for research use.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Gotham Inc. Records were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1998.

Processing Information

Processed by Jennifer Malone, June 2009

Encoded by Jennifer Malone, June 2009

Accession 98-153 is described in this finding aid.

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Related Materials

Related Material

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

[J. Walter Thompson Company. Advertising Vertical Files, 1950-1994](#)

[Wells Rich Greene Inc. Records, 1954-1998 and undated](#)

[Jim Brown Papers, 1945-1959 and undated](#)

[Lore Parker Papers, 1950-1979 and undated](#)

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Names and Subjects

- Videocassettes
- Photographic prints
- Advertising agencies -- United States
- Advertising agencies
- Advertising agencies -- United States -- History
- Television commercials -- United States
- Slides (photographs)
- Bristol-Myers Company
- Clairol, inc.
- Daniel & Charles (Firm)
- GAF Corporation
- Drackett Company
- Interpublic Group of Companies
- John W. Hartman Center for Sales, Advertising & Marketing History
- Gotham, Inc.
- Laurence, Charles, Free & Lawson (Firm)
- Ross Laboratories

Collection Inventory

Audiovisual Materials, 1973-1996 and undated

Physical Description: 129 boxes

Scope and Contents note

Contains audiovisual materials organized by client and product alphabetically. Item descriptions reflect information included on or with the materials and is recorded here as it appeared on the originals. A running number has been added to the individual items to aid in the identification of materials for the creation of use copies.

Major Clients, 1973-1996 and undated

Bristol Myers, 1973-1996 and undated

Ban, 1973-1975	Box 1
1. Daniel and Charles. Ultra Ban Spray. 7 Days a Week. :30. 1975	Box 1
2. Bristol-Myers. Ultra Ban Lotion. BRUM 5163 Lotion Lover Rev. :30. 1975	Box 1
3. Daniel and Charles. Bristol-Myers. Ultra Ban Super Dry. BMSD 5143 3X3 Rev. :30. 1975	Box 1
4. Daniel and Charles. Bristol-Myers. Ultra Ban Super Dry. BMSD 5133 3 & 3. :30. 1975	Box 1
5. Daniel and Charles. Bristol-Myers. Ultra Ban Super Dry. BMSD 5113 White/NO Z. :30; BMSD 5123 Black/NO Z. :30. 1975	Box 1
6. Bristol-Myers. Ultra Ban Super Dry. BMSD 5103 TV White Spanish Version :30. 1975	Box 1
7. Bristol-Myers. Ban Basic. BMBB 5053 Sonoma/Cooney :30. 1975	Box 1
8. Bristol-Myers. Ban Basic. Sonoma Candid :60; Sonoma Annc'r. :60. Undated	Box 1

9. Bristol-Myers. Ban Basic. BMBB 5043 Sonoma/Lamke :30; BMBB 5066 Sonoma/ Annc'r Rev. :60; BMBB 5076 Sonoma/ Candid Rev. :60. 1975	Box 1
10. Bristol-Myers. Ultra Ban 5000. BMUB 4863 No Zirconium :30. 1974	Box 1
11. Bristol-Myers. Ultra Ban. BMUB 4823 McQueen; BMUB 4833 Knight; BMUB 4843 Wynne. Undated	Box 1
12. Bristol-Myers. Ultra Ban 5000. 5 Spots. See Enclosed List. 1974	Box 1
13. Daniel and Charles. Ultra Ban Super Dry. BMSD 4093 TV-Black :30; BMSD 4083 TV-White :30. 1974	Box 1
14. W-V. Bristol-Myers. Ultra Ban Lotion. BMUR 4093 Listen :30. 1974	Box 1
15. DMC Films. Ultra Ban 500. . 1973	Box 1
Ban (continued), 1976	Box 2
16. Daniel and Charles. Ban Basic. 5 Spots. See Enclosed List. 1976	Box 2
17. Ban Basic. 7 Spots. See Enclosed List. 1976	Box 2
18. Ban Basic. Sonoma/Candid Rev. #2. 1976	Box 2
19. Daniel and Charles. Ban Basic. BMBB 6513 Gibbons/Rev. :30; BMBB 6523 Bongji/ Rev. :30. 1976	Box 2
20. Daniel and Charles. Ban Basic. BMBB 6443 Candid/Gibbons; BMBB 6453 Candid/ Bongji.. 1976	Box 2
21. Daniel and Charles. Ban Basic. BMBB 6423 Spokesman S&D/Rev.. 1976	Box 2

22. Daniel and Charles. Ban Basic. BMBB 6413 25 cent Offer/Rev. :30. Undated	Box 2
23. Ban Basic. BMBB 6333 Tabletop/SD. 1976	Box 2
24. Ban Basic. BMBB 6303 Stopped. 1976	Box 2
25. Ban Basic. BMBB 6293 Tabletop. 1976	Box 2
26. Daniel and Charles. B-M. Ultra Ban Lotion. BMUR 6283 Camera :30. 1976	Box 2
27. Bristol-Myers. Ban Basic. BMBB 6216 League City/Hardin Rev. :60; BMBB 6223 League City/Annc'r Rev. :30. 1976	Box 2
28. Bristol Myers. Ban Basic. BMBB 6146 League City/Hardin :60; BMBB 6133 League City/Annc'r :30; BMBB 6153 League City/Candid :30. 1976	Box 2
29. Bristol Myers. Ban Basic. BMBB 6193 Sonoma Lamke Rev. :30; BMBB 6203 Sonoma Cooney Rev. :30; BMBB 6186 Sonoma Annc'r Rev. 2 :60. 1976	Box 2
30. Bristol-Myers. Ban Basic. BMBB 6086 Stowe/Aerial :60; BMBB Stowe/Candid :30; BMBB Stowe/Annc'r :30. 1976	Box 2
31. Daniel and Charles. B-M. Ban Super Solid. BMbr 6023 Vignettes :30. 1976	Box 2
Ban (continued), 1977-1978	Box 3
32. Daniel and Charles. Ban Basic. BMBB 7933 Newspaper : 30. 1977	Box 3
33. Daniel and Charles. Bristol-Myers. Ban Basic. BMBB 7843 Answer/Hoche :30. 1977	Box 3
34. Bristol-Myers. Ultra Ban II. BMUB 7113 Balloon/Wash :30. 1977	Box 3
35. Daniel and Charles. Bristol-Myers. Ban Basic. BMBB 7023 Birdhouse :30. 1977	Box 3

36. D&C. Bristol-Myers. Ultra Ban II. BMUB 7163 American Rev. :30. 1977	Box 3
37. Daniel and Charles. Ultra Ban II. BMUB 7073 Newspaper Date 11 :30. 1977	Box 3
38. Bristol-Myers. Ban Basic. 6 Spots. See Enclosed List. 1977	Box 3
39. Bristol-Myers. Ultra Ban II. BMUB 7053 Balloon Rev. :30. 1977	Box 3
40. Daniel and Charles. Bristol-Myers. Ultra Ban II. BMUB 7103 Balloon II Rev. :30. 1977	Box 3
41. Daniel and Charles. Bristol-Myers. Ultra Ban II. BMUB 7013 Balloon :30. 1977	Box 3
42. Ban Basic. FA# 768. Directional Gordon ALT. 1977	Box 3
43. Daniel And Charles. Ban Basic. BMBB 7983 :30. 1977	Box 3
44. Winkler. Ultra Ban. BMUB 7153 America :30. 1977	Box 3
45. Daniel and Charles. Ban. BMUB 8323 Thunder :30. 1978	Box 3
46. Daniel and Charles. Ultra Ban II. BMUB 8265 Sure Can't :30. 1978	Box 3
Ban (continued), 1978-1979	Box 4
47. Daniel and Charles. Ultra Ban II. 5 Spots. See Enclosed List. 1978	Box 4
48. Daniel and Charles. Ultra Ban II Umbrella/No Rain :30. 1978	Box 4
49. Bristol-Myers. Ultra Ban II. Demo; Ultra Ban Lotion. Toughest Job. 1978	Box 4
50. Daniel and Charles. Bristol-Myers. Ban Basic. BMBB 8043 Breath :30. 1978	Box 4

51. Daniel and Charles. Ultra Ban II. Couple With Two Different Cores. 3/4 in. Video Cassette. 1978	Box 4
52. Daniel and Charles. Ban Big Ball Roll On. BMUB 8063 Results :30. Undated	Box 4
53. Bristol-Myers. Ultra Ban II. BMUB 8323 Umbrella: In the Rain; BMUB 8333 Umbrella: Sliding Panels; BMUB 8343 Umbrella: Two Umbrellas. 1978	Box 4
54. Ultra Ban II. 4 Spots. See Enclosed List. 1978	Box 4
55. Daniel and Charles. Ultra Ban II. Formula :30. 1978	Box 4
56. Daniel and Charles. Ultra Ban II. Umbrella/No Rain :30. 1978	Box 4
57. Bristol-Myers. Big Ban Ball Roll On. 6 Spots. See Enclosed List. 1978	Box 4
58. Daniel and Charles. Ban Presentation Reel. Good Better; Sliding Panels; Step By Step. 1978	Box 4
59. Daniel and Charles. Ban. BMUB 8333 Sliding Panel :30. 1978	Box 4
60. Daniel and Charles. Ultra Ban II. Couples 2 spots. R-11 PUB Coded. 05:26. 1978	Box 4
61. Daniel and Charles. Bristol-Myers. Ultra Ban Line. BMUL 9583 You Don't Stop Rev. :30. 1979	Box 4
62. Ban Dry Action. BMDA 9013 Hammock. 1979	Box 4
Ban (continued), 1979	Box 5
63. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9073 Feels Terrific :30. 1979	Box 5

64. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9123 Feels Terrific Rev. II. 1979	Box 5
65. Daniel and Charles. Ban. Hammock Dry Action :30; Hammock Results :30. 1979	Box 5
66. Daniel and Charles. Ban Dry Action. BMDA 9013 Hammock Vers. III :30. 1979	Box 5
67. Daniel and Charles. Bristol-Myers. Ban Deodorant Soap. BMBC 9073 Looks Terrific :30. 1979	Box 5
68. Daniel and Charles. Bristol-Myers. Ban Super Solid. BMBR 9073 Two Kinds :30. 1979	Box 5
69. Daniel and Charles. Bristol-Myers. Ultra Ban Line/Ban Soap. BMUL 9533 Umbrella Dual; BMBC 9073 Looks Terrific; BMUL 9543 Umbrella/Roll On/ Spray. A roll/2 Scenes :30/. 1979	Box 5
70. Daniel and Charles. Bristol-Myers. Ban Soap. BMCB 9133 Feels Terrific III :30. 1979	Box 5
71. Daniel and Charles. Bristol-Myers. Ban Super Solid. BMBR 9063 Rally :30. 1979	Box 5
72. Daniel and Charles. Bristol-Myers. Dry Action. Hammock. Revised Copy III :30. 1979	Box 5
73. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9093 Feels Terrific Rev. :30. 1979	Box 5
74. Daniel and Charles. Bristol-Myers. Dry Action. BMDA 9013 Hammock :30. Alternate End. 1979	Box 5
75. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9213 Stephanie :30. 1979	Box 5

76. Daniel and Charles. Bristol-Myers. Ultra Ban II. BMUB 9383 First Name Dual :30. 1979	Box 5
77. Daniel and Charles. Bristol-Myers. Dry Action. BMDA 9013 Hammock :30. Revised Copy. 1979	Box 5
78. Daniel and Charles. Bristol-Myers. Dry Action. Hammock Rev. Copy II :30. 1979	Box 5
Ban (continued), 1980-1981	Box 6
79. Bristol-Myers. Dry Action. BMDC 9023 Hammock Dry Action :30. Undated	Box 6
80. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9103 Country Girl :30. Undated	Box 6
81. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9103 Country Girl :30. Undated	Box 6
82. Ban Soap. 7-30 Sec. Spots. 1980	Box 6
83. Bristol-Myers. Ban Historical Reel. 19-30 Sec. Spots. See Enclosed List. 1980	Box 6
84. Daniel and Charles. Bristol-Myers. Defense Power. BMSQ 0113 Defense :30. 1980	Box 6
85. Ban Soap. 2-30 Sec. 2 Spots. 1980	Box 6
86. Daniel and Charles. Ban-Animatics. Toughest Man; Tennis; Shirts. 1980	Box 6
87. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9143 Thanks Bob :30; BMBC 9153 Who Did It :30. 1980	Box 6
88. Daniel and Charles. Bristol-Myers. Ban Soap. BMBC 9213 Stephanie :30. 1980	Box 6
89. Daniel and Charles. Bristol-Myers. Dry Action. BMDC 0063 His & Hers :30. 1980	Box 6

90. Bristol-Myers. Ban. Historical Reel. 26 Spots. See Enclosed List. 1980	Box 6
91. Daniel and Charles. Ban Animatics. Antique Dress; This Blouse. 1981	Box 6
92. Bristol-Myers. Ban Roll On presentation. 1981	Box 6
93. Daniel and Charles. Bristol-Myers. Ultra Ban Solid. ULT 1412. 4 Spots. See Enclosed List. 1981	Box 6
94. Daniel and Charles. Bristol-Myers. 6 Spots. See Enclosed List. 1981	Box 6
Ban (continued), 1982-1984	Box 7
95. LCF Bristol-Myers. Ban Roll On. BMBA 2033 Ban Version I :30. 1982	Box 7
96. LCF. Ban Roll On. Mother Daughter Rev. :30; BMBA 2033 Ban Version 2 :30. 1982	Box 7
97. Bristol-Myers. Ultra Ban Roll On. BMUB 1702 Volt Ball/Niles :20. 1982	Box 7
98. Ultra Ban. Historical Reel, 1971-1982. 46-30 Sec. Spots. See Enclosed List. 1982	Box 7
99. Bristol-Myers. Ban Roll On. BMBA 2053 Columnist Note Par :30. 1982	Box 7
100. Laurence Charles & Free. Bristol-Myers. Ultra Ban Solid. BMUS 2803 Mr. Connors Rev. 1 :30. 1982	Box 7
101. Ban Roll On. Animatic Reel D. BMBA 3183 Testing Grounds Rev.; BMBA 3173 First Thing I Put On Rev.; BMBA 3163 Hidden Camera Rev.. 1983	Box 7
102. Laurence Charles & Free. Bristol-Myers. Ban Roll On. BMBA 3163 Hidden Camera Rev. 1983	Box 7

103. Laurence Charles & Free. Bristol-Myers. Ban Roll On. BMBA 3133 Ban & Sportswear/New Core :30. 1983	Box 7
104. Laurence Charles & Free. Bristol-Myers. Ban Roll On. BMBA 3133 Ban & Sportswear/New Core :30. 1983	Box 7
105. Laurence Charles & Free. Bristol-Myers. Ban Roll On. BMBA 3143 Ban And Sportswear Vers. 2 :30. 1983	Box 7
106. Laurence Charles & Free. Bristol-Myers. Ban Roll On. BMBA 3133 Ban & Sportswear/New Core :30. 1983	Box 7
107. Ban. Presentation Reel. 9 Spots. See Enclosed List. 1984	Box 7
108. Laurence Charles & Free. Bristol-Myers. Ban Roll On. Historical Reel, 1970-1983. 24-30 Sec. Spots. See Enclosed List. 1983	Box 7
109. Laurence Charles & Free. Ban. BMBA 3133 Ban And Sportswear/New Core :30. 1984	Box 7
110. Ban. Presentation Reel. 9 Spots. See Enclosed List. 1984	Box 7
111. Laurence Charles & Free. Ultra Ban Solid. Ultra Ban Solid Rev. :30. 1983	Box 7
Ban (continued), 1988	Box 8
112. Laurence Charles & Free. Ban Spray. 14 Spots. See Enclosed List. 1988	Box 8
113. Laurence Charles & Free. Bristol-Myers. Ban Solid. BMBQ 8103 Towel :30. 1988	Box 8
114. Laurence Charles & Free. Bristol-Myers. Ban Line. BMLN 8013 Memories/ Coupon Tag :30. 1988	Box 8

115. Laurence Charles & Free. Bristol-Myers. Ban Line. BMLN 8013 Memories/Coupon Tag :30. 1988	Box 8
116. Laurence Charles & Free. Bristol-Myers. Ban Solid. BMBQ 8103 Towel :30. 1988	Box 8
117. Laurence Charles & Free. Bristol-Myers. Ban Aerosol. BMIC 8055 All Vignette :15. 1988	Box 8
118. Laurence Charles & Free. Bristol-Myers. Ban Aerosol. BMIC 8055 All Vignette :15. 1988	Box 8
119. Laurence Charles & Free. Bristol-Myers. Ban Solid. BMBQ 8103 Towel :30. 1988	Box 8
120. Laurence Charles & Free. Bristol-Myers. Ban Aerosol. BMIC 8055 All Vignette :15. 1988	Box 8
121. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMBQ 8043 Towel Animatic. 1988	Box 8
122. Ban Wagon. Dailies. Swipes. Shower/People Scenery/Chrome. 1988	Box 8
123. Laurence Charles Free & Lawson. Bristol-Myers. BMIC 8085 All Vignette Alt. :15. 1988	Box 8
124. Laurence Charles Free & Lawson. Bristol-Myers. Ban Aerosol. BMIC 8073 Psst FSI Tag :30. 1988	Box 8
125. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMBQ 8163 Towel shower Head Intro :30. Bars and Slate. 1988	Box 8
126. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMBQ 8063 Into The Night/Chanting :30. 1988	Box 8

127. Laurence Charles Free & Lawson. Bristol-Myers. Ban Aerosol. BMIC 8023 Psst/Intercut :30; Ban Solid. BMBQ 8163 Solid/Towel/Shower Head Intro :30. 1988	Box 8
128. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMBQ 8103 Towel :30. 1988	Box 8
Ban (continued), 1988-1989	Box 9
129. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. 4 Spots. See Enclosed List. 1988	Box 9
130. Laurence Charles Free & Lawson. Bristol-Myers. Ban Aerosol. BMIC 9105 Aerosol/Flutter Cut Rev. :15. 1989	Box 9
131. Laurence Charles Free & Lawson. Bristol-Myers. Ban Wide Solid. BMRX 9025 Wide Solid Rev. :15. 1989	Box 9
132. Laurence Charles Free & Lawson. Bristol-Myers. Ban. BMIC 9105 Aerosol/ Flutter Cut Rev. :15. 1989	Box 9
133. Laurence Charles Free & Lawson. Bristol-Myers. Ban Wide Solid. BMRX 9025 Wide Solid Rev. :15. 1989	Box 9
134. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMBQ 8195 Vignette Alt. Rev. 1 :15. 1989	Box 9
135. Laurence Charles Free & Lawson. Bristol-Myers. Ban Line. BMLN 9073 Line/ Flutter Cut Rev. :30. 1989	Box 9
136. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMBQ 8195 Vignette Alt. Rev. 1 :15. 1989	Box 9
137. Laurence Charles Free & Lawson. Bristol-Myers. Ban Wide Solid. BMRX 9025 Wide Solid Rev. :15. 1989	Box 9

137. Laurence Charles Free & Lawson. Bristol-Myers. Ban Wide Solid. BMRX 9013 Wide Solid :30. 1989	Box 9
138. Laurence Charles Free & Lawson. Bristol-Myers. Ban Line. BMLN 9073 Line/ Flutter Cut Rev. :30. 1989	Box 9
139. Laurence Charles Free & Lawson. Ban Line. BMLN 9053 Line/Flutter Cut :30; BMIC 9095 Aerosol/Flutter Cut :15. 1989	Box 9
140. Laurence Charles Free & Lawson. Bristol-Myers. Ban Line. BMLN 9053 Line/ Flutter Cut :30; Ban Aerosol. BMIC 9095 Aerosol/Flutter Cut :15. 1989	Box 9
141. Laurence Charles Free & Lawson. Ban Line. BMLN 9053 Line/Flutter Cut :30; BMIC 9095 Aerosol/Flutter Cut :15. 1989	Box 9
142. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Wide Solid. BMRX 9013 Wide Solid :30. 1989	Box 9
143. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Wide Solid/ BMRX 9025 Wide Solid Rev. :15. 1989	Box 9
144. Laurence Charles Free & Lawson. Ban Line. 9053 Line/Flutter Cut :30; BMIC 9095 Aerosol/Flutter Cut :15. 1989	Box 9
Ban (continued), 1989-1991	Box 10
145. Laurence Charles Free & Lawson. Ban. Historical, 1959-1989. 1989	Box 10
146. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMBQ 8195 Vignette Alt. Rev. 1 :15. 1989	Box 10
147. Laurence Charles Free & Lawson. Bristol-Myers. Ban Aerosol. BMIC 9105 Aerosol/Flutter Cut Rev. :15. 1989	Box 10

148. Laurence Charles Free & Lawson. Bristol-Myers. Ban Line. BMLN 9073 Line/ Flutter Cut :30. 1989	Box 10
149. Laurence Charles Free & Lawson. Bristol-Myers Squibb. BMRX 9013 Wide Solid :30; BMRX 9025 Wide Solid Alt :15. 1989	Box 10
150. Laurence Charles Free & Lawson. BMLN 9073 Line/Flutter Cut Rev. :30; BMIC 9105 Aerosol/Flutter Cut Rev. :15. 1989	Box 10
151. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. BMNQ 8195 Vignette Alt. Rev. 1 :15 . 1989	Box 10
152. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Wide Solid. BMRX 9025 Wide Solid Rev. :15. 1989	Box 10
153. Laurence Charles Free & Lawson. Bristol-Myers. Ban Solid. New Flutter Cut Vers. B mix. BMBQ 9203 Vers. B :30; BMBQ 9215 Lexicon Vers. :15. 1989	Box 10
154. Daniel and Charles. Ban Soap. BMBC 9113 Beach House :30 Color. Undated	Box 10
155. Daniel and Charles. Ban Soap. BMBC 9113 Beach House :30 Color. Undated	Box 10
156. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 0153 Fade Up Vers. 3 :30; BMLN 0165 Fade Up Vers. 3 :15. 1990	Box 10
157. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Wide Solid. BMRX 9013 Wide Solid :30; BMRX 9025 Wide Solid Rev. :15. 1990	Box 10
158. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMQA 0123 :30 BMQA 0135 :15 Don't Mess That Dress[c] . 1990	Box 10

159. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 0153 Fade Up Vers. 3 :30; BMLN 0165 Fade Up Vers. 3 :15. 1990	Box 10
160. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 1375 Exhilaration Rev. 6 :15. 1991	Box 10
161. Laurence Charles Free & Lawson. Ban Fresh and Dry. BMXB 1203 Transformation (a) :30. 1991	Box 10
Ban (continued), 1991-1992	Box 11
162. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line BMLN 1375 Exhilaration Rev. 6 :15. 1991	Box 11
163. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 1383 Exhilaration Rev. 4 :30. 1991	Box 11
164. Laurence Charles Free & Lawson. Ban Fresh & Dry. BMXB 1203 Transformation (a) :30; BMXB 1213 Lap Cuts (b) :30; BMXB 1233 Three Women (b) :30. 1991	Box 11
165. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 1193 Shower Fresh/Line End :30; BMLN 1205 Shower Fresh/Line End :15. 1991	Box 11
166. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMAQ 0123 Don't Mess That Dress [c] :30; BMAQ 1235 Don't Mess That Dress [c] :15. 1991	Box 11
167. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 1383 Exhilaration rev 4 :30. 1991	Box 11
168. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMAQ 0123 Don't Mess That Dress [c] :30; BMAQ 1235 Don't Mess That Dress [c] :15. 1991	Box 11

169. Laurence Charles Free & Lawson. Bristol-Myers Squibb. 5 Spots. See Enclosed List. 1991	Box 11
170. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. 4 Spots. See Enclosed List. 1991	Box 11
171. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 1383 Exhilaration Rev. 4 :30; BMLN 1375 Exhilaration Rev. 6 :15. 1991	Box 11
172. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 1383 Exhilaration Rev 4, Rev Audio :30; BMLN 1373 Exhilarations Rev 6, Rev Audio :15. Undated	Box 11
173. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 1243 Step Through :30; BMLN 1273 Feels Good Rev :30. 1991	Box 11
174. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Maximum Clear. BMXM 2023 Mountain . 1992	Box 11
175. Laurence Charles Free & Lawson. Bristol-Myers Squibb. BMXM 2173 Men Sweat More Rev :30; New Copy Mountain Rev. 4 :30. 1992	Box 11
176. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 2445 Unveiling Rev. :15. 1992	Box 11
177. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 2485 Unveiling Rev 2 :15. 1992	Box 11
178. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 2403 Unveiling :30. 1992	Box 11
Ban (continued), 1992	Box 12

179. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 2485 Unveiling Rev. 2 :15. 1992	Box 12
180. Laurence Charles Free & Lawson. Ban Clear. BMQA 2613 Don't Mess That Dress FSI Non New :30; Ban Line. BMLN 2503 Unveiling FSI :30. 1992	Box 12
181. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 2403 Unveiling :30. 1992	Box 12
182. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. 4 Spots. See Enclosed List. 1992	Box 12
183. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMQA Don't Mess That Dress II/FSI :30. 1992	Box 12
184. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Line. BMLN 2403 Unveiling :30; BMLN 2445 Unveiling Rev :15. 1992	Box 12
185. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Fresh & Dry. BMXB 1923 Attitude :30. 1992	Box 12
186. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. 4 Spots. See Enclosed List. 1992	Box 12
187. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 2173 Men Sweat More Rev. :30. 1992	Box 12
188. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Men Sweat More :30; Mountain Rev. :30; Diver/Clean & Fresh :30. 1992	Box 12
189. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Maximum Clear. BMXM 2013 Look Sharp :30. 1992	Box 12

190. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban. BMLN 2523 The Clearer Way rev. C :30. 1992	Box 12
191. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMQA 2673 Don't Mess II/FSI :30. 1992	Box 12
192. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMQA 2613 Don't Mess That Dress FSI Now New :30; Ban Line. BMLN 2503 Unveiling FSI :30. 1992	Box 12
193. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 2173 Men Sweat More rev :30. 1992	Box 12
194. Laurence Charles Free & Lawson. Ban Line. BMRX 2143 Still Feeling Shower Fresh :30; Still Feeling Shower Fresh Alt. :30. 1992	Box 12
195. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 2173 Men Seat More Rev. :30. 1992	Box 12
Ban (continued), 1992-1993	Box 13
196. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 2173 Men Sweat More :30. 1992	Box 13
197. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMQA 2643 Don't Mess II Stereo :30. 1992	Box 13
198. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 3223 Diver/Alt :30; BMXM 3235 Diver/ Alt :15. 1992	Box 13
199. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 3223 Diver/Alt :30. 1993	Box 13

200. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 3273 Diver II :30; BMXM 3285 Diver II :15. 1993	Box 13
201. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM Diver/Alt. :30; BMXM 3235 Diver/Alt. :15. 1993	Box 13
202. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear AP. BMAB 3123 :30 & BMAB 3135 :15 Stay Fresh And Dry. 1993	Box 13
203. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 3235 Diver/Alt. :15. 1993	Box 13
204. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear For Men. BMBK 3043 Diver AP :30; BMBK 3055 Diver AP :15. 1993	Box 13
205. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMQA 2643 Don't Mess II Stereo :30; BMQA 2655 Don't Mess II Stereo :15. 1993	Box 13
206. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men Line. BMXA 3013 Diver AP Tag :30; BMXA 3025 Diver AP Tag :15. 1993	Box 13
207. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 3223 Diver/Alt :30; BMXM 3235 Diver/ Alt :15. 1993	Box 13
208. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear Ap. BMAB 3173 outdoor Fashion :30; BMAB 3185 Outdoor Fashion :15. 1993	Box 13
209. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear For Men	

AP. BMBK 3043 Driver AP :30; BMBK 3055 Driver AP :15. 1993	Box 13
210. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXA 3013 Diver/AP Tag :30; BMXA 3025 Diver/ AP Tag :15. 1993	Box 13
211. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 3223. Diver Alt. :30. 1993	Box 13
Ban (continued), 1993-1996 and Undated	Box 14
212. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear For Men AP. BMBK 3043 Diver AP :30; BMBK 3055 Diver AP :15. 1994	Box 14
213. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXB 3235 Diver Alt. :15. 1993	Box 14
214. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear For Men AP. BMBK 3043 Diver AP :30; BMBK 3055 Diver AP :15. 1993	Box 14
215. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear. BMQA 2643 Don't Mess II Stereo :30; BMQA 2655 Don't Mess II Stereo :15. 1993	Box 14
216. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban for Men. BMXB 3273 Diver II :30; BMXB 3285 Diver II :15. 1993	Box 14
217. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear For Men AP. BMBK 3043 Diver AP :30; BMBK 3055 Diver AP :15. 1994	Box 14
218. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear For Men AP. BMBK 3043 Diver AP :30; BMBK 3055 Diver AP :15 . 1994	Box 14

219. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban For Men. BMXM 3223 Diver/Alt. :30; Ban Clear For Men AP. BMBK 4063 Surfer :30. 1994	Box 14
220. Laurence Charles Free & Lawson. Bristol-Myers Squibb. Ban Clear For Men AP. BMBK 3043 Diver AP :30; BMBK3055 Diver AP :15. 1994	Box 14
221. Gotham Inc. Ban. BMQA 5023 Worm Dance :30; BMQA 5013 Like A You Know What :30. 1996	Box 14
222. Daniel And Charles. Ultra Ban II. Couples. 2 Spots. Undated	Box 14
223. Daniel And Charles. Ban Roll On. Ten People; Tennis Charlex, Inc. Undated	Box 14
224. Daniel And Charles. Ultra Ban. Look Terrific Charlex, Inc. Undated	Box 14
Bufferin, 1980-1981	Box 15
225. Ted Bates. Bristol-Myers. Bufferin. BMBU 0183 Headache Interview/ Mihojevich Rev. I :30; BMBU 0193 Headache Interview/DE Roches Rev. I :30; BMBU 0173 Headache Interview/Sullivan Rev. I :30. 1980	Box 15
226. Bufferin. Newspaper . 1980	Box 15
227. Daniel And Charles. Bufferin. BMBU 1183 Who's Sponsoring :30. 1981	Box 15
228. Daniel And Charles. Bristol-Myers. Bufferin BMBU 1253 Who's Sponsoring Boxes :30. 1981	Box 15
229. Daniel And Charles. Bristol-Myers. Bufferin. Flu. 1981	Box 15
230. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 1233 Before I Tell You/ FV :30. 1981	Box 15

231. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 1253 Who's Sponsoring/ Boxes :30. 1981	Box 15
232. Daniel And Charles. Bristol-Myers. Extra Strength Bufferin. Months :30. 1981	Box 15
233. Daniel And Charles. Bristol-Myers. Bufferin. Husband And Wife . 1981	Box 15
234. Daniel And Charles. Bufferin. Before I Tell You Rev. I:30. 1981	Box 15
235. Daniel And Charles. Bristol-Myers. Bufferin. It's A Relief . 1981	Box 15
236. Daniel And Charles. Bufferin. We'll Buy It For You :30. 1981	Box 15
237. Bristol-Myers. Bufferin. BMBU 1073 Shuffleboard Alt. :30. 1981	Box 15
238. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 122 Before I Tell You/Male Version :30; BMBU 1233 Before I Tell You/ Female Version :30. 1981	Box 15
239. Bristol-Myers. Bufferin. BMBU 0173 Headache Interview/ Sullivan Rev. IV :30. 1981	Box 15
240. Daniel And Charles. Arthritis Strength Bufferin. BMBU 1143 Kitchen :30. 1981	Box 15
241. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 1213 Before I Tell You/ Rev. 4 :30. 1981	Box 15
Bufferin (continued), 1981	Box 16
242. Daniel And Charles. Bristol-Myers. Bufferin. Look of Relief :30. 1981	Box 16
243. Daniel And Charles. Bufferin. BMBU 1183 Who's Sponsoring :30. 1981	Box 16

244. Daniel And Charles. Bristol-Myers. Extra Strength Bufferin. BMBX 1063 Lighted Man :30. 1981	Box 16
245. Bristol-Myers. Bufferin. BMBU 1283 Flu Lines Core :30. Undated	Box 16
246. Winker. Extra Strength Bufferin. BMBX 1053 Tunnel #1; BMBX 1133 Tunnel #2; BMBX 1143 Tunnel #3 :30 Each. 1981	Box 16
247. Daniel And Charles. Bristol-Myers. Extra Strength Bufferin. BMBX 1423 :30. 1981	Box 16
248. Daniel And Charles. Bufferin. Look of Relief-Lines w/ Effect; Look of Relief- Competitive; Look of Relief-Cushion. 1981	Box 16
249. Daniel And Charles. Bristol-Myers. Bufferin Arthritic. BMBH 1073 Shuffleboard Alt :30. 1981	Box 16
250. Daniel And Charles. Bristol-Myers. Bufferin. Pain Stops Here III. 1981	Box 16
251. Daniel And Charles. Extra Strength Bufferin. 6-30 Sec. Spots. 1981	Box 16
252. Bristol-Myers. Extra Strength Bufferin. BMBX 1503 Pain/Male; BMBX 1513 Pain/ Cathy :30 each. 1981	Box 16
253. Daniel And Charles. Bristol-Myers. Bufferin. BMBX 1443 Tunnel/Bes, Chase :30; BMBX 1453 Tunnel w/o Bes,Chase :30. 1981	Box 16
254. Daniel And Charles. Bristol-Myers. Extra Strength Bufferin. BMBX 1C13 Relief :30. 1981	Box 16
255. Daniel And Charles. Arthritis Strength Bufferin. BMBU 1143 Kitchen :30. 1981	Box 16

256. Bristol-Myers. Arthritis Strength Bufferin. BMBS 9013 :30 Closed Captioned. 1981	Box 16
257. Daniel And Charles. Extra Strength Bufferin. BMBX 1353 Look of Relief 3--Snap Zoom :30. 1981	Box 16
258. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 1243 Who's Sponsoring Rev. 1 :30. 1981	Box 16
Bufferin (continued), 1981-1982	Box 17
259. Daniel And Charles. Bufferin. Before I Tell You Rev. 3. 1981	Box 17
260. Daniel And Charles. Bufferin. Before I Tell You Rev. 2. 1981	Box 17
261. Bristol-Myers. Bufferin. BMBU 1063 Clock/Wipe/VO2 :30. 1981	Box 17
262. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 1101 Pain State :30; BMBU 1163 TV Commercials 11 :30. 1981	Box 17
263. Daniel And Charles. Bristol-Myers. Arthritis Strength Bufferin. 4-30 Sec Spots. 1981	Box 17
264. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 1243 Who's Sponsoring Rev. 1 :30. 1981	Box 17
265. Daniel And Charles. Bristol-Myers. Bufferin. BMBU 1163 TV Commercials II :30. 1981	Box 17
266. Bristol-Myers. Bufferin Arthritic. BMBH 7463 Copy Closed Captioned :30. 1981	Box 17
267. Daniel And Charles. Extra Strength Bufferin. BMBX 1313 Tunnel Bes :30; BMBX 1333 Tunnel w/o Bess :30. 1981	Box 17

268. Laurence Charles and Free. Bufferin. BMBU 2583 Party Revised I :30. 1982	Box 17
269. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 1313 Construction Worker :30. 1982	Box 17
270. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 2513 Moving/Extra Strength :30. 1982	Box 17
271. Bristol-Myers. Bufferin. BMBU 1313 Construction Worker; BMBU 2363 Women/Sling; BMBU 1293 Singing Relief :30 Each. 1982	Box 17
272. Laurence Charles and Free. Bufferin. BMBU 2553 Party :30. 1982	Box 17
273. Bristol-Myers. Extra Strength Bufferin. BMBX 1573 Supermarket :30; BMBX 1563 Airport :30; BMBX 1583 Painting :30. 1982	Box 17
274. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBX 2623 ES Bufferin Quiz Rev. II :30; BMBU 2463 Bufferin Quiz II :30. 1982	Box 17
275. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 1553 Miss Jones :30. 1982	Box 17
Bufferin (continued), 1982-1983	Box 18
276. Bristol-Myers. Bufferin. BMBU 2483 Moving Clockwise Pkg. Ending :31.5. 1982	Box 18
277. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 2603 EX-EST :30. 1982	Box 18
278. Laurence Charles and Free. Bristol-Myers. Bufferin. America's Cold :30. 1982	Box 18
279. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 2523 Quiz II Rev. III :30. 1982	Box 18

280. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 2373 Flu Lines Core Rev. :30. 1982	Box 18
281. Bristol-Myers. Bufferin Showreel. 8-30 Sec Spots. See Enclosed List. 1982	Box 18
282. Laurence Charles and Free. Bufferin. BMBU 3663 Pain Stops Here Rev. I :30. 1983	Box 18
283. Bristol-Myers. Bufferin. BMBU 2473 Nautilus 16 Pkg. Ending :32. 1983	Box 18
284. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 3671 Good News ID ESB Vers. 2 :10. 1983	Box 18
285. Laurence Charles and Free. Bufferin. BMBU 3733. 1983	Box 18
286. Laurence Charles and Free. Bufferin. BMBU 3733 Locker Room-Blow Up :30; BMBU 3713 Florist :30; BMBU Florist ID Can :30. 1983	Box 18
287. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 3683 Moving/Safety Tag :30. 1983	Box 18
288. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 2623 Quiz Rev. II :30 X2. 1983	Box 18
289. Bristol-Myers. Bufferin. BMBU 3603 I Over Did It :30. 1983	Box 18
290. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 3713 Florist :30. 1983	Box 18
291. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 3753 Florist ID Can/ Rev. 2 :30. 1983	Box 18

292. Laurence Charles and Free. Extra Strength Bufferin. 5-30 Sec Spots. See Enclosed List. 1983	Box 18
Bufferin (continued), 1983-1986	Box 19
293. Bristol-Myers. Arthritic Copy. BMBU 2593 Party Rev. II :30. 1983	Box 19
294. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBU 3661 Good News ID Buff Vers. 2 :10. 1983	Box 19
295. Laurence Charles and Free. Bufferin. BMBU 4953 Throb :30. 1984	Box 19
296. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 4953 Throb; BMBU 4963 Chances . 1984	Box 19
297. Laurence Charles and Free. Bufferin. BMBU 4953 throb II :30. 1984	Box 19
298. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 4033 Medical Update :30. 1984	Box 19
299. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 4983 Faces :30. 1984	Box 19
300. Laurence Charles and Free. Bristol-Myers. Bufferin. BMBU 4023 Changes/ Titles :30. 1984	Box 19
301. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 5013 Heart of Pain Rev. 4 :30. 1985	Box 19
302. Laurence Charles and Free. Bufferin. BMBU 4083 Colds/Flue Information Rev. 1 . 1985	Box 19
303. Laurence Charles and Free. Bristol-Myers. Arthritis Strength Bufferin. BMBH 4093 Arthritis Information Rev. 1 :30. 1985	Box 19

304. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 5023 Picnic :30; BMBX 5033 Rowing Machine-Flip Vers. :30; BMBX 5013 Heart of Pain Rev. 4 :30. 1985	Box 19
305. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 5033 rowing Machine-Flip Vers. :30. 1985	Box 19
306. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 5023 Picnic :30. 1985	Box 19
307. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 6093 Play Rev. :30 Color. 1986	Box 19
308. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 6073 Play :30. 1986	Box 19
309. Laurence Charles and Free. Bristol-Myers. Extra Strength Bufferin. BMBX 5023 Picnic :30. 1986	Box 19
Bufferin (continued), 1986-1987	Box 20
310. Laurence Charles and Free and Lawson. Bufferin. BMBU 3733 Locker Room Blow Up :30. 1986	Box 20
311. Laurence Charles and Free and Lawson. Bristol-Myers. Extra Strength Bufferin. BMBX 6093 Play rev. :30. 1986	Box 20
312. Laurence Charles and Free and Lawson. Bufferin. BMBX 5023 Picnic; BMBX 5093 Play; Locker Room Blow Up. 1986	Box 20
313. Laurence Charles and Free and Lawson. Bristol-Myers. Extra Strength Bufferin. BMBX 6115 :15; Play :15. 1986	Box 20
314. Laurence Charles and Free and Lawson. Bristol-Myers. Extra Strength Bufferin. BMBX 6115 :15; play :15. 1986	Box 20

315. Laurence Charles and Free. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7123 Race Car :30; Race Car Generic :30. 1987	Box 20
316. Laurence Charles and Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7113 real People Final :30. 1987	Box 20
317. Laurence Charles and Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7113 Real People w/orig Copy-Women End VO-Vangelis Music. 1987	Box 20
318. Laurence Charles and Free and Lawson. Bristol-Myers. Bufferin IS. 6 Spots. See Enclosed List. 1987	Box 20
319. Laurence Charles and Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. A Better Way Strategy Rev. 3 :32; Protection Strategy Rev. 1 :29.5. 1987	Box 20
320. Laurence Charles and Free and Lawson. Bristol-Myers. Bufferin. BMBI 7143 The Future of Aspirin :30. 1987	Box 20
321. Laurence Charles and Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7143 The Future Of Aspirin :30. 1987	Box 20
322. Laurence Charles and Free and Lawson. Bristol-Myers. Bufferin IS Ibuprofen Strength. Heritage Concept Phase I rev. :31. 1987	Box 20
323. Laurence Charles and Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7163 Aspirin You Can Stomach-The Sequel :30; BMBI 7153 Acidity :30; BMBI 7173 Acid Test :30. 1987	Box 20
324. Laurence Charles and Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7053 Sunrise :30. 1987	Box 20

325. Laurence Charles and Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7093 The Perfect Aspirin :30. 1987	Box 20
326. Laurence Charles and Free and Lawson. Bufferin. BMBU 3613 A+/ Animatic . 1987	Box 20
Bufferin (continued), 1987	Box 21
327. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 7173 Geoff Kimbell :30. 1987	Box 21
328. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMIS 7073 Venetian Blind/Office A :30; BMIS 7073 Venetian Blind/Office B :30; BMIS 7083 Is there A Way? A :30. 1987	Box 21
329. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7123 Race Car . 1987	Box 21
330. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. 4-30 Sec. Spots. See Enclosed List. 1987	Box 21
331. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7163 Aspirin You Can Stomach-The Sequel :30; BMBI 7153 Acidity :30; BMBI 7173 Acid Test :30. 1987	Box 21
332. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin IS. BMIS 7103 Bufferin IS Rev. 1. 1987	Box 21
333. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin IS. Bmis 7223 Bufferin IS Rev. :30. 1987	Box 21
334. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7133 Stock Market :30. 1987	Box 21

335. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. A Better Way Strategy Rev. 3 :32; Protection Strategy Rev. 1 :29.5. 1987	Box 21
336. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. 10-30 Sec. Spots. See Enclosed List. 1987	Box 21
337. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBX 7163 Class Reunion AHA Tag :30. 1987	Box 21
338. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 7155 AHA/ Bufferin Shield :15. 1987	Box 21
339. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. 6-30 Sec. Spots. See Enclosed List. 1987	Box 21
340. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 7193 Geoff Kimbell/ABC :30. 1987	Box 21
341. Laurence Charles Free and Lawson. Bristol-Myers. Extra Strength Bufferin. Class Reunion: BMBX6123 :30, BMBX 6135 :15. 1987	Box 21
342. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. 4 Spots. See Enclosed List. 1987	Box 21
343. Boclard. Laurence Charles Free and Lawson. Bristol-Myers. AHA Bufferin. 6-60 Sec. Spots. See Enclosed List. 1987	Box 21
Bufferin (continued), 1987-1988	Box 22
344. Laurence Charles Free and Lawson. Bristol-Myers. 4-30 Sec. Spots. See Enclosed List. 1987	Box 22
345. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 7173 Geoff	

Kimbell :30; AHA Bufferin Shield :45 :15 Without Heartbeat. Undated	Box 22
346. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7103 Aspirin You Can Stomach :30. 1987	Box 22
347. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 7205 AHA Bufferin Shield Rev. :15. 1987	Box 22
348. Laurence Charles Free and Lawson. Tri-Buffered Bufferin. 10-30 Sec. Spots. See Enclosed List. 1987	Box 22
349. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBX 7163 Class Reunion AHA Tag :30. 1987	Box 22
350. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBI 7113 Real People w/c.g. Copy-Women End V.O. Levine Music :30. 1987	Box 22
351. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 8303 Winner Revised/Buffered Everyday :30. 1988	Box 22
352. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 8613 Flipping Pages/Aches & Pains Rev. 2 :30 . 1988	Box 22
353. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 8523 Flipping Pages/Aches & Pains Rev. 1 :30. 1988	Box 22
354. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 8693 Flipping Pages/Aches & Pains Non- New :30; BMBU 8663 Flipping Pages/Man NON-New :30. 1988	Box 22
355. Laurence Charles Free and Lawson. Bufferin. 4-30 Sec. Spots. See Enclosed List. 1988	Box 22

356. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 8263 Calendar :30. 1988	Box 22
357. Laurence Charles Free and Lawson. Bufferin. Picnic":30; BMBU 8303"Winning Rev./Buffered Everyday :30; BMBU 8623 Flipping Pages/Man Rev. :30. 1988	Box 22
358. DJM. Bristol-Myers. Tri-Buffered Bufferin. BMBU 8583 Flipping Pages/ Man Rev.4; BMBU 8593 Flipping pages/ Man Rev. 5; BMBU 8603 Flipping Pages/ Headache Rev.5 :30 Each. 1988	Box 22
359. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 8243 Arthur Ash-Winner Rev :30; BMBU 8253 Arthur Ashe-winner Rev (Everyday) :30. 1988	Box 22
360. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 8383 TBB Workout :30. 1988	Box 22
Bufferin (continued), 1988-1989	Box 23
361. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 8603 Flipping Pages/Headache Rev. 5 :30; BMBU 8613 Flipping Pages/Aches & Pains Rev. 2 :30; BMBU 8623 Flipping Pages/Man Rev. :30. 1988	Box 23
362. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 7173 Geoff Kimball :30; BMBU 7183 Geoff Kimball/ NBC Rev. :30; BMBU 7193 Geoff Kimball/ ABC :30. 1988	Box 23
363. Laurence Charles Free and Lawson. Bufferin. BMBU 8373 TRI-Buffered Bufferin TBB Intro :30; BMBU 8383 TBB Workout :30. 1988	Box 23
364. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. BMBU 8253 Arthur Ashe-Winner rev/Everyday :30. 1988	Box 23

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365. Laurence Charles Free and Lawson.
Bristol-Myers. Bufferin. BMBU 8253 Ashe-
winner Rev. everyday :30; BMBU 8293
Winner Rev./Buffered :30; BMBU 8303
winner Rev./Buffered Everyday :30. 1988 Box 23
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366. Laurence Charles Free and Lawson.
Bristol-Myers. Bufferin. BMBU 8703 1800A
Bufferin Man :30; BMBU 8703 1800 A
Buffering Man Alt. :30. 1988 Box 23
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367. DJM. Laurence Charles Free and
Lawson. Bristol-Myers. Tri-Buffered
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368. Laurence Charles Free and Lawson.
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369. Laurence Charles Free and Lawson.
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370. Laurence Charles Free and Lawson.
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371. Laurence Charles Free and Lawson.
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372. Laurence Charles Free and Lawson.
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373. Laurence Charles Free and Lawson.
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374. DJM. Laurence Charles Free and
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375. Laurence Charles Free and Lawson.
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376. Laurence Charles and Free. Bristol-Myers. Tri-Buffered Bufferin. BMBU 9213 MI Rev. :30; BMBU 9225 MI Rev. 2 :15; BMBU 9235 MI Monday Rev. 2 :15. 1989	Box 23
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380. Laurence Charles Free and Lawson. Bufferin. I Can Do :30 Demo Spot. 1989	Box 24
381. Laurence Charles Free and Lawson. Bufferin The Glass Man :30. 1989	Box 24
382. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. Dailies Of Man 22000 Super 60 Min. 1989	Box 24
383. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. Angela Lansbury Interview Alt :30. 1989	Box 24
384. Laurence Charles Free and Lawson. Bufferin. BMBU 8633 Man Review 7 :30. 1989	Box 24
385. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. Snap Shots. BMBU 9213 MI Rev. 2 :30; BMBU 9225 MI Rev. 2 :15; BMBU 9235 MI Monday Rev. 2 :15. 1989	Box 24
386. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. Snap Shot. BMBU 9373 Monday Core Rev. :30;	

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387. DJM. Laurence Charles Free and Lawson. Tri-Buffered Bufferin. BMBU 9533 Lansbury A cup of Tea :30; BMBU 9553 Lansbury C/Advice :30. 1989	Box 24
388. Laurence Charles Free and Lawson. Bufferin. 4-30 Sec. Spots. See Enclosed List. 1989	Box 24
389. Laurence Charles Free and Lawson. Bristol-Myers. Bufferin. True of False/Male Demo; True of False/Female Demo; True of False/Female Alt. Demo. 1989	Box 24
390. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 0843 Lansbury/Library Rev. 4 :30. 1990	Box 24
391. Laurence Charles Free and Lawson. Bristol-Myers. Tri-Buffered Bufferin. BMBU 0823 Lansbury/Library Rev. 2 :30. 1990	Box 24
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396. Daniel & Charles. Bristol Myers. Extra Strength Bufferin. 5 Spots. See Enclosed List. Undated	Box 25
397. Laurence Charles Free and Lawson. Bristol Myers Squibb. Extra Strength Bufferin. Already :30. 1991	Box 25
398. Laurence Charles Free and Lawson. Extra Strength Bufferin. BMBX 1363 Angela/Letters, Split Screen :30; BMBX 1383 Angela/Letters, Living Room Ver. B Rev. :30. 1991	Box 25
399. Laurence Charles Free and Lawson. Bristol Myers Squibb. Extra Strength Bufferin. 6 Spots. See Enclosed List. 1991	Box 25
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404. Laurence Charles Free and Lawson. Bristol Myers Squibb. Extra Strength Bufferin. BMBX 1443 Ask Angela/ Couples :30. 1992	Box 25
405. Laurence Charles Free and Lawson. Bristol Myers Squibb. Bufferin Line. BMBI 2293 Angela/Moving w/Tag Rev. 3 :30. 1992	Box 25

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407. Laurence Charles Free and Lawson. Bristol Myers Squibb. Extra Strength Bufferin. 4 spots. See Enclosed List. 1992	Box 25
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417. Daniel & Charles. Bristol Myers. Comtrex. BMCE 6123 Couple Re. #6 :30. 1976	Box 26

418. Comtrex. BMCE7133 Check Rev. #3. 1977	Box 26
419. Daniel & Charles. Bristol Myers. Comtrex. BMCE 9703 Tina Capsules :30. 1978	Box 26
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476. Laurence Charles Free and Lawson. Maximum Strength Comtrex. BMCE 2153 Americas cold maximum strength :30. 1982	Box 29
477. Bristol Myers. Comtrex. BMCE 2123 America's Cold :30. 1982	Box 29
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481. Laurence Charles Free and Lawson. Comtrex. BMCE 2893 Singer-10 Symptoms; BMCE 2943 Coach-10Symptoms; BMCE 2933 Negative II :30 each. 1982	Box 30
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493. Bristol Myers. Comtrex. BMCE 3563 long day :30; BMCE 3542 Better now, Better Later :30. 1983	Box 30
494. Laurence Charles Free and Lawson. Bristol Myers. Comtrex. BMCE 3703 I came this close :30; BMCE 3723 That's all/ question :30. 1983	Box 30
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580. Bristol Myers. Comtrex. 5 spots. See Enclosed List. 1990	Box 36
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581. Laurence Charles Free and Lawson. Bristol Myers. Comtrex. BMCE 0793 Poor Thing Rev. 2/alt :30; BMCE Poor Thing Rev. 3/alt. :15. 1990	Box 36
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582. Laurence Charles Free and Lawson. Bristol Myers Squibb. 4 spots. See Enclosed List. 1990	Box 36
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583. Laurence Charles Free and Lawson. Bristol Myers Squibb. BMCE 0653 Baby Vers. 1 :30; BMCE 0683 Poor Thing :30. 1990	Box 36
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584. Laurence Charles Free and Lawson. Bristol Myers. Comtrex. 4 spots. See Enclosed List. 1990	Box 36
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585. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. 6 Spots. See Enclosed List. 1991	Box 36
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586. Laurence Charles Free and Lawson. Comtrex. Photographer :30; All In One Strategy :30. 1992	Box 36

587. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. 9 Spots. See Enclosed List. 1992	Box 36
588. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex Maximum Strength. BMCE 2253 Photographer :30. 1992	Box 36
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595. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. BMCE 2233 Film Actress A :30; BMCE 2533 Film Actress w/non-drowsy teg B :30; BMCE 2523 Film Actress w/day/night Tag B :30. 1993	Box 37

596. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. BMCE 3343 Director Rev. 2 :30; BMCE 3363 Roving Reporter Alt. :30. 1993	Box 37
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600. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. BMCE 4315 D.J. Rev.2 :15; BMCE 4393 D.J. Old Core :30. 1994	Box 37
601. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. BMCE 4425 D.J. Rev :15. 1994	Box 37
602. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. BMCE 4393 D.J. old core :30. 1994	Box 37
603. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. BMCE 4425 D.J. Rev. Full Version :15. 1994	Box 37
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606. Laurence Charles Free and Lawson. Bristol Myers Squibb. Comtrex. DJ :30; DJ rev. :15. 1994	Box 37
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611. Laurence Charles Free. Bristol Myers. Comtrex. 4-30 sec spots. See Enclosed List. Undated	Box 38
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613. Bristol Myers. Comtrex. BMCE 9113 I Almost Forgot :30. Undated	Box 38
614. Bristol Myers. Comtrex. BMCE 9366 Harper Rev. :60. Undated	Box 38
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622. Daniel & Charles. Daniel & Charles. Excedrin PM. 1 out of 3 :30. 1980	Box 39
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624. Daniel & Charles. Bristol Myers. Excedrin PM. BMEP 0203 Conference Room Rev :30. 1980	Box 39
625. Laurence Charles Free and Lawson. Excedrin. XYLC 2213 Pacing w/out Silhouette :30. 1992	Box 39
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632. Laurence Charles Free and Lawson. Bristol Myers Squibb. Excedrin Dual. BMEW 2093 Roller coaster/Man Rev. :30. 1992	Box 39
633. Laurence Charles Free and Lawson. Bristol Myers Squibb. Excedrin Dual. BMEW 2053 Roller coaster/Man Rev. :30. 1992	Box 39
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635. Laurence Charles Free and Lawson. Bristol Myers Squibb. Excedrin Dual. BMEW 2075 Roller coaster/Man Rev. :15; BMEW 2095 Roller coaster/Women Rev. :15. 1992	Box 39
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640. Bozell Inc. Bristol Myers Squibb. Excedrin. NFA counter Rev. :30. 1993	Box 40
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642. Laurence Charles Free and Lawson. Bristol Myers Squibb. Excedrin. XYLC 3523 Pacing AF vers. 2 :30. 1993	Box 40
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646. Laurence Charles Free and Lawson. Bristol Myers Squibb. Excedrin Dual. BMEW 2153 Roller coaster/Women/ Super :30. 1993	Box 40
647. Bristol Myers Squibb. Laurence Charles Free and Lawson. Excedrin Dual. BMEW 2153 Roller coaster/Women/ Super :30. 1993	Box 40
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649. Bozell Inc. Bristol Myers Squibb. Excedrin. NFA Excedrin Beat Tylenol :30. 1993	Box 40

650. Laurence Charles Free and Lawson. Bristol Myers Squibb. Excedrin. XYLC 3513 Pacing Rev. :30. 1993	Box 40
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651. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 3071 Keri is so Very/ ID :10. 1983	Box 41
652. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 3023 Keri is so Very :30. 1983	Box 41
653. Laurence Charles Free. Westwood Pharmaceuticals. Keri Lotion. BMKL 3033 Skin Analysis; BMKL 3023 Keri is so Very; BMKL 3013 It's different from others. 1983	Box 41
654. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 3023 Keri is so Very :30. 1983	Box 41
655. Laurence Charles Free and Lawson. Bristol Myers. Keri Lotion. BMKL 3071 Keri is so Very/ID :10. 1983	Box 41
656. Laurence Charles Free. Bristol Myers. BMKL 3013 It's different from others; BMKL 3023 Keri is so Very; BMKL 3033 Skin Analysis :30 Each. 1984	Box 41
657. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 4073 Keri is so Very/ Alpha Keri Tag :30. 1984	Box 41
658. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 3013 It's different from others; BMKL 3023 Keri is so Very; BMKL 3033 Skin Analysis :30 Each Animatics. 1984	Box 41
659. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 5105 Keri is so Very/Pool out Photographer :15; BMKL 5135 Keri is so Very/Pool out Dance :15; BMAE 5095 Alpha Keri :15. 1985	Box 41

660. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 5105 Keri is so Very/Pool out Photographer :15; BMKL 5135 Keri is so Very/Pool out Dance :15; BMAE 5095 Alpha Keri :15. 1985	Box 41
661. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 4043 Keri is so Very Alpha Keri-Bath :30; BMKL 4053 Keri is so very Alpha Keri-Shower :30. 1984	Box 41
662. Laurence Charles Free. Bristol Myers. Keri Lotion. BMKL 5083 Keri is so very/coupon :30. 1985	Box 41
663. Laurence Charles Free and Lawson. Bristol Myers. Keri Lotion. BMKL 6193 I switched (tag change) :30. 1986	Box 41
664. Laurence Charles Free and Lawson. Westwood Pharmaceuticals. Keri Lotion. BMKL 6152 Switched/Alpha Keri-Shower :22/8; BMKL 6165 Switched :15. 1986	Box 41
665. Laurence Charles Free and Lawson. Bristol Myers. Keri Lotion. BMKL 6215 I switched/Double Tag :15. 1986	Box 41
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668. Laurence Charles Free and Lawson. Bristol Myers. Keri Silky Smooth. BMKK 7075 I Switched-Double Tag :15. 1987	Box 42
669. Laurence Charles Free and Lawson. Bristol Myers. Alpha Keri Lotion. BMAE	

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670. Laurence Charles Free and Lawson. Bristol Myers. Alpha Keri Lotion. BMAE 7113 Women in Pool :30; BMAE 7095 Women In Pool :15. 1987	Box 42
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672. Laurence Charles Free and Lawson. Bristol Myers. Keri. Pre sun Summer Skin Savers. BMPJ 7033 :30 (Non-retail); BMPJ 7043 :30 (retail). 1987	Box 42
673. Laurence Charles Free and Lawson. Keri. Pre sun Bleach. BMPJ 6025 :15 CBS vers. 1986	Box 42
674. Laurence Charles Free and Lawson. Bristol Myers. Pre sun Summer Skin Savers. BMPJ 7033 :30 (Non-retail); BMPJ 7043 :30 (retail). 1987	Box 42
675. Laurence Charles Free and Lawson. Bristol Myers. Alpha Keri Lotion. BMAE 7113 women in pool :30; BMAE 7095 Women In Pool :15. 1987	Box 42
676. Laurence Charles Free and Lawson. Bristol Myers. Alpha Keri Lotion. BMAE 7113 women in pool :30; BMAE 7095 Women In Pool :15. 1988	Box 42
677. Laurence Charles Free and Lawson. Bristol Myers. Keri Lotion. BMKL 9243 Nursery :30. 1989	Box 42
678. Laurence Charles Free and Lawson. Keri Silky Smooth. BMKL 0195 Keri is so Very Different rev. 3 Alt. :30. 1990	Box 42

679. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Silky Smooth. BMKL 0233 Group of Women rev. :30. 1990	Box 42
680. Laurence Charles Free and Lawson. Bristol Myers Squibb. BMKL 9263 Keri Lotion-Beautiful Baby :330; BMKL 9275 Keri Lotion-Beautiful Baby :15. 1990	Box 42
681. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Silky Smooth. BMKK 0243 Flourish Nourish Rev. Ver. 2 :30. 1990	Box 42
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687. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Lotion. BMKL 3023 Keri Is So Very :30. 1991	Box 43
688. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Silky Smooth.	

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692. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Silky Smooth. BMKK 2523 Inside Outside/VIT E Tag :30. 1992	Box 43
693. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Silky Smooth. Inside Outside Moisture BMKK 3613 :30; BMKK 3625 :15. 1993	Box 43
694. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Silky Smooth. BMKK 3573 Kissable Skin :30. 1993	Box 43
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704. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri. NMWK 4073 Apple Attitude :30; BMWK 4085 Apple Attitude :15. 1994	Box 44
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707. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri. BMWK 4073 Apple Attitude :30; BMWK 4085 Apple Attitude :15. 1994	Box 44
708. Laurence Charles Free and Lawson. Bristol Myers Squibb. Keri Lotion. Too Important. 1994	Box 44

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714. Daniel & Charles. Bristol Myers. Datril. BMDF 0243 Facts Rev. II :30. 1980	Box 44
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734. Laurence Charles Free. Bristol Myers. Gelex. BMWG 2213 It's a Breeze :30. 1983	Box 46
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736. Laurence Charles Free and Lawson. Drackett. LEM-ME. BMLQ 8043 Husband & Wife :30; BMLO 8023 Sisters :30. 1988	Box 46
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737. Laurence Charles Free and Lawson. Bristol Myers. LEM-ME. BMLQ 9113 Sunshine :30; BMLQ 9103 Overhead :30. 1989	Box 46
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752. Laurence Charles Free. Bristol Myers. BMMV 4013 Medical Encyclopedia. 1984	Box 47
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758. Laurence Charles Free and Lawson. Bristol Myers. Nuprin. The Argument 2-shot :30; The Argument Hand Held; The Argument Close up :30 each. 1987	Box 47
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760. Bristol Myers. Rave. BMRV 7323 Blindfold; BMRV 7313 Collapsing rev. ; BMRV 7333 Sisters rev. :30 each. 1977	Box 47
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761. Rave. BMRV 5193 From Now On. 1976	Box 47
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763. Laurence Charles Free. Bristol Myers. Savvy. Put it on Alt. rev. :30. 1982	Box 48
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770. Laurence Charles Free and Lawson. Bristol Myers Squibb. Sea Breeze. Breezin. BMZL 4043 :30; BMZL 4055 15. 1994	Box 48
771. Gotham Inc. Bristol Myers Squibb. Sea Breeze. BMZL 5115 Breezin/Astringents rev. 1 :15. 1995	Box 48
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782. Bristol Myers. Weight Watchers Bread. BMWB 8043 I switched :30. Undated	Box 49
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Multiple Products, 1979-1980	
783. Bristol Myers. Presentation Reel 15-30 sec spots. See Enclosed List. 1980	Box 49
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784. Bristol Myers. Council Approved Products Reel. 8 spots. See Enclosed List. 1979	Box 49
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Colorhold, 1993-1994	Box 50
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785. Laurence Charles Free and Lawson. Bristol Myers Squibb. Colorhold. BMHG 3033 It's Not Rev. :30. 1993	Box 50
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786. Laurence Charles Free and Lawson. Bristol Myers Squibb. Colorhold. BMHG 3033 It's Not Rev. :30. 1993	Box 50
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787. Laurence Charles Free and Lawson. Bristol Myers Squibb. Colorhold. BMHG 3033 It's Not Rev. :30. 1993	Box 50
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788. Laurence Charles Free and Lawson. Bristol Myers Squibb. Colorhold. BMHG 3013 Hold On :30; BMHG 3023 It's Not :30. 1993	Box 50
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789. Laurence Charles Free and Lawson. Colorhold. Sales Meeting Video :30. 1993	Box 50
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790. Laurence Charles Free and Lawson. Bristol Myers Squibb. Colorhold. BMHG 4065 It's Not :15. 1994	Box 50
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791. Bristol Myers Squibb. BMNE 4083 Strand w/Colorhold :25/:05. 1994	Box 50

792. Bristol Myers Squibb. Nice N' Easy. BMNE 4083 Strand w/Color hold :25/05. 1994	Box 50
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Condition line, 1986-1987	
793. Laurence Charles Free and Lawson. Clairol Condition. BMOL 6053 Pond CU Core :30. 1986	Box 50
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794. Laurence Charles Free and Lawson. Clairol Condition. BMOL 6053 Pond CU Core :30. 1986	Box 50
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795. Laurence Charles Free and Lawson. Clairol Condition. Texture w/Brush,Comb, & Mousse :30; BMOL 6173 Transformation/ Line :30; BMOH 6153 Transformation/Hair spray :30. 1986	Box 50
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796. Laurence Charles Free and Lawson. Clairol Condition. BMOL 6053 Pond CU Core :30. 1986	Box 50
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797. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. BMOL 7153 Pond Rev. Push-in core :30. 1987	Box 50
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798. Laurence Charles Free and Lawson. Clairol Condition. BMOL 6013 Pond Rev. 3 :30; BMOL 6023 Transformation rev. 2 :30. 1986	Box 50
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799. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. BMOL 6013 pond' :30; BMOL 6023 Transformation :30. 1986	Box 50
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800. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. BMOL 7153 Pond Rev. Push-in Core :30. 1987	Box 50
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801. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition.	

BMOL 7153 Pond Rev. Push-In Core :30. 1987	Box 51
802. Laurence Charles Free and Lawson. Clairol Condition. BMOL 8213 The Feeling Is Soft :30. 1988	Box 51
803. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. BMWT 0023 We Take Good Care (Basha)Rev.; BMWT 0013 Vers. B. 1990	Box 51
804. Laurence Charles Free and Lawson. Clairol Condition. Identical Twins Opening Super :30; Twins Opening Super :30. 1990	Box 51
805. Laurence Charles Free and Lawson. Clairol Condition. BMOL 0223 Whatever You Dare :30. 1991	Box 51
806. Laurence Charles Free and Lawson. Clairol Condition. BMOL 0223 Whatever You Dare :30. 1991	Box 51
807. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. 3- in-1 Shampoo Plus. BMCX 1075 3-in-1 is Today Rev. :15. 1991	Box 51
808. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. 3- in-1 Shampoo Plus. BMCX 1075 3-in-1 is Today Rev. :15 . 1991	Box 51
809. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. BMOL 1233 Whatever You Dare Rev.1 :30 Versions A-D. 1991	Box 51
810. Laurence Charles Free and Lawson. Clairol Condition. Historical Reel. 1991	Box 51
811. Laurence Charles Free and Lawson. Bristol Myers Squibb. BMCX 1043 Shampoo Plus is Today Rev. 2 :30; BMXC 1075 3-in-1 is Today Rev. :15. 1992	Box 51

812. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. 3- in-1 Shampoo Plus. BMXC 2113 Shampoo Plus is Today Rev.3 :30 . 1992	Box 51
813. Bristol Myers Squibb. Clairol Condition. 3-in-1 Shampoo Plus. BMXC 1043 Shampoo Plus is Today Ran in Mexico. Undated	Box 51
814. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol Condition. 3- in-1 Shampoo Plus. BMXC 1043 :Shampoo plus is Today Rev. 2 :30. 1993	Box 51
815. Laurence Charles Free and Lawson. Clairol Natural Instinct. Conformed Avid Output w/Final Audio. 1995	Box 51
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816. Laurence Charles Free and Lawson. Clairol Final Net. Louis Licari :30; One, Two, Three :30. 1991	Box 52
817. Laurence Charles Free and Lawson. Clairol Final Net. One, Two, Three :30. 1991	Box 52
818. Laurence Charles Free and Lawson. Clairol Final Net. One, Two, Three :30. 1991	Box 52
819. Laurence Charles Free and Lawson. Clairol Final Net. Canada. Healthy Hair spray ver. A :30. 1992	Box 52
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820. Herbal Essence Spots. Undated	Box 52
821. Laurence Charles Free and Lawson. Clairol. Herbal Essence. It's All Inside Rip-a- Matic:30. 1994	Box 52
822. Laurence Charles Free and Lawson. Clairol. Herbal Essence. It's All Inside Rip-a- Matic:30. 1994	Box 52

823. Laurence Charles Free and Lawson. Clairol. Herbal Essence. 4-30 sec spots. See Enclosed List. 1994	Box 52
824. Laurence Charles Free and Lawson. Bristol Myers Squibb. Clairol. Herbal Essence. BMHE 4035 :30. 1995	Box 52
825. Clairol. Herbal Essence. :90. Undated	Box 52
<u>Infusium, 1994</u>	
826. Infusium 23. Video Storyboards. For Focus Group. Not a Secret. Undated	Box 52
827. Laurence Charles Free and Lawson. Bristol Myers Squibb. Infusium 23. BMIF 4085 Believe :15. 1994	Box 52
828. Laurence Charles Free and Lawson. Bristol Myers Squibb. Infusium 23. BMIF 4085 Believe :15. 1994	Box 52
829. Laurence Charles Free and Lawson. Bristol Myers Squibb. Infusium 23. BMIF 4063 Believe rev. :30. 1994	Box 52
830. Infusium. hair Ages. 1994	Box 52
831. Laurence Charles Free and Lawson. Bristol Myers Squibb. Infusium 23. BMIF 4093 Believe II :30; BMIF 4115 Believe II- Beth :15; BMIF 4125 Believe II-Julie :15. 1994	Box 52
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832. Gotham Inc. Bristol Myers Squibb. Infusium 23. BMIF 5133 Believe II/Tag :30. 1995	Box 53
833. Laurence Charles Free and Lawson. Bristol Myers Squibb. Infusium 23. BMIF 4093 Believe II :30; BMIF 4115 Believe II- Beth :15; BMIF 4125 Believe II-Julie :15. 1995	Box 53

834. Gotham Inc. Clairol. Infusium 23. Believe II-Shampoo Tag: Rev. Rough Cut. 1995	Box 53
835. Gotham Inc. Bristol Myers Squibb. Infusium 23. BMIF 5133 Believe II/Tag :30. 1995	Box 53
836. Gotham Inc. Bristol Myers Squibb. Infusium 23. BMIF 6013 Believe 3 :30; BMIF 6025 Believe 3 :15; BMIF 6035 Believe 3 Interview :15. 1996	Box 53
<hr/> Lock 'n Roll, 1991	
837. Laurence Charles Free and Lawson. Bristol Myers Squibb. Lock 'N Roll. BMQK 1043 Lock It Down, Roll It Out Rev. :30. 1991	Box 53
838. Laurence Charles Free and Lawson. Lock 'N Roll. BMQK 1043 Lock It Down, Roll It Out Rev. :30. 1991	Box 53
839. Laurence Charles Free and Lawson. Lock 'N Roll. BMQK 1043 Lock It Down, Roll It Out Rev. :30. 1991	Box 53
<hr/> Men's Choice, 1993-1994	
840. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 3043 Chance/Choice :30; BMMR Chance/ Choice Alt. :30. 1993	Box 53
841. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 3043 Chance/Choice :30; BMMR Chance/ Choice Alt. :30 . 1993	Box 53
842. Laurence Charles Free and Lawson. Men's Choice. BMMR 3023 BY Chance or By Choice :30. 1993	Box 53
843. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 3053 Chance/Choice :30. 1993	Box 53

844. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 3043 Chance/Choice :30. 1993	Box 53
845. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMM\$ 4105 Chance/Choice :15. 1994	Box 53
846. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 4105 Chance/Choice :15. 1994	Box 53
847. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 4105 Chance/Choice :15. 1994	Box 53
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849. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 4105 Chance/Choice :15. 1994	Box 54
850. Laurence Charles Free and Lawson. Bristol Myers Squibb. Men's Choice. BMMR 4083 Chance/Choice Rev. :30. 1994	Box 54
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851. Laurence Charles Free and Lawson. Bristol Myers Squibb. Option Instant. BMGY 9013 Split Head :30. 1989	Box 54
852. Laurence Charles Free and Lawson. Bristol Myers Squibb. Option Instant. BMGY 9013 Split Head :30. 1989	Box 54
853. Laurence Charles Free and Lawson. Option Instant. 6 spots. See Enclosed List. 1990	Box 54
854. Laurence Charles Free and Lawson. Option Instant. BMGY 0193 Wipe B :30; BMGY 0203 Wipe C :30. 1990	Box 54
855. Laurence Charles Free and Lawson. Bristol Myers Squibb. Option Instant. BMGY 0153 Should I/Orig Rev. 2 :30. 1990	Box 54

856. Laurence Charles Free and Lawson. Bristol Myers Squibb. Option Instant. BMGY 0213 Identical Twins :30. 1991	Box 54
857. Laurence Charles Free and Lawson. Bristol Myers Squibb. Option Instant. BMGY 0213 Identical Twins :30. 1991	Box 54
858. Laurence Charles Free and Lawson. Option Instant. BMGY 0193 Should I-Wipe/ B :30. 1991	Box 54
859. Laurence Charles Free and Lawson. Bristol Myers Squibb. Option Instant. BMGY 0193 Should I-Wipe/B :30. 1991	Box 54
<hr/> Touchable hand lotion, 1988	
860. Laurence Charles Free and Lawson. Clairol Touchable Hand Lotion. XYLC 8093 Let's Talk . 1988	Box 54
861. Laurence Charles Free and Lawson. Clairol Touchable Hand Lotion. XYLC 8123 Stop Using it :30. 1988	Box 54
862. Laurence Charles Free and Lawson. Clairol Touchable Hand Lotion. 4-30 sec spots. See Enclosed List. 1988	Box 54
863. Laurence Charles Free and Lawson. Clairol Touchable Hand Lotion. XYLV 8123 Stop Using It :30; XYLC 8143 Let's Talk w/o Cap Rev. 1 :30; XYLC 8133 Touchable Throughout The Day :30. 1988	Box 54
864. Laurence Charles Free and Lawson. Clairol Touchable Hand Lotion. XYLC 8103 Submerged . 1988	Box 54
<hr/> Dial 1987-1995	
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865. Laurence Charles Free and Lawson. Dial Dishwashing Liquid. XYLC 4863 real People w/P&G Tag :30; XYLC 4873 Real People W/P&G tag 24/06. 1995	Box 55

866. A Eicoff & Company. Dial. XYLC 5013 Brick/A&P/New York :24/06; XYLC 4873 Real People/Foodland Super Market/ Detroit :24/06. 1995	Box 55
867. Laurence Charles Free and Lawson. Dial Dishwashing Liquid. XYLC 4863 real People w/P&G Tag :30; XYLC 4873 Real People W/P&G tag 24/06. 1995	Box 55
<hr/> Lunch Buckets, 1988	
868. Laurence Charles Free and Lawson. Dial Lunch Buckets. XYLC 8183 Working My Way Right To You :30. 1988	Box 55
869. Laurence Charles Free and Lawson. Dial Lunch Buckets. 4-30 sec spots. See Enclosed List. 1988	Box 55
870. Laurence Charles Free and Lawson. Dial Lunch Buckets. XYLC 8183 Working My Way Right To You :30; XYLC 8173 Hot Stuff :30. 1988	Box 55
<hr/> Spirit soap, 1987-1990	
871. Laurence Charles Free and Lawson. Dial Spirit Soap. Dancing on the Ceiling :30. 1987	Box 55
872. Laurence Charles Free and Lawson. Dial Spirit Soap. 8-30 sec spots. See Enclosed List. 1987	Box 55
873. Laurence Charles Free and Lawson. Dial Spirit Soap. 8-30 sec spots. See Enclosed List. 1987	Box 55
874. Laurence Charles Free and Lawson. Dial Spirit Soap. 8-30 sec spots. See Enclosed List. 1987	Box 55
875. Laurence Charles Free and Lawson. Dial Spirit Soap. 8-30 sec spots. See Enclosed List. 1987	Box 55
876. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 8023 Love the Skin	

Your In Rev. :30; XYLC 8033 Gimmie Three Soaps :30; XYLC 8043 3 Different Kinds of Soap :30. 1988	Box 55
977. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 8023 Love the Skin Your In Rev. :30; XYLC 8033 Gimmie Three Soaps :30; XYLC 8043 3 Different Kinds of Soap :30. 1988	Box 55
978. Laurence Charles Free and Lawson. Dial Spirit Soap. love the Skin Your in; Let the Spirit Move You. 1988	Box 55
979. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 9243 Gimmie Three Soaps :30; XYLC 9363 Gimmie Three Soaps Rev.2 :30. 1990	Box 55
980. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 9243 Gimmie Three Soaps :30. 1990	Box 55
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981. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1865 Gimmie Three Soaps :15. 1991	Box 56
982. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1865 Gimmie Three Soaps :15. 1991	Box 56
983. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1773 Gimmie Three Soaps Rev. 5 :30. 1991	Box 56
984. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1773 Gimmie Three Soaps Rev. 5 :30. 1991	Box 56
985. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1773 Gimmie Three Soaps Rev. 5 :30. 1991	Box 56

986. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 0633 Gimmie Three Soaps Rev.3 :30. 1991	Box 56
987. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 0633 Gimmie Three Soaps Rev.3 :30. 1991	Box 56
988. Laurence Charles Free and Lawson. Dial Spirit Soap. 9 Spots. See Enclosed List. 1991	Box 56
989. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1743 Gimmie Three Soaps Rev.4 :30. 1991	Box 56
990. Laurence Charles Free and Lawson. Dial Spirit Soap. 8 Spots. See Enclosed List. 1991	Box 56
991. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1743 Gimmie Three Soaps Rev.4 :30. 1991	Box 56
992. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 1773 Gimmie Three Soaps Rev. 5 :30; XYLC 1865 Gimmie Three Soaps :15. 1992	Box 56
993. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 3433 Soaps/New Music/CC :30; XYLC 3445 Soaps/New Music/CC :15. 1993	Box 56
994. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 3433 Soaps/New Music/CC :30; XYLC 3445 Soaps/New Music/CC :15. 1993	Box 56
995. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 3563 Soaps/FSI :30. 1993	Box 56
996. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 3563 Soaps/FSI":30. 1993	Box 56

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997. Laurence Charles Free and Lawson. Dial Spirit Soap. XYLC 3433 Soaps/New Music/CC w/1993 Copyright. 1993	Box 57
998. Laurence Charles Free and Lawson. Dial Spirit Soap. Two Sides :30; Sweat :30; Models :30. 1994	Box 57
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999. Laurence Charles Free and Lawson. Dial Tone Soap. Tone Presentation. Work Out :15 off-line Edit . 1987	Box 57
1000. Laurence Charles Free and Lawson. Dial Tone Soap. Beauty Contest: :30. 1987	Box 57
1001. Laurence Charles Free and Lawson. Dial Tone Soap. Work Out :30. 1987	Box 57
1002. Laurence Charles Free and Lawson. Dial Tone Soap. Tone Presentation :30 off- line edit. 1987	Box 57
1003. Laurence Charles Free and Lawson. Dial Tone Soap. Smart Enough :30. 1987	Box 57
1004. Dial Tone Soap. Test Super. 4 Spots. 1987	Box 57
1005. Gotham Inc. Dial Tone Soap. XYLC 5433 Nature's Gift :30. 1996	Box 57
1006. Gotham Inc. Dial Tone Soap. XYLC 5433 Nature's Gift :30. 1996	Box 57
1007. Gotham Inc. Dial Tone Soap. XYLC 5433 Nature's Gift :30. 1996	Box 57
1008. Gotham Inc. Dial Tone Soap. XYLC 6623 o-ooo-h :30. 1996	Box 57
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1009. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 2313 Villa Lorenzo w/Title :30; XYLC 2303 I want	

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1010. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3455 Villa Lorenzo :15. 1993	Box 58
1011. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3423 Villa :30. 1993	Box 58
1012. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3423 Villa :30. 1993	Box 58
1013. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3423 Villa/CC :30; XYLC 3483 Villa/Alt./CC :30. 1993	Box 58
1014. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3455 Villa Lorenzo (CBS/NBC) :15; XYLC 3595 Villa Lorenzo Alt. (ABC) :15. 1993	Box 58
1015. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3483 Villa/Alt :30. 1993	Box 58
1016. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3455 Villa Lorenzo (CBS/NBC) :15; XYLC 3595 Villa Lorenzo Alt. (ABC) :15 . 1993	Box 58
1017. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3455 Villa Lorenzo :15. 1993	Box 58
1018. Laurence Charles Free and Lawson. Dial. Villa Lorenzo Pasta for one. XYLC 3423 Villa :30; XYLC 3483 Villa/Alt/CC :30. 1994	Box 58
<hr/> Multiple Products, 1994	
1019. Laurence Charles Free and Lawson. Dial. Top That Potato Toppings. Talking Potatoes :30. 1994	Box 58

1020. A. Eicoff & Co. Dial. 4-30 sec spots. See Enclosed List. 1994	Box 58
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1021. Bristol Myers. Endust. BMEN 0473 Checkmate rev. :30; BMEN 0483 Lifestyle rev. :30. 1980	Box 59
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1022. Bristol Myers. Endust. Historical Reel, 1973-1980. 8-30 sec spots. See Enclosed List. 1980	Box 59
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1023. Daniel & Charles. Endust. 4-30 sec spots. See Enclosed List. 1981	Box 59
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1024. Daniel & Charles. Bristol Myers. Endust. BMEN 1503 Interior Decorator :30. 1981	Box 59
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1025. Bristol Myers. Daniel & Charles. Endust. BMEN 1503 Interior Decorator :30. 1981	Box 59
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1026. Laurence Charles and Free. Endust. Vers. 2 :32. 1982	Box 59
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1027. Laurence Charles and Free. Endust. Vers. 1 :32. 1982	Box 59
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1027. Laurence Charles and Free. Endust. Wood Veneer. Vers. 2 :32. 1982	Box 59
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1028. Laurence Charles and Free. Endust. Good Furniture Vers. 1 :32. 1982	Box 59
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1029. Laurence Charles and Free. Bristol Myers. Endust. 4-30 sec spots. See Enclosed List. 1983	Box 59
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1030. Laurence Charles and Free. Bristol Myers. Endust. BMEN 3563 Interior Decorator II :30. 1983	Box 59
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1031. Laurence Charles and Free. Bristol Myers. Endust. BMEN 4743 Interior Decorator IV :30. 1984	Box 59
1032. Bristol Myers. Endust. BMEN 4663 Interior Decorator I/Tag :30. 1984	Box 59
1033. Laurence Charles and Free. Bristol Myers. Endust. BMEN 4743 Interior Decorator IV :30. 1984	Box 59
1034. Laurence Charles and Free. Bristol Myers. Endust. BMEN 4641 ID vers. 2 :10. 1984	Box 59
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1035. Laurence Charles and Free. Bristol Myers. Endust. BMEN 3563 Interior Decorator II :30. 1984	Box 60
1036. Laurence Charles and Free. Bristol Myers. Endust. BMEN 5783 Decorator V/ New Demo :30. 1985	Box 60
1037. Marschalk. Bristol Myers. Endust. BMEN 0473 Checkmate Rev. :30. 1985	Box 60
1038. Laurence Charles and Free. Bristol Myers. Endust. BMEN 5803 Decorator IV/ New Demo :30. 1985	Box 60
1039. Endust. Decorator V :20; Decorator V :10. 1985	Box 60
1040. Laurence Charles and Free. Bristol Myers. Endust. BMEN Decorator IV/New Demo :30. 1985	Box 60
1041. Laurence Charles and Free. Bristol Myers. Endust. BMEN 5803 Decorator IV/ New Demo :30. 1985	Box 60
1042. Laurence Charles and Free. Bristol Myers. Endust. BMEN 1503 Interior Decorator :30; NMEN 4733 Interior	

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1043. Laurence Charles and Free. Endust. BMEN 5771 Decorator V/ID :10; BMEN 5762 Decorator V/20 :20; BMEN5793 Decorator V/ABC :30. 1985	Box 60
1044. Laurence Charles and Free. Bristol Myers. Endust. BMEN 6933 Interior Decorator Vii :30. 1986	Box 60
1045. Laurence Charles and Free. Bristol Myers. Endust. BMEN 6143 Interior Decorator VIII Rev. :30. 1986	Box 60
1046. Laurence Charles and Free. Bristol Myers. Endust. BMEN 6942 Interior Decorator Vii :20. 1986	Box 60
1047. Laurence Charles and Free. Bristol Myers. Endust. BMEN 5842 Interior Decorator VI B :20; BMEN 5831 Interior Decorator VI B Alt. :10. 1986	Box 60
1048. Laurence Charles and Free. Bristol Myers. Endust. 5-30 Sec. Spots. See Enclosed List. 1986	Box 60
1049. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 6143 Interior Decorator VIII :30. 1986	Box 60
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1050. Laurence Charles Free and Lawson. Bristol Myers. Endust. Interior Decorator VI": BMEN 6893 Alt.3 :30; BMEN 6912 Alt. :20; BMEN 6925 Alt :15. 1986	Box 61
1051. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 5842 Interior Decorator VI B :20; BMEN 5831 Interior Decorator VI B Alt. :10. 1986	Box 61

1052. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 6103 Letters :30. 1986	Box 61
1053. Laurence Charles and Free. Bristol Myers. Endust. BMEN 6143 Interior Decorator VIII :30. 1986	Box 61
1054. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 6993 Intro/ Step 2 :30. 1986	Box 61
1055. Laurence Charles Free and Lawson. Bristol Myers. Endust. 9-30 Sec. Spots. See Enclosed List. 1986	Box 61
1056. Laurence Charles and Free. Bristol Myers. Endust. BMEN 5823 Interior Decorator VI B :30. 1986	Box 61
1057. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 6942 Interior Decorator VII :20. 1986	Box 61
1058. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 6103 Letters :30. 1986	Box 61
1059. Laurence Charles Free and Lawson. Bristol Myers. Endust. 4-30 Sec. Spots. See Enclosed List. 1987	Box 61
1060. Laurence Charles and Free. Bristol Myers. Endust. Step 2; BMEN 6183 Clean & Polish w/ Super Rev. 2 :30. 1987	Box 61
1061. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 6153 Letters- Wax Build Up Rev.4 :30. 1987	Box 61
1062. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 7213 Wax Build Up :30. 1987	Box 61
1063. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 6143 Interior Decorator VIII Rev. :30. 1987	Box 61

1064. Laurence Charles Free and Lawson. Endust. 4 Spots. See Enclosed List. 1988	Box 61
1065. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 8273 Peabody & Daughter/Chart :30. 1988	Box 61
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1066. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 8253 Wax Build-up Rev. :30. 1988	Box 62
1067. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 8253 Wax Build-up Rev. :30. 1988	Box 62
1068. Laurence Charles Free and Lawson. Endust. Doug Cowan Presentation. 1988	Box 62
1069. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 8273 Peabody & Daughter/Chart :30. 1988	Box 62
1070. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 9413 Cartoon :30. 1988	Box 62
1071. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN9363 cartoon :30; BMEN 9363 Cartoon Alt. Track :30; BMEN 9383 Fable :30. 1989	Box 62
1072. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 9325 Peabody & Daughter :15. 1989	Box 62
1073. Laurence Charles Free and Lawson. Bristol Myers. Endust. Cartoon :15. 1989	Box 62
1074. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 8293 Peabody & Daughter/Chart/Finger :30. 1989	Box 62
1075. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 9325 Peabody & Daughter :15. 1989	Box 62

1076. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN9425 Cartoon :15; BMEN 9432 Cartoon :20. 1989	Box 62
1077. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEQ 0013 Cartoon- Hand :30; BMBJ Cartoon-Cat :15. 1990	Box 62
1078. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 9425 Cartoon :15. 1990	Box 62
1079. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 9425 Cartoon :15. 1990	Box 62
1080. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 0495 Cartoon/ Parrot :15; BMEN 0503 Cartoon/Parrot :30. 1990	Box 62
1081. Laurence Charles Free and Lawson. Bristol Myers. Endust. BMEN 0503 Cartoon Parrot :30. 1991	Box 62
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1082. Mr. Muscle. BMMZ 4123 Main Street; BMMZ 5163 Married Man :30 each. 1975	Box 63
1083. Daniel & Charles. Mr. Muscle. BMMZ 5203 Davies :30. 1975	Box 63
1084. Bristol Myers. Mr. Muscle. BMMZ 5213 Kilby :30. 1975	Box 63
1085. Mr. Muscle. BMMZ 6563 Less Fumes Generic :30. 1976	Box 63
1086. Mr. Muscle. BMMZ 6543 Less Dumes :30. Undated	Box 63
1087. Bristol Myers. Mr. Muscle. BMMZ 6383 T Shirt Rev. :30. 1976	Box 63
1088. Mr. Muscle. BMMZ 6543 Less Fumes- New Cut. 1976	Box 63

1089. Bristol Myers. Mr. Muscle. BMMZ 6403 Toll Free :30. 1976	Box 63
1090. Bristol Myers. Mr. Muscle. BMMZ 7843 Nighttime/Drudge :30. 1977	Box 63
1091. Mr. Muscle. So Dirty/MJ; So Dirty/ Bibi . 1977	Box 63
1092. Daniel & Charles. Mr. Muscle. BMMZ 7883 Nite/Fumes . 1977	Box 63
1093. Daniel & Charles. Bristol Myers. Mr. Muscle. BMMZ 7873 Nighttime/F/D/ Rev. :30. 1977	Box 63
1094. Bristol Myers. Mr. Muscle. BMMZ 7713 So Dirty; BMMZ 7723 So Dirty Alt. :30 Each. 1977	Box 63
1095. Mr. Muscle. BMMZ 7823 MY Muscle/ N/Drudge. 1977	Box 63
1096. Daniel & Charles. Bristol Myers. Mr. Muscle. BMMZ 7743 So Dirty/MJ :30. 1977	Box 63
Mr. Muscle (continued), 1979-1993	Box 64
1097. Daniel & Charles. Mr. Muscle. BMZZ 8923 Nancy :30. 1979	Box 64
1098. Charles Inc. Daniel & Charles. Mr. Muscle. BMMZ 8913 Just Wipe; BMMZ 8903 Mr. Muscle. Mr. Muscle. Undated	Box 64
1099. Bristol Myers. Mr. Muscle. BMZZ 9953 Nancy Rev. 1 :30. Undated	Box 64
1100. Daniel & Charles. Mr. Muscle. Our Muscle Rev.3 :30; Can't Beat It Re. 3 :30; Muscle men Rev.3 :30. 1981	Box 64
1101. Daniel & Charles. Mr. Muscle. Muscle men Vers.2 :30. 1981	Box 64

1102. Laurence Charles and Free. Bristol Myers. Mr. Muscle. BMMZ 1013 Our Muscle :30. 1982	Box 64
1103. Bristol Myers. Mr. Muscle. BMMZ 1993 Muscle men :30; BMMZ 1013 Our Muscle :30. 1982	Box 64
1104. Laurence Charles and Free. Daniel & Charles. Mr. Muscle. BMMZ 1013 Our Muscle :30. 1982	Box 64
1105. Bristol Myers. Mr. Muscle. BMMZ 3043 Animated Character :30. Undated	Box 64
1106. Laurence Charles Free and Lawson. Mr. Muscle. BMMZ 4113 Drudge II Rev. :30. 1993	Box 64
Renuzit, 1982-1984	
1107. Renuzit. fresh N' Wet Tested Vers. 1982	Box 64
1108. Renuzit. Fresh N' Dry BMFD 3053 Fresh N' Wet :05 Tag. 1983	Box 64
1109. Bristol Myers. Renuzit. Fresh N' Dry BMFD 3039 Fresh N' Wet Vs. Dry/non-new (Messy) :30. 1983	Box 64
1110. Drackett Co. Bristol Myers. Renuzit. Fresh N' Dry BMFD 3151 6 Cans BB :10 Silent. 1983	Box 64
1111. Kenyon & Eckhardt. Bristol Myers. Renuzit. Fresh N' Dry BMFG 3131 Fresh N' Wet Vs. Dry/new :10; BMFD 3141 Fresh N' Wet Vs. Dry/non-new":10. 1983	Box 64
1112. Kenyon & Eckhardt. Renuzit. Fresh N' Dry 5-30 Sec. Spots. See Enclosed List. 1984	Box 64
Renuzit (continued), 1985-1986	Box 65
1113. Broadcast Arts. Renuzit. :10. 1985	Box 65

1114. Laurence Charles and Free. Bristol Myers. Renuzit Roommate. 5-30 Sec. Spots. See Enclosed List. 1985	Box 65
1115. Laurence Charles and Free. Bristol Myers. Renuzit Roommate. BMRM 5063 Babilloney :30; BMRM 5073 High Tech Alt. :30; BMRM 5083 Song (Fish odor) :30. 1985	Box 65
1116. Laurence Charles and Free. Bristol Myers. Renuzit Adjustable. BMRM 5033 Newlywed Alt Rev. I :30. 1985	Box 65
1117. Laurence Charles and Free. Bristol Myers. Renuzit Roommate. BMRM 5083 Song (Fish Odor) :30. 1985	Box 65
1118. Laurence Charles and Free. Bristol Myers. Renuzit Roommate. BMRM 5013 Song/Alt I :30. 1985	Box 65
1119. Laurence Charles and Free. Bristol Myers. Renuzit. Fresh N' Dry BMFD 5313 Talking Can Rev2 :30. 1985	Box 65
1120. Laurence Charles and Free. Bristol Myers. Renuzit Roommates. BMRm 5033 Breakthrough :30. 1985	Box 65
1121. Laurence Charles and Free. Bristol Myers. Renuzit. Fresh N' Dry BMFD 5293 Talking Can :30. 1985	Box 65
1122. Laurence Charles and Free. Bristol Myers. Renuzit Roommates. BMRM 5043 60 Days/Vers.2 :30. 1985	Box 65
1123. Laurence Charles and Free. Bristol Myers. Renuzit Roommates. BMRM 5013 Song/Alt.1 :30. 1985	Box 65
1124. Laurence Charles and Free. Bristol Myers. Renuzit Roommates. BMRM 5013 Song/Alt.II :30. 1985	Box 65

1125. Laurence Charles and Free. Bristol Myers. Renuzit Roommates. BMRM 5013 Song/Alt.1 :30; BMRM 5013 Song/Alt.II :30. 1985	Box 65
1126. Laurence Charles and Free. Drackett Co. Renuzit Adjustable. BMRS 5043 House :30; BMRS 5053 Quartet Pool out :30. 1985	Box 65
1127. Laurence Charles Free and Lawson. Renuzit Reel. See Enclosed List. 1986	Box 65
1128. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. BMRM 6173 Hunk :31; BMRM 6163 Married Women :31; BMRM 6183 Don't Tell My Husband :30. 1986	Box 65
Renuzit (continued), 1986-1987	Box 66
1129. Original Roommate Exploratory. 1986	Box 66
1130. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. BMRM 6343 Hunk W/X-Ray Core :30. 1986	Box 66
1131. Laurence Charles Free and Lawson. Renuzit Fresh And Dry. BMFD 6373 It's Superior :30; BMFD 6383 Hit By an Odor/ EFX Vers. :30. 1986	Box 66
1132. Drackett Co. Laurence Charles Free and Lawson. Renuzit Roommates. BMRM 6343 Hunk w/X-Ray Core Alt. :30. 1986	Box 66
1133. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM Hunk :15. 1986	Box 66
1134. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM 6281 Hunk Tease Rev. :10. 1986	Box 66
1135. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM 6405 Hunk :15. 1986	Box 66

1136. Laurence Charles Free and Lawson. Renuzit Roommates. 4 Spots. See Enclosed List. 1986	Box 66
1137. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. BMRM 6153 :31. 1986	Box 66
1138. Laurence Charles Free and Lawson. Drackett Co. Renuzit Fresh And Dry. 4-30 Sec. Spots. See Enclosed List. 1986	Box 66
1139. Laurence Charles Free and Lawson. Renuzit. BMRM 5063 Babillerey; BMRM 5073 High Tech . 1986	Box 66
1140. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. 5-30 Sec. Spots. See Enclosed List. 1986	Box 66
1141. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. 4 Spots. See Enclosed List. 1987	Box 66
1142. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. 6 Spots. See Enclosed List. 1987	Box 66
1143. Laurence Charles Free and Lawson. Renuzit. BMRM 7773 :30; BMRM 7785 :15. 1987	Box 66
1144. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM 7773 Betrayed ABC :30; BMRM 7785 Betrayed ABC :15. 1987	Box 66
Renuzit (continued), 1987-1989	Box 67
1145. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. 4 Spots. See Enclosed List. 1987	Box 67
1146. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM 7773 Betrayed ABC :30; BMRM 7785	

Betrayed AbC :15; BMRM 7795 Cheated ABC :15. 1987	Box 67
1147. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. BMRM 7763 Betrayed Too :30. 1987	Box 67
1148. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. 4 Spots. See Enclosed List. 1987	Box 67
1149. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. 4 Spots. See Enclosed List. 1987	Box 67
1150. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. 6 Spots. See Enclosed List. 1987	Box 67
1151. Laurence Charles Free and Lawson. Drackett Co. Renuzit Roommates. 4 Spots. See Enclosed List. 1987	Box 67
1152. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM 7735 Conned :15. 1987	Box 67
1153. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. 6 Spots. See Enclosed List. 1987	Box 67
1154. Laurence Charles Free and Lawson. Renuzit Roommates. Reel 2 of 2. 1988	Box 67
1155. Laurence Charles Free and Lawson. Renuzit Roommates. BMRM 8815 Dark :15; BMRM 8855 More :15. 1988	Box 67
1156. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. 4 Spots. 1988	Box 67
1157. Laurence Charles Free and Lawson. Renuzit Roommates. Reel 1 of 2. 1988	Box 67
1158. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Freshell.	

BMIR 9173 Fish Family/Non-New :30; BMIR 9185 Fish Family/Non-New :15. 1989	Box 67
1159. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM 9883 Dark.Line :30. 1989	Box 67
1160. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Roommates. BMRM 9883 Dark.Line :30. 1989	Box 67
1161. Laurence Charles Free and Lawson. Bristol Myers. Renuzit Reel. 7 Spots. See Enclosed List. 1989	Box 67
Renuzit (continued), 1990-1993	Box 68
1162. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Freshell. BMIR 0233 Not A Shell/Refill Tag :30. 1990	Box 68
1163. Laurence Charles Free and Lawson. Renuzit. BMGN 0045 Pooping Up :15. 1990	Box 68
1164. Laurence Charles Free and Lawson. Bristol Myers Squibb. Drackett Co. Renuzit Freshell. BMIR 0193 Not A Shell :30; BMIR 0205 Not A Shell/Continuity :15. 1990	Box 68
1165. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit. BMZP 0093 Something Beautiful :30. 1991	Box 68
1166. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Fragrance Jars. Something Beautiful: BMZP 1163 :30; BMZP 1175 :15. 1991	Box 68
1167. Laurence Charles Free and Lawson. Drackett Co. Professional Strength Windex. XYLC 1653 Emily; XYLC 1663 Sal/ Professional Cleaning Service; XYLC 1673 92lb. Women. 1991	Box 68
1168. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Roommates.	

BMRM 1963 Pastel Colors :30; BMRM 1975 Pastel Colors :15. 1991	Box 68
1169. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Fragrance Jars. BMZP 1205 Something Beautiful Rev. 1 :15. 1991	Box 68
1170. Bristol Myers Squibb. Laurence Charles Free and Lawson. Renuzit Fragrance Jars. 4 Spots. See Enclosed List. 1991	Box 68
1171. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Fragrance Jars. New Shapes-Blonde": BMZP 2313 :30; BMZP 2335 :15. 1992	Box 68
1172. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Fragrance Jars. BMZP 1253 1992 Beautiful New Shapes :30. 1992	Box 68
1173. Laurence Charles Free and Lawson. Drackett Co. Renuzit Fragrance Jars. 1992 Beautiful New Shapes; BMZP 1253 :30; BMZP 1265 :15. 1992	Box 68
1174. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Fragrance Jars. BMZP 1253 Renuzit Fragrance Jars :30; BMZP 1265 1992 Beautiful New Shapes :15. 1992	Box 68
1175. Laurence Charles Free and Lawson. Bristol Myers Squibb. Renuzit Fragrance Jars. 1992 Beautiful New Shapes": BMZP 1253 :30; BMZP 1235 :15. 1992	Box 68
1176. Laurence Charles Free and Lawson. Renuzit Electric Long Last. BMRU 3023 Lasts A Long Long Time :30; BMRU 3035 Lasts A Long Long Time :15. 1993	Box 68
1177. Laurence Charles Free and Lawson. Renuzit Electric Long Last. BMRU 3023	

Lasts A Long Long Time :30; BMRU 3035 Lasts A Long Long Time :15. 1993	Box 68
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Renuzit (continued), 1993-1995	Box 69
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1178. Laurence Charles Free and Lawson. Renuzit Electric Long Last. BMRU 3023 Lasts A Long Long Time :30; BMRU 3035 Lasts A Long Long Time :15. 1993	Box 69
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1179. Laurence Charles Free and Lawson. Renuzit Electric Long Last. BMRU 3023 Lasts A Long Long Time :30; BMRU 3035 Lasts A Long Long Time :15. 1993	Box 69
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1180. Laurence Charles Free and Lawson. Renuzit Electric Long Last. BMRU 3023 Lasts A Long Long Time :30; BMRU 3035 Lasts A Long Long Time :15. 1993	Box 69
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1181. Laurence Charles Free and Lawson. Drackett Co. Renuzit Fresh And Dry. BMFD 5383 Hit by an Odor First Dry Spray :30. 1993	Box 69
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1182. Laurence Charles Free and Lawson. Renuzit Electric Long Last. BMRU 3023 Lasts A Long Long Time :30; BMRU 3035 Lasts A Long Long Time :15. 1993	Box 69
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1183. Laurence Charles Free and Lawson. Renuzit Electric Long Last. BMRU 3023 Lasts A Long Long Time :30; BMRU 3035 Lasts A Long Long Time :15. 1993	Box 69
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1184. Laurence Charles Free and Lawson. Renuzit. Banquet :30 Rev. 2. 1994	Box 69
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1185. Laurence Charles Free and Lawson. Dial. Renuzit. 5-30 Sec. Spots. See Enclosed List. 1994	Box 69
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1186. Laurence Charles Free and Lawson. Renuzit Electric Long Last. 5 Spots. 1994	Box 69

1187. Laurence Charles Free and Lawson. Dial. Renuzit. Slugger's Ver. 2 :30; Half a Car Ver.2 :30. 1994	Box 69
1188. Laurence Charles Free and Lawson. Dial Dishwashing Liquid/Renuzit In-Vent. Real People Ver. 1 Rev. :30; Germs are Everywhere Rev. :30; Half a Car :25. 1994	Box 69
1189. Gotham Inc. Dial. Renuzit New Naturals. XYLC 5393 Boutique :23. 1995	Box 69
1190. Laurence Charles Free and Lawson. Dial. Renuzit. NFA Agency Vers. Half a Car :30. 1995	Box 69
1191. Gotham Inc. Dial. Renuzit New Naturals. XYLC 5393 Boutique :23. 1995	Box 69
1192. Gotham Inc. Dial. Renuzit Long Last Mist. XYLC 5013 Brick :30. 1995	Box 69
1193. Laurence Charles Free and Lawson. Renuzit In-Vent. Half a Car. 1995	Box 69
Renuzit (continued), Undated	Box 70
1194. Laurence Charles Free and Lawson. Renuzit Adjustable. BMRS 5033 Newlywed Alt. Rev.1 :30; BMRS 5013 Lost it With Renuzit :30. Undated	Box 70
1195. Laurence Charles Free and Lawson.Bristol Myers. Renuzit Roommates. 6 Spots. See Enclosed List. Undated	Box 70
1196. Renuzit Roommates. BMRM 6293 Hunk Rev.2 :30. Undated	Box 70
Vanish (also a Bristol-Myers product), 1976-1983 and Undated	
1197. Vanish. 6 Spots. See Enclosed List. Undated	Box 70
1198. Bristol Myers. Automatic Vanish. BMVA 2023 No Substitute :30. Undated	Box 70

1199. Kenyon & Eckhardt. Liquid Vanish. Mrs. Byebe CBS :30; Mrs. Byebe ABC :30; Crystal Vanish. Meets the Eye demo :30. Undated	Box 70
1200. Laurence Charles Free and Lawson. Bristol Myers Squibb. 6-30 Sec. Spots. See Enclosed List. Undated	Box 70
1201. Vanish. Bowl Brite. 12 Spots. See Enclosed List. Undated	Box 70
1202. Drackett Co. Liquid Vanish. Mrs. Bybee; Mrs. Oliver; Give me Ten Seconds". Undated	Box 70
1203. Crystal Vanish. 12 Spots. See Enclosed List. Undated	Box 70
1204. Bristol Myers. Liquid Vanish. BMLV 6023 Talk About Thick Rev. :30. Undated	Box 70
1205. Laurence Charles Free. Drackett Co. Poly shine. TV Monitor A; TV Monitor B . 1982	Box 70
1206. Kenyon & Eckhardt. Bristol Myers. Vanish. BMVA 3183 Whistle-Germ Demo :30. 1983	Box 70
1207. Kenyon & Eckhardt. Drackett Co. Folding Box Rev. w/Top Super; Folding Box Rev. w/Bottom Super; Lady Rev. W/new Audio. 1983	Box 70
Vanish (continued), 1984-1987	Box 71
1208. Vanish. 5 Spots. See Enclosed List. 1984	Box 71
1209. Bristol Myers. Vanish. BMVN 4043 The Difference/Crystal & liquid :30. 1984	Box 71
1210. Kenyon & Eckhardt. Bristol Myers. Vanish Liquid Crystal. BMVE 4031 :10. 1984	Box 71

1211. Kenyon & Eckhardt. Vanish Bowl Brite. BMEV 4103 :30. 1984	Box 71
1212. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 5091 Talking Toilets/ID :10; BMAV 5152 Talking Toilets/20 Mortisse :20. 1985	Box 71
1213. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 5091 Talking Toilets/ID :10; BMAV 5152 Talking Toilets/20 Mortisse :20. 1985	Box 71
1214. Vanish. BMAV 5053 Talking toilets". Undated	Box 71
1215. Laurence Charles Free and Lawson. Bristol Myers. Automatic vanish. Talking Toilets Male/Demo :30. 1985	Box 71
1216. Laurence Charles Free and Lawson. Bristol Myers. Automatic vanish. Talking Toilets Male/Demo :30. 1985	Box 71
1217. Laurence Charles Free and Lawson. Bristol Myers. Vanish Bowl Brite. 4-30 Sec. Spots. See Enclosed List. 1985	Box 71
1218. Laurence Charles Free and Lawson. Bristol Myers. Automatic Vanish. BMAV 5063 Talking Toilets/Super Clean w/ Mortisse :30. 1985	Box 71
1219. Laurence Charles Free and Lawson. Bristol Myers. Automatic Vanish. BMAV 5243 Soldier :30. 1986	Box 71
1220. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 6202 Mugsy :20. 1986	Box 71
1221. Laurence Charles Free and Lawson. Vanish. BMAV 2033 Quartet Animated rev. ; BMVN 4043 The Difference/Crystal & Liquid; BMEV 4103 Lady/Arcub Brush Rev. 1. 1986	Box 71

1222. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 7223 Soldier/ Tag Rev. :30. 1987	Box 71
1223. Laurence Charles Free and Lawson. Bristol Myers. Vanish Drop Ins. BMVR 6073 Bowl Brothers :30. 1987	Box 71
Vanish (continued), 1987	Box 72
1224. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 7253 The Bowl Brothers Rev.2 :30. 1987	Box 72
1225. Mistral. Vanish. :30 English. 1987	Box 72
1226. Laurence Charles Free and Lawson. Bristol Myers. Vanish Drop Ins. BMVR 7123 Bowl Brothers Rev.2 :30. 1987	Box 72
1227. Laurence Charles Free and Lawson. Vanish. BMQA 7033 Shoot Out :30; BMQA 7083 Outer Space :30. 1987	Box 72
1228. Laurence Charles Free and Lawson. Automatic Vanish. BMVN 7243 Soldier/Tag Rev. 1 :30. 1987	Box 72
1229. Laurence Charles Free and Lawson. Bristol Myers. Vanish Drop Ins. BMVR 7143 Bowl Brothers Rev.3 :30. 1987	Box 72
1230. Laurence Charles Free and Lawson. Vanish. BMQA 7083 Outer Space :30. 1987	Box 72
1231. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. BMQA 7123 Shoot out Rev. :30. 1987	Box 72
1232. Laurence Charles Free and Lawson. Vanish. BMQA 7083 Outer Space :30. 1987	Box 72
1233. Laurence Charles Free and Lawson. Bristol Myers. Automatic Vanish/Vanish Drop Ins. 5 Spots. See Enclosed List. Undated	Box 72

1234. Laurence Charles Free and Lawson. Bristol Myers. Vanish Drop Ins. BMVR 7143 Bowl Brothers Rev. 3 :30. 1987	Box 72
1235. Laurence Charles Free and Lawson. Automatic Vanish. BMVN 7243 Soldier/Tag Rev.1 :30. 1987	Box 72
1236. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 7273 The Bowl Brothers rev.3 :20/:10. 1987	Box 72
1237. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 7293 The Bowl Brothers rev.5 :20/:10. 1987	Box 72
1238. Laurence Charles Free and Lawson. Bristol Myers. Vanish. BMVN 7293 The Bowl Brothers rev.5 :20/:10. 1987	Box 72
1239. Laurence Charles Free and Lawson. Vanish. BMAQ 7083 Outer Space :30. 1987	Box 72
1240. Laurence Charles Free and Lawson. Bristol Myers. Vanish Drop Ins. BMVR 7143 Bowl Brothers rev.3 :30. 1987	Box 72
Vanish (continued), 1988	Box 73
1241. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. BMAQ 8185 Duke/Demo :15. 1988	Box 73
1242. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. BMAQ 8165 The Duke :15. 1988	Box 73
1243. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish.Comtrex AS. BMJR 8013 The Duke OC/Dreaming Lady :15. 1988	Box 73
1244. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. BMAQ 7153 Flush Tones/Duke :30. 1988	Box 73

1245. Laurence Charles Free and Lawson. Bristol Myers. Vanish Line. BMVN 7303 Flush Tones Duke :30. 1988	Box 73
1246. Laurence Charles Free and Lawson. Grey Adv. Bristol Myers. Dual Action Liquid Vanish./Drano Liquid. BMFG 8023 Duke Demo/Splish Splash :30. 1988	Box 73
1247. Laurence Charles Free and Lawson. Vanish. BBMVR 8155 Bowl Bro... :15. 1988	Box 73
1248. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. BMAQ 8185 Duke/Demo :15. 1988	Box 73
1249. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. BMAQ 8165 . 1988	Box 73
1250. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. 4-30 Sec. Spots. See Enclosed List. 1988	Box 73
1251. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. Flush Tones/Duke. Non-New Lysol :30; New Lysol :30; Different Audio :30. 1988	Box 73
1252. Laurence Charles Free and Lawson. Vanish. BMVR 8155 Bowl Bro. :15; BMAQ 8165 The Duke :15--:14 music track. 1988	Box 73
1253. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Vanish. Flush Tones/Duke. Non-New Lysol :30. 1988	Box 73
1254. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Vanish. Flush Tones/Duke. Non-New Lysol :30. 1988	Box 73
1255. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Vanish. Flush Tones/Duke. DMJ 5313 Tucker/No Demo :30. 1988	Box 73

1256. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Vanish. 4-30 Sec. Spots. See Enclosed List. 1988	Box 73
Vanish (continued), 1988-1990	Box 74
1257. Laurence Charles Free and Lawson. Vanish. BMVR 8155 Bowl Bro. :15. 1988	Box 74
1258. Laurence Charles Free and Lawson. Bristol Myers. Dual Action Liquid Vanish. BMAQ 7153 Flush Tones/Duke :30. 1988	Box 74
1259. Laurence Charles Free and Lawson. Bristol Myers. Vanish Line. BMVN 9353 KG Bowl/Foamin' 20/10 :30. 1989	Box 74
1260. Laurence Charles Free and Lawson. Bristol Myers. Vanish Drop Ins. BMVR 7143 Bowl Brothers Rev. 3; Automatic Vanish. BMAV 7303 As The Bowl Flushes; Dual Action Vanish. Flush Tones Duke/No Demo :30 each. 1989	Box 74
1261. Laurence Charles Free and Lawson. Bristol Myers. Vanish Line. BMVN 9353 KG Bowl/Foamin' 20/10 :30. 1989	Box 74
1262. Laurence Charles Free and Lawson. Bristol Myers. Vanish Line. BMVN 9353 KG Bowl/Foamin' 20/10 :30. 1989	Box 74
1263. Laurence Charles Free and Lawson. Bristol Myers. Vanish Line. BMIN 9053 Johnny Clean :30; BMIN 9065 Johnny Clean :15. 1989	Box 74
1264. Laurence Charles Free and Lawson. Vanish Line. BMVN 9333 Johnny Clean :20/10. 1989	Box 74
1265. Laurence Charles Free and Lawson. Bristol Myers. Vanish Foamin'. BMIN 9053 Johnny Clean Rev. :30; BMIN 9065 Johnny Clean Rev. :15; BMVN 9343 Johnny Clean Alt./Foamin'/VDI :30. 1989	Box 74

1266. Laurence Charles Free and Lawson. Vanish Line. BMVN 9333 Johnny Clean :20/10. 1989	Box 74
1267. Laurence Charles Free and Lawson. Bristol Myers. Vanish Foamin'. BMIN 9053 Johnny Clean Rev. :30; BMIN 9065 Johnny Clean Rev. :15; BMVN 9343 Johnny Clean Alt./Foamin'/VDI :30. 1989	Box 74
1268. Laurence Charles Free and Lawson. Bristol Myers. Vanish Line. BMVN 9353 KG Bowl :30. 1989	Box 74
1269. Laurence Charles Free and Lawson. Bristol Myers. Vanish Line. BMVN 9343 Johnny Clean Alt. Foamin'/VDI :30. 1989	Box 74
1270. Laurence Charles Free and Lawson. Bristol Myers. Automatic Vanish. BMAN 8313 KG Bowl-New :30. 1989	Box 74
1271. Laurence Charles Free and Lawson. Bristol Myers. Vanish Foamin'. BMIN 9065 Johnny Clean Rev. :15. 1989	Box 74
1272. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Drop Ins. BMVR 0233 Western Bowl Rev. Mix :30. 1990	Box 74
Vanish (continued), 1990-1993	Box 75
1273. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Drop Ins. BMVR 0233 Western Bowl Rev. Mix :30. 1990	Box 75
1274. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Drop Ins. BMVR 9163 I Want Some V-A-N-I-S-H :30. 1990	Box 75
1275. Laurence Charles Free and Lawson. Vanish Line. BMVN 9373 Holly Wood bowl :30. 1990	Box 75

1276. Laurence Charles Free and Lawson. Vanish Line. BMVN 1433 Beetle Bailey Volunteers rev. 2 :31. 1991	Box 75
1277. Laurence Charles Free and Lawson. Vanish Line. BMVN 1433 Beetle Bailey Volunteers rev. 2 :31. 1991	Box 75
1278. Laurence Charles Free and Lawson. Vanish Historical Reel. 1991	Box 75
1279. Laurence Charles Free and Lawson. Vanish Line. BMVN 0423 Beetle Bailey Rev. Volunteers . 1991	Box 75
1280. Laurence Charles Free and Lawson. Vanish Drop Ins. 5-30 Sec. Spots. See Enclosed List. 1991	Box 75
1281. Laurence Charles Free and Lawson. Vanish Mildew Plus. Grungies/Dingies :30. 1992	Box 75
1282. Laurence Charles Free and Lawson. Bristol Myers. Vanish Mildew Plus. BMVX 2139 Hiding' :25. 1992	Box 75
1283. Laurence Charles Free and Lawson. Vanish Power Packs. BMVG 2023 The Dirt and Stains Alt. :30. 1992	Box 75
1284. Laurence Charles Free and Lawson. Vanish Power Packs. BMVG 2023 The Dirt And Stains Alt. :30. 1992	Box 75
1285. Laurence Charles Free and Lawson. Bristol Myers. Vanish Clear Drop Ins. BMVJ 1115 The Bathroom Blues :15. 1992	Box 75
1286. Laurence Charles Free and Lawson. Bristol Myers. Vanish Drop Ins. BMVR 2293 Vanish Bathroom Bowl Buildup Rev. :30. 1992	Box 75
1287. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Mildew Plus. BMVX 2169 Hiding Non-New :25. 1993	Box 75

1288. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Mildew Plus. 4 spots. See Enclosed List. 1993	Box 75
Vanish (continued), 1993	Box 76
1289. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Mildew Plus. 4 spots. See Enclosed List. 1993	Box 76
1290. Laurence Charles Free and Lawson. Vanish Line. Bowl Brothers :30; As the Bowl Flushes :30; Duke-No Demo :30. 1993	Box 76
1291. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Mildew Plus. BMVX 2169 Hiding Non-New :25. 1993	Box 76
1292. Laurence Charles Free and Lawson. Vanish Clear Drop Ins. Bathroom Blues/ Non-New. 1993	Box 76
1293. Laurence Charles Free and Lawson. Vanish Clear Drop Ins. Bathroom Blues/ Non-New. 1993	Box 76
1294. Laurence Charles Free and Lawson. Bristol Myers Squibb. Vanish Mildew Plus. 4 spots. See Enclosed List. 1993	Box 76
Windex, 1980, 1991	
1295. Bristol Myers. Kitchen Shine. BMWK 0093 Clouds :30. 1980	Box 76
1296. Daniel & Charles. Clouds I-VI. 1980	Box 76
1297. Daniel & Charles. Windex Kitchen Shine. BMWK 0133 Clouds/Nozzle :30. 1980	Box 76
1298. Daniel & Charles. Bristol Myers. Windex Kitchen Shine. BMWK 0103 Magic Bottle :30. 1980	Box 76
1299. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. 92 lb. Women/Non-New :15. 1991	Box 76

1300. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 1025 92 lb. Women/Non Flip :15. 1991	Box 76
1301. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 1013 92 lb. Women/Flip :30. 1991	Box 76
1302. Laurence Charles Free and Lawson. Drackett Co. Professional Strength Windex. 4 Spots. See Enclosed List. 1991	Box 76
1303. Laurence Charles Free and Lawson. Drackett Co. Windex. 5-30 Sec. Spots. See Enclosed List. 1991	Box 76
1304. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 1013 92 Lb. Women/ Flip :30. 1991	Box 76
1305. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 1025 92 Lb. Women/Non- Flip :15. 1991	Box 76
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1306. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 1013 92 Lb. Women/ Flip :30. 1991	Box 77
1307. Laurence Charles Free and Lawson. Drackett Co. Professional Strength Windex. Professional Cleaners of America. 1991	Box 77
1308. Laurence Charles Free and Lawson. Drackett Co. Professional Strength Windex. 5-30 Sec. Spots. See Enclosed List. 1991	Box 77
1309. Laurence Charles Free and Lawson. Extra Strength Windex. 5 Spots. See Enclosed List. 1991	Box 77

1310. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 2143 Skyscraper Ver. 5R :30. 1992	Box 77
1311. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 2143 Skyscraper Ver 5R :30. 1992	Box 77
1312. Laurence Charles Free and Lawson. Drackett Co. Clear Windex. The Tougher The Test :30; Scent-Sational :30; Bless you Windex/New Improved :30. 1992	Box 77
1313. Laurence Charles Free and Lawson. Bristol Myers Squibb. Professional Strength Windex. BMWV 2143 Skyscraper Ver. 5R :30. 1992	Box 77
1314. Laurence Charles Free and Lawson. Bristol Myers Squibb. Windex. BMWI 2023 Magic #2 :30; BMWI 2043 Bye Bye Strikes Again :30; BMWI 2013 The Streak Strikes Again Ver. B :30. 1992	Box 77
1315. Laurence Charles Free and Lawson. Windex. BMWI 2013 The Streak Strikes Ver. B :30; BMWI 2023 Magic 2 :30; BMWI 2043 Bye Bye Streaks :30. 1992	Box 77
1316. Laurence Charles Free and Lawson. Bristol Myers Squibb. Windex. BMWI 2053 Magic :30. 1992	Box 77
1317. Laurence Charles Free and Lawson. Drackett Co. Clear Windex. The Tougher The Test :30; Scent-Sational :30; Bless you Windex/New Improved :30. 1992	Box 77
1318. Laurence Charles Free and Lawson. Windex. JSWI 3230 Magic Rev.1 :30. 1993	Box 77
1319. Laurence Charles Free and Lawson. Windex. JSWI 3230 Magic Rev.1 :30. 1993	Box 77

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1320. Drackett Co. Carpet Works. BMWO 1043A Two Jobs/New Pull Back; BMWO 1043 Two Jobs Pull Back. 1981	Box 77
1321. Daniel & Charles. Drackett Co. Carpet Works. BMWO 1013 Two Jobs :30; BMWO 1013A Two Jobs :30. 1981	Box 77
GAF Corporation, 1974-1978 and undated Commercials, 1974-1977	Box 78
1322. Mormar. GAF. GAFL 4272 :25; GAFL 4252 :25. 1974	Box 78
1323. Daniel & Charles. GAF Siding. GAVV 5053 Vanguard Vinyl Siding :30. 1975	Box 78
1324. Daniel & Charles. GAF View Master. GAVM 5403 See A Story :30. 1975	Box 78
1325. GAF. Roofing and Siding. Super 8 Sound Sys. :30; GARS 5033 New House :30; GACP 5733 Clown :30. 1975	Box 78
1326. GAF. Print Express. 7 Spots. 1975	Box 78
1327. Daniel & Charles. GAF. GAVM 5423 Rear Screen Projection Adults :30; GAVM 543 Rear Screen Projection Kids :30. 1975	Box 78
1328. Mormar. GAF. GAVM 5453 RSP/Kids rev. 2 :30. 1975	Box 78
1329. Daniel & Charles. GAF Viewmaster. GAVM 5443 Rear Screen Projection Kids Rev. :30. 1975	Box 78
1330. Daniel & Charles. GAF Print Express. GAPE 5753 Print Express/Indiana :30. 1975	Box 78
1331. Daniel & Charles. GAF. GAWN 6013 WNCN :30. 1976	Box 78
1332. Mormar. GAF. GAVM 6503 Basset :30. 1976	Box 78

1333. GAF Show Reel 7 Spots. See Enclosed List. 1976	Box 78
1334. GAF. 6 Spots. See Enclosed List. 1976	Box 78
1335. Mormar. GAF. GACP 6853 File & Drum :30; GASP 6883 Double Image DLR. :30. 1976	Box 78
1336. Daniel & Charles. GAF Viewmaster. GAVM 7553 Calendar Click :30; GAVM 7543 The Click :30. 1977	Box 78
1337. Daniel & Charles. GAF. Chef :60. 1977	Box 78
1338. Daniel & Charles. GAF. Brite-Bond Flooring. GAFL 7443 Rhyme & reason :30. 1977	Box 78
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1339. Daniel & Charles. GAF. GAVM 7513 Talking Viewmaster :30; GAVM 7523 Spiderman :30 Billy. 1977	Box 79
1340. Daniel & Charles. Viewmaster. GAVM 8583 Disney Favorite Gift Pack :30. 1978	Box 79
1341. GAF. Viewmaster Alternate :30; GAVM 8603 Spiderman. 1978	Box 79
1342. GAF. Gafstar Sheet Vinyl. GAFL 8542 Fiesta Sale/Alt :30. 1978	Box 79
1343. Daniel & Charles. GAF. Viewmaster. GAVM 8563. 1978	Box 79
1344. Daniel & Charles. GAF. 10 Animatics. See Enclosed List. 1978	Box 79
1345. Daniel & Charles. GAVM 8573 Viewmaster Spacement theater . 1978	Box 79
1346. Daniel & Charles. GAF. Best Friend :30; Do it :30; Surprise :30. 1978	Box 79

1347. GAF. GAFL 7532 Fiesta Sale/Rev. 1978	Box 79
1348. Daniel & Charles. GAF. Surprise Rev. Vers. 3 & 4 . 1978	Box 79
1349. Mormar. GAF. GAFL 7472 Palazzo DHR :30. 1978	Box 79
1350. Daniel & Charles. GAF. GAVV 8063 Vanguard Vinyl/Siding Vers. 3 :30. 1978	Box 79
1351. GAF Floor. GAFL 8633 Surprise Rev. :30. 1978	Box 79
1352. GAF. Talking Viewmaster- Spiderman :30; Calendar Click :30; Full One Hour Reel. Undated	Box 79
1353. GAF. Good Riddance. Undated	Box 79
1354. Daniel & Charles. GAF. GAFL 8612 Friend/Dealer; GAFL 8622 Surprise/ Dealer :30 each. Undated	Box 79
1355. GAF Vinyl Sidings. Neighbors :30. 1978	Box 79
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Gorton's Food (division of General Mills), 1976-1995 and undated Commercials, 1976-1981	Box 80
1356. Mormar. Gortons Pull Back. GORT 6603 Pull Back :30. 1976	Box 80
1357. Daniel & Charles. Gortons. GORT 7683 Survey :30. 1977	Box 80
1358. Gortons. BOSP 8743 Nobody :30. Undated	Box 80
1359. Daniel & Charles. Gortons Fried Fish. BOSP 8743 Nobody :30; BOSP 8733 Whisper :30; BOSP 8723 Big Box :30. 1979	Box 80

1360. Daniel & Charles. Gortons Cod In Butter Sauce. BSOP 9853 Who Did it/ New Rev. :30. 1979	Box 80
1361. Daniel & Charles. Gortons of Gloucester. Cod in Butter Sauce. BSOP 9803 Who Did it? :30. 1979	Box 80
1362. Daniel & Charles. Gortons. BSOP 9803 Crunch Time :30. 1979	Box 80
1363. Gortons. Crispy Crunchy :30; Fishing For Compliments :30. 1979	Box 80
1364. Daniel & Charles. Gortons of Gloucester. Gortons Shrimp Stuffing. BOSP 9783 Gortons Fish Sticks Fillets W/Shrimp Stuffin-Cameo#2 :30; BOSP 9773 Never Tasted :30. 1979	Box 80
1365. Daniel & Charles. Gortons. Batter Fried. BOSP 8753 Opening :30. 1979	Box 80
1366. Daniel & Charles. Gortons of Gloucester. Cod in Butter Sauce. BSOP 9803 Who Did It? :30. 1979	Box 80
1367. Daniel & Charles. Gortons of Gloucester. Batter fried & Crunchy Fish. BOSP 9863 Crunchy Crispy :30. 1980	Box 80
1368. Daniel & Charles. Gortons of Gloucester. BOSP 0913 Hello Crunchy Edited Master. 1980	Box 80
1369. Daniel & Charles. Gortons. Crepes. BOSP 0893 Two Hats :30. 1980	Box 80
1370. Daniel & Charles. Gortons Fish. 5-30 Sec. Spots. See Enclosed List. 1981	Box 80
1371. Daniel & Charles. Gortons of Gloucester. Crunchy Fish Sticks & Fillets. BOSP 1933 Hello, Goodbye :30. 1981	Box 80
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1372. Laurence Charles & Free. Gortons. 8 Spots. See Enclosed List. 1982	Box 81
1373. Laurence Charles & Free. Gortons of Gloucester. BOSP 2123 Light Recipe-Flag A Alt. A :30. 1982	Box 81
1374. Laurence Charles & Free. Gortons. 5-30 Sec. Spots. See Enclosed List. 1982	Box 81
1375. Laurence Charles & Free. Gortons of Gloucester. Seafood Entrees. BOSP 3313 How About it/New/W/Super :30. 1983	Box 81
1376. Laurence Charles & Free. Gortons. BOSP 3273 Rally Around The Flag-Rev. 1983	Box 81
1377. Laurence Charles & Free. Gortons. BOSP 3273 Rally Around the Flag-Rev. ; BOSP 3283 Something Good to Say-Rev. 1983	Box 81
1378. Laurence Charles & Free. Gortons. BOSP 3283 Something Good to Say-Rev. 1983	Box 81
1379. Laurence Charles & Free. Gortons of Gloucester. BOSP 3273 Rally Around the Flag-Rev.2; BOSP 3263 Something Good to Say-Rev.2 . 1983	Box 81
1380. Laurence Charles & Free. Gortons of Gloucester. Crunchy Fish Sticks & Fillets. BOSP 3293 Hello, Goodbye-Rev.2 . 1983	Box 81
1381. Laurence Charles & Free. Mrs. Paul's. 83-02695 Crispy Crunchy; 83-17578 Light & Natural. 1983	Box 81
1382. Laurence Charles & Free. Gortons of Gloucester. Crunchy Fish Sticks & Fillets. BOSP 3293 Hello, Goodbye-Rev.2 . 1983	Box 81
1383. Mormar. Gortons. BOSP 3243 Light Recipe How About it/New :30. 1983	Box 81

1384. Laurence Charles Free & Lawson. Gortons. Natural Cut. 4-30 Sec. Spots. See Enclosed List. 1989	Box 81
1385. Gortons. BOSP 4243 What's in it. Undated	Box 81
1386. Mormar. Gortons of Gloucester. BOSP 3273 Flag A-And/Under 300 :30. 1983	Box 81
1387. Mormar. Gortons. BOSP 3243 Light Recipe How About it/New :30. 1983	Box 81
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1388. Laurence Charles & Free. Gortons of Gloucester. Light Recipe. BOSP 4233 Good As Gorton's rev.2. 1984	Box 82
1389. Laurence Charles & Free. Gortons of Gloucester. Light Recipe. 4 Spots. See Enclosed List. 1984	Box 82
1390. Laurence Charles & Free. Gortons of Gloucester. Fish Market Fresh. BOSP 5293 Phoenix; BOSP 5263 Karate; BOSP 5273 One Easy, Two Easy Stereo Rev. 1985	Box 82
1391. Laurence Charles & Free. Gortons of Gloucester. Fish Market Fresh. BOSP 5293 Phoenix; BOSP 5263 Karate; BOSP 5273 One Easy, Two Easy. 1985	Box 82
1392. Mormar. Gortons. BOSP 4243 What's in it :30. 1985	Box 82
1393. Mormar. Gortons. GORT 7683 Survey :30. 1986	Box 82
1394. Laurence Charles & Free. Gortons. BOSP 6393 Core FMF Rev. ; BOSP 6423 Line FMF Rev. 1986	Box 82
1395. Laurence Charles & Free. Gortons. 6-30 Sec. Spots. See Enclosed List. 1986	Box 82

1396. Mormar. Gortons. 5-30 Sec. Spots. See Enclosed List. 1986	Box 82
1397. Laurence Charles Free & Lawson. General Mills. Gortons. BOSP 6493 Doubting Lady/Product Rev. :30. 1986	Box 82
1398. Laurence Charles Free & Lawson. General Mills. Gortons. BOSP 6513 Not Ordinary Rev. :30. 1986	Box 82
1399. Laurence Charles Free & Lawson. Gortons. Crunchy Fish Sticks & Fillets. BOSP 6483 Mrs. Paul's :30. 1986	Box 82
1400. Laurence Charles Free & Lawson. General Mills. Gortons. BOSP 6503 Doubting Lady/Fisherman's Rev. :30. 1986	Box 82
1401. Laurence Charles Free & Lawson. Gortons. Exploratory A-M. 1987	Box 82
1402. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7993 Doubting Family Rev. II :30. 1987	Box 82
1403. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7993 Doubting Family Rev. II :30. 1987	Box 82
Commercials (continued), 1987	Box 83
1404. Laurence Charles Free & Lawson. Gortons of Gloucester. Light Recipe. BOSP 4153 Good As Gorton's :30; Crunchy. BOSP 4243 What's in it :30. 1987	Box 83
1405. Laurence Charles Free & Lawson. Gortons. Crunchy Fillets Natural Cut. Dinner :30; Dinner w/ Bill McLouchlin Voice :30. 1987	Box 83
1406. Laurence Charles Free & Lawson. Gortons. Fish market Fresh. BOSP 7983 Core Rev. III :30. 1987	Box 83

1407. Mormar. Laurence Charles Free & Lawson. Gortons. BOSP 6643 I Don't Care Vers.B :30; BOSP 6673 FMF Core Rev. :30; BOSP 6653 Doubting Family :30. 1987	Box 83
1408. Laurence Charles Free & Lawson. Gortons of Gloucester. Sea Food Lovers Fillets. BOSP 7123 Porch-New :30. 1987	Box 83
1409. Laurence Charles Free & Lawson. Gortons. Crunchy Fish sticks/FMF/Crunchy Microwave;BOSP 6643 I Don't Care Vers. B :30; BOSP 6673 FMF core Rev. :30; BOSP 6653 Doubting Family :30. 1987	Box 83
1410. Laurence Charles Free & Lawson. Gortons Exploratory. 11 Spots . 1987	Box 83
1411. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7765 Doubting Family/Non-New :15; BOSP 6653 Doubting Family Rev. :30. 1987	Box 83
1412. Laurence Charles Free & Lawson. Gortons. Fish market Fresh. BOSP 7983 Core Rev. III :30. 1987	Box 83
1413. Laurence Charles Free & Lawson. Gortons. Exploratory. K-L-M. 1987	Box 83
1414. Laurence Charles Free & Lawson. Gortons. Exploratory. 11 Spots. 1987	Box 83
1415. Laurence Charles Free & Lawson. Gortons. Exploratory. A-K, M. 12 Spots. 1987	Box 83
1416. Laurence Charles Free & Lawson. Gortons. Exploratory. A-K, M. 12 Spots. 1987	Box 83
1417. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7263 Doubting Family W/ Promo Tag :30. 1987	Box 83
1418. Laurence Charles Free & Lawson. Gortons. Fish market Fresh. BOSP 7983	

Core Rev.III :30; Microwave Crunchy. BOSP 7103 Doubting Family W/ Single Serve :30. 1987	Box 83
1419. Laurence Charles Free & Lawson. Gortons. Exploratory. AA-FF. 6 Spots. 1987	Box 83
1420. Laurence Charles Free & Lawson. Gortons. Crunchy Fish Sticks & Fillets/Fish market Fresh/Microwave Crunchy. 5-30 Sec. Spots. See Enclosed List. 1987	Box 83
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1421. Mormar. Laurence Charles Free & Lawson. Gortons. BOSP 6643 I Don't Care Ver.B :30; BOSP 6673 FMF Core Rev. :30; BOSP 6653 Doubting Family :30. 1987	Box 84
1422. Laurence Charles Free & Lawson. Gortons. Exploratory. A-J 10 Spots. 1987	Box 84
1423. Mormar. Gortons. BOSP 6643 I Don't Care Ver.B :30; BOSP 6673 FMF Core Rev. :30; BOSP 6653 Doubting Family :30. 1987	Box 84
1424. Laurence Charles Free & Lawson. Gortons. Crunchy Fish Sticks/Fish market Fresh/Microwave Crunchy. BOSP 6643 I Don't Care Ver.B :30; BOSP 6673 FMF Core Rev. :30; BOSP 6653 Doubting Family :30. 1987	Box 84
1425. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7993 Doubting Family :30. 1987	Box 84
1426. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 6653 Doubting Family :30. 1987	Box 84
1427. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7993 Doubting Family Rev.II :30. 1987	Box 84

1428. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7263 Doubting Family w/promo Tag :30. 1987	Box 84
1429. Laurence Charles Free & Lawson. Gortons. Seafood Lover's Fillets. BOSP 7193 Porch New W/Scrod :30. 1987	Box 84
1430. Laurence Charles Free & Lawson. Gortons. Fish market Fresh. BOSP 7983 Core Rev. III :30. 1987	Box 84
1431. Laurence Charles Free & Lawson. Gortons. 5-30 Sec. Spots. See Enclosed List. 1987	Box 84
1432. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7263 Doubting Family w/Promo Tag :30. 1987	Box 84
1433. Laurence Charles Free & Lawson. Gortons. 6-30 Sec. Spots. See Enclosed List. 1987	Box 84
1434. Laurence Charles Free & Lawson. Gortons. Exploratory. AA-FF. 1987	Box 84
1435. Laurence Charles Free & Lawson. Gortons. Seafood Lover's Fillets. BOSP 7193 Porch New W/ Scrod :30. 1987	Box 84
1436. Laurence Charles Free & Lawson. General Mills. Gortons. Crunchy Fish Sticks & Fillets. BOSP 6603 I Don't Care :30; BOSP 6613 Doubting Family- Microwave :30; Fish market Fresh. BOSP 6633 fish Market Fresh Rev.-long :30. 1987	Box 84
1437. Laurence Charles Free & Lawson. Gortons. Exploratory. AA-FF 6Spots. 1987	Box 84
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1438. Laurence Charles Free & Lawson. Gortons. Seafood Lover's Fillets. BOSP 7193 Porch New W/Scrod :30. 1987	Box 85

1439. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. Seafood Lover's Fillets. BOSP xxxx Not For Air Doubting Family W/Microwave & Seafood Lovers :18/:12. 1987	Box 85
1440. Mormar. Gortons. BOSP 7693 FMF Core Rev. 2 :30; BOSP 7703 I don't Care :30. 1987	Box 85
1441. Laurence Charles Free & Lawson. Gortons. Fish market Fresh. BOSP 8583 Help Rev.1 :30. 1988	Box 85
1442. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7103 Doubting Family W/Single Serve New :30. 1988	Box 85
1443. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 8373 :18/:12 Rev. :30. 1988	Box 85
1444. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. 4 Spots. See Enclosed List. 1988	Box 85
1445. Laurence Charles Free & Lawson. Gortons. Microwave & Seafood Lover's Fillets. BOSP 7333 :30. 1988	Box 85
1446. Laurence Charles Free & Lawson. Gortons. Microwave & Seafood Lover's Fillets. BOSP 7333 :30. 1988	Box 85
1447. Laurence Charles Free & Lawson. Gortons. Microwave & Seafood Lover's Fillets. BOSP 7333 :30. 1988	Box 85
1448. Laurence Charles Free & Lawson. Gortons. Microwave Fillets. BOSP 8553 Something Special Rev.1 :30. 1988	Box 85
1449. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 8373 :18/:12 Rev. :30. 1988	Box 85

1450. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. 4 Spots. See Enclosed List. 1988	Box 85
1451. Laurence Charles Free & Lawson. Gortons. 4-30 Sec. Spots. See Enclosed List. 1988	Box 85
1452. Laurence Charles Free & Lawson. Gortons. Historical w/2 Fish Wish Spots. 1:57. 1988	Box 85
1453. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 7103 Doubting Family w/Single Serve New :30. 1988	Box 85
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1454. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy. BOSP 8503 Microwave Expertise Rev.1 Vers.A :30; Larger Cut Fillets. BOSP 8513 Larger Cut/ Big Piece Rev.1 Vers.A :30. 1988	Box 86
1455. Laurence Charles Free & Lawson. Gortons. Animatics. 5-30 Sec. Spots. See Enclosed List. 1989	Box 86
1456. Laurence Charles Free & Lawson. Gortons. BOSP 9773 Microwave Expertise/ Shrimp/Clams Tag :30. 1989	Box 86
1457. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 9883 Eat More Fish W/Women :30. 1989	Box 86
1458. Laurence Charles Free & Lawson. Gortons. Microwave Crunchy Shrimp & Clams. BOSP 9763 Microwave Expertise w/ Shrimp Tag :30. 1989	Box 86
1459. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 9883 Eat More Fish W/Women :30. 1989	Box 86

1460. Laurence Charles Free & Lawson. Gortons. BOSP 9773 Microwave Expertise/ Shrimp/Clams Tag :30. 1989	Box 86
1461. Laurence Charles Free & Lawson. #6 Gorton's Animatics. 35 Spots. See Enclosed List. 1989	Box 86
1462. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 9883 Eat More Fish W/Women :30. 1989	Box 86
1463. Laurence Charles Free & Lawson. Gortons of Gloucester. Natural Cut Fillets. 6-30 Sec. Spots. See Enclosed List. 1990	Box 86
1464. Laurence Charles Free & Lawson. Mormar. Gortons. BOSP 9883 Eat More Fish W/Women :30. 1990	Box 86
1465. Laurence Charles Free & Lawson. BOSP 9883 Eat More Fish W/Women :30. 1990	Box 86
1466. Laurence Charles Free & Lawson. Gortons. Fresh Lock Seafood. 5-30 Sec.Spots. See Enclosed List. 1990	Box 86
1467. Laurence Charles Free & Lawson. Gortons. Fresh Lock Seafood. Wont Believe it's Frozen; Restaurant; Advantage 1:30 each. 1990	Box 86
1468. Laurence Charles Free & Lawson. Natural Cut Fillets. BOSP 0093 Eat More Fish/No Preservatives :30. 1990	Box 86
1469. Laurence Charles Free & Lawson. Gortons. 5-30 Sec. Spots. See Enclosed List. 1990	Box 86
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1470. Laurence Charles Free & Lawson. Gortons. Fresh Lock Seafood. 5-30 Sec. Spots. See Enclosed List. 1990	Box 87

1471. Laurence Charles Free & Lawson. Gortons. Fresh Lock Seafood. 5-30 Sec. Spots. See Enclosed List. 1990	Box 87
1472. Laurence Charles Free & Lawson. Gortons. BOSP 0133 Captain Gortons/Clean Ocean Kids :30. 1990	Box 87
1473. Laurence Charles Free & Lawson. Gortons of Gloucester. 6-30 Sec. Spots. See Enclosed List. 1990	Box 87
1474. Laurence Charles Free & Lawson. Gortons. Crunchy Fish Sticks. BOSP 0133 Captain Gortons/Clean Ocean Kids :30. 1991	Box 87
1475. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 1213 Leadership Assumption-No Mortise Rev. :30. 1991	Box 87
1476. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 1473 Fisherman's Family/90% Rev. :30; BOSP 1513 Fisherman's Family/90% Rev.2 :30. 1991	Box 87
1477. Laurence Charles Free & Lawson. Gortons. BOSP 1483 Now You Can :30. 1991	Box 87
1478. Laurence Charles Free & Lawson. Gortons. BOSP 1483 Now You Can :30. 1991	Box 87
1479. Laurence Charles Free & Lawson. Gortons. Fresh Lock Seafood. BOSP 1283 Fresh Fish Phobia-Frozen :30. 1991	Box 87
1480. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 1233 Eat More Fish/ No Preservatives Rev. 1 :30. 1991	Box 87
1481. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 1473	

Fisherman's Family/90% Rev. :30; BOSP 1513 Fisherman's Family/90% Rev.2 :30 . 1991	Box 87
1482. Laurence Charles Free & Lawson. Gortons of Gloucester. Natural Cut Fillets. BOSP 1473 Fisherman's Family/90% Rev. :30;. 1991	Box 87
1483. Laurence Charles Free & Lawson. Gortons of Gloucester. Crunchy Fish Sticks. BOSP 1403 Polluters :30. 1991	Box 87
1484. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 1483 Now You Can :30. 1991	Box 87
1485. Laurence Charles Free & Lawson. Gortons of Gloucester. Natural Cut Fillets.4-30 Sec. Spots. See Enclosed List. 1991	Box 87
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1486. Laurence Charles Free & Lawson. Gortons of Gloucester. 4-30 Sec Spots. See Enclosed List. 1991	Box 88
1487. Laurence Charles Free & Lawson. Gortons of Gloucester. Natural Cut Fillets. BOSP 1513 Fisherman's Family 90% Rev.2 :30. 1991	Box 88
1488. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 1253 Eat More Fish/Less Fat (Before). 1991	Box 88
1489. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 1213 Leadership Assumptive-No Mortise Rev. :30. 1991	Box 88
1490. Laurence Charles Free & Lawson. Gortons of Gloucester. Crunchy Fish Sticks. BOSP 1403 Polluters :30. 1991	Box 88

1491. Laurence Charles Free & Lawson. Gortons. Natural Cut Fillets. BOSP 1233 Eat More Fish/No Preservatives. Rev1 :30. 1991	Box 88
1492. Laurence Charles Free & Lawson.Gortons. Fish Fillets. 4-30 Sec. Spots. See Enclosed List. 1991	Box 88
1493. Laurence Charles Free & Lawson. Gortons of Gloucester. Crunchy Fish Sticks. BOSP 1403 Polluters :30. 1991	Box 88
1494. Laurence Charles Free & Lawson. Gortons. BOSP 1403 Polluters :30. 1991	Box 88
1495. Laurence Charles Free & Lawson. Gortons. Eat Shot. Fisherman Family. 1991	Box 88
1496. Laurence Charles Free & Lawson. Gortons of Gloucester. Gortons Select. BOSP 2553 Starting Today :30. 1992	Box 88
1497. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 1283 Fresh Fish Phobia-Frozen :30. 1992	Box 88
1498. Laurence Charles Free & Lawson. Gortons of Gloucester. Gortons Select. BOSP 2553 Starting Today-Fisherman's Opening :30; BOSP 2553 Starting Today- Food Opening :30. 1992	Box 88
1499. Laurence Charles Free & Lawson. Gortons of Gloucester. Natural Cut Fillets. BOSP 2533 FF/Over The Past :30. 1992	Box 88
1500. Laurence Charles Free & Lawson. Gortons of Gloucester. Natural Cut Fillets. BOSP 2533 FF/Over The Past :30. 1992	Box 88
1501. Laurence Charles Free & Lawson. Gortons. BOSP 2543 They Love It :30. 1992	Box 88
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1502. Laurence Charles Free & Lawson. Gortons of Gloucester. Gortons Select. BOSP 2553 Starting Today :30. 1993	Box 89
1503. Laurence Charles Free & Lawson. Gortons of Gloucester. Gortons Select. BOSP 3613 Grilled Rev. :30. 1993	Box 89
1504. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 3573 Delicious News":30. 1993	Box 89
1505. Laurence Charles Free & Lawson. Gortons of Gloucester. Gortons Select. BOSP 2553 Starting Today :30. 1993	Box 89
1506. Laurence Charles Free & Lawson. Gortons of Gloucester. Gortons Select. BOSP 2553 Starting Today :30. 1993	Box 89
1507. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 3573 Delicious News :30; BOSP 3613 Grilled Rev. :30. 1993	Box 89
1508. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 3583 Grilled :30. 1993	Box 89
1509. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 4713 Turns on the Flavor/Garlic & Herb :30. 1994	Box 89
1510. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 3643 Delicious News Rev. :30. 1994	Box 89
1511. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 4693 Turns on the Flavor/Lemon Pepper/Souther Fried :30. 1994	Box 89
1512. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 4713 Turns on the Flavor/Garlic & Herb :30. 1994	Box 89

1513. Laurence Charles Free & Lawson. Gortons of Gloucester. BOSP 3643 Delicious News Rev. :30. 1994	Box 89
1514. Laurence Charles Free & Lawson. Gortons of Gloucester. 4-30 Sec. Spots. See Enclosed List. 1994	Box 89
1515. Laurence Charles Free & Lawson. Gortons. BOSP 4713 Turns on the Flavor/ Garlic & Herb; BOSP 4693 Turns on the Flavor/Lemon Pepper/Southern Fried . 1994	Box 89
1516. Gortons. Reel For AAR. 1995	Box 89
1517. Gotham Inc. Gortons of Gloucester. Gorton's Flavored Fillets rev. :30; Gortons Flavored Fillets W/Tag Rev. :30; Grilled Rev.2 :30. 1995	Box 89
Ross Laboratories (formerly Abbott Laboratories),1980-1996 and undated Ensure, 1992-1995	Box 90
1518. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 2143 Mother/Daughter :30. 1992	Box 90
1519. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 2143 Mother/Daughter :30. 1992	Box 90
1520. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 2143 Mother/Daughter :30. 1992	Box 90
1521. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 2153 Mother/Daughter Package Rev. :30. 1993	Box 90
1522. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 4273 New Business Rev. :30; LAEN 4283 New Business Tag Rev. :30. 1994	Box 90

1523. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 4173 Husband/Wife :30. 1994	Box 90
1524. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. 4-30 Sec Spots. See Enclosed List. 1994	Box 90
1525. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 4173 Husband/Wife :30; LAEN 4183 Husband/ Wife-Tag :30. 1994	Box 90
1526. Gotham Inc. Ross Laboratories. Ensure. LAEN 5643 Younger Husband/Wife/ Doc./CC :30. 1995	Box 90
1527. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. Grandma/ Grandpa (B&W) :30; Young Parents :30 Napoleon. 1995	Box 90
1528. Laurence Charles Free & Lawson. Ross Laboratories. Ensure. LAEN 5313 Younger Husband/Wife :30; LAEN 5323 Younger Husband Wife/Tag :30. 1995	Box 90
1529. Gotham Inc. Ross Laboratories. Ensure. 7-30 Sec. Spots. See Enclosed List. 1995	Box 90
1530. Gotham Inc. Ross Laboratories. Ensure. LAEN 5633 Husband/Wife/Doc./ CC :30. 1995	Box 90
1531. Gotham Inc. Ross Laboratories. Ensure. LAEN 5633 Husband/Wife/Doc :30; LAEN 5643 Younger Husband/Wife/Doc :30. 1995	Box 90
1532. Gotham Inc. Ross Laboratories. Ensure. LAEN 5483 Mom/Daughter New Core :30. 1995	Box 90
1533. Gotham Inc. Ross Laboratories. Ensure. LAEN 5463 Father/Daughter New Core :30. 1995	Box 90

Ensure (continued), 1996	Box 91
1534. Gotham Inc. Ross Laboratories. Ensure Light. LAEN 6103 First Loss/ABC/ CC :30. 1996	Box 91
1535. Gotham Inc. Ensure. LAEN 6013 Older Husband/Wife Reform Tag :30; LAEN 6023 Mom/Daughter II Reform Tag; LAEN 6033 Dad/Daughter Reform Tag . 1996	Box 91
1536. Gotham Inc. Ross Laboratories. Ensure Light. LAEN 6133 :First Loss/Copy Change ABC :30; LAEN 6123 First Loss/ Copy Change CBS/NBC :30. 1996	Box 91
1537. Gotham Inc. Ensure. 10 Spots. See Enclosed List. Undated	Box 91
1538. Gotham Inc. Ensure. LAEN 6013 Older Husband/Wife Reform Tag :30; LAEN 6023 Mom/Daughter II Reform Tag; LAEN 6033 Dad/Daughter Reform Tag . 1996	Box 91
1539. Gotham Inc. Ross Laboratories. Ensure. LAEN 6253 Swimming Trophy Rev. 2 ABC; LAEN 6263 Swimming Trophy Rev.3 NBC/CBS. 1996	Box 91
1540. Gotham Inc. Ross Laboratories. Ensure. LAEN 6203 Grandpa ABC :30. 1996	Box 91
Fresh Idea, 1986	
1541. Mormar. Ross Laboratories. Ensure. Fresh Idea. XYLC 6113 Meg & Peg :30. 1986	Box 91
1542. Mormar. Ross Laboratories. Ensure. Fresh Idea. XYLC 6113 Meg & Peg :30. 1986	Box 91
Murine, 1982-1985	
1543. Mormar. Murine. Ear Drops. LAEA 0304 Only Complete Rev. II :30. 1982	Box 91
1544. Mormar. Murine. Ear Drops. LAEA 0304 Only Complete Rev. II :30. 1982	Box 91

1545. Mormar. Murine. Ear Drops. LAEA 0304 Only Complete Rev. II :30. 1982	Box 91
1546. Mormar. Murine. Ear Drops. LAEA 9675 Only Complete Way :30. 1984	Box 91
1547. Mormar. Murine. Ear Drops. LAEA 8454 Cotton Swabs :30; LAEA 8486 Medical Fact :30. 1984	Box 91
1548. Mormar. Murine. Ear Wax Removal System. LAEA 5043 Spokesman in ear Version 1 :30. 1985	Box 91
1549. Mormar. Murine. Ear Wax Removal System. LAEA 5043 Spokesman in ear Version 1 :30. 1985	Box 91
Murine (continued), 1985-1991	Box 92
1550. Laurence Charles & Free. Ross Laboratories. Murine. Earwax System. 6 Spots. See Enclosed List. 1985	Box 92
1551. Laurence Charles & Free. Ross Laboratories. Murine. Earwax System. 6 Spots. See Enclosed List. 1985	Box 92
1552. Mormar. Murine. Ear Wax Removal System. LAEA 5043 Spokesman in Ear Vers.1 :30. 1985	Box 92
1553. Murine Ear. Spokesman in Ear; Spokesman in Ear Rev. 1987	Box 92
1554. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 7053 :30. 1987	Box 92
1555. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. Single Swimmer :15; Swimmer-SFX Vers. :15. 1988	Box 92
1556. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Wax	

System. LAEA 7085 Spokesman in Ear Rev. :15. 1988	Box 92
1557. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 7185 US Swim Team-Women :15. 1988	Box 92
1558. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 7115 US Swim Team Medley :15. 1988	Box 92
1559. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 7115 US Swim Team Medley :15. 1988	Box 92
1560. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Wax System. LAEA 7085 Spokesman in Ear Rev. :15. 1988	Box 92
1561. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 7195 Spokesman in Ear New Product :15. 1989	Box 92
1562. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 0235 Spokesman/New Product :15; LAEA 0245 US Swim team-Medley/New Product :15; LAEA 0255 US Swim team- Women/New Product :15. 1990	Box 92
1563. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 0235 Spokesman/New Product :15; LAEA 0245 US Swim team-Medley/New Product :15; LAEA 0255 US Swim team- Women/New Product :15. 1990	Box 92
1564. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. 5 Spots. See Enclosed List. 1991	Box 92
1565. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops.	

LAEA 1261 Women's Swim Team :10; LAEA 1281 Spokesman in Ear Rev. :10. 1991	Box 92
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Murine (continued), 1991-1993	Box 93
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1566. Laurence Charles Free & Lawson. Ross Laboratories. Murine. Ear Drops. LAEA 1261 Women's Swim Team :10; LAEA 1281 Spokesman In Ear Rev.1 :10. 1991	Box 93
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1567. Laurence Charles Free & Lawson. Ross Laboratories. Murine. LAEA 3315 It's Here Rev.3 :15; LAEA 3325 Cotton Swabs Ver.7 Rev. :15. 1993	Box 93
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1568. Laurence Charles Free & Lawson. Murine. LAEA 3315 It's Here Rev.3; LAEA 3325 Cotton Swabs Ver.7 Rev. ; LAEA0253 Spokesman. 1993	Box 93
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1569. Laurence Charles Free & Lawson. Ross Laboratories. Murine. LAEA 3315 It's Here Rev.3 :15; LAEA 3325 Cotton Swabs Ver.7 Rev. :15. 1993	Box 93
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Selicare, 1988	
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1570. Laurence Charles Free & Lawson. Ross Laboratories. Selicare. XYLC 8073 Salon Rev. :30; XYLC 8063 Twirl Alt. Vers. A :30; Lather :30. 1988	Box 93
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1571. Laurence Charles Free & Lawson. Ross Laboratories. Selicare. XYLC 8063 Twirl Alt. :30; XYLC 8063 Twirl/Mortice :30. 1988	Box 93
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1572. Laurence Charles Free & Lawson. Ross Laboratories. Selicare. XYLC 8063 Twirl Alt. Vers. A :30; XYLC 8063 Twirl Alt. Vers. B :30; XYLC 8063 Twirl Alt. Vers. C :30;. 1988	Box 93
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1573. Laurence Charles Free & Lawson. Ross Laboratories. XYLC 8053 Lather :30; Lather Alt. :30. 1988	Box 93
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Selsun, 1980-1981	

1574. McCann-Erickson Inc. Abbott Labs. Selsun Blue. LASB 0317 Girl in the Crystal Ball Rev. :30; LASB 0318 Man in the Crystal Ball Rev. :30. 1980	Box 93
1575. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1113 Bottle Effect/ Female/CC :30; LASB 1103 Bottle Effect/ Male/CC :30. 1981	Box 93
1576. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1113 Bottle Effect/ Female/CC :30; LASB 1103 Bottle Effect/ Male/CC :30. 1981	Box 93
1577. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1023 Bottle Effect/ Female :30. 1981	Box 93
1578. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1053 Bottle Effect/ Female/CBS :30. 1981	Box 93
1579. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1153 Bottle Effect/ Female Rev.1 :30; LASB 1143 Bottle Effect/ Male Rev.1 :30. 1981	Box 93
1580. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1133 Bottle Effect/ Female/CBS/CC :30; LASB 1123 Bottle Effect/Male/CBS/CC :30. 1981	Box 93
1581. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1073 Bottle Effect/Male CBS :30; LASB 1093 Bottle Effect/Female/ CBS/Rev.1 :30. 1981	Box 93
1582. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1163 Bottle Effect/Male/ Rev.II :30;LASB 1173 Bottle Effect/Female Rev.III :30. 1981	Box 93
Selsun (continued), 1981-1985	Box 94
1583. Daniel & Charles. Abbott Labs. Selsun Blue. LASB 1083 Bottle Effects/	

Female Rev.I :30; LASB 1033 Bottle Effect/ Male :30. 1981	Box 94
1584. Laurence Charles & Free. Abbott Labs. Selsun Blue. ALSB 2273 Split Screen/ Female :30. Undated	Box 94
1585. Laurence Charles & Free. Abbott Labs. Selsun Blue. ALSB 2273 Split Screen/ Female :30; ALSB 2273A Split Screen/ Female A :30. 1982	Box 94
1586. Laurence Charles & Free. Abbott Labs. Selsun Blue. ALSB 2283 Split Screen/ Male. Undated	Box 94
1587. Selsun Blue. Split Screen/Female. Mixed Track. 1982	Box 94
1588. Laurence Charles & Free. Abbott Labs. Selsun Blue. ALSB 3653 Multiplying Man. 1983	Box 94
1589. Laurence Charles & Free. Selsun Blue. ALSB 3503 Three People :30. 1983	Box 94
1590. Laurence Charles & Free. Ross Laboratories. Selsun Blue. 4 Spots. See Enclosed List. 1984	Box 94
1591. Laurence Charles & Free. Ross Laboratories. Selsun Blue. ALSB 4733 Extra Conditioning Formula/Two Women/ Flying Logo Rev.1 :30; ALSB 4733 Extra Conditioning Formula/Two Women/Flying Logo Rev.1 Alt. Vers. :30; ALSB 4723 Extra Conditioning Formula/Selsun-Sational :30. 1984	Box 94
1592. Laurence Charles & Free. Ross Laboratories. Selsun Blue. ALSB 4743 Extra Conditioning Formula/Doctors Ordered/Flying Logo :30; ALSB 4733 Extra Conditioning Formula/Two Women/Flying Logo :30. 1984	Box 94

1593. Mormar. Selsun Blue. ALSB 3653 :Three People II :30. 1984	Box 94
1594. Laurence Charles & Free. Ross Laboratories. Ex-Medicated Selsun Blue. ALSB 5843 Back of Head vers. G/Alt.5 :30. 1985	Box 94
1595. Laurence Charles & Free. Ross Laboratories. Selsun Blue. ALSB 5803 3 People Rec/Extra Conditioning Tag :30. 1985	Box 94
1596. Laurence Charles & Free. Ross Laboratories. Selsun Blue. ALSB 5843 Back of the Head Vers.D; ALSB 5853 Navy Blazer Vers.D . 1985	Box 94
1597. Mormar. Selsun Blue. LASB 0325 Pouring Efficacy :30. 1985	Box 94
1598. Mormar. Selsun Blue. ALSB 4753 Two Women Flying Logo Rev.1 :30. 1985	Box 94
Selsun (continued), 1986-1989	Box 95
1599. Daniel & Charles. Selsun Blue. 6 Spots. See Enclosed List. Undated	Box 95
1600. Mormar. Selsun Blue. ALSB 6033 3 People II/Extra Medicated Rev. :30. 1986	Box 95
1601. Laurence Charles & Free. Selsun Blue. ALSB 6123 3 People II Extra Medicated/ABC Vers. :30. 1986	Box 95
1602. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. ALSB 6085 # People II :15. 1986	Box 95
1603. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. ALSB 6043 Three People 2 Plus Extra Medicated :30. 1986	Box 95
1604. Mormar. Selsun Blue. ALSB 6143 3 People II/Extra Medicated Rev.II :30. 1986	Box 95

1605. Mormar. Selsun Blue. ALSB 6133 3 People/Faster :30. 1986	Box 95
1606. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. ALSB 6965 3 People II :15; ALSB 6023 Celebrity :30; ALSB 6023 Celebrity Alt. :30; . 1986	Box 95
1607. Laurence Charles Free & Lawson. Selsun Blue. ALSB 6973 Blue Bottle/How Serious :30. 1986	Box 95
1608. Mormar. Selsun Blue. ALSB 6153 3 People II Extra Medicated Rev.II :30. 1986	Box 95
1609. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. Serious Blue Non-New ALSB 7273 :30; ALSB 7285 :15. 1987	Box 95
1610. Laurence Charles Free & Lawson. Selsun Blue. ALSB 7183 3 People/ Coupon :30; ALSB 7193 3 People/Coupon ABC :30. 1987	Box 95
1611. Laurence Charles Free & Lawson. Selsun Blue. Serious Blue Non-New ALSB 7273 :30; ALSB 7285 :15. 1987	Box 95
1612. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. ALSB 7213 Backstage Rev. :30. 1987	Box 95
1613. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. ALSB 7223 Blue is Better (legal) :30; ALSB 7223 Blue is Better :30. 1987	Box 95
1614. Laurence Charles Free & Lawson. Selsun Blue. LASB 9653 Blue is Better--Man Rev. Static :30; LASB 9663 Blue is Better- Women Rev. :30. 1989	Box 95
1615. Laurence Charles Free & Lawson. Selsun Blue. Extra Care. LASB 9563 Let Go of your Chapeau :30. 1989	Box 95

Selsun (continued), 1989-1991	Box 96
1616. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue Extra Care. LASB 9643 Upside Down Alt. Ver. Rev. 2; LASB 9653 Let go of Your Chapeau Rev.2; LASB 9543 Salon Rev.2 3-:30. 1989	Box 96
1617. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue Extra Care. LASB 9733 Fresno Hats :30. 1989	Box 96
1618. Laurence Charles Free & Lawson. Selsun Blue. LASB 9633 Blue is Better-Man Rev. Static :30; LASB 9643 Blue is Better- Women Rev. :30. 1989	Box 96
1619. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. 4 Spots. See Enclosed List. 1989	Box 96
1620. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue Extra Care. LASB 9733 Fresno Hats :30. 1989	Box 96
1621. Mormar. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 0745 Independent promotion Rev. W/ Oing :15; LASB 0755 Piggyback Announcer rev. W/ Ping :15. 1990	Box 96
1622. Mormar. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 0745 Independent promotion Rev. W/ Oing :15; LASB 0755 Piggyback Announcer rev. W/ Ping :15 . 1990	Box 96
1623. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue/Murine. 12 Spots. See Enclosed List. 1990	Box 96
1624. Laurence Charles Free & Lawson. Ross Laboratories. Extra Medicated Selsun Blue. LASB 1875 EM/Blue is Better rev. Core :15. 1991	Box 96

1625. Laurence Charles Free & Lawson. Selsun Blue. 4-15 sec spots. See Enclosed List. 1991	Box 96
1626. Laurence Charles Free & Lawson. Ross Laboratories. Extra Medicated Selsun Blue. LASB 1875 EM/Blue is Better rev. Core :15. 1991	Box 96
1627. Laurence Charles Free & Lawson. Ross Laboratories. Extra Medicated Selsun Blue. LASB 1875 EM/Blue is Better rev. Core :15. 1991	Box 96
1628. Laurence Charles Free & Lawson. Ross Laboratories. Extra Medicated Selsun Blue. LASB 0805 EM/Blue is Better/Uh-Uh/ Rev. :15. 1991	Box 96
1629. Laurence Charles Free & Lawson. Ross Laboratories. Extra Medicated Selsun Blue. LASB 1875 EM/Blue is Better rev. Core :15. 1991	Box 96
1630. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. 4 Spots. See Enclosed List. 1991	Box 96
1631. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. 5-15 Sec Spots. See Enclosed List. 1991	Box 96
1632. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 1815 Independent Promo Rev.2 :15; LASB1845 Blue is Better/Women Rev. ABC :15; LASB 1865 Blue is Better/Man Rev. :15. 1991	Box 96
Selsun (continued), 1992-1996	Box 97
1633. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Gold For Women. LASB 2935 I Know I Should :15; LASB 2925 Gold Tone :15; LASB 2925 Gold Tone-Non Gold :15. 1992	Box 97

1634. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Gold For Women. LASB 2025 Gold Tone :15. 1992	Box 97
1635. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 2995 3 People/Non Parity :15. 1992	Box 97
1636. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Gold For Women. LASG 2025 Gold Tone :15 . 1992	Box 97
1637. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 2995 3 People/Non Parity :15. 1992	Box 97
1638. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 2995 3 People/Non parity :15. 1992	Box 97
1639. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Gold For Women. LASG 2025 Gold Tone :15. 1992	Box 97
1640. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Gold For Women. LASG 3095 Gold Tone Non New Rev.2 :15. 1993	Box 97
1641. Laurence Charles Free & Lawson. Ross Laboratories. Extra Medicated Selsun Blue. LASB 1875 EM/Blue is Better rev. Core :15. 1993	Box 97
1642. Selsun Blue. Morph :15; Selsun Blue :15; Locker Room :15. 1993	Box 97
1643. Laurence Charles Free & Lawson. Selsun Blue. Presentation. See Enclosed List. 1994	Box 97
1644. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 4105 Selsun Power A :15. 1994	Box 97

1645. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 4105 Selsun Power A :15. 1994	Box 97
1646. Laurence Charles Free & Lawson. Ross Laboratories. Selsun Blue. LASB 4105 Selsun Power A :15. 1994	Box 97
1647. Gotham Inc. Ross Laboratories. Selsun Blue. LASB 6055 Third Base Coach/ Wrong Signal :15. 1996	Box 97
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<u>Tronolane, 1982</u>	
1648. Laurence Charles & Free. Abbott Labs. Tronolane. 5-30 Sec. Spots. See Enclosed List. 1982	Box 97
1649. Laurence Charles & Free. Abbott Labs. Tronolane. LATC 2383 :Tom Morton IV :30. 1982	Box 97
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Trombolane (continued), 1982-1983	Box 98
1650. Mormar. Tronolane. LATC 2443 Sue Green Alt. Rev.1 CBS :30; LATC 2433 Tom Morton Rev.6 CBS :30. 1982	Box 98
1651. Laurence Charles & Free. Abbott Labs. Tronolane. LATC 2333 Vignettes :30; LATC 2343 Package :30. 1982	Box 98
1652. Tronolane. Testimonial G Rev.2; Ticking T. Undated	Box 98
1653. Mormar. Tronolane. LATC 2443 Sue Green Alt. Rev.1 CBS :30; LATC 2433 Tom Morton Rev.6 CBS :30. 1982	Box 98
1654. Laurence Charles & Free. Tronolane. LATC 2403 Tom Morton V :30; LATC 2393 Sue Green :30; LATC 2423 Sue Green Alt. :30. 1982	Box 98
1655. Abbott Labs. Tronolane. LATC 2353 Tom Morton II Rev. :30. 1982	Box 98

1656. Laurence Charles & Free. Tronolane. Candid. 1982	Box 98
1657. Laurence Charles & Free. Abbott Labs. Tronolane. LATC 2393 Sue Green :30. 1982	Box 98
1658. Laurence Charles & Free. Abbott Labs. LATC 2373 Tom Morton III :30. 1982	Box 98
1659. Mormar. Tronolane. LATC 2353 Tom Morton 2 Rev.2; LATC 2403 Tom Morton 5; LATC 2423 Sue Green Alt. 3-30 Sec. 1983	Box 98
Vita Steps, 1986	
1660. Laurence Charles Free & Lawson. Ross Laboratories. Vita-Steps. XYLC 6133 McKinneys-Woman :30. 1986	Box 98
1661. Laurence Charles Free & Lawson. Ross Laboratories. Vita-Steps. XYLC 6133 McKinneys-Anncr. :30. 1986	Box 98
1662. Laurence Charles Free & Lawson. Ross Laboratories. Vita-Steps. XYLC 6123 Nutritionist Rev. :30. 1986	Box 98
1663. Laurence Charles Free & Lawson. Ross Laboratories. Vita-Steps. XYLC 6133 McKinneys-Woman :30. 1986	Box 98
1664. Laurence Charles Free & Lawson. Ross Laboratories. Vita-Steps. 4 Spots. See Enclosed List. Undated	Box 98
1665. Laurence Charles Free & Lawson. Ross Laboratories. Vita-Steps. XYLC 6213 'McKinneys/NBC Rev. :30; XYLC 6223 McKinneys/ABC-CBS Rev. :30. 1986	Box 98
Thompson Medical, 1986-1993 and undated	
Aqua-Ban, 1988	Box 99
1666. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8213 :30; TSAB 8203 :30; TSAB 8175 :15. 1988	Box 99

1667. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8203 :30; TSAB 8175 :15. 1988	Box 99
1668. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8133 Pitcher Rev. IV CBS; TSAB 8123 Pitcher Rev.III ABC/NBC. 1988	Box 99
1669. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. 4-15 Sec. Spots. See Enclosed List. 1988	Box 99
1670. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8155 Pitcher NBC :15. 1988	Box 99
1671. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8165 Pitcher Rev. :15. 1988	Box 99
1672. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8123 Pitcher Rev.3 ABC/NBC :30; TSAB 8133 Pitcher Rev.3 CBS :30. 1988	Box 99
1673. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8133 Pitcher Rev.3 CBS :30. 1988	Box 99
1674. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. Pitcher: TSAB 8253 Rev.6 ABC/CBS W/rev. Prod Shots :30; TSAB 8225 Rev. Vers.2 W/ Original Package :15; TSAB 8235 Rev.3 W/ New Background :15. 1988	Box 99
1675. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8213 Pitcher Rev.4 NBC; TSAB 8203 Pitcher Rev.5 ABC/CBS. 1988	Box 99
1676. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. 4 Spots. See Enclosed List. 1988	Box 99

1677. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. Calendar :30. 1988	Box 99
1678. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8213 Pitcher Rev.4 NBC :30. 1988	Box 99
1679. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. Calendar :30. 1988	Box 99
1680. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. Pitcher: TSAB 8253 Rev.6 ABC/CBS W/Rev. Prod Shots. :30; TSAB 8225 Rev. Vers.2 W/ Original Package :15; TSAB 8235 Rev.3 W/ New Background :15. 1988	Box 99
1681. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8225 Pitcher Ver.2 :15. 1988	Box 99
Aqua-Ban (continued), 1988-1993	Box 100
1682. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 8185 Pitcher Rev. W/ Original Package :15; TSAB 8195 Pitcher Rev.3 W/ New Background :15. 1988	Box 100
1683. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. TSAB 1003 Pitcher Rev.5 :30. 1991	Box 100
1684. Laurence Charles Free & Lawson. Thompson Medical. Aqua-Ban. Reel. 5 Spots. See Enclosed List. 1993	Box 100
Aspercreme, 1987-1988	
1685. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 7215 Woman/Odor :15. 1987	Box 100
1686. Thompson Medical. Aspercreme. XTVI 7045 Woman Rev.3 :15. Undated	Box 100

1687. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. XTVI 7045 Woman Rev.3 :15. 1987	Box 100
1688. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 7163 Announcement Rev.1 :30; TSAC 7183 Letter :30. 1987	Box 100
1689. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. XTVI 7045 Woman Rev.3 :15. 1987	Box 100
1690. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 7143 Announcement :30; TSAC 7153 Announcement Rev. :30. 1987	Box 100
1691. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 8333 No Pills :30; TSAC 8345 No Pills :15. 1988	Box 100
1692. Laurence Charles Free & Lawson. Aspercreme. TSAC 8465 Cottam :15; TSAC 8445 Mc Kee :15; TSAC 8455 Tirrell :15. 1988	Box 100
1693. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. 4 Spots. See Enclosed List. 1988	Box 100
1694. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 8455 Lois Tirrell; TSAC 8465 Kent Cottam. 1988	Box 100
1695. Laurence Charles Free & Lawson. Aspercreme. Joan Mc Kee :15. 1988	Box 100
1696. Laurence Charles Free & Lawson. Aspercreme. TSAC 8333 No Pills :30; TSAC 8345 No Pills :15. 1988	Box 100
1697. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC	

8383 No Pills Rev.5 :30; TSAC 8395 No Pills Rev.5 :15. 1988	Box 100
1698. Laurence Charles Free & Lawson. Aspercreme. TSAC 8383 No Pills :30; TSAC 8395 No Pills :15. 1988	Box 100
Aspercreme (continued), 1988-1992	Box 101
1699. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. 5 Spots. See Enclosed List. 1988	Box 101
1700. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 9495 Mickee/House :15; TSAC 9505 Tirrell/House :15; TSAC 9515 Cottam/House :15. 1989	Box 101
1701. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 9475 Lois Tirrell :15. 1989	Box 101
1702. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 9495 Mickee/House :15; TSAC 9505 Tirrell/House :15; TSAC 9515 Cottam/House :15. 1989	Box 101
1703. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 9475 Lois Tirrell :15. 1989	Box 101
1704. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 8445 Joan McKee :15; TSAC 9475 Lois Tirrell :15; TSAC 9485 Kent Cottam Ver. A :15. 1989	Box 101
1705. Laurence Charles Free & Lawson. Aspercreme. TSAC 9485 Kent Cottam/Ver.A :15. 1989	Box 101
1706. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 2013 Regis Comparative A ABC :30; TSAC	

2023 Regis Comparative B CBS/NBC :30. 1992	Box 101
1707. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 2023 Regis Comparative/B CBS/NBC :30. 1992	Box 101
1708. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 2013 Regis Comparative A ABC :30; TSAC 2023 Regis Comparative B CBS/NBC :30. 1992	Box 101
1709. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 2055 Regis :15; TSAC 2065 Regis A :15 NBC/CBS :15. 1992	Box 101
1710. Laurence Charles Free & Lawson. Thompson Medical. Aspercreme. TSAC 2055 Regis :15; TSAC 2065 Regis A :15 NBC/CBS :15. 1992	Box 101
<hr/> Cardi-Omega 3, 1987	
1711. Laurence Charles Free & Lawson. Thompson Medical. Cardi Omega 3. XYLC 7653 Child ABC :30; XYLC 7663 Child NBC :30. 1987	Box 101
1712. Laurence Charles Free & Lawson. Thompson Medical. Cardi Omega 3. XYLC 7403 Grandchild NBC :30; XYLC 7423 GrandChild ABC :30. 1987	Box 101
1713. Laurence Charles Free & Lawson. Thompson Medical. Cardi Omega 3. XYLC 7633 Grandchild ABC/Eckerd :30; XYLC 7643 NBC Eckerd :30. 1987	Box 101
1714. Laurence Charles Free & Lawson. Thompson Medical. Cardi Omega 3. XYLC 7653 Child ABC :30; XYLC 7663 Child NBC :30. 1987	Box 101
1715. Laurence Charles Free & Lawson. Thompson Medical. Cardi Omega 3. XYLC	

7495 Grandchild NBC Rev.2 :30; XYLC 7505 grandchild ABC Rev.2 :30. 1987	Box 101
Cortizone, 1987-1991	Box 102
1716. Rosenfeld Sirowitz Humphrey & Strauss. Thompson Medical. Cortizone 5. TSCZ 7025 Itch Relief-ABC :15; TSCZ 7035 Itch Relief-ABC :15; TSCZ 7013 Itch Relief :30. 1987	Box 102
1717. Rosenfeld Sirowitz Humphrey & Strauss. Thompson Medical. Cortizone 5. XTVH 3073 Arm Exam :30; TSCZ 7013 Itch Relief Rough Cut :30. 1987	Box 102
1718. Saatchi & Saatchi Compton. Thompson Medical. Fiber Full Cortizone 5. XTVZ 6013 By Nature/Arm Exam :30. 1987	Box 102
1719. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 5. TSCA 8065 Itch Relief :15. 1988	Box 102
1720. Thompson Medical. Cortizone 5. TSCA 8065 Sato Time Ring. 1988	Box 102
1721. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 5. TSCA 8075 Itch Relief :15. 1988	Box 102
1722. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 5. TSCA 7083 Itch Relief Rev. :30. 1988	Box 102
1723. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 5. TSCA 7083 Itch Relief Rev. :30. 1988	Box 102
1724. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1185 Medical Update/A :15. 1991	Box 102
1725. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1203 Medical Update/Free Offer A :30. 1991	Box 102

1726. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1293 Medical Update W/Out Offer B :30. 1991	Box 102
1727. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1185 Medical Update A :15. 1991	Box 102
1728. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1185 Medical Update A :15. 1991	Box 102
1729. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 5. TSCZ 8065 Itch Relief Rev.A CBS/NBC :15; TSCZ 8075 Itch Relief Rev.A ABC :15. 1991	Box 102
1730. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1203 Medical Update/Free Offer A :30. 1991	Box 102
1731. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 5. TSCZ 8065 Itch Relief Rev.A CBS/NBC :15; TSCZ 8075 Itch Relief Rev.A ABC :15. 1991	Box 102
Cortizone (continued), 1991-1993	Box 103
1732. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1213 Medical Update W/Out Offer A :30. 1991	Box 103
1733. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1185 Medical Update A :15. 1991	Box 103
1734. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 1283 Medical Update/Free Offer B :30. 1991	Box 103
1735. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT	

1293 Medical Update W/Out Offer B :30. 1991	Box 103
1736. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 5. TSCZ 1115 Itch Relief Rev.5/ CBS NBC Vers. :15. 1992	Box 103
1737. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 2453 Itchy Rash/Free Offer :30. 1992	Box 103
1738. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 2433 Itchy Rash B :30. 1992	Box 103
1739. Ad Lib. Thompson Medical. Cortizone 10. External Anal Itch Relief. TSCX 2075 8 Out Of 10--B :15. 1992	Box 103
1740. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 2433 Itchy Rash B :30. 1992	Box 103
1741. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 2453 Itchy Rash/Free Offer :30. 1992	Box 103
1742. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 2463 Itchy Rash C :30. 1992	Box 103
1743. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 2463 Itchy Rash C :30. 1992	Box 103
1744. Ad Lib. Thompson Medical. Cortizone 10. External Anal Itch Relief. TSCX 2075 8 out of 10--B :15; TSCT 3493 Itchy Rash/Ext. Tag/CC :30. 1992	Box 103
1745. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 3075 Intro/New Tag W/O Music :30. 1993	Box 103

1746. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 3493 Itch Rash/Ext. Tag/CC :30. 1993	Box 103
1747. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 3053 Kids Intro Rev./CC :30. 1993	Box 103
Cortizone (continued), 1993	Box 104
1748. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 3053 Kids Intro Rev./CC :30. 1993	Box 104
1749. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 3493 Itchy Rash/Ext Tag :30. 1993	Box 104
1750. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 3073 Intro/New Tag W/o music :30. 1993	Box 104
1751. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 3493 Itchy Rash/Ext. Tag/CC :30. 1993	Box 104
1752. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 3073 Intro New Tag W/o music :30. 1993	Box 104
1753. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 2043 Kids Intro :30. 1993	Box 104
1754. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 3053 Kids Intro/Rev. :30. 1993	Box 104
1755. Laurence Charles Free & Lawson. Thompson Medical. Cortizone 10. TSCT 2463 Itchy Rash C :30. 1993	Box 104
1756. Laurence Charles Free & Lawson. Thompson Medical. Cortizone for Kids. TSCK 2043 Kids Intro :30. 1993	Box 104

Dexatrim, 1986-1987	
1757. Saatchi & Saatchi Compton. Thompson Medical. Dexatrim. XTVD 5803 3 Demos :30. 1986	Box 104
1758. Thompson Medical. Dexatrim. Three Women :30 Edited Master. 1986	Box 104
1759. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. XTVD 6123 Graphics Del/Rio Capsule Rev. :30. 1986	Box 104
1760. Momar. Thompson Medical. Dexatrim. XTVD 7563 Fact Flanagan Rev. III/Arm Exam :30; XTVD 7553 Fact Elich Rev. III Arm Exam :30. 1987	Box 104
1761. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. XTVD 7475 Fact/Elich Rev.III :15; XTVD 7485 Fact/ Flanigan Rev.III :15. 1987	Box 104
1762. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. 4 Spots. See Enclosed List. Undated	Box 104
1763. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. 5-30 Sec. Spots. See Enclosed List. 1987	Box 104
Dexatrim (continued), 1987-1988	Box 105
1764. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 7163 No diet/Clinical :30. 1987	Box 105
1765. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 7143 No Diet/Water :30. 1987	Box 105
1766. Laurence Charles Free & Lawson. Dexatrim. 4 spots. See Enclosed List. 1987	Box 105
1767. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. XTVD 7435 Fact/Elich Rev.1 :15; XTVD 7445 Fact/ Flanagan Rev.1 :15. 1987	Box 105

1768. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. XTVD 6223 Morning to Midnight Rev. :30. 1987	Box 105
1769. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. 5 Spots. See Enclosed List. 1987	Box 105
1770. Laurence Charles Free & Lawson. Dexatrim. XTVD 7923 No Diet II Rev. :30. 1987	Box 105
1771. Laurence Charles Free & Lawson. Dexatrim. XTVD 7923 No Diet II Rev. :30. 1987	Box 105
1772. Laurence Charles Free & Lawson. Dexatrim. 4 Spots. See Enclosed List. 1987	Box 105
1773. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. XTVD 7325 No Diet/Elich Alone :15. 1987	Box 105
1774. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. XTVD 7355 No Diet/Flanagan Alone :15. 1987	Box 105
1775. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. 5 Spots. See Enclosed List. 1987	Box 105
1776. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. XTVD 7265; XTVD 7255; XTVD 7245 :15 each. 1987	Box 105
1777. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX I lost Weight & Feel Great Rev.3 :30; TSDX 8775 I Lost Weight & Feel Great Rev.2 :15. 1988	Box 105
1778. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 7235 No Diet/Fairbanks :15; TSDX 7245 No Diet/ Waters :15. 1988	Box 105

1779. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 7223 No Diet/Waters Caffeine Free :30. 1988	Box 105
Dexatrim (continued), 1988	Box 106
1780. Laurence Charles Free & Lawson. Dexatrim. TSDX 8415 Today/Caffeine :15. 1988	Box 106
1781. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8533 Scroll today Rev.II :30. 1988	Box 106
1782. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8543 Scroll/Today/Caplet :30. 1988	Box 106
1783. Laurence Charles Free & Lawson. Dexatrim Caplets. TSDX 8293 Look At Her :30; TSDX 8303 Look At Her :30. 1988	Box 106
1784. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8445 Caffeine Anne :15. 1988	Box 106
1785. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8563 Scroll Today Rev.3 :30. 1988	Box 106
1786. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. 4 spots. See Enclosed List. 1988	Box 106
1787. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim Caplets. TSDX 8303 Look At Her Alt. Rev. :30. 1988	Box 106
1788. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 4736 No Matter How :60; TSDX 8670 News Report 2:00. 1988	Box 106
1789. Laurence Charles Free & Lawson. Dexatrim. TSDX 8293 Look at Her :30; TSDX 8303 Look at Her :30; No Code Everyone Knows :30. 1988	Box 106

1790. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8533 Scroll Today Rev.II :30. 1988	Box 106
1791. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim Caplets. TSDX 8343 Look at Her Mortise :30. 1988	Box 106
1792. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8455 Caffeine Anne :15. 1988	Box 106
1793. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8433 Scroll Today Rev. A; TSDX 8405 Today :15. 1988	Box 106
1794. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8543 Scroll Today Caplet :30. 1988	Box 106
1795. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8393 Scroll Today Caffeine :30. 1988	Box 106
Dexatrim (continued), 1988-1989	Box 107
1796. Laurence Charles Free & Lawson. Dexatrim Caplets. TSDX 8293 Look at Her :30; TSDX 8303 Look At Her :30. 1988	Box 107
1797. Laurence Charles Free & Lawson. Dexatrim Caplets. 4-30 Sec Spots. See Enclosed List. 1988	Box 107
1798. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 7235 No Diet Fairbanks :15; TSDX 7245 No Diet Waters :15. 1988	Box 107
1799. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. 4-30 Sec Spots. See Enclosed List. 1988	Box 107
1800. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8433 Scroll Today Rev.A . 1988	Box 107

1801. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8423 Scroll Today Rev. :30; TSDX 8405 Scroll Today Rev. :15. 1988	Box 107
1802. Laurence Charles Free & Lawson. Dexatrim Caplets. TSDX 8293 Look at Her :30; TSDX 8303 Look at Her :30. 1988	Box 107
1803. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. 4 Spots. See Enclosed List. 1988	Box 107
1804. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim Caplets. TSDX 8343 Look at Her/Mortise :30. 1988	Box 107
1805. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim Caplets. TSDX 8303 Look at Her Alt. Rev :30. 1988	Box 107
1806. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8743 Scroll Today Teacher :30; TSDX 8813 Lost Weight Feel Great W/Pill Spill :30; TSDX 8783 Lost Weight Feel Great Rev. :30 . 1988	Box 107
1807. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8753 I lost Weight and Feel Great :30. 1988	Box 107
1808. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 7223 No Diet Waters Caffeine Free :30. 1988	Box 107
1809. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 8553 Its Easier :30. 1988	Box 107
1810. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 9815 Scroll Today :15. 1989	Box 107
1811. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 9903 Lost Weight and Feel Great :30. 1989	Box 107

1812. Laurence Charles Free & Lawson. Dexatrim. TSDX 9873 I lost Weight and Feel Great Rev.2 :30; TSDX 9883 I lost Weight and Feel Great Rev.3 :30. 1989	Box 107
Dexatrim (continued), 1989-1993	Box 108
1813. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 9903 I lost Weight and Feel Great :30. 1989	Box 108
1814. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. Scroll Today Ver.B :15. 1989	Box 108
1815. Laurence Charles Free & Lawson. Dexatrim. 7 Spots. See Enclosed List. 1993	Box 108
1816. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3133 Patti 13 W/Scroll Alt. V/O :30. 1993	Box 108
1817. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3133 Patti 13 W/ Scroll Alt. V/o :30. 1993	Box 108
1818. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3173 Pattie 13/9 Rev. W/Caplets :30. 1993	Box 108
1819. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3183 Patti/Caplets Rev. CC :30. 1993	Box 108
1820. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3103 Patti 13 Standing :30. 1993	Box 108
1821. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3183 Pattie Caplets Rev. CC :30. 1993	Box 108
1822. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3173 Patti 13/9 Rev. Caplets CC :30. 1993	Box 108

1823. Thompson Medical. Dexatrim. TSDX 1113 Universities Rev. :30. 1993	Box 108
1824. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3193 Pattie Caplets Rev.2 :30. 1993	Box 108
1825. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3193 Patti Caplets Rev.2 :30. 1993	Box 108
1826. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3153 Patti 9/13 :30. 1993	Box 108
1827. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3183 Patti Caplets Rev. :30. 1993	Box 108
1828. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3173 Patti 13/9 Rev. Caplets CC :30. 1993	Box 108
1829. Laurence Charles Free & Lawson. Thompson Medical. Dexatrim. TSDX 3103 Patti 13 standing :30. 1993	Box 108
Diar-aid, 1987-1993	Box 109
1830. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. XTVL 7143 Two Teaspoons Rev. :30. 1987	Box 109
1831. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. XTVL 7143 Two Teaspoons Rev. :30. 1987	Box 109
1832. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 8243 Two Teaspoons Rev.9 :30; TSDA 8253 Two Teaspoons Rev.9 ABC :30. 1988	Box 109
1833. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 8253 Two Teaspoons Rev.9 ABC :30. 1988	Box 109

1834. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 8243 Two Teaspoons Rev.9 :30. 1988	Box 109
1835. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 8243 two Teaspoons rev.9 :30. 1988	Box 109
1836. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 3073 Works Fast :30. 1993	Box 109
1837. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 3073 works Fast :30. 1993	Box 109
1838. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 3073 Works Fast :30. 1993	Box 109
1839. Laurence Charles Free & Lawson. Thompson Medical. Diar-Aid. TSDA 3073 Works Fast :30. 1993	Box 109
<hr/> Essence of Galilee, 1987-1988	
1840. Laurence Charles Free & Lawson. Thompson Medical. Essence of Galilee. XYLC 7733 Sea of Galilee :30. 1987	Box 109
1841. Laurence Charles Free & Lawson. Thompson Medical. Essence of Galilee. XYLC 7733 Sea of Galilee :30. 1987	Box 109
1842. Laurence Charles Free & Lawson. Thompson Medical. Essence of Galilee. Sea of Galilee Vers.1. 1988	Box 109
<hr/> Fiber Full, 1986-1988	
1843. Saatchi Saatchi & Compton. Thompson Medical. Fiber Full. By Nature :15. 1986	Box 109
1844. Laurence Charles Free & Lawson. Thompson Medical. Fiber Full. XTVO 2012 By Nature :15. 1987	Box 109

1845. Saatchi Saatchi & Compton. Thompson Medical. Fiber Full. XTVO 0303 By Nature Rev.1 Vers.1 :. 1988	Box 109
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Fiber Full (continued), 1988	Box 110
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1846. Saatchi Saatchi & Compton. Thompson Medical. Fiber Full. XTVO 0203 By Nature Rev.1 Vers.1 . 1988	Box 110
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1847. Saatchi Saatchi & Compton. Thompson Medical. Fiber Full. XTVO 0103 By Nature :25/:05. 1988	Box 110
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1848. Laurence Charles Free & Lawson. Thompson Medical. Fiber Full. XTVO 7015 Nature Rev. w/Super :15. 1988	Box 110
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1849. Saatchi Saatchi & Compton. Thompson Medical. Fiber Full. XTVO 1703 By Nature Dealer :26. 1988	Box 110
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Lactogest, 1992	
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1850. Laurence Charles Free & Lawson. Thompson Medical. Lactogest. TSLG 2115 pizza Non-New :15. 1992	Box 110
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1851. Laurence Charles Free & Lawson. Thompson Medical. Lactogest. TSLG 2115 pizza Non-New :15. 1992	Box 110
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1852. Laurence Charles Free & Lawson. Thompson Medical. Lactogest. TSLG 1085 pizza Rev. C Vers.5 :15. 1992	Box 110
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NP-27, 1987-1991	
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1853. Laurence Charles Free & Lawson. Thompson Medical. NP-27. XTVK 7213 Foot :30. 1987	Box 110
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1854. Laurence Charles Free & Lawson. NP-27. XTVK 7245 Burt Competitive :15. 1987	Box 110
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1855. Laurence Charles Free & Lawson. Thompson Medical. NP-27. XTVK 7213	

Foot :30; XTVK 7225 Foot Competitive :15; XTVK 7185 Foot :15. 1987	Box 110
1856. Laurence Charles Free & Lawson. Thompson Medical. NP-27. TSNP 9263 Foot Champion :30; TSNP 9275 Foot Champion :15; TSNP 9285 Burt Competitive Rev. :15. 1989	Box 110
1857. Laurence Charles Free & Lawson. Thompson Medical. NP-27. TSNP 9263 Foot Champion :30; TSNP 9275 Foot Champion :15; TSNP 9285 Burt Competitive Rev. :15. 1989	Box 110
1858. Laurence Charles Free & Lawson. Thompson Medical. NP-27. TSNP 1325 Tennis Rev. :15. 1991	Box 110
1859. Laurence Charles Free & Lawson. Thompson Medical. NP-27. TSNP 1295 Foot Champion Rev.2 :15. 1991	Box 110
1860. Laurence Charles Free & Lawson. Thompson Medical. NP-27. TSNP 1305 Tennis :15. 1991	Box 110
Sleepinal, 1987	
1861. Laurence Charles Free & Lawson. Thompson Medical. Sleepinal. XTVS 7065 Doctors Choice :15. 1987	Box 110
1862. Laurence Charles Free & Lawson. Thompson Medical. Sleepinal. TSSL 7165 Doctors Choice/Product :15. 1987	Box 110
Sleepinal (continued), 1987-1992	Box 111
1863. Laurence Charles Free & Lawson. Thompson Medical. Sleepinal. Xtvs 7065 Doctors Choice :30. 1987	Box 111
1864. Laurence Charles Free & Lawson. Sleepinal. TSSL 8175 Doctors Choice/ Rev.2 :30. 1988	Box 111

1865. Laurence Charles Free & Lawson. Sleepinal. TSSL 8175 Doctors Choice/ Rev.2 :15. 1988	Box 111
1866. Laurence Charles Free & Lawson. Thompson Medical. Sleepinal Medicated Night Tea. TSMT 1175 Night Tea Introduction G Ver.D :15. 1992	Box 111
<hr/> <u>SlimFast, 1987</u>	
1867. Laurence Charles Free & Lawson. Thompson Medical. Slim Fast. XTVS 1-7025 Pledge :15. 1987	Box 111
1868. Saatchi Saatchi & Compton. Thompson Medical. Slim Fast. XTVS 0883 Pledge with Tag Rev. CBS/NBC Vers :30. 1987	Box 111
1869. Thompson Medical. Slim Fast. XTVS 0883 Pledge W/Tag Rev. CBS/NBC Vers. :30. 1987	Box 111
<hr/> <u>Slim Mints, 1987</u>	
1870. Laurence Charles Free & Lawson. Thompson Medical. Slim Mints. XTVZ 7035 Disappear Rev.2 :15. 1987	Box 111
1871. Laurence Charles Free & Lawson. Thompson Medical. Slim Mints. XTVZ 7055 Disappear Rev.2 :15. 1987	Box 111
1872. Saatchi Saatchi & Compton. Slim Mint. Disappear Nat'l & Walgreen Tag. Undated	Box 111
1873. Laurence Charles Free & Lawson. Thompson Medical. Slim Mints. XTVZ 7035 Disappear Rev.2 :15. 1987	Box 111
<hr/> <u>Sportscreme, 1987</u>	
1874. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme Ice. XTVF 7173 Tennis Rev. :30. 1987	Box 111

1875. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. XTVF 7183 Workout/New Demo Rev. :30. 1987	Box 111
1876. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. XTVF 7193 Workout/New Product :30. 1987	Box 111
1877. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. Workout Vs. Ben Gay-New Mis :15. 1987	Box 111
1878. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. 4 spots. See Enclosed List. 1987	Box 111
1879. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme Ice. XTVF 7173 Tennis Rev. :30. 1987	Box 111
Sportscreme (continued), 1987-1990	Box 112
1880. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. XTVF 7203 Workout/Revco Tag Rev. :30. 1987	Box 112
1881. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. End lice. XYLC 7623 Embarrassing Rev. Protection Master :30; XYLC 7605 Embarrassing Rev. Protection Master :15; XTVF 7173 Tennis Rev. :30. 1987	Box 112
1882. Laurence Charles Free & Lawson. Thompson Medical. Sportscream. XTVF 7065 Workout Vs. Ben Gay :15. 1987	Box 112
1883. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. XTVF 7193 Workout/New Product :30. 1987	Box 112
1884. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 8275 When Sportscreme . 1988	Box 112

1885. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme Ice. TSSI 8015 Tennis Ice :15. 1988	Box 112
1886. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 8265 Johnson Alt.1 :15. 1988	Box 112
1887. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme Ice. Tennis Rev.2 :15. 1988	Box 112
1888. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 8275 When Sportscreme. 1988	Box 112
1889. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme Ice. TSSC 8015 Tennis Ice :15. 1988	Box 112
1890. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. That's Why :15. 1988	Box 112
1891. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 8243 Johnson Rev.2 W/Tunnel Super :30. 1988	Box 112
1892. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 9345 When Sportscreme Rev.2 :15. 1989	Box 112
1893. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 9335 When Sportscreme Rev. :15. 1989	Box 112
1894. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 9335 When Sportscreme Rev. :15. 1989	Box 112
1895. Laurence Charles Free & Lawson. Sportscreme. When Sportscreme Rev.2 :15. 1990	Box 112
Sportscreme (continued), 1990-1993	Box 113

1896. Laurence Charles Free & Lawson. Sportscreme. When Sportscreme :15. 1990	Box 113
1897. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme For Women. TSCW 1015 Golden Door :15. ALSO INCLUDES: TSHW 1015 Hemorid for Women. Three Generations :15; TSSW 1015 Sleepinal for Women Scroll :15; TSNW 1015 NP-27 For Women Jogger :15. 1991	Box 113
1898. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 2485 Dan Marino Ver.B :15. 1992	Box 113
1899. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 2433 Dan Marino 2-in-1 A :30. 1992	Box 113
1900. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 2433 Dan Marino 2-in-1 A :30. 1992	Box 113
1901. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 2433 Dan Marino 2-in-1 A :30. 1992	Box 113
1902. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 3523 Marino/Mortise :30. 1993	Box 113
1903. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 3523 Marino/Mortise :30. 1993	Box 113
1904. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 3523 Marino/Mortise :30. 1993	Box 113
1905. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 3493 Dan Marino 2-in-1 B :30. 1993	Box 113
1906. Thompson Medical. Sportscreme. TSSC 9345 When Sportscreme Rev.2 :15. 1993	Box 113

1907. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 3493 Dan Marino 2-in-1 B :30. 1993	Box 113
1908. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 3523 Marino/Mortise :30. 1993	Box 113
1909. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 3523 Marino/Mortise :30. 1993	Box 113
1910. Laurence Charles Free & Lawson. Thompson Medical. Sportscreme. TSSC 2485 Dan Marino Ver. B; 15. 1993	Box 113
1911. Thompson Medical. Sportscreme. TSSC 9345 When Sportscreme Rev.2 :15. 1993	Box 113
1912. Laurence Charles Free & Lawson. Sportscreme. New Agency Vers. :30 & :15. 1993	Box 113
Tempo, 1988-1992	Box 114
1913. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 8103 Minty Tempo Rev.3 :30. 1988	Box 114
1914. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 8083 Minty Tempo/No Calcium; TSTP 8073 Minty Tempo/Leading Tablets . 1988	Box 114
1915. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 8095 Minty Tempo :15. 1988	Box 114
1916. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 8115 Minty Tempo Rev. :15. 1988	Box 114
1917. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 8115 Minty Tempo Rev. :15. 1988	Box 114

1918. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 8103 Minty Tempo Rev.3 :30. 1988	Box 114
1919. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 8095 Minty Tempo :15. 1988	Box 114
1920. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 9233 Sheryl Liston :30; TSTP 9175 Sheryl Liston :15. 1989	Box 114
1921. Laurence Charles Free & Lawson. Thompson Medical. Tempo. 4 Spots. See Enclosed List. 1989	Box 114
1922. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 9223 Jim Concannon :30; TSTP 9185 Jim Concannon :15. 1989	Box 114
1923. Laurence Charles Free & Lawson. Thompson Medical. Tempo. 8 Spots. See Enclosed List. 1989	Box 114
1924. Laurence Charles Free & Lawson. Thompson Medical. Tempo. 8 Spots. See Enclosed List. 1989	Box 114
1925. Laurence Charles Free & Lawson. Thompson Medical. Tempo. 4 spots. See Enclosed List. 1989	Box 114
1926. Laurence Charles Free & Lawson. Thompson Medical. Tempo. 4 spots. See Enclosed List. 1991	Box 114
1927. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 1412 Doctors Recommend CBS :30; TSTP 1425 Doctors Recommend CBS :15. 1991	Box 114
1928. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2643 Liquid H :30; TSTP 2653 Liquid I :30. 1992	Box 114

1929. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2593 Liquid F :30. 1992	Box 114
Tempo (continued), 1992-1993	Box 115
1930. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2495 Doctors Recommend Rev.B CBS :15. 1992	Box 115
1931. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2593 Liquid F :30; TSTP 2603 Liquid G :30; TSTP 2615 Liquid F :15. 1992	Box 115
1932. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2653 Liquid I :30. 1992	Box 115
1933. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2485 Doctors Recommend Rev.A :15; TSTP 2495 Doctors Recommend Rev.B CBS :15. 1992	Box 115
1934. Laurence Charles Free & Lawson. Tempo. Animation Test #5. 1992	Box 115
1935. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2593 Liquid F :30; TSTP 2603 Liquid G :30; TSTP 2615 Liquid F :15. 1992	Box 115
1936. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 2615 Liquid F :15. 1992	Box 115
1937. Laurence Charles Free & Lawson. Tempo. Reel. 12 Spots. See Enclosed List. 1993	Box 115
1938. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 3673 Liquid J :30; TSTP 3683 Liquid K :30. 1993	Box 115
1939. Laurence Charles Free & Lawson. Thompson Medical. Tempo. TSTP 3673 Liquid J :30; TSTP 3683 Liquid K :30. 1993	Box 115

1940. Beber Silverstein & Partners/
American Dream. Thompson Medical.
Tempo. BRF 01 Breath Free . 1993 Box 115

Miscellaneous, 1986-1992

1941. Laurence Charles Free & Lawson.
Thompson Medical. Vita-Life. XTVZ 2-6163
I Live the Vita-Life/New :30; XTVZ 2-6173 I
Live The Vita-Life/New Smiths :30. 1986 Box 115

1942. Laurence Charles Free & Lawson.
Thompson Medical. Reel. 9 Spots. See
Enclosed List. 1992 Box 115

1943. Laurence Charles Free & Lawson.
Thompson Medical. 9 spots. See Enclosed
List. 1991 Box 115

1944. Laurence Charles Free & Lawson.
Thompson Medical. 7 spots. See Enclosed
List. 1987 Box 115

1945. Laurence Charles Free & Lawson.
Thompson Medical. Reel. 31 Spots. See
Enclosed List. 1988 Box 115

American Home Food Products, 1980-1992
and undated

Chef Boyardee Pizza Mix, 1991-1992 Box 116

1946. Laurence Charles Free & Lawson.
American Home Food Products. Chef
Boyardee Pizza Mix. AHCP 7103 Snap/Drop
Rev. :15. 1991 Box 116

1947. Laurence Charles Free & Lawson.
American Home Food Products. Chef
Boyardee Pizza Mix. AHCP 1919 TGIF :15;
AHCP 7101 Snp/Drop :15. 1991 Box 116

1948. Laurence Charles Free & Lawson.
American Home Food Products. Chef
Boyardee Pizza Mix. AHCP 7104 Snap/
Drop :15. 1992 Box 116

1949. Laurence Charles Free & Lawson.
American Home Food Products. Chef

Boyardee Pizza Mix. AHCP 7104 Snap/ Drop :15. 1992	Box 116
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Crunch 'N Munch, 1991-1992	
1950. Laurence Charles Free & Lawson. Crunch 'N Munch. Discovery Rev. :15; Munchsters :15; Audition :15. 1991	Box 116
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1951. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 7218 Ball Park Alt. :15. 1992	Box 116
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1952. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 3210 Discovery Rev.2 :30; AHCM 7211 Discovery Rev.2 :15. 1992	Box 116
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1953. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 7127 Ball Park A :15; AHCM 7127 Ball Park B :15. 1992	Box 116
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1954. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 7218 Ball Park Alt. :15. 1992	Box 116
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1955. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 3105 Discovery :30; AHCM 7104 Discovery :15. 1992	Box 116
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1956. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 3105 Discovery :30; AHCM 7104 Discovery :15. 1992	Box 116
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1957. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 3210 Discovery Rev.2 :30; AHCM 7211 Discovery Rev.2 :15. 1992	Box 116
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1958. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N Munch. AHCM 3105 Discovery Vers.C :30; AHCM 7104 Discovery Vers.C :15 . 1992	Box 116
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1959. Laurence Charles Free & Lawson. American Home Food Products. Crunch 'N	

Munch. AHCM 7211 Discovery Rev.2 :15.
1992

Box 116

Jiffy Pop, 1990

1960. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
Microwave. AHTN 3009 A Pop Ahead :30;
AHTN 7026 A Pop Ahead :15. 1990

Box 116

1961. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
AHTN 0043 Likers Into Lovers/ New Music
Rev. :30. 1990

Box 116

1962. American Home Food Products. Jiffy
Pop. AHTN 0013 W/B&S :30. Undated

Box 116

Jiffy Pop (continued), 1990-1991

Box 117

1963. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
AHTN 0013 Jimmy Crack Corn . 1990

Box 117

1964. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy pop.
AHTN 0043 Likers into Lovers /New Music
Rev. :30. 1990

Box 117

1965. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
AHTn 0013 Jimmy Crack Corn. 1990

Box 117

1966. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop
Microwave. AHTn 3027 A Pop Ahead
Rev.3 :30. 1990

Box 117

1967. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy pop.
AHTN 0033 Extraordinary Taste :30. 1990

Box 117

1968. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
AHTN 0013 Jimmy Crack Corn. 1990

Box 117

1969. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop

Microwave AHTN 3027 A Pop A head
Rev.3 :30. 1990 Box 117

1970. Laurence Charles Free & Lawson.
American Home Food Products. AHTN 0033
Extraordinary Taste :30. 1990 Box 117

1971. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
AHTN 0023 Likers into Lovers W/ New
Music. 1990 Box 117

1972. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
AHTN 3101 Football :30. 1991 Box 117

1973. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop.
AHTN 3030 Lips :30. 1991 Box 117

1974. Laurence Charles Free & Lawson.
American Home Food Products. Jiffy Pop
Microwave. Lips Vers.2 :30. 1991 Box 117

Miscellaneous, 1980-1992

1975. Pam Cooking Spray. :30 CBS; Pam.
WPIX. 1992 Box 117

1976. AHF Research Reel. Pegs Pancake
House. Song, Family. 1980 Box 117

1977. Laurence Charles Free & Lawson.
American Home Food Products. Pam
Cooking Spray. XYLC 2903 Bet' Cha
Vers.2 :30. 1992 Box 117

1978. Laurence Charles Free & Lawson.
AHCC 7101 Stand out Taste rev. CC :15.
1992 Box 117

1979. Laurence Charles Free & Lawson.
American Home Food Products. Dennison's
Chili. AHCC 1004 Stand Out Taste :15. 1991 Box 117

Small Clients, 1975-1996 and undated

Adidas, 1983-1985 Box 118

1980. Laurence Charles Free & Lawson. Adidas. ADAS 3023 Track :30. 1983	Box 118
1981. Mormar. Adidas. ADAS 3013 Pole Vaulter :30. 1984	Box 118
1982. Mormar. Adidas. ADAS 3023 Track :30. 1984	Box 118
1983. Mormar. Adidas. ADAS 3013 Pole Vaulter :30. 1984	Box 118
1984. Mormar. Adidas. 4 Spots. See Enclosed List. 1985	Box 118
<hr/> Alpha Romeo, 1979	
1985. WM Free. Alpha Romeo. AR 79 863 Rev. :10. 1979	Box 118
1986. WM Free. Alpha Romeo. AR 79 863 Rev. :30. 1979	Box 118
1987. WM Free. Alpha Romeo. AR 79 863 Rev. :30. 1979	Box 118
1988. WM Free. Alpha Romeo. AR 79 863 Rev. :10. 1979	Box 118
<hr/> American Safety Razor Company, 1981-1985	
1989. Warren Muller Dolobowski. American Safety Razor Company. ASST 1323 I'm A Shower Shaver Rev. :30. 1981	Box 118
1990. American Safety Razor Company. Shower Shaver. 4 Spots. See Enclosed List. 1981	Box 118
1991. Laurence Charles Free & Lawson. American Safety Razor Company. La Curve. ARLC 4043 Let's Face it . 1984	Box 118
1992. Mormar. American Safety Razor Company. Persona. XYLC 5031 Tough Guy :10. 1985	Box 118

1993. Laurence Charles Free & Lawson. American Safety Razor Company. La Curve. ARLC 4043 Let's Face it. Undated	Box 118
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CLEP, 1989	
1994. Laurence Charles Free & Lawson. Clep. XYLC 9266 Lincoln Rev. :60; XYLC 9273 Lincoln Rev. :30. 1989	Box 118
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1995. Laurence Charles Free & Lawson. Clep. Old Lincoln :90. 1989	Box 118
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1996. Laurence Charles Free & Lawson. Clep. XYLC 9266 Lincoln Rev. :60; XYLC 9273 Lincoln Rev. :30. 1989	Box 118
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CLEP (continued), 1989-1994	Box 119
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1997. Laurence Charles Free & Lawson. Clep. XYLC 9266 Lincoln Rev. :60; XYLC 9273 Lincoln Rev. :30. 1989	Box 119
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1998. Laurence Charles Free & Lawson. Clep. College Connections. XYLC 2146 Make Learning Pay/Local College :60; XYLC 2946 Make Learning Pay/Better Jobs . 1992	Box 119
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1999. Laurence Charles Free & Lawson. Clep. XYLC 2923 Make Learning Pay/Better Jobs-Nat'l :30; XYLC 2963 M L P/Better Jobs/ Local :30; XYLC 2993 M L P/Better Jobs/ Military :30. 1992	Box 119
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2000. Laurence Charles Free & Lawson. Clep College Connections. XYLC 2923 Make Learning Pay/Better Jobs National :30; XYLC 2946 Make Learning Pay/Better Jobs National :60. 1992	Box 119
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2001. Laurence Charles Free & Lawson. Clep. XYLC 9266 Lincoln Rev. :60. 1994	Box 119
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Coke Foods, 1979-1983	
2002. Coca Cola. Sofia Yogurt. KOSY 9301 Life Stuff :30; KOSY 9301A Life A kind :30; KOSY 9302 Round the world :30. 1979	Box 119

2003. R. Witty Prod. Sofia Yogurt. KOSY 9301A Life Kind Alt. :30. 1979	Box 119
2004. William Free & Co. Coke Foods. Sofia Yogurt. KOSY 9303 Life Rev. :30. 1979	Box 119
2005. BT&R. Active Yogurt. KOSY 1305 Two of me Rev. :30. 1981	Box 119
2006. Laurence Charles Free. Coca Cola Foods. Lite Lemonade. KOLL 2013 Treehouse w/music Vers.A :30; LOLL 2023 Lemonade Lovers Vers.B :30. 1982	Box 119
2007. Laurence Charles Free. Coke Foods. Dancers :30 Animatic. 1983	Box 119
<u>Del Labs, 1980-1995</u>	
2008. Mormar. Sally Hansen. DLHL 0022 Therapy/Dealer :30. 1980	Box 119
2009. Daniel & Charles. Sally Hansen Hand Therapy. D:HL 0042 Manicurist/Dealer :25. Undated	Box 119
2010. Laurence Charles Free. Del Labs. Sally Hansen. DLHW 4042 New Lengths/Kiwk Off :25. 1984	Box 119
2011. Sally Hansen. DLHN 5092 Lipstick/ Dealer/Non-new . 1985	Box 119
2012. Mormar. Sally Hansen. DLHN 5082 New Lengths/Ultimate Care-Act :25. 1985	Box 119
2013. Gotham Inc. Del Labs. Sally Hansen Skin Recovery. DLSR 5013 Skin Recovery w/ Walgreen integrated tag :30; DLSR 5023 Skin Recovery w/Smith integrated Tag :30. 1995	Box 119
<u>Del Labs (continued), 1995-1996</u>	Box 120
2014. Gotham Inc. Sally Hansen Rev. W/ Walmart Tag :30. 1995	Box 120
2015. Gotham Inc. Del Labs. Cover Med. DLCM 5015 Now you see it/Super :15. 1995	Box 120

2016. Gotham Inc. Del Labs. Orajel Mouth Aid. DLMA 5025 Pizza is Painful Rev. :15. 1995	Box 120
2017. Gotham Inc. Del Labs. Orajel. DLCO 6015 Faces :15. 1996	Box 120
2018. Gotham Inc. Del Labs. Orajel. DLCO 6015 Faces :15. 1996	Box 120
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Econo Lodge, 1989-1990	
2019. Econo Lodge. Tim Conway--Production moments. Undated	Box 120
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2020. Laurence Charles Free & Lawson. Econo Lodge. ZFBB 9013 Memory Course :30; ZFBB 9023 General :30. 1989	Box 120
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2021. Laurence Charles Free & Lawson. Econo Lodge. XYLC 9393 Memory Course :30; XYLC 9403 General :30. 1989	Box 120
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2022. Laurence Charles Free & Lawson. Econo Lodge. ZFBB 9013 Memory Course :30; ZFBB 9023 General :30. 1989	Box 120
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2023. Laurence Charles Free & Lawson. Econo Lodge. ZFBB 9013 Memory Course :30; ZFBB 9023 General :30. 1989	Box 120
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2024. Mormar. Laurence Charles Free & Lawson. Econo Lodge. XYLC 0613 Most For Me/Texan :30. 1990	Box 120
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First Magazine, 1989	
2025. Laurence Charles Free & Lawson. First Magazine. XYLC 8203 First Girls :30. 1989	Box 120
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2026. Laurence Charles Free & Lawson. First Magazine. XYLC 8203 First Girls :30; XYLC 8213 Escalator :30; XYLC 8223 Escalator/Canada :30. 1989	Box 120
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2027. Laurence Charles Free & Lawson. First Magazine. Bauer Publishing. XYLC 8223 Escalator Canada :30. 1989	Box 120

2028. Laurence Charles Free & Lawson. First Magazine. XYLC 8203 First Girls :30. 1989	Box 120
2029. Laurence Charles Free & Lawson. First Magazine. Bauer Publishing. XYLC 8233 Escalator/CBS :30. 1989	Box 120
2030. Laurence Charles Free & Lawson. First Magazine. Bauer Publishing. XYLC 9333 Sports Car :30; XYLC 9383 Café :30. 1989	Box 120
First Magazine (continued), 1989-1994	Box 121
2031. Laurence Charles Free & Lawson. First Magazine. XYLC 8203 First Girls :30; XYLC 8213 Escalator :30; XYLC 8223 Escalator/Canada :30. 1989	Box 121
2032. Laurence Charles Free & Lawson. First Magazine. Bauer Publishing. XYLC 8203 First Girls :30; XYLC 8213 Escalator :30. 1989	Box 121
2033. Laurence Charles Free & Lawson. First Magazine. XYLC 8203 First Girls; XYLC 8213 Escalator . 1993	Box 121
2034. Laurence Charles Free & Lawson. First Magazine. XYLC 8203 First Girls :30; XYLC 9333 Sports Car :30; XYLC 9383 Café :30. 1994	Box 121
Hearst, 1985-1988	
2035. Laurence Charles Free & Lawson. Hearst Corp. 1986 Telethon United Cerebral Palsy. W/5 Spots. 1985	Box 121
2036. Laurence Charles Free & Lawson. Hearst Corp. 1986 Telethon United Cerebral Palsy. W/7 Spots. 1985	Box 121
2037. Hearst Corp. 1985 U.C.P Telethon. 1985	Box 121
2038. Laurence Charles Free & Lawson. Hearst Corp. 1986 Telethon United Cerebral Palsy. W/6 Spots. 1986	Box 121

2039. Laurence Charles Free & Lawson. Hearst Corp. 1987 Telethon United Cerebral Palsy. W/6 Spots. 1987	Box 121
2040. Laurence Charles Free & Lawson. Hearst Corp. 1987 Telethon United Cerebral Palsy. W/6 Spots. 1987	Box 121
2041. Laurence Charles Free & Lawson. Hearst Corp. 1987 Telethon United Cerebral Palsy. W/6 Spots. 1986	Box 121
2042. Laurence Charles Free & Lawson. Hearst Corp. 1989 Telethon United Cerebral Palsy. W/6 Spots. 1988	Box 121
<i>Heublein, Inc., 1977-1978</i>	
2043. Heublein. Live-A-Matics. Raindance . 1977	Box 121
2044. Heublein. Azura Wine. :30. 1978	Box 121
2045. F. William & Free. Heublein. Azura White Wine. HLAW 8301 Take Good Care of yourself :30. 1978	Box 121
2046. F.W. Free. Heublein. Azura. HLAZ 8302 Moderation :30. 1978	Box 121
2047. Film power. Azura Wine. 1978	Box 121
<i>Heublein, Inc. (continued), 1978-1985</i>	Box 122
2048. FW Free. Heublein. Azura. HLAZ 8302 Moderation :30. 1978	Box 122
2049. FW Free. Heublein. Azura. HLAZ 8302 Moderation :30. 1978	Box 122
2050. Devon Think I Test Commercial. HLDV 9301. 1979	Box 122
2051. Raindance. God W/ Girl Voice. Undated	Box 122
2052. FW Free. Devon. DJM 4031 Thinking Man's Drink :30. 1981	Box 122

2053. Azura Bottle. HLAZ 9305 Final Version. Undated	Box 122
2054. FW Free. Devon. HLDV 0301 Thinking Man's Drink :30. 1981	Box 122
2055. FW Free. Devon/ thinking Man's Drink w/ End Scene Title :30. 1981	Box 122
2056. Laurence Charles Free. Heublein. Lancers. HLLW 3323 Fireplace/Rev.I :30. 1983	Box 122
2057. Laurence Charles Free. Heublein. Lancers. HLLW 3323 Fireplace Rev.I :30. 1983	Box 122
2058. Laurence Charles Free. Lancers wine. HLLW 4013 Fireplace/New Core/ Portugal :30; HLLW 4033 Moving out here Rev.1/New Core/Portugal :30. 1985	Box 122
2059. Valbone. HLWV 5073 Women Rev.II :30; HLWV 4043 Man :30. 1985	Box 122
Kayser-Roth, 1978-1980	
2060. Daniel & Charles. Kayser Roth. Interwoven. KYIN 8373 Socks Appeal :30. 1978	Box 122
2061. Daniel & Charles. Kayser Roth. Interwoven. KYIN 8383 Socks Appeal Rev :30. 1978	Box 122
2062. Daniel & Charles. Kayser Roth. Interwoven. KYIN 8353 Richard (Let Success) :30. Undated	Box 122
2063. Daniel & Charles. Kayser Roth. Oscar De la Renta. It's You :30. 1980	Box 122
Kayser-Roth (continued), 1980	Box 123
2064. Daniel & Charles. Oscar De La Renta. 7 Spots. See Enclosed List. 1980	Box 123

2065. Daniel & Charles. Oscar De La Renta. Makes the Difference :30. 1980	Box 123
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McDonald's, 1987-1994	
2066. Laurence Charles Free & Lawson. McDonald's. Breakfast Sandwiches & McNuggets. MCLN 7103 A Quality Relationship :30; MCLN 7133 Chicken & Eggs/pre-promo :30; MCLN 7113 Chicken & Egg/.99 :30. 1987	Box 123
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2067. Laurence Charles Free & Lawson. McDonald's. Ronald McDonald House. MCLN 7273 Friends.RMH :30; MCLN 7233 Friends RMH/Hispanic :30. 1987	Box 123
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2068. Laurence Charles Free & Lawson. McDonald's. Ronald McDonald House. 1987	Box 123
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2069. Laurence Charles Free & Lawson. McDonald's. Ronald McDonald House. MCLN 7283 Friends RMH/Jug Tag :30; MCLN 7303 Friends/RMH/ Hispanic/Jug Tag :30. 1987	Box 123
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2070. Laurence Charles Free & Lawson. McDonald's. Ronald McDonald House. MCLN 7273 Friends/RMH :30. 1987	Box 123
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2071. Laurence Charles Free & Lawson. McDonald's. New Business Reel . 1990	Box 123
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2072. Laurence Charles Free & Lawson. McDonald's. 7 spots. See Enclosed List. 1991	Box 123
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2073. Laurence Charles Free & Lawson. McDonald's. 8 spots. See Enclosed List. 1991	Box 123
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2074. Laurence Charles Free & Lawson. McDonald's. 7 spots. See Enclosed List. 1991	Box 123
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2075. Laurence Charles Free & Lawson. McDonald's. Frybenders :30. 1992	Box 123
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2076. McDonald's. MCLN 1013 Gravedale High; Gravedale High \$1.99. 1992	Box 123

2077. Laurence Charles Free & Lawson. McDonald's. New Business Reel. 1994	Box 123
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Maybelline, 1994-1995	
2078. Maybelline. Natural Defense Makeup. Maybe it's You 2 :30. 1994	Box 123
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2079. Gotham Inc. Maybelline. WPMW 5013 French Kiss :30. 1995	Box 123
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Maybelline (continued), 1995	Box 124
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2080. Maybelline. 5 spots. See Enclosed List. 1995	Box 124
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2081. Gotham Inc. Maybelline. WPMW 5013 French Kiss :30. 1995	Box 124
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2082. Maybelline. Comments :30 Cut 4 (candlelight). 1995	Box 124
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2083. Gotham Inc. Maybelline. WPMW 5013 French Kiss :30. 1995	Box 124
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2084. Maybelline. Dailirs Dab of Product. Undated	Box 124
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Rydelle Labs, 1984-1985	
2085. Momar. Rydelle Labs. Fiberall Without the Sugar :30. 1984	Box 124
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2086. Laurence Charles Free & Lawson. Rydelle Labs. Zact Toothpaste. RLZ 4033 Close-up/Mouth :30. 1984	Box 124
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2087. Laurence Charles Free & Lawson. Rydelle Labs. Zact Toothpaste. RLZ 4023 Mouth. 1984	Box 124
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2088. Laurence Charles Free & Lawson. Fiberall. Better Tasting Way Animatic :30. Undated	Box 124
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2089. Laurence Charles Free & Lawson. Rydelle Labs. JSFI 5063 Fiberall/ Fiberwafer :30; JSFI 5073 Better Tasting Way :30. 1985	Box 124

2090. Laurence Charles Free & Lawson. Rydelle Labs. Fiber Wafers. JSFW 5275 Wafer :15. 1985	Box 124
2091. Laurence Charles Free & Lawson. Rydelle Labs. Fiberall. JSFI 5113 Why did you Switch Rev.1 :30. 1985	Box 124
2092. Laurence Charles Free & Lawson. Rydelle Labs. Fiberall Power. JSFI 5155 Why did you Switch Vers.II :15. 1985	Box 124
2093. Laurence Charles Free & Lawson. Rydelle Labs. Zact Toothpaste. JSZA 5063 If you do This :30. 1985	Box 124
2094. Laurence Charles Free & Lawson. Rydelle Labs. Zact. JSZA 5105 Do you do this Rev.1 :15; JSZA 5083 Do you do this Rev.2 :30. 1985	Box 124
2095. Laurence Charles Free & Lawson. Rydelle Labs. Zact Toothpaste. JSZA 5073 if you do this Rev.1 :30. 1985	Box 124
Rydelle Labs (continued), 1985-1986	Box 125
2096. Laurence Charles Free & Lawson. Rydelle Labs. Fiberall Wafers. JSFI 5255 Better Tasting Way/Rev.2 New Super :15. 1985	Box 125
2097. Laurence Charles Free & Lawson. Rydelle Labs. Fiberall. JSFW 6303 Split Screen/wafer :30. 1986	Box 125
<u>Sun Banks, 1975-1976</u>	
2098. MJ Productions. Sun Banks. SBT 5315- GE Corning Ware Rev.1 :30. 1975	Box 125
2099. AFI. Sun Banks. SBT 5321-GE Sun Banker @4 :30. 1975	Box 125
2100. FW Free. Sun Banks of Florida. SBT 6322-GE Helicopter :30. 1976	Box 125
2101. FW Free. Sun Banks. 1976	Box 125

2102. FW Free. Sun Banks of Florida. 1976	Box 125
2103. FW Free. Sun Banks. Auto Loan (Cars in Hand). Undated	Box 125
2104. Sun Banks. Weber Grill. GRL 77108 IV Equinox Prod. Free. Undated	Box 125
2105. FW Free. Sun Banks of Florida. SBT 6322-GE Helicopter :30. 1976	Box 125
Miscellaneous A-D, 1985-1994 and undated	
2106. Laurence Charles Free & Lawson. AD Council. College of your Choice. 3 Spots. 1987	Box 125
2107. Aid to the Higher Education Campaign. CNAE 7103 Give to the College of you choice :30; CNAE 7115 give to the college of your Choice :15. 1988	Box 125
2108. Alpha Hydroxy Face Cream. looking for Wrinkles? :30 WCBS. 1994	Box 125
2109. Chap LipStick Balm--9314252 NY :30 NBC; Blistex--9312322 NY :30 CBS; Softlips--9300153 NY :30 MTV. 1993	Box 125
2110. Colonial Penn Demo Reel. 5 Spots. See Enclosed List. Undated	Box 125
2111. Laurence Charles Free & Lawson. DBC. DBCO 4023 Marionette :60. 1985	Box 125
Miscellaneous E-Z, 1975-1996 and undated	
2112. Daniel & Charles. Emerson Film Transfer. :50. 1980	Box 126
2113. Laurence Charles Free & Lawson. Bristol Myers Squibb. Foot Chargers. BMRZ 1013 Sneaker People :30. 1991	Box 126
2114. Gotham Inc. Greg Louganis. 20/20 WABC :28. 1995	Box 126

2115. Laurence Charles Free & Lawson. Head & Shoulders. Historical Reel w/ 23 Spots. See Enclosed List. 1993	Box 126
2116. Laurence Charles Free & Lawson. 6 spots. See Enclosed List. 1993	Box 126
2117. Daniel & Charles. Lanvin. Jean Nate. LCJN 5303 Size 8 :30. 1975	Box 126
2118. Laurence Charles Free & Lawson. WM Free. National Airlines. 1986	Box 126
2119. Daniel & Charles. OTB. Winners Circle Rev. :30. 1979	Box 126
2120. Daniel & Charles. OTB. Winners Circle :30; pull Back Crowd Rev. Track. 1979	Box 126
2121. Pepsi Presentation. National Historic Reel . 1978	Box 126
2122. Laurence Charles Free & Lawson. Pert Plus Dandruff Historical Reel. 5 Spots. See Enclosed List. 1993	Box 126
2123. Laurence Charles Free & Lawson. Score. Falling Leaves :30. 1994	Box 126
2124. Gotham Inc. 3M/Ocelo. MMOC 4123 Baby Talk Rev. New CC :30. 1996	Box 126
2125. A Eicoff and Co. 4 spots. See Enclosed List. Undated	Box 126
2126. William Esty Company Inc. Bob Sauer. Undated	Box 126
2127. Bob Sauer. Undated	Box 126
Company presentation reels and agency reels, 1980-1991	Box 127
2128. FW Free. Agency Presentation Reel Rev. 1980	Box 127
2129. FW Free. Agency Reel Rev. II. 1981	Box 127

2130. FW Free. New Business. NBL 815636 Film Transfer Master. 1981	Box 127
2131. Laurence Charles Free & Lawson. Sample Reel. 14 spots. See Enclosed List.1986	Box 127
2132. Laurence Charles Free & Lawson. Sample Reel. 15 Spots. See Enclosed List. 1986	Box 127
2133. Laurence Charles Free & Lawson. Agency Reel. 12 spots. See Enclosed List. 1986	Box 127
2134. Laurence Charles Free & Lawson. Reel. 14 spots. See Enclosed List. 1986	Box 127
2135. Laurence Charles Free & Lawson. New Business Reel. 12 Spots. See Enclosed List. 1989	Box 127
2136. Laurence Charles Free & Lawson. New Business Reel/ 8 Spots. See Enclosed List. 1989	Box 127
2137. Laurence Charles Free & Lawson. Agency Reel. 1989	Box 127
2138. Laurence Charles Free & Lawson. Agency Reel. See Enclosed List. 1989	Box 127
2139. Laurence Charles Free & Lawson. New Business Reel. 19 Spots. See Enclosed List. 1989	Box 127
2140. Laurence Charles Free & Lawson. See Enclosed List. Undated	Box 127
2141. Laurence Charles Free & Lawson. Composite Reel. 10 Spots. See Enclosed List. 1990	Box 127
2142. Laurence Charles Free & Lawson. Presentation Reel. 1990	Box 127

2143. Laurence Charles Free & Lawson. Agency Reel. See Enclosed List. 1991	Box 127
2144. Laurence Charles Free & Lawson. Fat Lady Presentation. 1991	Box 127
Company presentation reels and agency reels (continued), 1992-1996	Box 128
2145. Laurence Charles Free & Lawson. New Laurence Charles Free & Lawson. Logo. 1992	Box 128
2146. Laurence Charles Free & Lawson. New Business Reel 15 Spots. See Enclosed List. 1992	Box 128
2147. Pfeifer Lopes Productions. Patrick Kelly Director. See Enclosed List. Undated	Box 128
2148. Laurence Charles Free & Lawson. Agency Open & Close :40 & :30. 1993	Box 128
2149. Laurence Charles Free & Lawson. Agency Reel. :40 & :30. 1993	Box 128
2150. Laurence Charles Free & Lawson. Agency Presentation Reel. See Enclosed List. 1993	Box 128
2151. Laurence Charles Free & Lawson. General Reel. See Enclosed List. 1993	Box 128
2152. Laurence Charles Free & Lawson. Long General Reel. See Enclosed List. 1993	Box 128
2153. Laurence Charles Free & Lawson. Agency Open & Close :40 & :30. 1993	Box 128
2154. Laurence Charles Free & Lawson. New Agency Opening. New Agency Closing. 1994	Box 128
2155. Laurence Charles Free & Lawson. Peter Goldschmidt--Director. General Reel. 1994	Box 128

2156. Gotham Inc. 8 Spots. See Enclosed List. 1995	Box 128
2157. Gotham Inc. Full VPS. See Enclosed List. 1995	Box 128
2158. Gotham Inc. Livamatics. See Enclosed List. 1995	Box 128
2159. Gotham Inc. Steals/Animatics. See Enclosed List. 1995	Box 128
2160. Gotham Inc. 14 spots. See Enclosed List. 1996	Box 128
Miscellaneous film reels, 1983 and undated	Box 129
2161. Cadbury-Fry. Fry 3-60. open Wide :60 B/W P-16 2/17. Undated	Box 129
2162. Cadbury. Undated	Box 129
2163. Daniel & Charles. Clep. CLEP 6016 Classroom :60. College Entrance Examination Board. Joel Weiner of Bristol Myers. Undated	Box 129
2164. Fonda Corporation. Undated	Box 129
2165. GAF Snap Shots. Undated	Box 129
2166. Heublein Lancers. HLLW 3323 Fireplace Rev.1 :30. Undated	Box 129
2167. Laurence Charles Free. Savvy. BMSU 2503 Mirror Fantasy. :30. 16mm Color composite Reduce. 1983	Box 129
2168. Daniel & Charles. Wohl Shoes. Clowns. Comp Color Print. Undated	Box 129

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Slides and memorabilia, undated

Physical Description: 2 boxes

Scope and Contents note

Contains slides and memorabilia. Slides originally were housed both in binders and in boxes of loose slides. The slides are arranged alphabetically by product, as per original order in the binders; loose slides were organized in the same way.

Slides Box 130

Folder One: American Tobacco, Lucky Strike, Silkience, Cantario Tequila, Black & White Scotch, Black Velvet, Univac, National Airlines, DuBouchette, Heublien, LC&F Agency, Ancient Age, Asbach Brandy. Undated Box 130

Folder Two: Lamberti, McNaughton, Ole Tequila, Presidente, Simplicity, Spring Maid, Sport, True Story, Univac, Working Women, The Thin Edge. Undated Box 130

Folder Three: AARP, Adidas, Carlton, Lucky Strike, American Safety Razor, Baron's Chocolate, Ban, Bufferin, Comtrex. Undated Box 130

Folder Four: Comtrex (continued), The Thin Edge, Flame Glo, Sally Hansen, Endust, Dreyfus Corporation, Gortons, Black Velvet, Black and White Scotch, Club Cocktails, Irish Mist, Maidenform. Undated Box 130

Folder Five: Maidenform (continued), Mckinsey & Company, Tronolane, WNCN Radio, Seventeen, Working Women, Sport, True Stony, Carven, Cunard, GAF Roofing & Siding, GAF Slide Projector, GAF Darkroom Supplies, Madame Rochas, Bain de Soleil, Jean Nate, Supp Hose, National Airlines, Comtrex. Undated Box 130

Folder Six: Comtrex (continued), Ammens, Excedrin, Ban, Adidas, Jose Cuervo, Flame Glo, Sally Hansen, Rejuvia. Undated Box 130

Folder Seven: National Distillers Black Velvet Presentation, Lucky Strike Presentation, National Distillers Constant Change Presentation (1985), Extra Presentation Slides.

General Mills Gortons Presentation (1985). Undated	Box 130
Folder Eight: ABC, Adida, Air France, Almodrado, American Brands, American Lights, Ancient Age, Arpege. Undated	Box 130
Folder Nine: Bab-O, Bain de Soleil, Ban, Bartons, Bazooka, Black and White Scotch, Black Velvet, Bufferin, Caffedrine, Carlton, Cepacol, Charter 10, Chateau Suisse, Cherry Heering, Colonial Penn Insurance, Comtrex, Condition, Dekuyper Peach Schnapps, Dexatrim, Dreyfus, DuBouchette. Undated	Box 131
Folder Ten: Dunkin Donuts, Econo Lodge, Endust, Ensure, Esquire Socks, Faultless, Fiberall, Flame Glo, For Women First, GAF, Gortons, Hazel Bishop, Irish Mist, Jean Nate, Jose Cuervo, Journal Beauty, Keri. Undated	Box 131
Folder Eleven: Lac-Hydrin, Lancers, Loews Hotels, McNaughton, Ma Griffe, Madame Rochas, Maidenform, Malibu, Marine Midland, Misty, Montclair. Undated	Box 131
Folder Twelve: Murine Ear, Mr. Muscle, National Airlines, Nutrament, Office Temps, Pall Mall, Piping Rock, Porters, Premium Sun, Pre Sun, Quenches, Renuzit, Royal Crown, Sally Hansen, Selsun Blue, Shoney's, Simplicity, Sport, Suaza, Supp hose. Undated	Box 131
Folder Thirteen: Taj Mahal, Tareyton, The Club Cocktails, The Hearst Corporation, The Thin Edge, Tronolane, True Story, Univac, Vanish, Weight Watchers, Windsor, Your Hit Parade, Unidentifiable slides. Undated	Box 131
Folder Fourteen: Presentation Slides. Undated	Box 131
Folder Fifteen: Presentation Slides (continued), Employee Photos, Newspaper Articles, Bristol Myers Blood Drive Ad, Photographs. Undated	Box 131
Memorabilia	

Two metal objects, one Engraved "DC" , the other engraved "Daniel And Charles Inc. Advertising 261 Madison Ave, NY 16 MO 1-0200 (1971)" . Undated

Box 131

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Print Advertisements, 1967-1997 and undated

Physical Description: 12 boxes

Scope and Contents note

Comprised of print advertisements which are organized alphabetically by product into two subseries by size: large and small format.

Large Format, 1967-1995 and undated

Abbot Treasures (Wigs). Undated	Box 132
Adidas. 1984	Box 132
Air France. 1990	Box 132
Ban For Men. 1990	Box 132
Black Velvet. 1971-1983	Box 132
Black and White Scotch. 1975	Box 132
Camp Fire Girls. Undated	Box 132
Dunkin' Donuts. 1967	Box 132
Golden Velvet. 1975	Box 133
The Heart Corporation. Undated	Box 133
Madame Rochas. Undated	Box 133
Marine Midland. Undated	Box 133
McMaster's Whiskey. 1974	Box 133
National Airlines. Undated	Box 133
Natural Glow. 1995	Box 133

Office Temporaries. Undated	Box 133
RVC. Undated	Box 133
Sally Hansen. 1994	Box 133
Seventeen. Undated	Box 133
The Club Cocktails. Undated	Box 133
True Story. Undated	Box 133
Ultra Ban 5000. 1971-1972	Box 133
Ultra Ban Spray. 1973	Box 133
Article--NY Times Advertising A Great Respect for Instinct. 1968	Box 133

Small Format, 1969-1997 and undated

Adidas. 1983	Box 134
Advera. 1994	Box 134
Air France. 1986-1989	Box 134
American Tobacco. 1994	Box 134
Ammens. 1973	Box 134
Azura Wine. Undated	Box 134
Bab-O. Undated	Box 134
Ban: Ultra Ban, Ultra Ban 5000, Ultra Ban II, Ban Sensitive Touch, Ban Clear, Ban Basic, Ban Roll-On. 1972-1994	Box 134
Black and White Scotch. 1981	Box 134
Booths House of Lords. Undated	Box 134
Bufferin. 1982-1994	Box 134
Black Velvet. 1972-1985	Box 135
Carlton Cigarettes (American Tobacco). 1994	Box 136

Cenenario Tequila. Undated	Box 136
Chateau Suisse Chocolates. Undated	Box 136
Cherry Heering. Undated	Box 136
Cinzano. Undated	Box 136
Clairol: Condition, Color hold, Frizz Control, Quick Lift. 1988-1996	Box 136
Color Plus. Undated	Box 136
Comtrex. Undated	Box 136
Congesprin. 1985	Box 136
Crown's Cigarettes (American Tobacco). 1992	Box 136
Daniel & Charles. Undated	Box 136
Datril. 1969-1970	Box 136
Dunkin' Donuts. Undated	Box 136
Endust. Undated	Box 137
Esquire Socks. Undated	Box 137
E Trade.Com. 1997	Box 137
Excedrin PM. 1980	Box 137
First Magazine. Undated	Box 137
GAF Slide Projector. Undated	Box 137
Gordons Gin. Undated	Box 137
Gortons. Undated	Box 137
Great Western Champagne. Undated	Box 137
Halls. Undated	Box 137
Hearst Corporation. 1985-1987	Box 137

Heublein: American Creame, Gold Rush, Sombrero, Long Island Ice Tea. 1983-1984	Box 137
Infusium 23. 1993	Box 137
Jean Nate. Undated	Box 137
Jeremiah Weed Bourbon. 1980	Box 137
Jose Cuervo. 1973-1984	Box 138
Keri. 1984-1996	Box 138
Kwik Drain. Undated	Box 138
Lac-Hydrin. 1988	Box 139
Lancers (Heublein). Undated	Box 139
Liz Claiborne. 1996	Box 139
Loew's Hotels. Undated	Box 139
Lucky Strike (American Tobacco). 1987	Box 139
Ma Griffe Perfume. Undated	Box 139
Maidenform. Undated	Box 139
Maison DuBouchette. Undated	Box 139
Malibu Cigarettes. 1987	Box 139
Marine Midland. Undated	Box 139
Maybelline. 1995	Box 139
Mckinsey & Co. Undated	Box 139
Mercedes-Benz. 1998	Box 139
Misty Cigarettes (American Tobacco). 1994	Box 139
Mr. Muscle. 1974	Box 139
National Airlines. Undated	Box 139

National Council on Crime & Delinquency. Undated	Box 139
Naturistics Cosmetics. Undated	Box 139
Nutrament. Undated	Box 139
Ole Tequila. 1974	Box 140
Orajel. 1997	Box 140
Paul Masson Wines. 1989	Box 140
Pedro Domecq Brandy. 1978	Box 140
Premium Sun. Undated	Box 140
Pre Sun. 1988	Box 140
Pronto Shampoo. 1997	Box 140
Regal Crown Lemon Drops. Undated	Box 140
Renuzit. Undated	Box 140
Ruberoid. Undated	Box 140
Sally Hansen. 1994-1995	Box 141
Sauza Tequila. Undated	Box 141
Selsun Blue. 1983-1993	Box 141
Shocking By Schiaparelli. Undated	Box 141
Shoney's Restaurant. Undated	Box 141
Sport. Undated	Box 142
Taj Mahal Resort. Undated	Box 142
Tampos. Undated	Box 142
The Tine Edge. Undated	Box 142
Tronolane. Undated	Box 142
True Story. Undated	Box 143

Univac. Undated	Box 143
Vanish. Undated	Box 143
Weight Watchers. 1970-1977	Box 143
Windjammer Cruises. Undated	Box 143
Windsor Canadian Whiskey. 1985	Box 143
Working Women. 1979	Box 143
World Link Platinum Card. Undated	Box 143

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Agency Information, 1930-1986 and undated

Physical Description: 1 box

Scope and Contents note

Contains information relating to Daniel & Charles and Laurence, Charles & Free. It also contains a price list for Gorton's Pew Fisheries Co.

Brochures and company history articles, 1962-1986 and undated	Box 144
Gorton's Pew Fisheries, price list, 1930	Box 144

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Oversize

Miscellaneous Oversize	Oversize-folder Folder 1
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