



Guide to the J. Walter Thompson Company. 16mm Microfilm As- Broadcast Scripts, 1928-1958

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David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

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Summary

Collection Title:

J. Walter Thompson Company. 16mm Microfilm As-Broadcast Scripts, 1928-1958

Source:

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

Creator:

J. Walter Thompson Company

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. The J. Walter Thompson Company (JWT) 16mm Microfilm As-Broadcast Scripts span the years 1928-1958 and contain transcripts of radio and television dramas and variety shows, news programs, commercials, and sports programming. Companies featured include Andrew Jergens, Ballantine, Brillo, Ciba-Geigy, Fannie Farmer, Ford, General Cigar, J.B. Williams, Kodak, Kraft, Lamont-Corliss (Pond's), the New York Yankees, Penick & Ford (Br'er Rabbit), Standard Brands, the U.S. Marine Corps, and Wrigley. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

3 Linear Feet (292 items)

Language:

Material in English, Spanish, Italian

Collection ID:

RL.00655

Permalink:

<https://idn.duke.edu/ark:/87924/m1gg9v>

Preferred Citation

[Identification of item], J. Walter Thompson Company. 16mm Microfilm As-Broadcast Scripts, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

The J. Walter Thompson Company (JWT) 16mm Microfilm As-Broadcast Scripts span the years 1928-1958 and contain transcripts of radio and television dramas and variety shows, news programs, commercials, and sports programming. Companies featured include Andrew Jergens, Ballantine, Brillo, Ciba-Geigy, Fannie Farmer, Ford, General Cigar, J.B. Williams, Kodak, Kraft, Lamont-Corliss (Pond's), the New York Yankees, Penick & Ford (Br'er Rabbit), Standard Brands, the U.S. Marine Corps, and Wrigley.

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Arrangement

Arranged by reel number, and physical sequence of the scripts therein. Original documents were microfilmed in no order, so scripts relating to a particular client or program are scattered throughout the collection. The collection described here represents a portion of the whole 16mm microfilm collection.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Access Restrictions

Collection is open for research.

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 J. Walter Thompson Company. 16mm Microfilm As-Broadcast Scripts were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987.

Processing Information

Processed by Rubenstein Library staff, 1987

Encoded by Richard Collier, December 2011

Materials may not have been ordered and described beyond their original condition.

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Related Materials

Related Material

Related materials may be found in other collections of the J. Walter Thompson Company Archives:

<http://library.duke.edu/rubenstein/findingaids/jwtcarrollcarroll/>

<http://library.duke.edu/rubenstein/findingaids/jwtseymour/>

<http://library.duke.edu/rubenstein/findingaids/jwthiltonjack/>

<http://library.duke.edu/rubenstein/findingaids/jwtdevinejohnf/>

<http://library.duke.edu/rubenstein/findingaids/jwtgaetalois/>

<http://library.duke.edu/rubenstein/findingaids/jwthollandmaury/>

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- Television advertising -- United States -- History
- Television advertising -- United States
- Radio broadcasting of sports -- United States
- Radio broadcasting -- United States -- History -- 20th century
- Radio programs
- Radio plays
- Radio broadcasting -- 1950-1960
- Radio broadcasting -- 1940-1950
- Radio broadcasting -- United States -- History
- Radio broadcasting -- United States
- Advertising agencies
- Advertising -- United States -- History
- Advertising -- United States
- Advertising
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- Radio advertising
- Advertising agencies -- United States -- History
- Advertising agencies -- United States
- Radio broadcasting -- 1930-1940
- Radio broadcasting -- 1920-1930
- Radio broadcasting
- Radio advertising -- United States -- History
- Television broadcasting -- United States -- History -- 20th century..
- Television broadcasting -- United States -- History
- Television broadcasting -- United States
- Television broadcasting
- Television programs
- Television broadcasting of sports -- United States
- Microfilms
- Television scripts
- Radio scripts
- Ford Motor Company
- General Cigar Company (Philadelphia, Pa.)
- J. Walter Thompson Company
- J.B. Williams Co
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kraft Foods Company
- New York Yankees (Baseball team)

- Andrew Jergens Company (Cincinnati, Ohio)
- Chesebrough-Pond's.
- CIBA-GEIGY Corporation
- Eastman Kodak Company
- Penick & Ford, Ltd
- P. Ballantine & Sons
- United States Marine Corps
- Standard Brands Incorporated
- Wm. Wrigley Jr. Company

Collection Inventory

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Ray Perkins, 1932 Jan.-May	Film-reel 244

The Jergens Program, 1931-1936

Cornelia Otis Skinner, 1935 June-Aug.	Film-reel 10
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Walter Winchell, 1932 Dec., 1933 Sept.-1936 Feb.	Film-reel 9
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Script (no commercials or clients), 1940 Dec. 7	Film-reel 171
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Eastman Kodak, 1942

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B.F. Goodrich, 1930-1931

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Other Programming, 1930-1931

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Below Average, 1956 Feb. 2	Film-reel 1004
Blood Call, 1956 July 19	Film-reel 1004
Boy Crazy, 1956 Mar. 29	Film-reel 1004
Can You Coffee Pot On Skates, 1956 May 3	Film-reel 1004
Concerning Death, 1955 Feb. 17	Film-reel 1002
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Repeat of broadcast microfilmed on reel 1002

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Death of a Stranger, 1955 Mar. 31	Film-reel 1002
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Scope and Contents

Repeat of broadcast microfilmed on reel 1002

Early Frost, 1956 Jan. 26	Film-reel 1004
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Finders Keepers, 1955 Oct. 27	Film-reel 1002
Flame and Ice, 1955 Aug. 25	Film-reel 1002
Footfalls, 1955 July 7	Film-reel 1002
Gang-Up, 1955 Dec. 15	Film-reel 1002
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Scope and Contents

Repeat of broadcast microfilmed on reel 1002

Have Faith and Have Patience, 1956 May 24	Film-reel 1004
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Scope and Contents

Repeat of broadcast microfilmed on reel 1002

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Scope and Contents

Repeat of broadcast microfilmed on reel 1002

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Scope and Contents

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Repeat of broadcast microfilmed on reel 1002

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Scope and Contents

Repeat of broadcast microfilmed on reel 1002

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The Cage, 1955 Nov. 17	Film-reel 1002
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The Chevigny Man, 1956 Mar. 22	Film-reel 1004
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The Coffee Shop Incident, 1956 July 12	Film-reel 1004
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The College Hour, 1955 May 12	Film-reel 1002
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The Critic, 1955 July 14	Film-reel 1002
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Repeat of broadcast microfilmed on reel 1002	
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The Girl, 1956 May 10	Film-reel 1004
<hr/>	
The Happy Journey, 1956 Feb. 9	Film-reel 1004
<hr/>	
The Kewpie Doll, 1955 July 21	Film-reel 1002
<hr/>	
The Lavender Kite, 1955 Apr. 14	Film-reel 1002
<hr/>	
The Lavender Kite, 1955 Apr. 14	Film-reel 1011

Scope and Contents

Repeat of broadcast microfilmed on reel 1002

The Little Wife, 1955 Oct. 20	Film-reel 1002
The Long View, 1956 June 14	Film-reel 1004
The Matrimony Shop, 1955 July 28	Film-reel 1002
The Mirthmakers, 1956 Aug. 9	Film-reel 1004
The Murderer, 1955 Mar. 17	Film-reel 1002
The Murderer, 1955 Mar. 17	Film-reel 1011

Scope and Contents

Repeat of broadcast microfilmed on reel 1002

The Prom, 1955 Aug. 18	Film-reel 1002
The Ring of General Macias, 1955 Aug. 11	Film-reel 1002
The Ryan Girl, 1955 Nov. 10	Film-reel 1002
The Selfish Giant, 1955 Dec. 22	Film-reel 1002
The Summer Road, 1955 Dec. 1	Film-reel 1002
The Terrible Woman, 1955 Sept. 29	Film-reel 1002
The Thing That Never Happened, 1956 Feb. 16	Film-reel 1004
Three Hours Between Planes, 1956 Mar. 1	Film-reel 1004
Tough Boy, 1956 Apr. 26	Film-reel 1004
Treasure Trove, 1955 Apr. 7	Film-reel 1002
Treasure Trove, 1955 Apr. 7	Film-reel 1011

Scope and Contents

Repeat of broadcast microfilmed on reel 1002

Trifles, 1955 Sept. 1	Film-reel 1002
Two Windows, 1956 Apr. 5	Film-reel 1004

Visitation, 1955 Sept. 22	Film-reel 1002
Wanted: Poor Boy, 1955 June 9	Film-reel 1002
Weekend, 1955 Feb. 10	Film-reel 1002
Weekend, 1955 Feb. 10	Film-reel 1011

Scope and Contents

Repeat of broadcast microfilmed on reel 1002

Will Power, 1956 July 26	Film-reel 1004
With Glory and Honor, 1956 Jan. 12	Film-reel 1004
Write Me a Love Scene, 1955 Dec. 29	Film-reel 1002
You Need Me, 1955 Feb. 3	Film-reel 1002
You Need Me, 1955 Feb. 3	Film-reel 1011

Scope and Contents

Repeat of broadcast microfilmed on reel 1002

Zero Hour, 1955 Apr. 28	Film-reel 1002
Zero Hour, 1955 Apr. 28	Film-reel 1011

Scope and Contents

Repeat of broadcast microfilmed on reel 1002

Zone of Quiet, 1955 Mar. 3	Film-reel 1002
Zone of Quiet, 1955 Mar. 3	Film-reel 1011

Scope and Contents

Repeat of broadcast microfilmed on reel 1002

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Calsodent, 1929-1940

Bob Howard, 1939	Film-reel 133
Bob Howard, 1940 Jan.-Apr.	Film-reel 174

KPRC Houston Tex., 1929 July-Aug.	Film-reel 132
Lewis Dean, 1930 Dec.	Film-reel 132
Marley R. Sherris, 1930 Mar.-Dec.	Film-reel 132
Marley R. Sherris, 1931-1932 Apr.	Film-reel 132
Marley R. Sherris, 1932 May-1934 July	Film-reel 133
Robert T. Colwell, 1930 Sept.-Nov.	Film-reel 132
WAAT, 1930 Apr.-June	Film-reel 132
WEAF, 1929 May-Aug.	Film-reel 132

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Carter's Products (Superin), 1943-1944

Commercials, 1944 Jan.-Feb.	Film-reel 215
Keepsakes, 1943 Sept. 19	Film-reel 201
Keepsakes, 1943 Sept. 19	Film-reel 202
Spot announcements, 1943 June-Dec.	Film-reel 201

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CIBA--Medical Horizone, 1955-1957

2. Beyond the Mask, 1956 Sept. 16	Film-reel 1005
4. One Out of Ten, 1956 Sept. 30	Film-reel 1005
6. Man Under Sea, 1956 Oct. 14	Film-reel 1005
8. Most Happy Time, 1956 Oct. 28	Film-reel 1005
10. Kine, 1956 Nov. 11	Film-reel 1006
12. Happy Children, 1956 Nov. 25	Film-reel 1005
12. Happy Children, 1956 Nov. 25	Film-reel 1006

14. Bone Engineering, 1956 Dec. 9	Film-reel 1006
16. Christmas in Community Hospital, 1956 Dec. 23	Film-reel 1006
18. The Hidden Disease, 1957 Jan. 6	Film-reel 1006
20. When Emergency Strikes, 1957 Jan. 20	Film-reel 1006
22. Report on Cancer, 1957 Feb. 3	Film-reel 1006
23. High Blood Pressure, 1957 Feb. 10	Film-reel 1006
25. Operation CVA, 1957 Feb. 24	Film-reel 1006
27. Radiology, 1957 Mar. 10	Film-reel 1006
29. Psychosomatic Med, 1957 Mar. 24	Film-reel 1006
31. Deafness, 1957 Apr. 7	Film-reel 1006
33. A Triumph and a Challenge, 1957 Apr. 21	Film-reel 1006
35. Legal Medicine, 1957 May 5	Film-reel 1006
37. Burns, 1957 May 19	Film-reel 1006
39. Radiology, 1957 June 2	Film-reel 1006
Television, 1955 Sept.-Dec.	Film-reel 1001
Television, 1956 Jan.-Oct.	Film-reel 1003

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City Baking Co. (Rice Bakeries), 1930-1941

Baltimore and Washington, 1930-1939	Film-reel 139
Scope and Contents incomplete series	
Commercials, 1941 Apr.	Film-reel 170
Commercials, 1939 Sept.-1940 Sept.	Film-reel 173

Commercials--Washington and Baltimore, 1940
Jan.-Oct. Film-reel 173

Scope and Contents

Incomplete series

Rice's School Lunch Loaf, 1940 Feb.-Sept. Film-reel 173

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Cream of Wheat, 1929-1936

Jolly Bill and Jane, 1929-1933

1929 Jan.-1932 May Film-reel 4

1932 May-Dec. Film-reel 5

1932 Dec. -1933 Apr. Film-reel 6

1933 Mar. 13 Film-reel 120

Scope and Contents

See reel 6 for rest of script

Other Programming, 1929-1936

Alexander Woollcott Town Crier, 1934
Oct.-1935 Dec. Film-reel 7

Alexander Woollcott, Town Crier, 1935 Oct. 6 Film-reel 342

Scope and Contents

California Office

Angelo Patri, 1931 Aug.-1933 Dec. Film-reel 6

Angelo Patri, 1933 Dec.-1934 Apr. Film-reel 7

Buck Rogers, 1936 Film-reel 7

Buck Rogers, 1936 Film-reel 8

Rastus, Cream of Wheat Menagerie, 1929 Film-reel 4

Sigmund Romberg, 1935 Sept.-Dec. Film-reel 120

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Eastman Kodak, 1930-1954

Kodak Family Adventure, approximately 1954

America Discovers the Osbornes, approximately 1954	Film-reel 1007
An Act of Congress, approximately 1954	Film-reel 1007
An Act of Congress, screenplay, approximately 1954	Film-reel 1007
Barbara and the Touring Players, approximately 1954	Film-reel 1007
Baseball Hall of Fame, approximately 1954	Film-reel 1007
Basic Story Outline, approximately 1954	Film-reel 1007
Betty Discovers Wisconsin, approximately 1954	Film-reel 1007
Character Descriptions: Barbara, approximately 1954	Film-reel 1007
Character Descriptions: Betty, approximately 1954	Film-reel 1007
Character Descriptions: Jim, approximately 1954	Film-reel 1007
Character Descriptions: Teddy, approximately 1954	Film-reel 1007
College Episode, approximately 1954	Film-reel 1007
Diplomatic Incident, approximately 1954	Film-reel 1007
Florida Fish Story, approximately 1954	Film-reel 1007
Foreword--Role of Picture Taking, approximately 1954	Film-reel 1007
Four Rooms with a View, approximately 1954	Film-reel 1007

Hermit of Berthoud Pass, approximately 1954	Film-reel 1007
Indiana University Story, approximately 1954	Film-reel 1007
Indiana University Story, screenplay, approximately 1954	Film-reel 1007
Initiation, approximately 1954	Film-reel 1007
Little Red Schoolhouse, approximately 1954	Film-reel 1007
Little Red Schoolhouse, screenplay, approximately 1954	Film-reel 1007
Martha's Vineyard Story, approximately 1954	Film-reel 1007
Osbornes Find a House, approximately 1954	Film-reel 1007
Pay-Dirt, approximately 1954	Film-reel 1007
Riverdale Revisited, approximately 1954	Film-reel 1007
Road Black, approximately 1954	Film-reel 1007
Roots--Boston, approximately 1954	Film-reel 1007
Shopping Trip, approximately 1954	Film-reel 1007
Table of Contents, approximately 1954	Film-reel 1007
Teddy and the Magician, approximately 1954	Film-reel 1007
Teddy and the Magician, screenplay, approximately 1954	Film-reel 1007
Teddy and the Modern Painting, approximately 1954	Film-reel 1007
Teddy and the Shanty-Boaters, approximately 1954	Film-reel 1007
The 86th Floor, approximately 1954	Film-reel 1007
The Ben Franklin Desk, approximately 1954	Film-reel 1007
The Brooklyn Story, approximately 1954	Film-reel 1007
The Capistrano Pigeon, approximately 1954	Film-reel 1007

The Charleston Story, approximately 1954	Film-reel 1007
The Chicago Story, approximately 1954	Film-reel 1007
The Christman Story, approximately 1954	Film-reel 1007
The Gettysburg Story, approximately 1954	Film-reel 1007
The Iowa Story, approximately 1954	Film-reel 1007
The Klamath Falls Story, approximately 1954	Film-reel 1007
The Little Green Bag, approximately 1954	Film-reel 1007
The Natchez Recluse, approximately 1954	Film-reel 1007
The New House, approximately 1954	Film-reel 1007
The Newport Story, approximately 1954	Film-reel 1007
The North Carolina Story, approximately 1954	Film-reel 1007
The Old Flames, approximately 1954	Film-reel 1007
The Old House, approximately 1954	Film-reel 1007
The Osborne Crisis, approximately 1954	Film-reel 1007
The Osbornes Go House-Hunting, approximately 1954	Film-reel 1007
The Osbornes Look for a Home, approximately 1954	Film-reel 1007
The San Francisco Story, approximately 1954	Film-reel 1007
The Summons Home, approximately 1954	Film-reel 1007
The Teche County and Avery Island, approximately 1954	Film-reel 1007
The Trip to Cooperstown, approximately 1954	Film-reel 1007

Other Programming, 1930-1947

Angelo Patri, recorded programs, 1934 May- Aug.	Film-reel 132
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Scope and Contents

WTAM, WWJ

Commercials, 1945 Jan.-1946 Apr.	Film-reel 275
Commercials, 1947 Jan.-Sept.	Film-reel 419
Dr. Haggard--Devils--Drugs--Doctors, 1931 Jan.-1932 Jan.	Film-reel 132
Kodak Mid-Week Hour, 1930 Apr.-July	Film-reel 131
Kodak Weekend Hour, 1930 Apr.-June	Film-reel 131
Kodak Weekend Hour, 1931 Apr.-Sept.	Film-reel 131
Kodak Weekend Hour, 1932 Apr.-Sept.	Film-reel 131
Kodak Weekend Hour, coastal stations, 1931 Mar.-July	Film-reel 131
Kodak Weekend Hour, coastal stations, 1932 May-Sept.	Film-reel 131
Musical Pictures, 1942 Nov.	Film-reel 174
Spot announcements, 1946 Feb.-Dec.	Film-reel 305

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Elgin National Watch Co., 1936-1948

Adventures of Nero Wolfe, 1944 Jan.-May 12	Film-reel 234
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Scope and Contents

Jan. 21 (#1) and June 30 (#24) never received from Chicago; Nero Wolfe also on J.B. Williams Co. program Apr.7-Sept. 27, 1943 (reel 207)

Adventures of Nero Wolfe, 1944 May 19-July 14	Film-reel 235
Christmas Show, 1948 Dec. 25	Film-reel 419
Football Revue, 1936 May-Dec.	Film-reel 154

Scope and Contents

Incomplete series

Recording of 75th Anniversary Celebration at World's Fair, 1939 Aug. 18	Film-reel 154
Thanksgiving Show, 1948 Nov.25	Film-reel 419

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Emerson Drug Co. (Bromo-Seltzer), 1935-1948

Commercials, 1935-1948

Canada, Let's Disagree, 1939 Oct.-1940 Mar.	Film-reel 421
Robert Shaw Chorale, 1948 Sept.-Dec.	Film-reel 421
Tito Guiza, 1936 Feb.-Mar.	Film-reel 421
Tom Howard, 1936 Jan.	Film-reel 421
1939 Nov.-1940 Feb.	Film-reel 171
1938 Apr.-June	Film-reel 244

Scope and Contents

Many missing

1935 Apr.-May	Film-reel 421
1938 Jan.-June	Film-reel 421

Other Programming, 1935-1940

Canada, E. Maloney writer, undated	Film-reel 421
Grenlund and His Girls, 1935 Aug. 20	Film-reel 342

Scope and Contents

California Office

Harriet Parsons, 1938 Jan.-Mar.	Film-reel 342
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Scope and Contents

California Office

Spot announcements, 1936 Feb.-1938 Apr. Film-reel 244

Scope and Contents

Incomplete series

1935-1940 Film-reel 13

1935 July-1936 Jan. Film-reel 244

Scope and Contents

Many missing

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Fanny Farmer Candies, 1942-1951

Buffalo Billy, 1950-1951

1950 Oct.-Dec. Film-reel 736

1951 Jan. 7-14 Film-reel 788

1950 Oct.-1951 Jan. Film-reel 1007

Commercials, 1942-1948

Spot announcements, 1942 Nov.-Dec. Film-reel 201

Station breaks, 1943 Nov.-1945 Film-reel 261

Station breaks, 1945 Film-reel 262

1942 July-Sept. Film-reel 170

1942 Aug.-1943 Oct. Film-reel 209

1946 Film-reel 305

1947 Film-reel 366

1947 Sept.-Dec. Film-reel 418

1948 Jan.-Sept. Film-reel 419

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Ford Dealers of America, 1948-1950

College of Musical Knowledge, 1949 Dec.-1950
Nov. Film-reel 735

Scope and Contents

Part of Nov. 30

College of Musical Knowledge, 1950 Nov.-30-
Dec. Film-reel 736

Scope and Contents

Rest of Nov. 30

Dickens' Christmas Carol, 1949 Dec. 24-25 Film-reel 717

Dr. Marshall, 1950 Nov.-Dec. Film-reel 736

Fred Allen Show, 1948 Jan.-June, 1948 Oct.-Dec. Film-reel 419

Fred Allen Show, 1949 Jan.-June Film-reel 734

Saturday News, 1950 Dec. Film-reel 736

Spot announcements, 1949 Jan. Film-reel 717

Spot announcements, 1949 Film-reel 734

Through the Crystal Ball, 1949 Apr.-June Film-reel 734

Variety Show, 1949 June-July Film-reel 734

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Ford Motor Company, 1944-1955

Ford Festival, 1951-1952

James Melton, 1951 Apr. 5-1952 June 26 Film-reel 974

James Melton, 1951 Apr. 5-1952 June 26 Film-reel 976

Scope and Contents

Beginning of reel fogged; done over on reel 977

James Melton, 1951 Apr. 5	Film-reel 976
James Melton, 1952 June 26	Film-reel 977
Mr. Peepers, 1952 July 3-Sept. 11	Film-reel 974
Mr. Peepers, 1952 July 3-Sept. 11	Film-reel 976

Other Programming, 1944-1955

Bill Ingram News--Cars, trucks, 1953	Film-reel 982
Bob Crosby Show, 1946 Jan.-July	Film-reel 305
Calypso, 1947 July-Aug.	Film-reel 419
Commercials, 1944 Apr.	Film-reel 215
Commercials, 1947	Film-reel 362
Commercials, 1948 Mar.-May	Film-reel 419
Dodger baseball, commercials, 1948	Film-reel 419
Economy truck radio commercials, 1953	Film-reel 982
Ford dealer spots, 1946 Oct. 29-31	Film-reel 307
Ford dealer spots--Car, radio, 1953	Film-reel 982
Ford promotion spots, 1945 Sept. 15	Film-reel 275
Ford Star Jubilee television, 1956	Film-reel 1003
Ford Star Jubilee--Television, 1955 Sept.-Dec.	Film-reel 1001
Ford Star Jubilee--The Caine Mutiny Court Marshal, 1955 Nov. 19	Film-reel 1001
Ford Star Theater scripts, 1951 Jan.-Mar.	Film-reel 788
Ford TV individual dealer purchase, 1949-1950	Film-reel 982
Frances Greer, 1945 Apr.-June	Film-reel 275

Import sales,, 1948 Oct. 11	Film-reel 419
Lincoln-Mercury, 1947 Dec.	Film-reel 419
Music Report for Motion Pictures, 1953 July 8	Film-reel 982
Recorded spot, 1948 Mar. 8	Film-reel 427
Robert Trout News--Car, commercials, 1952-1953	Film-reel 982
Shooting scripts--Cars, trucks, 1953	Film-reel 982
Spot announcements--Houston simulcast Eastern Parkway Boxing, 1953	Film-reel 982
Spot announcements--Time Savers, 1953 July 7	Film-reel 982
Stars of the Future, 1944 Dec.	Film-reel 235
Stars of the Future, 1945	Film-reel 275
Television auditions, 1948 Mar. 19	Film-reel 419
Trucks, 1947 Dec.	Film-reel 419
Used Car and Truck Service, 1953	Film-reel 982

The Ford Show, 1946-1947

Dinah Shore, 1947 Jan.-Mar.	Film-reel 361
Dinah Shore, 1947 Apr.-June	Film-reel 362
1946 Sept.-Dec.	Film-reel 305
1946 Dec.	Film-reel 307

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General Cigars, 1931-1950

Robert Burns Panatela, 1932-1933

Burns & Allen, 1932 Feb.-1933 May	Film-reel 149
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White Owl Cigars, 1931-1950

Broadcast, 1934 Mar.-1935 Sept.	Film-reel 150
Burns & Allen, 1933 May-1934 Mar.	Film-reel 149
Burns & Allen, 1931-1933	Film-reel 343
Scope and Contents	
California Office	
Commercials, 1944 June-Dec.	Film-reel 215
Earl Wilson Show, 1945 Jan.-Mar.	Film-reel 275
Earl Wilson Show, 1945 Mar.-July	Film-reel 275
Fred H. Ferrar (trumpet), 1939 Apr. 13	Film-reel 175
Hendrick Van Loon, 1940 Dec. 27-1941 Jan. 10	Film-reel 176
International Cigar, 1945 Oct. 24	Film-reel 366
News--Henry Gladstone, 1944 Jan.-1945 Jan.	Film-reel 242
Scope and Contents	
No broadcasts Mar. 23-June 12, 15; Sept. 21, Oct. 5 and 12, Nov. 2 and 6	
Quentin Reynolds and Bennett Cerf audition, 1945 May 7	Film-reel 361
Raymond Clapper--Commercials, London and Algeria broadcasts, 1943	Film-reel 208
Raymond Grave Swing, 1939 Sept.-Dec.	Film-reel 175
Raymond Grave Swing, 1940 Jan.-Aug.	Film-reel 175
Scope and Contents	
No broadcast Jan. 8; missing May 15, June 24-26 broadcasts	
Raymond Grave Swing, 1940 Aug.-Dec.	Film-reel 176
Raymond Grave Swing, 1941-1942	Film-reel 176
Sports Program, 1939 Oct.-Dec.	Film-reel 153
Spot announcements, 1940 Apr. 15	Film-reel 175

White Owl Sports Smoker, 1947 Oct.-Dec.	Film-reel 367
White Owl Sports Smoker, 1948 Jan.-Apr.	Film-reel 422
World's Fair exhibit building recording, 1940 May 2	Film-reel 175
Yankee Baseball, 1948 Mar.-Sept.	Film-reel 422
Yankee Baseball commercial, 1947 Apr.-July	Film-reel 366
Yankee Baseball commercial, 1947 July-Sept.	Film-reel 367
Yankees baseball, 1946 Mar.-July	Film-reel 313
Yankees baseball, 1946 July-Sept.	Film-reel 314
Yankees baseball, 1948 Sept.-Oct.	Film-reel 422
Yankees baseball, 1949-1950	Film-reel 719

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Groves (Bromo-Quinine), 1940-1941

Commercials, 1940-1941

Spot announcements, 1940 Sept.-Dec.	Film-reel 175
1941 Oct.-Nov.	Film-reel 170
1940 Sept.-1941 Jan.	Film-reel 174
1941 Oct.-1942 Jan.	Film-reel 205
1941 Oct.-1942 Jan.	Film-reel 206

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J.B. Williams, 1938-1949

Aqua Velva, 1939-1941

Commercials, 1939 Sept.-Oct.	Film-reel 153
Spot announcements, 1940 July-Aug., 1941 Jan.-Sept.	Film-reel 182

CBS News, 1946

KFH, WINR, WHP, WGBF, commercials, 1946 Sept.-Dec.	Film-reel 314
William L. Shirer commercials, 1946	Film-reel 314
WTIC, commercials, 1946	Film-reel 314

Glider, 1938-1948

Bob Howard, 1938	Film-reel 153
Commercials, 1948 Jan.-June	Film-reel 418
Sports Program, A.B McGinley, WTIC, 1938 Apr.-Sept.	Film-reel 153
Swing Program, 1938 Apr.-1939 Feb.	Film-reel 153
Swing Program, Bob Howard, 1939 Mar.-Oct.	Film-reel 154
Walgreen Drug commercials, 1941 Jan.-Apr.	Film-reel 182

Scope and Contents

WIND, WENR, WGN

William Cunningham Participation program, commercials, 1940	Film-reel 181
William Cunningham Participation program, commercials, 1940	Film-reel 182

Scope and Contents

Gift cake of Lanoline soap

William L. Shirer, 1943 Dec.-1945 Dec.	Film-reel 264
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Scope and Contents

Many dates missing

WQXR, 1943 Sept.-Dec.	Film-reel 264
WQXR, 1944 Jan.-June	Film-reel 265
WTIC, 1943 Sept.-1945 Dec.	Film-reel 264

Glider, Aqua Velva, 1941-1944

Commercials, 1942 Jan.-Sept., 1943 Mar.-Sept. Film-reel 207

Latin American program, WLWO, commercials,
1941 July-1942 Aug. Film-reel 243

Scope and Contents

In Spanish

Nero Wolf, 1943 Apr.-Sept. Film-reel 207

William L. Shirer News, commercials, 1944
Jan.-Nov. Film-reel 242

Scope and Contents

Missing Mar. 19

William L. Shirer News, commercials, 1944
Nov.-Dec. Film-reel 243

Other Programming, 1940-1949

Act II, 1949 Mar.-July Film-reel 718

Commercials, 1945 Film-reel 283

Commercials, 1947 Jan.-Aug. Film-reel 365

Commercials--Latin American program, 1940
Aug.-1941 July Film-reel 182

Scope and Contents

In Spanish

Eddie Mayehoff Looks at the News audition,
1947 Apr. 1 Film-reel 361

Frank Sinatra--Commercials, 1943 Dec. Film-reel 207

Say It With Acting, 1949 Aug.-Oct. Film-reel 718

Say It With Acting, 1949 Oct.-1950 Aug. Film-reel 719

Scope and Contents

No script for July 30

Talks, 1945 Jan.-Aug.	Film-reel 283
True Or False program--Dr. Harry Hagen, 1943 Jan.-June	Film-reel 207
William L. Shirer, 1943 Dec.	Film-reel 207
William L. Shirer, news, 1945	Film-reel 283
Pearson & Allen, 1940	
Washington Merry Go-Round, 1940 July-Sept.	Film-reel 181
Washington Merry Go-Round, 1940 July-Sept.	Film-reel 182
Ted Steele, 1940	
Gliding Swing program, 1940 Jan.-July	Film-reel 181
Gliding Swing program, 1940 Jan.-July	Film-reel 182
Williams News Program, 1940-1942	
WQXR, 1940-1942	Film-reel 181
WQXR, 1940 Feb.-Aug., 1942 Feb.-Aug.	Film-reel 182
WQXR, 1940 Jan.-July	Film-reel 182
WTIC, 1940-1941 Sept.	Film-reel 181
WTIC, 1940 Jan.-1941 Sept.	Film-reel 182
Scope and Contents	
Rota-Shaver, Aqua Velva, Glider	
WTIC, 1940 May 1-2	Film-reel 182
Williams Shaving Cream, 1938-1942	
True Or False program, Dr. Harry Hagen, 1940 Jan.-1942 Nov.	Film-reel 181
Scope and Contents	
No broadcasts in summer	

True Or False program, Dr. Harry Hagen, 1942 Nov.-Dec.	Film-reel 181
True Or False program, Dr. Harry Hagen, 1942 Nov.-Dec.	Film-reel 182
True or False, Dr. Harry Hagen, 1938-1939	Film-reel 153
WFIL commercials, 1941 Sept. 16	Film-reel 181
WFIL commercials, 1941 Sept. 16	Film-reel 182

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Johns-Manville Company, 1933-1954

Bill Henry News, 1943-1954

1943 Sept.-Dec.	Film-reel 206
1944	Film-reel 235
Scope and Contents No broadcast July 11-21	
1945	Film-reel 276
Scope and Contents Missing Jan. 1, Dec. 20 broadcasts	
1946	Film-reel 306
1947	Film-reel 362
1947 Dec.-1948 Apr.	Film-reel 420
1948 May-Dec.	Film-reel 421
Scope and Contents No broadcasts June 21-Aug. 20	
1949 Oct.-Dec.	Film-reel 734
1954	Film-reel 992

Cecil Brown News, 1942-1943

1942 June-July	Film-reel 173
1942 July-Dec.	Film-reel 174
1943 Jan.-Sept.	Film-reel 206
1942 Dec. 23	Film-reel 206
Commercials, 1940-1952	
WGY, 1940 Apr.-July	Film-reel 173
WMCA, 1940 Aug.	Film-reel 173
1944 Dec. 28	Film-reel 215
1952	Film-reel 982
Fair Meadows USA, 1951-1952	
1951 Nov.-Dec.	Film-reel 789
1951 Dec. 16-23	Film-reel 982
<p>Scope and Contents</p> <p>Episodes 78</p>	
1952 Jan.-Apr.	Film-reel 982
Other Programming, 1933-1952	
Advancing Human Frontier television, 1952 Jan.-Aug.	Film-reel 910
Advancing Human Frontier television, 1952 Aug.-Dec.	Film-reel 911
Audition, 1941 Dec. 23	Film-reel 175
Dramatic, 1936 Jan. 13	Film-reel 155
Floyd Gibbons, 1933 Oct.-1935 June	Film-reel 154
Floyd Gibbons, 1935 June-July	Film-reel 155
Institutional radio talks, 1937	Film-reel 155

News scripts, 1951 Jan.-Mar.	Film-reel 788
News scripts, 1951 Mar.-Dec.	Film-reel 789
News--Elma Davis, 1942 Jan.-June	Film-reel 173
Scope and Contents	
Feb. 12 missing	
News--Elma Davis, 1942 Feb. 12	Film-reel 206
News--Frazier Hunt, 1941 Sept.-Dec.	Film-reel 173

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Kellogg Co., 1938-1942

Howie Wing--A Saga of Aviation, WABC, 1938-1939

1938 Oct. Film-reel 156

Scope and Contents

First 10 episodes; agency was N.W. Ayer

1938 Nov.-1939 May Film-reel 157

1939 May-June Film-reel 158

Other Programming, 1939-1942

Commercials, 1942 Film-reel 175

Scope and Contents

In Spanish

Corn Flakes commercials, Latin America, 1941
July 30 Film-reel 170

The Circle, 1939 Jan.-July Film-reel 156

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Kraft Cheese, 1929-1958

Kraft Music Hall, 1933-1955

Al Jolson, 1947 Oct.-Dec.	Film-reel 363
Al Jolson, 1948 Jan.-June	Film-reel 423
Al Jolson, 1948 June, 1948 Sept.-Dec.	Film-reel 424
Bing Crosby, 1944 Jan.-Aug.	Film-reel 235
Scope and Contents	
Missing Apr. 13, May 11, Oct. 26 broadcasts	
Bing Crosby, 1944 Sept.-Dec.	Film-reel 236
Bing Crosby, etc., 1940 Jan.-1941 Jan.	Film-reel 177
Scope and Contents	
No broadcast June 27 due to Republican Convention	
Bing Crosby, etc., 1941 Jan.-1942 Feb.	Film-reel 178
Scope and Contents	
Missing Feb. 5 1942 broadcast	
Bing Crosby, etc., 1942 Jan.-Dec.	Film-reel 179
Bing Crosby, etc., 1943 January-August	Film-reel 204
Bing Crosby, etc., 1943 Aug.-Dec.	Film-reel 205
Scope and Contents	
Missing Nov.-Dec. 23; missing July 1, 1943	
Bing Crosby, etc., 1941 July-August, 1942 Dec. 3, 1943 Nov.-Dec.	Film-reel 214
Commercials, 1934 Sept.-Oct.	Film-reel 121
Eddy Duchin, 1947 Jan.-June	Film-reel 363
Jimmy Dorsey, Bing Crosby, 1935 Dec.-1936 Feb.	Film-reel 121
Jimmy Dorsey, Bing Crosby, 1936	Film-reel 122
Jimmy Dorsey, Bing Crosby, 1937 Jan.-Mar.	Film-reel 123

Jimmy Dorsey, Bing Crosby, 1937 Apr.-July	Film-reel 124
John Trotter Orchestra, Bing Crosby, 1938 Jan.-Mar.	Film-reel 122
John Trotter Orchestra, Bing Crosby, 1938 Mar.-Dec.	Film-reel 123
John Trotter Orchestra, Bing Crosby, 1937 July-Dec., 1939 Jan.-Mar.	Film-reel 124
John Trotter Orchestra, Bing Crosby, 1939 Mar.-Dec.	Film-reel 125
John Trotter Orchestra, Bing Crosby, 1939 Mar. 16-23	Film-reel 127
Nelson Eddy, 1947 July-Sept.	Film-reel 363
Paul Whiteman, Al Jolson, Deems Taylor, 1933 June-1934 July	Film-reel 120
Paul Whiteman, Al Jolson, Deems Taylor, 1934 Aug.-Dec.	Film-reel 121
Paul Whiteman, Al Jolson, Deems Taylor, 1935	Film-reel 121
Rudy Vallee, radio, 1955 Feb.-Sept.	Film-reel 1001
1949 Jan.-May	Film-reel 722

Kraft Television Theatre, 1947-1958

1947 May 7-June 25	Film-reel 363
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Through second act of June 25 I Like It Here

A Bit o' Love, 1955 Jan. 6	Film-reel 1000
A Christmas Carol, 1952 Dec. 24	Film-reel 908
A Kiss for Cinderella, 1952 Oct. 15	Film-reel 908
A Long Night in Forty Mile, 1952 Oct. 22	Film-reel 908
A Matter of Life, 1957 Apr. 17	Film-reel 1002

A Night of Rain, 1957 Apr. 24	Film-reel 1002
A Night To Remember, 1956 Mar. 28	Film-reel 1004
A Night To Remember, 1956 May 2	Film-reel 1004
A Nugget from the Sunset, 1955 Dec. 15	Film-reel 1001
A Profile in Courage, 1956 May 16	Film-reel 1004
A Seacoast in Bohemia, 1955 Apr. 27	Film-reel 1000
A Traveler from Brussels, 1957 Feb. 27	Film-reel 1002
A Woman for Tony, 1955 June 1	Film-reel 1002
Accusation, 1957 Dec. 30	Film-reel 1011
All Those Beautiful Girls, 1957 May 29	Film-reel 1002
Amy, 1958 Feb. 12	Film-reel 1011
Angry Angel, 1958 Mar. 26	Film-reel 1008
Anna Santonello, 1956 Aug. 8	Film-reel 1004
At Mrs. Beam's, 1952 June 4	Film-reel 907
Babies For Sale, 1956 July 18	Film-reel 1004
Background, 1952 Sept. 24	Film-reel 907
Bed Room 12 on the Appalachian Waterfall, 1956 May 23	Film-reel 1004
Before It's Too Late, 1956 Nov. 14	Film-reel 1004
Bobbie, 1956 Feb. 29	Film-reel 1004
Box Seven-O-Four, 1956 May 30	Film-reel 1004
Boy In a Cage, 1956 June 13	Film-reel 1004
Boy Will Be Boys, 1955 Jan. 26	Film-reel 1000
Christmas Dinner, 1955 Dec. 21	Film-reel 1001
Code of the Corner, 1958 Jan. 15	Film-reel 1007

Collision, 1957 Mar. 13	Film-reel 1002
Country Music, undated	Film-reel 1011
Cricket on the Hearth, 1952 June 11	Film-reel 907
Day of Judgment, 1955 Nov. 23	Film-reel 1001
Death is a Spanish Dancer, 1956 May 9	Film-reel 1004
Death of Kid Slawson, 1952 June 18	Film-reel 907
Departure, 1955 Feb. 16	Film-reel 1000
Divorcees Anonymous, undated	Film-reel 1011
Dog in a Bush Tunnel, 1958 Mar. 5	Film-reel 1008
Drop on the Devil, 1955 June 22	Film-reel 1002
Drummer Man, 1957 May 1	Film-reel 1002
Eddie (missing), 1958 Jan. 22	Film-reel 1007
Eleven O'Clock Flight, 1955 Dec. 23	Film-reel 1001
Fire and Ice, 1957 June 12	Film-reel 1002
Five Minutes To Live, 1956 Feb. 2	Film-reel 1003
Flesh and Blood, 1957 May 8	Film-reel 1002
Flowers for 2B, 1955 May 4	Film-reel 1002
Flying Object at 3 O'Clock High, 1956 June 20	Film-reel 1004
Follow the Dream, 1952 Feb. 6	Film-reel 906
Give Me the Courage, 1957 Feb. 20	Film-reel 1002
Good Old Charlie Faye, 1956 Feb. 8	Film-reel 1003
Gramercy Ghost, 1955 Apr. 20	Film-reel 1000
Green Cars Go East, 1952 Apr. 16	Film-reel 906
Half the World's a Bride, 1955 Mar. 2	Film-reel 1000

Hang Up My Guns, 1957 Jan. 2	Film-reel 1002
Haunted, 1955 Aug. 24	Film-reel 1003
Hilda McKay, 1952 Nov. 12	Film-reel 908
Hit and Run, 1956 Oct. 31	Film-reel 1004
Home Is the Hero, 1956 Jan. 25	Film-reel 1003
I Am 15--And I Don't Want to Die, 1956 Oct. 17	Film-reel 1004
I Woke Up Stupid, 1958 Jan. 15	Film-reel 1011
I, Mrs. Bibb, 1955 Oct. 19	Film-reel 1003
Impasse, 1955 July 6	Film-reel 1002
In Albert's Room, 1953 Aug. 19	Film-reel 1003
In the LaBanza, 1955 July 20	Film-reel 1003
Indian Summer, 1952 Aug. 20	Film-reel 907
Intimate Strangers, 1952 Dec. 10	Film-reel 908
It's Only Money, 1955 Sept. 14	Film-reel 1003
Jeannie, 1955 Mar. 16	Film-reel 1000
Johnny Big, undated	Film-reel 1011
Joy for Mourning, 1952 June 25	Film-reel 907
Judge Contains Hotel, 1955 May 11	Film-reel 1002
Lace on Her Petticoat, 1952 Aug. 13	Film-reel 907
Letters to Lucerne, 1952 Sept. 10	Film-reel 907
Look What's Going On, 1958 Mar. 19	Film-reel 1008
Look What's Going On, 1958 Mar. 19	Film-reel 1011
Low Water at Hellgate, undated	Film-reel 1011
Man in a Trance, undated	Film-reel 1011

Man in Authority, 1958 Apr. 2	Film-reel 1008
Material Witness, 1958 Feb. 19	Film-reel 1007
Material Witness, 1958 Feb. 4	Film-reel 1011
Meet a Body, 1955 July 27	Film-reel 1003
Melody Jones, 1952 Nov. 5	Film-reel 908
Men of Prey, 1957 May 22	Film-reel 1002
Michael & Mary, 1952 Oct. 1	Film-reel 907
Mock Trial, 1956 Sept. 5	Film-reel 1004
Most Blessed Woman, 1957 Jan. 23	Film-reel 1002
Mr. Barry's Etchings, 1952 Sept. 3	Film-reel 907
Mr. Lazarus, 1952 Nov. 26	Film-reel 908
Mrs. O'Brien Entertains, 1952 Jan. 30	Film-reel 905
Mrs. O'Brien Entertains, 1952 Jan. 30	Film-reel 906
Murder of a Sand Flea, 1956 Oct. 10	Film-reel 1004
My Aunt Daisy, 1955 June 15	Film-reel 1002
My Lady Ruth, 1955 Dec. 7	Film-reel 1001
Night of Rain, 1957 Apr. 24	Film-reel 1011
Night of the Plague, 1957 Mar. 20	Film-reel 1002
No Riders, 1956 Apr. 18	Film-reel 1004
No Warning, 1957 Jan. 16	Film-reel 1002
Nothing Personal, 1957 June 19	Film-reel 1002
Now Where Was I, 1955 Apr. 13	Film-reel 1000
Number Four with Flowers, 1955 Nov. 2	Film-reel 1001
Once a Genius, 1955 Nov. 30	Film-reel 1001

One, 1955 Oct. 26	Film-reel 1003
One Dark Night, 1957 Nov. 29	Film-reel 1011
One Hill, One River, 1955 Jan. 5	Film-reel 1000
One Way West, 1956 Aug. 1	Film-reel 1004
Out to Kill, 1956 Sept. 19	Film-reel 1004
Outline for a Television Play, 1957 July 9	Film-reel 1011
Paper Foxhole, 1956 Apr. 4	Film-reel 1004
Paper Moon, 1952 Dec. 31	Film-reel 908
Patterns, 1955 Jan. 12	Film-reel 1000
Patterns (repeat), 1955 Feb. 9	Film-reel 1000
Philip Goes Forth, 1952 Jan. 9	Film-reel 905
Portrait of a Citizen, undated	Film-reel 1011
Prairie Night, 1956 July 25	Film-reel 1004
Prologue to Glory, 1952 May 21	Film-reel 906
Quiet Wedding, 1952 Nov. 19	Film-reel 908
Run Joe Run, 1958 Jan. 29	Film-reel 1007
September Tide, 1952 Mar.27	Film-reel 906
Shadow of Evil, 1956 Sept. 12	Film-reel 1004
Shadow of Suspicion, 1956 Nov. 7	Film-reel 1004
She Stoops to Conquer, 1952 May 7	Film-reel 906
Sheriff's Man, 1957 Mar. 27	Film-reel 1002
Six By Six, 1952 Aug. 6	Film-reel 907
Six Hours of Terror, 1957 Jan. 9	Film-reel 1002
Snapfinger Creek, 1956 Feb. 22	Film-reel 1004

Someone to Hang, 1955 June 8	Film-reel 1002
Southwest Corner, 1955 Mar. 30	Film-reel 1000
Spur of the Moment, 1955 Aug. 3	Film-reel 1003
Starfish, 1956 June 27	Film-reel 1004
Tear Open the Skies, 1956 July 4	Film-reel 1004
Teddy Bear, 1956 Dec. 12	Film-reel 1004
The Battle for Wednesday, 1958 Jan. 1	Film-reel 1007
The Beautiful Time, 1955 Oct. 5	Film-reel 1003
The Braveness of Christy Fallon, 1955 May 18	Film-reel 1002
The Bride the Sun Shines On, 1952 Mar. 19	Film-reel 906
The Chess Game, 1955 Aug. 31	Film-reel 1003
The Curly-Headed Kid, 1957 June 26	Film-reel 1002
The Day of the Hunter, 1956 Nov. 21	Film-reel 1004
The Devil as a Roaring Lion, 1956 Jan. 18	Film-reel 1003
The Diamond As Big As the Ritz, 1955 Sept. 28	Film-reel 1003
The Discoverers, 1957 Feb. 6	Film-reel 1002
The Divine Drudge, 1952 Oct. 29	Film-reel 908
The Duel, 1957 Mar. 6	Film-reel 1002
The Emperor Jones, 1955 Feb. 23	Film-reel 1000
The Empty House, 1952 Dec. 3	Film-reel 908
The Failure, 1955 Aug. 17	Film-reel 1003
The Fool Killer, 1956 Mar. 7	Film-reel 1004
The Gentle Grafter, 1956 Apr. 24	Film-reel 1004
The Girl Who Saw Too Much, 1956 Aug. 29	Film-reel 1004

The Glass Wall, 1957 May 15	Film-reel 1002
The Grapefruits to Lisbon, 1956 Oct. 24	Film-reel 1004
The Grass Harp, 1952 Sept. 17	Film-reel 907
The Great Big Doorstep, 1952 July 16	Film-reel 907
The Guest Room, 1952 Dec. 17	Film-reel 908
The Inn, 1952 May 14	Film-reel 906
The Just and the Unjust, 1956 Dec. 26	Film-reel 1004
The King's Bounty, 1955 Sept. 21	Film-reel 1003
The Last Mile, 1952 Apr. 9	Film-reel 906
The Life of Mickey Mantle, 1956 Oct. 3	Film-reel 1004
The Long Arm, 1956 July 11	Film-reel 1004
The Lost Shadow, 1956 Apr. 11	Film-reel 1004
The Lost Weekend, 1956 Mar. 21	Film-reel 1004
The Man in Half Moon Street, 1952 Apr. 30	Film-reel 906
The Man on Roller Skates, 1956 Feb. 15	Film-reel 1003
The Man on Roller Skates, 1956 Feb. 15	Film-reel 1004
The Man Who Couldn't Say No, 1957 Feb. 13	Film-reel 1002
The Medallion, 1957 Apr. 3	Film-reel 1002
The Million Dollar Rookie, 1955 May 25	Film-reel 1002
The Mob, 1955 June 29	Film-reel 1002
The Mollusk, 1952 Feb. 20	Film-reel 906
The Music Master, 1952 July 30	Film-reel 907
The New Gossoon, 1952 Jan. 2	Film-reel 905
The New Tenant, 1952 Oct. 8	Film-reel 907

The New Tenant, 1952 Oct. 8	Film-reel 908
The Night of May Third, 1956 June 6	Film-reel 1004
The Night Watchers, 1955 Mar. 9	Film-reel 1000
The Ninth Hour, 1956 Dec. 5	Film-reel 1004
The Peaceful Warrior, 1952 Jan. 23	Film-reel 905
The Plunge, 1956 Sept. 26	Film-reel 1004
The Roaring 20th, 1957 June 5	Film-reel 1002
The Round Table, 1952 Jan. 16	Film-reel 905
The Rugged Path, 1952 Mar. 26	Film-reel 906
The Ryan Girl, 1952 Apr. 2	Film-reel 906
The Sea is Boiling Hot, 1958 Mar. 12	Film-reel 1008
The Sears Girls, 1956 Jan. 11	Film-reel 1003
The Singin' Idol, 1957 Jan. 30	Film-reel 1002
The Skin Game, 1952 Feb. 13	Film-reel 906
The Skin Game, 1955 Feb. 2	Film-reel 1000
The Small Hours, 1952 Aug. 27	Film-reel 907
The Spell of the Tigress, 1958 Feb. 5	Film-reel 1007
The Story of Mary Surratt, 1955 Mar. 23	Film-reel 1000
The Straw, 1955 July 13	Film-reel 1003
The Summit, 1952 Apr. 23	Film-reel 906
The Thief, 1952 Mar. 12	Film-reel 906
The Thieving Magpies, 1956 Jan. 4	Film-reel 1003
The Third Visitor, 1952 May 28	Film-reel 906
The Third Visitor, 1952 May 28	Film-reel 907

The Velvet Trap, 1958 Jan. 8	Film-reel 1007
The Woman at High Hollow, 1958 Feb. 26	Film-reel 1007
The Wonderful Gift (missing), 1956 Dec. 19	Film-reel 1004
The Written Word, 1955 Jan. 19	Film-reel 1000
Ticket and the Tempest, 1955 Nov. 9	Film-reel 1001
Time for Turning, 1952 July 2	Film-reel 907
Time Lock (missing), 1956 Nov. 28	Film-reel 1004
Treatment for a Long Flight, undated	Film-reel 1011
Trucks Welcome, 1955 Oct. 12	Film-reel 1003
Two Times Two, 1955 Aug. 10	Film-reel 1003
What Anne Brought Home, 1952 Mar. 5	Film-reel 906
Whim of Iron, 1955 Apr. 6	Film-reel 1000
Woman of Principle, 1955 Sept. 7	Film-reel 1003
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1947 Nov. 12-Dec.	Film-reel 365
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1948 Apr.-Aug.	Film-reel 425
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No broadcasts June 23, July 14 due to political conventions	
1948 Aug.-Dec.	Film-reel 426
1948 Dec.	Film-reel 427

1949 Jan.-Feb. 9	Film-reel 722
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1949 Feb.-June 22	Film-reel 723
Scope and Contents	
Rest of Feb. 9; May 18 missing; part of June 22, Pink String and Sealing Wax	
1949 June 22-Sept 28	Film-reel 724
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Rest of June 22, Pink String and Sealing Wax; part of Sept. 28 Climax'	
1949 Sept. 28-1950 Feb. 8	Film-reel 725
Scope and Contents	
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1950 Feb. 8-June 14	Film-reel 726
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1950 June 21-Oct. 11	Film-reel 729
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Pages 13-21 of Act II, The Great Broxopp	
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1951 Feb. 28-June 27	Film-reel 790

1951 June 27-Nov. 7	Film-reel 791
1951 Nov. 7-Dec.	Film-reel 792
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Comedy Time, 1958 Jan.-Feb.	Film-reel 1008
Modern Romances, 1958 Jan.-Feb.	Film-reel 1008
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Bobby Benson Show, 1951 Jan.	Film-reel 792
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Delicate Story, 1951	Film-reel 974
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Edgar Bergen Show, 1955 Jan.-Feb.	Film-reel 992
Edward Everett Hale, 1945 July-Sept.	Film-reel 276
Frank Morgan, 1945 Oct.-Dec.	Film-reel 276
International, 1949 Jan.	Film-reel 717
Kraft Mayonnaise commercials, 1942 Jan.-June	Film-reel 343

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California Office

Kraft Miracle Whip article, 1933

Film-reel 343

Scope and Contents

California Office

Kraft Music Hall, 1946

Film-reel 306

Scope and Contents

Missing Sept. 26

Kraft Music Hall, 1936 June

Film-reel 343

Scope and Contents

California Office

Kraft Summer Show, 1949 Summer

Film-reel 722

Kraft Summer show--Nelson Eddy, 1948 June-
Sept.

Film-reel 424

Kraft Television Theatre Side 1, 1954 Jan.-Feb.
25

Film-reel 990

Scope and Contents

Act III of Feb. 25 broadcast

Kraft Television Theatre Side 1, 1954 July 8-
Nov. 10

Film-reel 991

Scope and Contents

Acts I-III of Nov. 10 broadcast

Kraft Television Theatre Side 2, 1954 Feb. 25-
July 7

Film-reel 990

Kraft Television Theatre Side 2, 1954 Nov. 10-
Dec.

Film-reel 991

Parkay margarine--The Great Gildersleeve,
1941 Sept.-Oct.

Film-reel 343

Scope and Contents	
California Office	
Show, 1945	Film-reel 276
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No broadcast Apr. 12	
Speech by Gen. G.S. Patton Jr., 1942 Oct. 28	Film-reel 343
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California Office	
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Autumn Crocus, 1955 Mar. 24	Film-reel 1000
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Candle Light, 1955 May 5	Film-reel 1000
Coquette, 1955 July 7	Film-reel 1000
Cynara, 1955 May 12	Film-reel 1000
Death is a Spanish Dancer, 1955 June 20	Film-reel 1000
Erica, 1955 June 2	Film-reel 1000
Hang Up My Guns, 1955 Apr. 28	Film-reel 1000
Joe Landry's Kid, 1955 Feb. 24	Film-reel 1000
Life and Taxes, 1955 June 9	Film-reel 1000
Mother is watching, 1955 June 16	Film-reel 1000
No Riders, 1955 Apr. 14	Film-reel 1000
Prologue to Glory, 1955 Feb. 10	Film-reel 1000
The Cornered Man, 1955 Jan. 27	Film-reel 1000
The Dover Road, 1955 Feb. 17	Film-reel 1000
The Fascinating Stranger, 1955 June 23	Film-reel 1000
The Forger, 1955 Mar. 31	Film-reel 1000
The Glass Parlor, 1955 Apr. 7	Film-reel 1000
The Hickory Limb, 1955 Jan. 13	Film-reel 1000
The Kingdom of Andrew Jones, 1955 May 26	Film-reel 1000
The Rugged Mountains, 1955 Jan. 20	Film-reel 1000

The Silver Box, 1955 Mar. 17	Film-reel 1000
The Ways of Courage, 1955 May 19	Film-reel 1000
Thirty, Honey, Thirty, 1955 Feb. 3	Film-reel 1000
Thunder Rock, 1955 Apr. 21	Film-reel 1000

Other Programming, 1930-1944

Afternoon Tea, 1930 Dec.	Film-reel 244
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Husbands and Wives, 1937	Film-reel 159
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1943 July-1944 June Film-reel 262

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1939 Feb.-Mar. Film-reel 134

Scope and Contents

In this order: production sheet, as-broadcast script, original JWT script
before as-broadcast changes

1939 Mar.-July Film-reel 135

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African Queen, 1952 Dec. 15 Film-reel 912

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Aunt Jenny hitchhikes, 1949 Jan.-Apr. Film-reel 730

Branded, 1952 Jan. 28 Film-reel 911

Capt. Horatio Hornblower, 1952 Jan. 21 Film-reel 911

Come to the Stable, 1952 Mar. 24 Film-reel 911

Duchess of Idaho, 1952 Jan. 7 Film-reel 911

Five Fingers, 1952 Oct. 13 Film-reel 912

Follow the Sun, 1952 Mar. 10 Film-reel 911

Goodbye My Fancy, 1952 Jan. 14 Film-reel 911

Grounds for Marriage, 1952 Nov. 10 Film-reel 912

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Here Comes the Groom, 1952 Sept. 15	Film-reel 912
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I'll Never Forget You, 1952 Sept. 22	Film-reel 911
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King Solomon's Mines, 1952 Dec. 1	Film-reel 912
Les Miserables, 1952 Dec. 22	Film-reel 912
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My Six Convicts, 1952 Oct. 20	Film-reel 912
My Son John, 1952 Oct. 27	Film-reel 912
No Highway in the Sky, 1952 Apr. 28	Film-reel 911
On Moonlight Bay, 1952 May 5	Film-reel 911
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Riding High, 1952 May 12	Film-reel 911
Room for One More, 1952 May 26	Film-reel 911
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The Mating of Millie, 1949 Jan. 3	Film-reel 730
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Viva Zapata, 1952 Nov. 3	Film-reel 912
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1935 June-Dec.	Film-reel 104
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1936 Mar.-Nov.	Film-reel 105
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1937 Oct.-1938 Apr.	Film-reel 107
1938 May-1939 Jan.	Film-reel 108
1939 Feb.-Nov.	Film-reel 109
1939 Nov.-Dec.	Film-reel 110

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1940 Jan.	Film-reel 182
1940 Jan.-Oct.	Film-reel 183
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1941 Oct.-July	Film-reel 184
Scope and Contents	
No broadcasts in summer	
1941 Sept.-1942 Apr.	Film-reel 185
Scope and Contents	
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No broadcasts in summer	
1943 Jan.-May	Film-reel 200
1943 May-July, 1943 Sept.-Dec.	Film-reel 201
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1944 Jan.-July 3, 1944 Sept.	Film-reel 236
1944 Sept.-Dec.	Film-reel 237
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1945 Feb.-Dec.	Film-reel 276
1945 Dec. 17-31	Film-reel 277
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Scope and Contents

No summer broadcasts

1934 Nov. Film-reel 343

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California Office

1947 Jan.-June, 1947 Aug.-Sept. Film-reel 367

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Through second act of Sept. 15, The Seventh Veil

1947 Sept. 15-Dec. Film-reel 368

Scope and Contents

From third act of Sept. 15, The Seventh Veil

1948 Film-reel 416

Scope and Contents

No broadcast June 21

1949 Film-reel 731

Scope and Contents

End of Jan. 3 The Mating of Millie; Dec. 26 to end of Act I

1949 Dec. 26-1950 Oct. 30 Film-reel 732

Scope and Contents

End of Dec. 26; Oct. 30 to end of Act II

1950 Oct. 30 Film-reel 733

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1951 Jan.-Nov. 12 Film-reel 793

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Ceylon Treasure, 1952 Jan. 14	Film-reel 912
Country Lawyer, 1952 Oct. 20	Film-reel 913
Decision, 1952 Apr. 14	Film-reel 912
Fear, 1952 Dec. 8	Film-reel 913
Ferry Crisis at Friday Point, 1952 May 19	Film-reel 912
For Goodness Sake, 1952 Jan. 28	Film-reel 912
Garveau '83, 1952 June 2	Film-reel 912
Gilia, 1952 June 16	Film-reel 913
Happily But Not Forever, 1952 Sept. 22	Film-reel 913
Hunt the Man Down, 1952 Apr. 7	Film-reel 912
I Can't Remember, 1952 June 30	Film-reel 913
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Ile, 1952 Sept. 8	Film-reel 913
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Kelly, 1952 Feb. 4	Film-reel 912
Legacy of Love, 1952 Oct. 6	Film-reel 913
Scope and Contents	
Oct. 13 broadcast missing	
Life, Liberty, and Orrin Dooley, 1952 Feb. 18	Film-reel 912

Marriage in the Beginning, 1952 May 12	Film-reel 912
Masquerade, 1952 May 5	Film-reel 912
Mr. Finchley Versus the Atom Bomb, 1952 Jan. 7	Film-reel 912
Night Be Quiet, 1952 Mar. 3	Film-reel 912
Operation Weekend, 1952 Apr. 21	Film-reel 912
Pattern for Glory, 1952 May 26	Film-reel 912
Salad Days, 1952 Apr. 28	Film-reel 912
Side 1, 1954 Sept.2-Dec.	Film-reel 992
Something to Celebrate, 1952 Nov. 10	Film-reel 913
Son Wanted, 1952 July 14	Film-reel 913
Song for a Banjo, 1952 Dec. 15	Film-reel 913
Stone's Throw, 1952 Sept. 15	Film-reel 913
Taste, 1952 Mar. 31	Film-reel 912
The Bargain, 1952 Feb. 25	Film-reel 912
The Brigadier, 1952 July 21	Film-reel 913
The Face of Autumn, 1952 Nov. 3	Film-reel 913
The Foggy, Foggy Dew, 1952 Mar. 17	Film-reel 912
The Game of Chess, 1952 Feb. 11	Film-reel 912
The Hill, 1952 Nov. 24	Film-reel 913
The Key, 1952 Dec. 29	Film-reel 913
The Lesson, 1952 June 9	Film-reel 912
The Lesson, 1952 June 9	Film-reel 913
The Magnolia Touch, 1952 Aug. 25	Film-reel 913
The Man Who Struck It Rich, 1952 Nov. 17	Film-reel 913

The Orchard, 1952 Aug. 11	Film-reel 913
The Promotion, 1952 Mar. 10	Film-reel 912
The Return of Ulysses, 1952 Sept. 1	Film-reel 913
The Sound of Waves Breaking, 1952 Jan. 21	Film-reel 912
Three Hours Between Planes, 1952 Oct. 27	Film-reel 913
Two Make Four, 1952 Aug. 4	Film-reel 913
Two Pale Horsemen, 1952 July 28	Film-reel 913
Welcome Home Lefty, 1952 June 23	Film-reel 913
You Be the Bad Guy, 1952 Aug. 18	Film-reel 913
1950 Oct.-Dec.	Film-reel 733
1951 Jan.-Sept. 10	Film-reel 794
1951 Sept. 10-Dec.	Film-reel 795
1953	Film-reel 987
1954 Jan.-June, Aug.-Sept 2	Film-reel 991
Scope and Contents	
Acts I-III of Sept. 2 broadcast	
1955 Aug.	Film-reel 992
1955 Sept.-Dec.	Film-reel 1000
1955 Jan.-July	Film-reel 1001
1955 Mar.-Apr.	Film-reel 1002
1956 Aug.-Dec.	Film-reel 1003
1956 Jan.-Feb.	Film-reel 1004
1956 Mar.-Aug.	Film-reel 1005
1957 Mar.-Aug.	Film-reel 1006

Other Programming, 1930-1956

Arthur Godfrey television, 1956 Jan.-Mar.	Film-reel 1003
Auditions--Lux Soap Revue, 1930	Film-reel 259
Aunt Jenny hitchhikes, 1943 July-Aug.	Film-reel 201
Aunt Jenny hitchhikes, 1944 Jan. 3	Film-reel 236
Aunt Jenny hitchhikes, 1948 Aug.-Dec.	Film-reel 416
Commercials, 1939	Film-reel 137
Edgar Bergen & Charlie McCarthy--CBS Biography, 1949 Feb. 11	Film-reel 368
Lux Flakes spot announcements, 1941 Mar.- June, 1942 Feb.	Film-reel 186
Lux Hour of Mystery and Romance, 1952 June	Film-reel 911
Lux test commercials, 1943 June 23	Film-reel 201
Lux Toilet Soap Movie Club, 1938	Film-reel 343
Scope and Contents	
London Office; programs 41-59	
Lux Toilet Soap spot announcements, 1941 Mar.-Dec., 1942 Feb.	Film-reel 186
Lux Toilet Soap spot announcements, 1942 Feb.-May	Film-reel 244
Lux Toilet Soap--V.E. Meadows Beauty School no. 1-13, 1931 Aug.-Oct.	Film-reel 244
The Clock scripts, 1949 Oct.	Film-reel 448
The Clock scripts, 1949 Oct.-1950 Mar.	Film-reel 449
The Family Man--Canada, 1939-1940	Film-reel 35
V.E. Meadows Beauty School, 1931 July 28	Film-reel 259

Peggy Winthrop, 1930-1931

1930-1931 Sept.	Film-reel 102
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1931 Sept.-Dec. Film-reel 103

Scope and Contents

Many broadcasts missing

1931 Oct.-Nov. Film-reel 244

Scope and Contents

Many broadcasts missing

Vimms, 1944

Bright Horizons--Frank Sinatra, 1944 Jan.-Oct. Film-reel 278

Commercials, 1944 July Film-reel 215

Deal Hitch-Hikes, 1944 Jan.-Feb. Film-reel 278

Deal live copy, 1944 Feb.-Mar. Film-reel 278

Deal spots, 1944 Feb.-Mar. Film-reel 278

Frank Sinatra Program, 1944 Jan.-June, Aug-Dec. Film-reel 237

Scope and Contents

Missing Sept. 20, Oct. 4 broadcasts

Hitch Hike--Bright Horizons, 1944 Jan. 3 Film-reel 237

1944 Mar. Film-reel 262

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Libby McNeil & Libby, 1929-1950

Monitor Reports, 1946-1950

1946 Jan.-Apr. Film-reel 356

1949 Film-reel 530

1950 Film-reel 530

Mr. Christoph's comments on synopsis, 1949-1950

1949 Jan.-Aug.	Film-reel 529
1949 Aug.-Dec.	Film-reel 530
1950 Jan.-Apr.	Film-reel 530
My True Story, 1945-1950	
Commercials, 1945	Film-reel 445
Commercials, 1945 Nov.-Dec.	Film-reel 446
Commercials, 1946 May	Film-reel 446
Magazine outlines, 1949-1950	Film-reel 531
Monitor Reports, 1945	Film-reel 445
Monitor Reports, 1946	Film-reel 446
Scripts, 1950 Jan.-Aug.	Film-reel 530
1947	Film-reel 354
Scope and Contents	
Starts with episode 708	
1947 June-Oct.	Film-reel 355
Scope and Contents	
Starts with episode 823	
1947 Oct.-Nov.	Film-reel 356
Scope and Contents	
Starts with episode 918	
1946 Apr.-Aug., Oct.	Film-reel 357
Scope and Contents	
Starts with episode 513	
1946 Aug.-Dec.	Film-reel 358

Scope and Contents

Starts with episode 608

1946 Aug. 14-15	Film-reel 360
1945 Nov.-Dec.	Film-reel 446
1947 Dec.-1948 Mar.	Film-reel 446
1948 Mar.-Aug.	Film-reel 447
1948 Aug.-Dec.	Film-reel 448
1949 Jan.-Feb.	Film-reel 449
1949 Mar.-Aug.	Film-reel 528
1949 Aug.-Dec.	Film-reel 529

Other Programming, 1929-1948

Around the World with Libby, 1929 June-1930 June	Film-reel 155
Commercials, 1948	Film-reel 418
Ray Perkins, 1930 Oct.-1931 Mar.	Film-reel 155
Ray Perkins, 1931 Apr.-Dec.	Film-reel 156
The Libby Adventure Hour, 1934 Oct. 1	Film-reel 243
The Libby Grocer, 1930 Sept.-Dec.	Film-reel 155

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Lorillard (Old Gold Cigarettes), 1940-1944

Auditions, 1941

Benny Goodman, undated	Film-reel 188
Crossroads USA, 1941 Feb. 4	Film-reel 188
Girls Trio, 1941 Feb. 3	Film-reel 188

Brooklyn baseball, 1943-1944

Play by play, 1943 Apr.-July Film-reel 212

Scope and Contents

Brigg's Pipe Mixture also mentioned

Play by play, 1943 July-Oct., 1944 Mar.-Aug. Film-reel 213

Scope and Contents

Brigg's Pipe Mixture also mentioned

1944 Aug.-Oct. Film-reel 214

Commercials, 1941-1944

WGN Bob Elson, 1941 Jan.-Aug. Film-reel 189

Scope and Contents

Muriel, Van Bibber cigars, Friends pipe tobacco also mentioned in scripts

1941 Feb. 10 Film-reel 188

1942 Apr.-Dec. Film-reel 189

1943 Jan. Film-reel 192

1942 Dec.-1943 Jan. Film-reel 211

1943 Dec.-1944 June Film-reel 211

1944 Oct.-Nov. Film-reel 212

Herbert Marshall, 1941-1942

1941 Nov.-Dec. Film-reel 187

1942 Jan.-Apr. Film-reel 209

1942 Apr. 24 Film-reel 343

Scope and Contents

California Office

N.Y. Giants football, 1943-1944

Play by play, 1943 Oct.-Dec. Film-reel 212

1943 Oct.-Dec.	Film-reel 210
1944 Oct.-Dec.	Film-reel 214
New York, 1940-1941	
WABC, 1941 Mar.	Film-reel 188
WEAF, 1941 Mar. 19	Film-reel 188
WEAF A-M, 1941 June 30	Film-reel 188
WHN, 1940 Dec.-1941 Oct.	Film-reel 188
WHN, 1941	Film-reel 188
WQXR, 1941 Jan., July 1941	Film-reel 188
Other Programming, 1940-1944	
1943 World Series, 1943	Film-reel 215
Allan Jones, Frankie Carle, etc., 1944 Apr.-Oct.	Film-reel 215
Andy Russell, Les Tremayne, etc., 1944 July	Film-reel 214
Andy Russell, Les Tremayne, etc., 1944 Aug.-Oct.	Film-reel 215
Scope and Contents	
Edgar Bergen guest on Aug. 13	
Benny Goodman, What's New?, 1941 Feb.-May	Film-reel 187
Benny Goodman--New program announcement, 1941 Feb. 6	Film-reel 188
Bob Crosby and program, 1943 July-Dec.	Film-reel 210
Bob Crosby, Les Tremayne, 1944 Jan.-June	Film-reel 214
Broadcast, 1943 Mar. 8	Film-reel 211
Campus News, 1942 Oct.-1943 Jan.	Film-reel 210
Campus News, commercials, 1942 Oct.	Film-reel 210
Chicago WENR, 1941 Jan. 9	Film-reel 188

Columbus, Oh. WHKC, 1940 Dec.-1941 Mar.	Film-reel 188
Detroit WJR--Good Morning in Music, 1941 Oct.-Dec.	Film-reel 188
Detroit WJR--Old Gold Sports Review with Tommy Harmon, 1941 Oct.-Dec.	Film-reel 188
Four Corners USA, 1941 Feb.-Aug.	Film-reel 187
Fulton Lewis, 1942-1944	Film-reel 211
Gloom Dodgers, 1942 Nov.-Dec.	Film-reel 210
Good Morning in Music--Commercials, WJR, 1941 Oct.-1942 Jan.	Film-reel 244
KOA, 1942 Oct.-Nov.	Film-reel 189
Miami WKAT, 1941 Dec. 26	Film-reel 188
Nelson Eddy, 1942 Apr.-Nov.	Film-reel 209
Nelson Eddy, 1942 Dec.-1943 Jan.	Film-reel 210
New program announcement--Four Corners USA, 1941 Feb. 4	Film-reel 188
Old Gold Sports Review with Tommy Harmon, 1942 Jan.-Mar.	Film-reel 189
Philadelphia WFIL, 1940 Dec. 27	Film-reel 188
Racing News, Clem McCarthy, 1944 Oct.-Nov.	Film-reel 212
Richard Rollmand and Gracie Benrie--Spot announcements, 1940 Dec.-1941 Nov.	Film-reel 188
Sports News with Bill Stern, 1942 Oct.-1943 Jan., 1943 Aug.-Dec.	Film-reel 210
Sports Round Up, 1943 Sept.-1944 Nov.	Film-reel 212
Scope and Contents	
Week of May 8 missing	
Sports Roundup WISH, 1942 Oct.-1943 Jan.	Film-reel 189

Spot announcements, 1941 Nov.-Dec.	Film-reel 188
Spot announcements, 1942 Jan.-Aug.	Film-reel 210
Spot announcements, 1942-1944	Film-reel 211
Scope and Contents	
Incomplete series	
Tommy Harmon Sports Review--Commercials, WJR, 1941 Oct.-1942 Mar.	Film-reel 244
Tommy Riggs, 1941 Apr.-Oct.	Film-reel 187
Vadeboncoeur, WSYR news, 1943-1944	Film-reel 211
Vadeboncoeur, WSYR news, 1944 Aug.-Nov.	Film-reel 212
Washington WINX, 1941 Oct. 16	Film-reel 188
WHN, WGN, WOL, WWDC--Baseball play by play, 1943 Aug.-Oct.	Film-reel 192
WTAG--Commercials, 1940 Dec.-1941 June	Film-reel 188
Yankee Network and WHN--Spot announcements, B1-B12, 1942 Jan. 26	Film-reel 188
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Gloom Dodgers, 1942 Nov.-1943 Jan.	Film-reel 212
Herbert Marshall, commercials, 1942 Apr.	Film-reel 192
Old Gold Campus News, commercials, 1943 Jan.-Mar.	Film-reel 192
Old Gold Gloom Dodgers, commercials, 1943 Jan.-Apr.	Film-reel 192
Old Gold program, commercials, 1943 Jan.-Aug.	Film-reel 192
Old Gold Record of the Day, commercials, 1943 Feb.-Mar.	Film-reel 192

Old Gold Sports News with Bill Stern, commercials, 1943 Jan.-Aug.	Film-reel 192
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Old Gold/Fulton Lewis, commercials, 1943 Jan.-Sept.	Film-reel 192
Old Gold/Vadeboncoeur, commercials, 1943 Jan.-Sept.	Film-reel 192
Sammy Kaye, 1943-1944	
Record of the Day, 1943 Jan.-May	Film-reel 211
Scope and Contents	
Last week of April missing	
1943	Film-reel 210
1944 Jan.-Mar.	Film-reel 215
Scope and Contents	
Two pages missing from Mar. 8 broadcast	
1944 Feb. 16	Film-reel 243
WGN, 1941-1943	
An Hour with Elson and Anson, 1941 Oct.	Film-reel 190
Baseball play by play, 1942 Sept.	Film-reel 191
Baseball play by play, 1943 Apr.-Aug.	Film-reel 191
Bob Elson--Baseball play by play, 1941 Apr. 8	Film-reel 189
Bob Elson--Old Gold Show, 1941 Oct.-1942 Apr.	Film-reel 190
Scope and Contents	
Van Bibber cigars, Friends pipe tobacco mentioned in Aug. 1 script.	
Bob Elson--Baseball play by play, 1941 Aug.-Sept.	Film-reel 190

Scope and Contents

Muriel cigars mentioned in scripts

WHN, 1941-1943

Brooklyn baseball play by play, 1942 Mar.-Aug.	Film-reel 188
Brooklyn baseball play by play, 1942 Aug.-Sept.	Film-reel 189
N.Y. Giants football play by play, 1942 Oct.-Dec.	Film-reel 189
WHN Newsreel, 1942-1944	Film-reel 211

Scope and Contents

Incomplete series

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Mentholatum, 1942-1947

15 minute news and spots, 1944-1945

KMBC, 1944 July-1945 Jan.	Film-reel 246
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KSL, 1944 July-1945 Jan.	Film-reel 246
KTAR, 1944 Nov.-1945 Jan.	Film-reel 246
KTUL, 1944 July-1945 Jan.	Film-reel 246
KYW, 1944 Feb.-1945 Apr.	Film-reel 246
Pacific Blue Network,, 1944 July-1945 Jan.	Film-reel 247
Pacific Blue Network, What's Doing Ladies?, 1944 June-1945 Jan.	Film-reel 247
WCFL, 1944 Aug.-1945 Jan.	Film-reel 247
WCKY, 1944 Aug.-1945 Jan.	Film-reel 246
WCTN, 1944 Aug.-1945 Jan.	Film-reel 247

WGAR, 1944 Aug.-Oct.	Film-reel 246
WGAR, 1944 Oct.-1945 Jan.	Film-reel 247
WGN, 1944 Aug.-Nov.	Film-reel 247
WGR, 1944 Jan.-1945 Jan.	Film-reel 246
WHBQ, 1944 Aug.-1945 Jan.	Film-reel 247
WJAS, 1944 Aug.-1945 Jan.	Film-reel 246
WMAQ, 1943 Aug.-1944 Mar.	Film-reel 247
WOR, 1943 June-1945 Jan.	Film-reel 247

Scope and Contents

Apr. 7-July 30 missing

WQAM, 1945 Jan.	Film-reel 247
WSMB, 1944 July-1945 Jan.	Film-reel 247

5 minute news and spots, 1943-1944

KDKA, 1943 July-1944 Mar.	Film-reel 245
KFBI, 1944 Aug.-Dec.	Film-reel 245
KMOX, 1944 Aug.-Dec.	Film-reel 245
KRNT, 1943 Nov.-1945 Jan.	Film-reel 245
Texas State Network, 1943 July-1944 Mar.	Film-reel 246
WBT, 1944 Aug.-1945 Jan.	Film-reel 246
WCAU, 1943 July-1944 Sept.	Film-reel 245
WCAU, 1944 Sept.-Dec.	Film-reel 246
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WDSU, 1944 July-Sept.	Film-reel 246
WFBM, 1944 Aug.-1945 Jan.	Film-reel 245

WISN, 1944 Aug.-Sept.	Film-reel 245
WJR, 1943 July-1944 Mar.	Film-reel 245
WMOB, 1944 Aug.-1945 Jan.	Film-reel 246
WOOD, 1944 Aug.-1945 Jan.	Film-reel 245
WSB, 1943 July-1944 Mar.	Film-reel 246
WSB, 1944 Aug.-1945 Jan.	Film-reel 246
WSIX, 1944 Aug.-1945 Jan.	Film-reel 246
WTAM, 1943 July-1944 Mar.	Film-reel 245
WTAR, 1944 Aug.-Dec.	Film-reel 246
WTMA, 1944 Aug.-1945 Jan.	Film-reel 246
WWJ, 1944 July-1945 Jan.	Film-reel 245

Commercials, 1942-1947

Commercials, Station breaks, 1942, 1945	Film-reel 259
Commercials, Station breaks, 1945	Film-reel 260
Commercials, Station breaks, 1945	Film-reel 261
WHO, 1943 July-1944 May	Film-reel 259
WSGN, 1944 Jan.-Mar.	Film-reel 259
1947 Nov.	Film-reel 360

Mentholatum Mountaineers, 1944-1946

Auditions, spots, 1944-1945	Film-reel 717
1944 Oct.-Dec.	Film-reel 237
1945 Mar.-1946 Jan.	Film-reel 278
1946 Jan.	Film-reel 307
1946 Jan.-Feb.	Film-reel 308

Other Programming, 1943-1944

Chain Breaks, 1943 July-Sept.	Film-reel 245
Closing, 1943 Oct.-Dec.	Film-reel 245
Iowa Barn Dance Frolic, WHO, 1943 Aug.-Nov.	Film-reel 259
Texas Quality Network--Early Birds, 1944 July-1945 Jan.	Film-reel 247
WAPI Hayloft Jamboree, 1944 Aug.-1945 Jan.	Film-reel 247
WLW Victory Girl program, 1943 June-1944 May	Film-reel 247
WRNL Mail Bag Program, 1944 Aug.-1945 Jan.	Film-reel 247
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Spot announcements, 1942-1946

Barn Dance spot announcements, 1942 Sept. 26	Film-reel 174
Recorded spots, 1944 Nov. 13	Film-reel 278
Recorded spots, 1946	Film-reel 307
1943 Sept.-1945 Mar.	Film-reel 245
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1944 July-1945 Feb.	Film-reel 247

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Nestle, 1930-1937

Commercials, 1936-1937	Film-reel 12
Nestle Chocolateers, 1930-1931	Film-reel 11
Nestle Chocolateers, 1931, 1933-1937	Film-reel 12
Nestle Chocolateers--Len Joy and Orchestra, 1932 Jan.-Sept.	Film-reel 244

Nestle Chocolateers--Phil Spitalnyd and Orchestra, 1932 Oct.-Dec.	Film-reel 244
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Northam Warren (Cutex, Odorono), 1933-1942

Cutex commercials, 1939 Oct.-Dec.	Film-reel 174
Cutex Program, 1935 June-Aug.	Film-reel 10
Niela Goodelle, 1935 Sept.-Dec.	Film-reel 134
Odorono spot announcements, 1942 Oct.	Film-reel 174
Phil Harris Orchestra, 1933 June-1934 Dec.	Film-reel 134
Spots, 1939 May	Film-reel 134

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Owens Illinois Glass Co., 1943-1947

Broadway Matinee, 1943-1944

Fred Waring, 1944 Sept.-Dec.	Film-reel 239
1944 Jan.	Film-reel 237
1944 Jan.-July	Film-reel 238

Scope and Contents

No broadcast on June 6 (D Day); see reel 259 for Apr. 7 and 14 broadcasts

1944 July-Aug.	Film-reel 239
1943-1944	Film-reel 259

Scope and Contents

No broadcast on June 6, 1944--D-Day

Other Programming, 1943-1947

Commercials, 1947 July-Sept.	Film-reel 360
Fred Waring, 1945 Jan.-May	Film-reel 278

Fred Waring, 1945 Jan. 4	Film-reel 308
Homefront Matinee, 1943 Nov.-Dec.	Film-reel 205

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P. Ballantine & Sons, 1936-1954

Programming, 1936-1954

Ballantine Ale quart bottle--Spot announcements 1-10 over WCAX, 1942 June	Film-reel 199
Baseball commercials, 1947 Apr.	Film-reel 366
Baseball rained out games, 1949 May 22, July 10	Film-reel 720
Believe It Or Not, 1950 Jan.-June	Film-reel 721
Scope and Contents	
To Part II, page 14 of June 1	
Believe It Or Not, 1950 June-Sept.	Film-reel 722
Scope and Contents	
From Part II, page 15 of June 1	
Boxing, 1949 Jan.-1950 Feb.	Film-reel 720
Broadway Showtime, 1944	Film-reel 234
Broadway Showtime, 1943 Dec. 27	Film-reel 234
Scope and Contents	
No broadcast June 12, Nov. 6; Sept. 18 broadcast never received	
Commercials, 1945 Apr. 12	Film-reel 275
Commercials, 1947	Film-reel 365
Dinty's 3-Ring Sports Dugout, 1947 Aug.-1948 Jan.	Film-reel 365
Dinty's 3-Ring Sports Dugout commercials, 1948 Jan.-May	Film-reel 422

Fights, 1948 June-Sept.	Film-reel 422
Foreign Intrigue, 1952	Film-reel 974
His Honor the Barber (Barry Fitzgerald), 1946 Jan.-Apr.	Film-reel 305
His Honor, The Barber, 1945 oct.-Dec.	Film-reel 275
Home of Champions, 1952	Film-reel 974
Merchandising record, 1941 Jan. 27	Film-reel 199
Milena Miller, 1945 Apr. 18	Film-reel 275
N.Y. Yankees vs. Giants, 1949 June. 27	Film-reel 717
Radio, 1954 Mar.-Sept.	Film-reel 989
Scope and Contents	
Includes pre-season	
Scott & Grauer television show, 1947 Oct.-Dec.	Film-reel 365
Scott & Grauer television show, 1948	Film-reel 422
Special dealer record, 1940 Sept. 18	Film-reel 199
Television, 1954 Mar.-June	Film-reel 989
Scope and Contents	
Includes pre-season	
Television, 1954 June-Sept.	Film-reel 990
Television--Boxing, 1948 July-Nov.	Film-reel 422
The Ballantine Show, 1945 Jan.-Sept.	Film-reel 275
Three Ring Round Up--Commercials, 1942 June-Oct.	Film-reel 199
Three Ring Round Up--Scripts, 1942 Sept.-Oct.	Film-reel 199
Tri-City Distributing Co., 1936 Apr.-May, 1938 Feb.-June	Film-reel 133

TV Film commercials, 1949 Feb.-June	Film-reel 717
With General Cigar--Exhibition games, 1948 Aug. 18	Film-reel 717
Yankee Football, 1947 Oct.-Dec.	Film-reel 366
Yankee Football, 1948 Aug.-Dec.	Film-reel 422

Spot announcements, 1940-1952

1947 Sept.1948 Apr.	Film-reel 422
1940 July-Nov.	Film-reel 199
1952	Film-reel 974
Ale, 1941 Apr.-July	Film-reel 199
Ale and beer for Puerto Rico, 1941 June 4	Film-reel 199

Scope and Contents

In Spanish

Beer, 1941 May 7	Film-reel 199
Ted Steele, 1941 Jan.-Feb.	Film-reel 199

Three Ring Time, 1940-1943

Bob Crosby, Chas. Laughton, Milton Berle, etc., 1941 Sept.-1942 June	Film-reel 199
Guy Lombardi and Ogden Nash, 1943 Mar.-Sept.	Film-reel 199
Guy Lombardi and Ogden Nash, 1943 Sept.-Dec.	Film-reel 200
Guy Lombardi and Ogden Nash, spot announcements, 1943 Feb.-Sept.	Film-reel 200

Yankees Baseball, 1947-1952

Commercials, 1948 June-Oct.	Film-reel 422
Radio, 1949-1950	Film-reel 720

Simulcast, 1951 Apr.-Sept.	Film-reel 788
Simultaneous radio and television, 1949-1950	Film-reel 721
Television, 1949-1950	Film-reel 720
Television, 1951 July-Sept.	Film-reel 788
1947 Mar.-May	Film-reel 365
1947 May-Sept.	Film-reel 366
1948 Mar.-June	Film-reel 422
1948 Apr.-Sept.	Film-reel 422
1952	Film-reel 974
Radio, 1952 Mar.-Apr. 30	Film-reel 908
Radio, 1952 Apr. 30-Sept. 4	Film-reel 909
Radio, 1952 Sept. 4-28	Film-reel 910
Television, 1952 Apr.-Sept.	Film-reel 910

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Penick & Ford, 1930-1949

Brer Rabbit molasses, 1930-1946

1946 Jan.-Apr.	Film-reel 308
Agnes White, KFI California Home, 1941-1943	Film-reel 192
Commercials, 1941 Feb.-Oct.	Film-reel 170
Commercials, 1942 Aug.24	Film-reel 171
Ida Bailey Allen, 1930 Sept.-1931 Mar.	Film-reel 155
Ida Bailey Allen, coastal stations, 1930 Sept.-1931 Mar.	Film-reel 155
Marjorie Mills Participation program, 1941-1943	Film-reel 192

Scope and Contents

Mr. Seaburgh's files

Martha Brooks, WGY Market Basket, 1938-1943	Film-reel 192
Spot announcements, 1935	Film-reel 155
Spot announcements, 1937	Film-reel 155
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Spot announcements live and recorded, 1938	Film-reel 155

Vermont Maid syrup, 1931-1938

Spots and recordings, 1937-1938	Film-reel 155
Vermont Lumberjacks, 1931-1932 Mar.	Film-reel 155

Scope and Contents

some scripts by Eleanor Norton

Vermont Lumberjacks, coastal stations, 1931 Jan.-1932 Mar.	Film-reel 155
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Other Programming, 1934-1949

Brer Rabbit, 1949	Film-reel 718
Br'er Rabbit commercials, 1947 Sept.-Dec.	Film-reel 360
Br'er Rabbit commercials, 1948 Jan.-May	Film-reel 418
Br'er Rabbit gingerbread flour spot announcements, 1937	Film-reel 155
Br'er Rabbit syrup and molasses, 1945	Film-reel 264
Br'er Rabbit syrup commercials, 1942 July 31	Film-reel 171
Br'er Rabbit syrup spot announcements, 1934 Oct.4	Film-reel 155
Legal and client OK's, 1942	Film-reel 171

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Planters Peanuts, 1940-1947

Commercials, 1940-1947

American Institute of Food Products, 1942 Jan.-Mar.	Film-reel 171
NBC, 1942 Jan.-July	Film-reel 243
Vacuum can, 1941 Jan. 2	Film-reel 173
WEAF, 15 minute program, 1942 Mar.-Apr.	Film-reel 243
Westinghouse stations Philadelphia, 15 minute program, 1942 Mar.	Film-reel 243
WFLA, 5 minute, 1941 Dec.-1942 Mar.	Film-reel 243
WIOD, 15 minute program, 1941 Dec.-1942 Mar.	Film-reel 243
WIOD, 5 minute, 1941 Nov.-Dec.	Film-reel 243
WJAX, 5 minute, 1941 Dec.-1942 Mar.	Film-reel 243
WJSV 1 minute, 1942 Jan.	Film-reel 243
WJSV, 15 minute program, 1942 Apr. 3	Film-reel 243
WRC, Bruckhage News, 1942 Mar.	Film-reel 243
WTIC, 1947 Jan.-July	Film-reel 362
WTIC, 1947 Aug.-Oct.	Film-reel 363
WTIC 15 minute program, 1941 Oct.-1942 Mar.	Film-reel 243
1940 Oct.-1941 Jan.	Film-reel 171
1942 Jan.-Aug.	Film-reel 171
1942 July-Dec.	Film-reel 172
1940-1943	Film-reel 173

1943 Jan.-May	Film-reel 209
1943 May-1944 Jan.	Film-reel 262
1944 Jan.-1945 Oct.	Film-reel 263
1945 Oct.-Dec.	Film-reel 264

Other Programming, 1941-1946

15-Minute News, 1946	Film-reel 308
American Institute of Food Products, 1941 Aug.-Dec.	Film-reel 171
Peanut Oil and Magic Mixer audition, 1941 May	Film-reel 171
Planter's Cocktail Peanuts, 1941 Oct.-Dec.	Film-reel 171
Script, 1941 Feb. 5	Film-reel 171
WEAF--Peanut butter, 1943 Nov.-Dec.	Film-reel 202
WRC--Peanuts, 1943 Nov.-Dec.	Film-reel 202
WTIC--Peanuts, 1943 Nov.-Dec.	Film-reel 202

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Radio Corporation of America (RCA), 1944-1954

Curtain Call, 1952

Azaya, 1952 July 4	Film-reel 913
Carrie Marr, 1952 Sept. 19	Film-reel 914
Concert in Brooklyn, 1952 Sept. 26	Film-reel 914
Mutiny in the Zoo, 1952 Sept. 12	Film-reel 914
Season of Divorce, 1952 Aug. 8	Film-reel 913
Summer Evening, 1952 July 25	Film-reel 913
Swell Girl, 1952 Aug. 1	Film-reel 913

The Liar, 1952 Aug. 22	Film-reel 913
The Model Millionaire, 1952 Sept. 5	Film-reel 913
The Model Millionaire, 1952 Sept. 5	Film-reel 914
The Party, 1952 July 18	Film-reel 913
The Promise, 1952 June 20	Film-reel 913
The Soul of the Great Bell, 1952 June 27	Film-reel 913
The Summer People, 1952 Aug. 29	Film-reel 913
Vexations of A.J. Wentworth, 1952 Aug. 15	Film-reel 913

Dennis Day, 1952-1954

1952 Feb.-June, Oct.-Dec.	Film-reel 914
1953 Jan.-June, Oct.-Dec.	Film-reel 977
1954 Jan.-June	Film-reel 977

Music America Loves Best, 1947-1949

1947	Film-reel 362
Scope and Contents	
Missing Oct. 19	
1948 Jan.-June	Film-reel 419
1948 June-Dec.	Film-reel 420
1949 Jan.-Apr.	Film-reel 717

Phil Harris/Alice Faye Show, 1951-1954

1951 Mar.-May, Sept.-Dec.	Film-reel 795
1952 Jan.-May, Oct.-Dec.	Film-reel 915
1953 Jan.-June	Film-reel 977
1953 Sept.-Dec.	Film-reel 977
1954 Jan.-Mar.	Film-reel 981

Other Programming, 1944-1954

Academy Award Show, 1953 Mar. 19	Film-reel 977
Commercials, 1944 June	Film-reel 215
Commercials, 1944 Oct. 15	Film-reel 278
Commercials, 1945 Feb. 11	Film-reel 281
Ezio Pinza Show, 1951 Nov.-Dec.	Film-reel 795
Ezio Pinza Show, 1952 Jan.-June	Film-reel 914
Hile Damroth commercials, 1949	Film-reel 717
Lifeline (Blood Bank show), 1951 Oct. 26	Film-reel 795
Martha Raye All Star Revue, 1953 Oct. 10	Film-reel 977
Meredith Willson's Music Room, 1952 June-Sept. 21	Film-reel 914
Meredith Willson's Music Room, 1952 Sept.	Film-reel 915
Musical Merry-Go-Round, 1951 May-June	Film-reel 795
Raymond Paige, A Battle of Music, 1945 Dec.	Film-reel 278
Rex Saunders, 1951 May-June	Film-reel 795
Screen Directors Playhouse, 1950 Jan.-June	Film-reel 717
Scope and Contents	
No script for Jan. 13	
Screen Directors Playhouse, 1950 June 30	Film-reel 718
Show of Shows commercials, 1950 Mar.-May	Film-reel 736
Spot announcements, 1948 Mar. 18	Film-reel 419
Television, 1948 Nov.-Dec.	Film-reel 419
The Goldbergs, 1953 July-Sept.	Film-reel 977

The Music America Loves Best, 1944 Mar.-Dec.	Film-reel 239
Scope and Contents	
Missing Oct. 15 broadcast	
Theater Guild On The Air--Hamlet (with U.S. Steel), 1951	Film-reel 795
Today, 1952 June-July	Film-reel 915
Tommy Dorsey, 1945 Jan.-Nov.	Film-reel 278
Tony Martin, 1953 July-Aug.	Film-reel 977
Transcriptions,, 1950	Film-reel 717
What's New, 1944 Jan.-Feb.	Film-reel 239
What's New--Lou Bring etc., 1943 Sept.-Dec.	Film-reel 200
Your Show of Shows (Caesar/Coca), 1953 Sept.-Dec.	Film-reel 977
Your Show of Shows (Caesar/Coca), 1954 Jan.-May	Film-reel 977

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Scott Paper Co., 1934-1955

Programming, 1934-1955

Bob Crosby Show, 1955 June-Dec.	Film-reel 992
Commercials, 1934-1939 Mar.	Film-reel 137
Commercials, 1939 Apr.-Dec.	Film-reel 139
Omnibus, 1952 Dec.	Film-reel 915
Omnibus, 1955 Oct.-Dec.	Film-reel 992
Valiant Lady, 1955 Dec.	Film-reel 992

Scott Towels, 1940-1941

Charmingly We Live KEX, 1941 Oct.-Nov.	Film-reel 192
Commercials, 1941 Sept.	Film-reel 179
Commercials, 1940 Mar.-May, 1941 Oct.-Dec.	Film-reel 180
Commercials, KFSD (Mr. Seaburgh's file), 1941 Oct.	Film-reel 200
Commercials, KMOX (Mr. Seaburgh's file), 1941 Dec.	Film-reel 200
Commercials, KPRC (Mr. Seaburgh's file), 1941? Dec.	Film-reel 200

Scope and Contents

And Yankees Network--WBAL, WBAP, KGKO, WBT, WCAD, WFLA, WGAR, WGY, WJAX, WJR, WJZ, WLS, WLW, WSYR, WWL, WIDD

Dollars and Sense,, 1941 Dec.	Film-reel 192
Home Forum KDKA, 1941 Sept.-Nov.	Film-reel 192
Homekeeper's Calendar, KOMO (Mr. Seaburgh's file), 1941 Oct.-Dec.	Film-reel 200
Listen Ladies, undated	Film-reel 192
Round Robin Review, 1941 Sept.-Nov.	Film-reel 192
Special announcements CNL, 1941 Sept.-Oct.	Film-reel 192

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Scripts, 1944

Double Destiny, 1944 Dec. 27	Film-reel 215
Four Corners USA, 1944 Dec. 30	Film-reel 215
King's Row, 1944 July 6-11	Film-reel 215
The Frank Sinatra program, 1944 July 6	Film-reel 215

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Sealtest, National Dairy Association, 1937-1943

Commercials, 1942 May.-1943 Dec. Film-reel 343

Scope and Contents

California Office

James Melton, 1937 Jan.-Oct. Film-reel 34

Legal OK's, 1938 Film-reel 33

Legal OK's, 1938 May-Oct. Film-reel 34

Rudy Vallee, 1942-1943 Film-reel 343

Scope and Contents

California Office; Includes photograph of Vallee's dummy Sally Ann

Sealtest Village Store Program, Jack Haley,
Dennis Day, 1943 July-Nov. Film-reel 343

Scope and Contents

California Office

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Seeck & Kade (Pertussin), 1930-1940

Commercials, 1939 Nov. Film-reel 153

Frank Stretz and Orchestra--Spot
announcements, KMBC, 1932 Jan.-Mar. Film-reel 243

Frank Strutz & Orchestra, 1931 Dec.-1932 Jan. Film-reel 159

Pertussin Play Boys, 1930 Dec.-1931 Apr. Film-reel 159

Spot announcements, 1938, 1940 Film-reel 159

Spot announcements, 1940 July 11 Film-reel 173

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Seven-Up, 1945-1946

Dealer spots, 1945 Aug.-Nov.	Film-reel 278
Dealer spots, 1946 Feb.-Apr.	Film-reel 308
Fresh Up Show, 1945 Apr.-Dec.	Film-reel 278
Fresh Up Show, 1946 Jan.-June	Film-reel 308
Promotion spots, 1945 Aug. 15	Film-reel 278
Seven-Up Show--Barney Grant audition, 1945 Feb. 6	Film-reel 361

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Shell Oil, 1932-1943

Commercials, 1935-1946

1935 June-1936 Dec.	Film-reel 113
1937 Jan.-June	Film-reel 115
1942 Mar. 13	Film-reel 171
Scope and Contents	
30-second spots	
1940 Apr.-May, Aug.-Sept.	Film-reel 180
1945 Jan.-Mar.	Film-reel 262
1946 Apr. 19	Film-reel 305

Other Programming, 1932-1943

Audition, 1940 Oct. 28	Film-reel 180
Buffalo cut-in commercials, 1936 Mar.-1937 June	Film-reel 110
Football and Sports Review Eddie Dooley, 1932 Aug.-Dec., 1933 Sept.-Oct.	Film-reel 110
Football and Sports Review Eddie Dooley, 1933 Oct.-Dec., 1934 Sept.-1935 Mar.	Film-reel 111

Joe Cook, 1937 Jan.-June	Film-reel 115
Miscellaneous--Commercials, 1941	Film-reel 181
One minute spot announcements, 1941 Sept.- Oct.	Film-reel 181
Scripts, 1940	Film-reel 180
Shell Bugle spots--Commercials, 1940 Sept., 1941 Apr.	Film-reel 181
Shell Comes to the Party, 1941 Aug.	Film-reel 181
Shell Football Show--Commercials, 1941 Oct.- Nov.	Film-reel 181
Shell gasoline and motor oil--Commercials, 1941 Apr.	Film-reel 181
Shell Ground Crew Service--Spot announcements, 1942 Mar. 13	Film-reel 202
Shell Oil jingles, 1941 Apr. 1	Film-reel 181
Shell Oil Reporter, 1932 July-Sept.	Film-reel 100
Shell Oil Reporter, 1932 July-Sept., 1933 June- Aug.	Film-reel 101
Shell Pigskin Parade--Commercials, 1941 Sept.-Nov.	Film-reel 181
Shell Premium--Spot announcements, 1941 July	Film-reel 181
Shell Show, 1934 Jan.-1935 Mar.	Film-reel 341
Scope and Contents	
California Office; missing Jan. 22, 29, Feb. 5, 12 1934	
Shell Show, 1935 Mar.-Apr.	Film-reel 342
Scope and Contents	
California Office	

Shell Thermo-Fast Service--Commercials, 1941 Sept.	Film-reel 181
Shell Winterizing--Commercials, 1941 Oct.	Film-reel 181
Shellane--Commercials, 1941 May-Aug.	Film-reel 181
Shellane--Commercials, 1941 Mar. 26	Film-reel 181
Spot announcements, 1933-1937	Film-reel 101
Spot announcements, 1937	Film-reel 110

Scope and Contents

Legal OK's WSYR Syracuse N.Y.

Spotlight on Sports--Commercials, 1943 Oct.- Nov.	Film-reel 202
Sunset Valley Barn Dance--Commercials, 1942 Apr.-July	Film-reel 202
X-100--Commercials, 1941 May-June	Film-reel 181
X-100--Speaking of Speed commercials, 1941 Apr. 26	Film-reel 181

Shell Chateau, 1935-1936

1935 Apr.-Nov.	Film-reel 111
1935 Nov.-Dec.	Film-reel 113
1936 Jan.-Sept.	Film-reel 113
1936 Sept.-Dec.	Film-reel 114

Shell Information Show--Five Dollar Fact, 1940-1941

1940 July-Sept.	Film-reel 180
1941 Apr.-Aug.	Film-reel 180
1941 Aug.	Film-reel 181

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Smaller Accounts, 1929-1955

Actin--Boston only, 1931 Dec.-1932 Mar.	Film-reel 10
Alexander Wollcott, 1930 Sept.-Dec.	Film-reel 11
Allsweet--The Garry Moore Show television, 1955 Jan.-June	Film-reel 1001
American magazine, 1931	Film-reel 32
Anacine--Army and Navy award program--Life for the Wounded, 1943 Mar. 24	Film-reel 201
Atlantic Coast Fisheries, 1931-1932	Film-reel 11
Atlantic Coast Fisheries--Nordic Fish, WWSW, 1931 Dec.-1932 Mar.	Film-reel 243
Aunt Jemima, 1929-1932	Film-reel 11
Bank of America--California Carry On, 1943 Sept.-Dec.	Film-reel 201
Bank of America--Sunday Night Salute, 1944 Jan.-Mar.	Film-reel 234
Black Horse Ale (Canada)--Commercials, 1938	Film-reel 133
Blue Cross/Blue Shield--Advancing Human Frontier television, 1952 Oct.-Nov.	Film-reel 910
Blue Cross/Blue Shield--Bill Leonard News--Six O'Clock Report, television, 1955 Feb.-May	Film-reel 1001
Scope and Contents	
Some missing	
Blue Cross/Blue Shield--It Seems Like Yesterday television, 1954	Film-reel 990
Brater's Powder--Commercials, 1940 Sept.	Film-reel 171
Brewing Industry Foundation--Maine spots 31-43, 1943 June 16	Film-reel 204

British Columbia Packers Association (Toronto)--, 1930 Oct.	Film-reel 10
British-American Oil--Band Wagon (Toronto office), 1942 Feb.	Film-reel 171
Burry Biscuit Co., 1938	Film-reel 33
Burry Biscuit Co.--Commercials, 1938 July-Sept.	Film-reel 150
Scope and Contents	
Incomplete	
California Wines--Commercials, 1940 Oct.	Film-reel 174
Scope and Contents	
In Italian with translations	
Canadian Marconi Program, 1930 Sept.-Dec.	Film-reel 10
CeCo dealer program, 1930	Film-reel 12
CeCo dealer program, 1930	Film-reel 13
Chateau Haut Briou wine--Broadcast, 1933	Film-reel 149
Chun King--The Garry Moore Show television, 1955	Film-reel 1001
Chun King--The Garry Moore Show television, 1956	Film-reel 1003
Scope and Contents	
Episodes missing	
Clover Leaf salmon, 1931	Film-reel 32
Colman's mustard--Spot announcements, 1939	Film-reel 139
Colman's mustard--Spot announcements (WTIC, WLS, WEEL, WSR, WEBC, KSTP, WGY, KDKA, WJAR), 1937	Film-reel 139
Colman's mustard--Spot announcements-- Martha Deane, 1935-1937	Film-reel 139

Committee to Defend Americans By Aiding the Allies--Spot announcements, 1941 Jan. 23	Film-reel 170
Corona--How to Write, undated	Film-reel 11
Cosmopolitan magazine--Commercials, 1941 Feb. 27	Film-reel 170
Current list of radio programs in London, 1937	Film-reel 342
Scope and Contents	
London Office	
Davey Tree Surgeons--Davey Tree Hour, 1930-1932	Film-reel 10
E.R. Squibb--Commercials, 1947 June-Dec.	Film-reel 360
Scope and Contents	
In Spanish	
Edgar Bergen pictures and press notices, 1937-1939	Film-reel 342
Scope and Contents	
California Office	
Enders Razors, 1936	Film-reel 33
Florida Citrus Exchange, 1935	Film-reel 33
Foremost Dairies, 1930 Apr.-June	Film-reel 12
General Electric--Radio program, 1941	Film-reel 171
Graham-Paige, 1937	Film-reel 33
Gruen--Gruen Guild Radio Program, 1930-1931	Film-reel 11
Guinness Stout--Commercials, 1941 Jan.	Film-reel 170
Hammond Organ--Hammond Organ Hour, 1937 Sept.-Dec.	Film-reel 33
Hathaway Bakeries, 1934-1935	Film-reel 13

Horlick's--Horlick's Picture Show, 1937-1938	Film-reel 342
Scope and Contents	
London Office; programs 163-164	
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International Police--Jitters in Geneva (by Welbourn Kelley) audition, 1945 Sept. 29	Film-reel 361
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Irving Trust--Spot announcements, 1946 Nov. 12	Film-reel 306
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IVC Pearls--IVC Pearls Homemakers Hour, 1930	Film-reel 11
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J.C. Penney, 1937	Film-reel 33
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J.P. French Co.--The World of Mr. Sweeney television, 1955 Jan.-June	Film-reel 1001
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Kathleen Norris --Wendell Willkie campaign, 1940 Oct.-Nov.	Film-reel 35
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Kops Brothers (corsets), 1934-1935	Film-reel 12
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Luden's Cough Drops, 1940 Nov. 29	Film-reel 182
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Maine Sardines, 1930-1932	Film-reel 10
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Maine Sardines, 1930-1932	Film-reel 11
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Martini & Rossi (vermouth), 1941 May-June	Film-reel 171
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N.Y. State Republican Committee--Commercials, 1941 Oct. 10	Film-reel 171
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Nash Motors, 1934-1937	Film-reel 12
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Nash Motors--Commercials, 1934	Film-reel 243
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Nash Motors--Grace Moore and Vincent Lopez, 1937 May-June	Film-reel 343
Scope and Contents	
California Office	
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National Spelling Bee, 1935	Film-reel 33

National Spelling Bee--Chase & Sanborn, 1937 Jan.-Mar.	Film-reel 33
National Spelling Bee--Fleischmann's Yeast, 1936 Oct.-Dec.	Film-reel 33
Nemoflex, 1931 Mar.-May	Film-reel 10
Northern Trust--The Northerners #788, 1946 Nov. 6	Film-reel 308
Old Witch--Old Witch radio program, 1929-1930	Film-reel 13
Oren Root--Campaign Issues, 1949 Oct.-Nov.	Film-reel 717
Pan American World Airways--Nights in Latin America, 1950 Apr.-Dec.	Film-reel 736
Pan American World Airways--Nights in Latin America, 1951 Jan.-June	Film-reel 795
Parker Pen--Information Please, 1941 Oct.-Dec.	Film-reel 308
Parker Pen--Information Please, 1947 Jan.-June	Film-reel 361
Scope and Contents	
No broadcast Mar. 5	
Penick Starch--Commercials, 1942 Apr. 29	Film-reel 171
People's Drug Co.--Commercials, 1941 Feb.	Film-reel 171
Peters Shoes, 1931	Film-reel 32
Pharma-Craft--Fresh deodorant spots, 1946 May 17	Film-reel 308
Proposal for Government Messages on Commercial Network Programs, 1940 Feb. 23	Film-reel 174
Pyrex, 1930, 1933	Film-reel 32
R.T. French Co.--French's mustard commercials, 1934, 1938-1939	Film-reel 133
R.T. French Co.--Instant Potatoes commercials, 1947 May-1948 Apr.	Film-reel 418

Rand McNally & Co., 1930	Film-reel 32
Rayve Home Permanent--Junior Miss, 1950 Jan.-Sept.	Film-reel 736
Rayve Home Permanent--Junior Miss, 1950 Sept.-Dec.	Film-reel 737
Rayve Home Permanent--Winner Take All auditions, 1949 Jan.	Film-reel 717
Reader's Digest--Commercials, 1946 Jan. 15	Film-reel 305
Reader's Digest--Selecciones (Spanish edition), 1945 July 31	Film-reel 278
Reckitt's USA Ltd., 1930-1931	Film-reel 10
Rice's Homemade Bread--Vass Family, 1941 Apr. 25	Film-reel 171
Richman Brothers Program, 1932 Mar.-June	Film-reel 10
Royal Gelatine--Commercials--Montana, 1941 Oct.	Film-reel 171
S.W. Straus & Co.--Raltenborn edits the news, undated	Film-reel 13
S.W. Straus & Co.--Scripts, 1930-1932	Film-reel 13
Safeway Stores--Commercials, 1942	Film-reel 343
Scope and Contents	
California Office	
Savings Bank, 1937-1938	Film-reel 33
Scott Paper/Wine Advisory Board--Diane Lucas Cooking show, 1949 Feb.-Dec.	Film-reel 717
Sharp & Dohme (Hexylresorcinol)--Dr. Howard W. Haggard, 1932 Dec.-1933 May	Film-reel 133
Sherwin-Williams--Metropolitan Opera audition, 1940 Mar. 17	Film-reel 174

Simmons, 1931, 1937	Film-reel 32
Skinner Organ, 1930	Film-reel 32
Skol--Skat spots, 1945 Mar.-May	Film-reel 279
Sterno Canned Heat--Spot announcements, 1941 Dec. 23	Film-reel 179
Tested Products Laboratories, Inc. (Placidan), 1934	Film-reel 32
U.S. Brewers' Foundation--Commercials, 1946 Aug. 21	Film-reel 305
U.S. Government, Citizens Food Committee-- Who's for Who in America special broadcast, 1947 Nov. 18	Film-reel 361
U.S. Gutta Percha Paint Co., 1934	Film-reel 33
U.S. Marine Corps--Commercials, 1941 Dec.	Film-reel 170
United Hospital Fund--Edgar Bergen, Kate Smith, etc., 1944 Oct. 24	Film-reel 215
Vogue Fashion Program, 1931 Apr.-Oct.	Film-reel 10
War Manpower Commission--Woman Power, 1944 May	Film-reel 215
Warner Bros.--Out of the Fog scripts and commercials, 1941 May	Film-reel 170
Warner Bros.--Sergeant York commercials, 1941 June-Aug.	Film-reel 170
Wartime Conference--Boys Clubs of America-- Herbert Hoover, Lt. Gen. Thomas Holcomb, USMC, 1943 May	Film-reel 201
Weco Products--Dr. West Celebrity Night, 1936 Apr.-May	Film-reel 343

Scope and Contents

California Office

Wendell L. Willkie--Republican campaign, 1940 Sept.-Nov.	Film-reel 35
Western Union--Easter telegrams auditions, 1948 Mar.	Film-reel 416
Western Union--Mother's Day auditions, 1948 Apr.	Film-reel 416
Widlar Products/Standard Brands--CW Brand coffee--WTAM, WWJ, 1932	Film-reel 133
Widlar Products/Standard Brands--CW Brand coffee--WTAM, WWJ, 1937	Film-reel 134
Woman Power--Dramatized spots 1-12, 1943 Mar.	Film-reel 204
Women's National Republican Club, 1947 Sept., 1948 Sept.-Oct.	Film-reel 417
Zenith Foundation--Scientific Investigation of Telepathy and Other Unexplored Powers of the Human Mind presented by Zenith Radio, 1938	Film-reel 33

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Standard Brands, 1928-1956

Chase & Sanborn, 1929-1947

Abbott & Costello, 1941 Apr.	Film-reel 202
Abbott & Costello, 1941 Apr.-June	Film-reel 203
Alec Templeton, 1946 June-Aug.	Film-reel 310
Scope and Contents	
Summer substitute for Edgar Bergen	
Alex Templeton, 1947 June-Aug.	Film-reel 361
Commercials, 1947	Film-reel 360
Don Ameche, 1942 Sept.-Dec.	Film-reel 203

E Award program, 1943 Jan.-Aug.	Film-reel 203
Edgar Bergen, 1944 Jan.-June	Film-reel 239
Edgar Bergen, 1944 Sept.-Dec.	Film-reel 240
Edgar Bergen, 1945	Film-reel 279
Edgar Bergen, 1946	Film-reel 310
Scope and Contents	
No summer broadcasts	
Edgar Bergen, 1947 Jan.-May, Sept.-Dec.	Film-reel 361
Edgar Bergen & Charlie McCarthy, 1941	Film-reel 202
Scope and Contents	
No broadcasts July-Aug.	
Edgar Bergen & Charlie McCarthy, 1942 Jan.-May	Film-reel 202
Edgar Bergen & Charlie McCarthy, 1942 May-Dec.	Film-reel 203
Scope and Contents	
No broadcasts July-Aug. or Dec. 27	
Edgar Bergen & Charlie McCarthy, 1943 Sept.-Dec.	Film-reel 203
Edgar Bergen & Charlie McCarthy, 1943 Dec.	Film-reel 204
Francis Langford, 1945 June-Aug.	Film-reel 279
Fred Allen, 1946	Film-reel 310
Scope and Contents	
No summer broadcasts	
Gracie Fields, 1944 June-Aug.	Film-reel 239
Paul Whiteman, 1943 June-Aug.	Film-reel 203
Spot announcements, 1941, 1943	Film-reel 202

Tommy Dorsey, 1946 June-Aug.	Film-reel 310
Scope and Contents	
Summer substitute for Fred Allen	
Tommy Dorsey, 1946 Aug.-Sept.	Film-reel 311
Commercials, 1937	Film-reel 142
Commercials, 1939 Jan.-July	Film-reel 148
Commercials, 1939 July-Dec.	Film-reel 149
Commercials, Canada, 1938	Film-reel 143
Commercials, coastal stations, 1938	Film-reel 143
Commercials, French network, 1938	Film-reel 143
Commercials--Philadelphia, Providence, Washington, 1938 May-Oct.	Film-reel 148
Mrs. Annie Longworth Wallingford, 1936 Feb.-May	Film-reel 141
Musical program, 1929 Sept.-1931 Jan.	Film-reel 84
Orchestra, etc., 1933 Apr.-Sept., 1934 May-Sept.	Film-reel 141
Fleischmann's Royal, 1937-1945	
In the Dark, S. Eilers and N. Eddy, 1937 Oct. 3	Film-reel 342
Scope and Contents	
California Office	
Mary Marlin, 1945 Jan.-Apr.	Film-reel 280
Mr. Jonas Changes His Mind, Edward Arnold, 1938 July 29	Film-reel 342
Scope and Contents	
California Office	
Rudy Vallee, 1938-1939	Film-reel 342

Scope and Contents

California Office

Spot announcements, 1945 July 31 Film-reel 281

Fleischmann's Yeast, 1930-1946

Bakers of America, 1943 Dec. 21 Film-reel 204

Commercials, 1941 July-Aug. Film-reel 168

Commercials, 1942 Jan.-May Film-reel 168

Commercials--Canada, 1942 Jan. 6 Film-reel 170

Fleischmann's Yeast Hour, Baltimore, 1931
Jan.-Sept. Film-reel 244

Scope and Contents

Missing Apr. 4, 11, 18, July 25

Rudy Vallee, 1930 Nov.-1931 Dec. Film-reel 244

1945-1946 Film-reel 737

Fleischmann's Yeast for Bread, 1931-1938

Great Moments in History, 1932-1933 Film-reel 13

Great Moments in History, 1933 Film-reel 14

Joe Penner, 1933 Oct.-1935 June Film-reel 14

Joe Penner, 1934 Dec.-1935 June Film-reel 15

Peg Murray, 1937 Oct.-1938 June Film-reel 20

Robert Ripley, 1936-1937 Film-reel 20

Three Bakers, 1932 Film-reel 13

Three Bakers, 1931 Film-reel 140

Fleischmann's Yeast for Health, 1930-1942

All Colored Show, 1937 Apr.-June Film-reel 16

Dr. William L. Stidger, 1937 Sept.-Dec.	Film-reel 15
Dr. William L. Stidger, 1937 Oct.	Film-reel 16
Dr. William L. Stidger, 1938 July-Dec.	Film-reel 16
Dr. William L. Stidger, 1938-1939	Film-reel 17
Dr. William L. Stidger, 1939	Film-reel 18
Dr. William L. Stidger, 1939 Oct.-Dec.	Film-reel 19
Husbands and Wives, 1936 July-Sept.	Film-reel 15
I Love a Mystery, 1939	Film-reel 26
I Love a Mystery, 1939 June-Dec.	Film-reel 27
I Love a Mystery, 1939 Dec.-1942	Film-reel 28
Robert Ripley, 1935-1937	Film-reel 19
Royal Aspic/Vox Pop, 1935 July-Sept.	Film-reel 15
Rudy Vallee, 1930-1932 July	Film-reel 20
Rudy Vallee, 1932 July-1933 Aug.	Film-reel 21
Rudy Vallee, 1933 Aug.-1934	Film-reel 22
Rudy Vallee, 1934 Aug.-1935 July	Film-reel 23
Rudy Vallee, 1935 July-1936 Aug.	Film-reel 24
Rudy Vallee, 1936	Film-reel 25

Scope and Contents

Missing years 1937-1939; Edgar Bergen first appeared with Rudy Vallee on Dec. 17, 1936

Werner Jannsen, 1937 July-Sept.	Film-reel 16
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Magic Baking Powder (Canada) Commercials, 1933-1941

1933-1937	Film-reel 30
1937 Feb.-1938 Jan.	Film-reel 31

1938	Film-reel 141
1941 Dec. 26	Film-reel 170
Mary Marlin, 1943-1944	
Audition script, 1943 Sept.	Film-reel 204
Royal Gelatine/Desserts, 1943 Sept.-Dec.	Film-reel 204
Tenderleaf Tea, 1943 Sept.-Dec.	Film-reel 204
Tenderleaf tea, Fleischmann's yeast, 1944 Jan.- May 5	Film-reel 240
Scope and Contents	
No broadcasts on June 6 (D Day), July 21	
Tenderleaf tea, Fleischmann's yeast, 1944 May-Nov.	Film-reel 241
Tenderleaf tea, Fleischmann's yeast, 1944 Nov.-Dec.	Film-reel 242
One Man's Family, 1932-1949	
Radio histories, 1932-1949	Film-reel 737
Sales Meeting record, 1941 Aug. 27	Film-reel 168
Script, 1942 Jan.-July	Film-reel 168
1937 Jan.-Mar.	Film-reel 141
1937 Mar.-1938 Mar.	Film-reel 142
1938 Mar.-Dec.	Film-reel 143
1938 Dec.	Film-reel 148
1939	Film-reel 148
1939	Film-reel 149
1935 Mar.-1936 June	Film-reel 165
1936 June-Dec., 1940 Jan.-July	Film-reel 166

1941 Jan.-July	Film-reel 167
1940 Aug.-Dec.	Film-reel 167
1942 July-Aug.	Film-reel 168
1941 July-Dec.	Film-reel 168
1945 Jan.-June	Film-reel 280
1945 June-Dec.	Film-reel 281
1946	Film-reel 309
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California Office

1947	Film-reel 359
1947	Film-reel 360
1947 Feb. 9	Film-reel 361
1949	Film-reel 733

Other Programming, 1928-1949

Baking industry program, 1931 Oct.	Film-reel 31
Beny Kreuger & Orchestra--Georgie Price, 1932 May 19	Film-reel 89
Beny Kreuger & Orchestra--Georgie Price, 1932 June-Dec.	Film-reel 90
Bergen Shaw, Open Door radio histories, coffee spots, 1928-1949	Film-reel 737
Commercials, 1947 Jan.-Nov.	Film-reel 359
Commercials, 1947 Nov.-Dec.	Film-reel 360
Commercials, 1947	Film-reel 360
Fleischmann commercials, 1937-1940	Film-reel 31

Scope and Contents

Including Spanish language commercials

Fleischmann's Food Talks, 1929 Jan.-Apr.	Film-reel 31
Fleischmann's Vitamin Yeast tablets, 1944 Oct. 5	Film-reel 215
Fleischmann's yeast drink (Canada), 1940 Oct.-Nov., 1941 Jan.-July	Film-reel 167
Fred Allen Show, 1947	Film-reel 360
Fred Allen Show radio histories, 1945-1947	Film-reel 737
Hour Glass, Face to Face television histories, 1946-1949	Film-reel 737
Life and Love of Dr. Susan episode 129, 1939 Aug. 14	Film-reel 31
Mary Marlin, 1943 Sept.-1945 Apr.	Film-reel 262
Mary Martin radio histories, 1943-1945	Film-reel 737
One Man's Family, 1949 Jan.-Apr.	Film-reel 733
Robert Shaw Chorale, 1948 June-Aug.	Film-reel 717
Royal puddings, 1942 Apr.-Sept.	Film-reel 168
Royal tapioca pudding, 1940 Nov.-1941 Jan.	Film-reel 167
Royal tapioca pudding, 1941 Aug.	Film-reel 168
Royal yeast cakes (Canada), 1934 Feb.-Sept.	Film-reel 31
Spot announcements, 1945 Oct.-1946 Feb.	Film-reel 309
William L. Shirer News, 1947 Jan.-Mar.	Film-reel 365
Royal Baking Powder, 1928-1941	
Commercials, 1941 Feb.	Film-reel 167
Martha Deane, 1937 May-Nov.	Film-reel 30

Martha Deane commercials, 1936 Apr.-Aug. Film-reel 31

Talks--Pacific Coast, 1928 Mar.-Apr. Film-reel 31

Royal Desserts, 1932-1939

Commercials, 1932 Jan.-July Film-reel 31

Commercials, 1932 July-Dec. Film-reel 32

Commercials, 1933-1934 Film-reel 140

Frank Fay, 1936 Apr.-Aug. Film-reel 32

I Love a Mystery, 1939 Film-reel 26

Mary Pickford, 1935 Jan.-Mar. Film-reel 140

Those We Love, 1939 Oct.-1940 Mar. Film-reel 30

Royal Gelatine, 1931-1945

Audition, 1931 Film-reel 31

Auditions, Beatrice Lillie, 1945 Film-reel 343

Scope and Contents

California Office

Martha Deane commercials, 1936 Apr.-Aug. Film-reel 31

Script, 1942 July-Aug. Film-reel 168

Spot announcements, KFBB, 1941 Dec.-1942
Apr. Film-reel 244

1941 June Film-reel 167

Rubinoff & Orchestra, 1931-1940

A.L. Alexander--Good Will Court, 1936 Sept.-
Dec. Film-reel 93

A.L. Alexander--Good Will Court, 1936 Nov.-
Dec. Film-reel 93

Burns & Allen, 1932 Apr. 24 Film-reel 89

Commercials, 1934 Feb.-Dec.	Film-reel 92
Commercials, 1936	Film-reel 93
Commercials, 1937	Film-reel 94
Commercials, 1938 Jan.-Oct.	Film-reel 95
Commercials, 1938 Oct.-Dec.	Film-reel 96
Commercials, 1939 July	Film-reel 96
Commercials, 1939 Jan.-June	Film-reel 97
Commercials, 1939 June-Dec.	Film-reel 98
Commercials, 1940 Jan.-Feb.	Film-reel 98
Commercials, 1940	Film-reel 99
Scope and Contents	
(Off air July-August)	
Commercials, 1939 Oct. 16	Film-reel 99
Commercials, 1939-1940	Film-reel 100
Commercials (Canada), 1937 Sept.-Dec.	Film-reel 94
Commercials (Canada), 1938 Feb. 10	Film-reel 96
Commercials (French network), 1938 Feb.- Mar.	Film-reel 96
Commercials (French network), 1939 Jan.-Apr.	Film-reel 98
Eddie Cantor, 1931 July-1932 Jan.	Film-reel 84
Eddie Cantor, 1932 Oct.-Dec.	Film-reel 89
Eddie Cantor, 1933	Film-reel 90
Eddie Cantor, 1934 Jan.-Apr.	Film-reel 91
Eddie Cantor, 1934 Oct.-Nov.	Film-reel 92

Edgar Bergen & Charlie McCarthy, 1937 May-Oct.	Film-reel 93
Edgar Bergen & Charlie McCarthy, 1938 Jan.-May	Film-reel 94
Edgar Bergen & Charlie McCarthy, 1939 Jan.-July	Film-reel 96
Edgar Bergen & Charlie McCarthy, 1939 July-Dec.	Film-reel 97
Edgar Bergen & Charlie McCarthy, 1940	Film-reel 98
Scope and Contents	
Off air July-August	
Edgar Bergen & Charlie McCarthy, 1940	Film-reel 99
Edgar Bergen & Charlie McCarthy, 1937 Oct.-Dec.	Film-reel 94
Edgar Bergen & Charlie McCarthy, 1938 May-Dec.	Film-reel 95
George Jessel, 1932 Feb.-Mar.	Film-reel 84
George Jessel, 1932 Mar.-Apr.	Film-reel 89
Georgie Price, 1932 Aug. 7	Film-reel 89
Georgie Price and the Revelers, 1932 sept.-Oct.	Film-reel 89
Harry Richman, 1932 May-Sept.	Film-reel 89
Haven MacQuarrie--Do You Want To Be an Actor?, 1936 Dec.	Film-reel 93
Haven MacQuarrie--Do You Want To Be an Actor?, 1937 Jan.-May	Film-reel 93
Jimmy Durante, 1933 Sept.	Film-reel 90
Jimmy Durante, 1934 Apr.-Sept.	Film-reel 91
Jimmy Durante, 1933 Sept.-Nov.	Film-reel 91

Jimmy Durante, 1934 Sept.	Film-reel 92
Major Bowes, 1935-1936	Film-reel 92
Major Bowes, 1936 May-Sept.	Film-reel 93
Maurice Chevalier, 1931 Feb.-June	Film-reel 84
Musical program (coastal stations), 1931 Jan.-1932 Apr.	Film-reel 84
Opera Series, 1934 Dec.	Film-reel 92
Opera Series, 1935 Jan.-Mar.	Film-reel 92
Sims & Bailey, 1933 Apr.-Sept.	Film-reel 90
Scope and Contents	
Bert Lahr and cast	
Spot announcements, 1940 Mar.-Sept.	Film-reel 99
Springtime & Harvest, 1939-1940	Film-reel 99
Scope and Contents	
Several episodes missing	
Springtime & Harvest, 1939 Oct.-1940 June	Film-reel 100
Television Programming, 1946-1947	
Dancing on Air, 1947 Feb.-Mar.	Film-reel 365
Face to Face, 1947 Jan.	Film-reel 365
Face to Face, commercials, 1946 June-Dec.	Film-reel 311
Hour Glass, 1946 May-Dec.	Film-reel 311
Scope and Contents	
No broadcast Sept. 26, Nov. 21	
Hour Glass, 1947 Jan.-Mar.	Film-reel 365
Tenderleaf Tea, 1940-1956	
Canada, 1941 Jan. 17	Film-reel 168

Canada Vass Family, 1940 Nov. 26	Film-reel 168
Canada Vass Family, 1941 Jan. 7	Film-reel 168
Commercials, 1942 Sept. 6	Film-reel 168
Fred Allen, 1945 Oct.-Dec.	Film-reel 279
Fred Allen, 1945 Dec.	Film-reel 280
Great Falls Mont. one-minute announcement, 1941 Oct. 14	Film-reel 168
I Love a Mystery, 1941 Sept. 22	Film-reel 168
Spot announcements, 1941 Jan.	Film-reel 279
Spot announcements, KFBB, 1941 Oct.-1942 Apr.	Film-reel 244
Scope and Contents	
Incomplete series	
Tommy Dorsey, 1945 June-Sept.	Film-reel 279
Tommy Dorsey, 1945 June 10	Film-reel 343
Scope and Contents	
California Office	
Valiant Lady, 1956 June-Aug.	Film-reel 1007
1942 July-Aug.	Film-reel 168

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Swift & Co., 1931-1955

Programming, 1931-1955

Garry Moore Show, 1955 Jan.-Sept.	Film-reel 992
Movie Time, 1952 Jan.	Film-reel 915
Program, 1936 Jan.-May	Film-reel 139

Program, 1936 May-June	Film-reel 140
Salesmen conference commercials, 1948 Apr. 8	Film-reel 418
Sigmund Romberg, William Lyon Phelps, 1934 Oct.-1935 Apr.	Film-reel 119
The Formay Program (Miss Lucy Allen)--Happy Ramblers, 1932 Oct.-1934 Apr.	Film-reel 119
The Garden Hour, 1931 Feb.-May, 1932 Jan.- May	Film-reel 115
Stebbins Boys, 1931-1932	
1931 July-Aug.	Film-reel 115
1931 Aug.-Dec.	Film-reel 116
1931 Dec.-1932 May	Film-reel 117
1932 May-Oct.	Film-reel 118
Swift's Movie Time, 1951-1952	
1951 Oct.-Nov. 2	Film-reel 795
1951 Nov. 2-Dec.	Film-reel 796
1951 Oct.-1952 Jan.	Film-reel 1006
Commercials, approximately 1951	Film-reel 1007

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Sylvania, 1955-1956

Beat the Clock, 1955-1956

Atlantic City, approximately 1955	Film-reel 1011
Commercials, 1956 Mar. 10-June 16	Film-reel 1011

Scope and Contents

Mar. 10 broadcast International Show; Mar. 31 broadcast April Fool's Show

Commercials, 1955 Sept. 24-1956 Mar. 3	Film-reel 1011
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Scope and Contents

Feb. 11 broadcast Gay '90s Show

1955	Film-reel 992
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1956 Jan.-June	Film-reel 1007
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1956 May 3	Film-reel 1011
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Other Programming, 1955-1956

Buffalo Christian Show, 1955	Film-reel 1011
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Syracuse show, 1956 May 3	Film-reel 1011
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Textron, 1945-1949

Textron Theatre, 1945 Sept.-Dec.	Film-reel 281
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Textron Theatre, 1945 Sept. 29	Film-reel 283
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Textron Theatre--Helen Hayes, 1946 Jan.-Mar.	Film-reel 343
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Textron Theatre--The Hartmans, 1949 Feb.-May	Film-reel 718
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This is Helen Hayes, 1945 Feb.-July	Film-reel 281
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The Circle Dramatic Scripts, 1935-1939

Accent on Youth (Chase & Sanborn), 1938 Feb.20	Film-reel 48
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Bad Man (Chase & Sanborn), 1937 Aug. 29	Film-reel 48
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Biography (Shell), 1936 Sept. 5	Film-reel 48
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Call It a Day (Shell), 1936 June 20	Film-reel 48
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Candlelight (Chase & Sanborn), 1937 June 6	Film-reel 48
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Coquette (Chase & Sanborn), 1938 Nov. 6	Film-reel 48
Cyrano de Bergerac (Shell), 1935 May 25	Film-reel 48
Death Takes a Holiday (Kellogg/Circle), 1939 Mar. 26	Film-reel 48
Green Goddess (Shell), 1935 Aug. 31	Film-reel 48
Holiday (Chase & Sanborn), 1938 Feb. 27	Film-reel 48
Is Zat So? (Shell), 1935 Sept. 21	Film-reel 48
June Moon (Shell), 1936 May 2	Film-reel 48
Just Suppose (Shell), 1935 Aug. 31	Film-reel 48
Let Us Be Gay (Chase & Sanborn), 1938 Sept. 25	Film-reel 48
Monkey's Paw (Kellogg/Circle), 1939 Apr. 2	Film-reel 48
Mrs. Moonlight (Shell), 1936 Apr. 18	Film-reel 48
Napoleon's Barber (Shell), 1935 Dec. 14	Film-reel 48
Old Lady Shows Her Medals (Chase & Sanborn), 1935 June 20	Film-reel 48
Rip Van Winkle (Shell), 1935 Dec. 7	Film-reel 48
Romantic Young Lady (Chase & Sanborn), 1937 June 27	Film-reel 48
The Copperhead (Shell), 1935 Aug. 17	Film-reel 48
The Curtain Rises (Chase & Sanborn), 1938 Oct. 16	Film-reel 48
The Last Mile (Shell), 1935 Oct. 26	Film-reel 48
The Londonderry Air (Chase & Sanborn), 1937 Sept. 19	Film-reel 48
There's Always Juliet (Chase & Sanborn), 1938 Oct. 30	Film-reel 48

You and I (Chase & Sanborn), 1938 Aug. 14 Film-reel 48

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U.S. Industrial Alcohol (Pyro), 1931-1933

Audition script, 1933	Film-reel 32
Boston, 1932 Oct.-Nov.	Film-reel 243
Commercial, 1931	Film-reel 32
WEAF, 1932 Oct.-Dec.	Film-reel 243

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U.S. Playing Card Co., 1940-1941

Commercials, 1941 Nov.-1942 Jan.	Film-reel 170
Commercials, 1940 Nov.	Film-reel 179
Scripts and commercials, 1941 Oct. 24	Film-reel 170

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Union Central Life Insurance Co.--Roses and Drums, 1932-1935

1932 May-Aug.	Film-reel 125
1932 Aug.-Dec.	Film-reel 126
Scope and Contents	
Oct. 9-Dec. 4, 1932 no scripts--show broadcast from Chicago	
1933 Jan.-1934 Feb.	Film-reel 126
1934 Feb.-Dec.	Film-reel 127
Scope and Contents	
off air during summer	
1935 Jan.-Aug.	Film-reel 130
1935 Aug.-1936 Mar.	Film-reel 131

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United Churches Canvass, 1935-1948

One Man's Family, 1935-1948

History in Words and Pictures, 1935	Film-reel 417
1948 Jan.-May	Film-reel 417
1948 June-Aug.	Film-reel 417
1948 Sept.-Dec.	Film-reel 418

Other Programming, 1937-1948

Commercials, 1948	Film-reel 418
Edgar Bergen Show, 1948 Jan.-May, Oct.-Dec.	Film-reel 418

Scope and Contents

No broadcast Apr. 11; Dec. 19 broadcast missing

Fleischmann's Yeast for Bread, 1938 June 29	Film-reel 418
Royal Baking Powder, 1937 June 29	Film-reel 418
Royal Desserts, 1937 July 1	Film-reel 418
Royal Pudding, Desserts--Robert Shaw Chorale, 1948 June-Sept.	Film-reel 418
U.S. Marine Corps/Major Gen. Alexander Archer Vandergrift, 1943 Mar. 12	Film-reel 201

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United Nations Information Bureau, 1943

Eight Legal Governments of Invaded Europe: What They Are Doing To Defeat Hitler and Establish Peace, 1943	Film-reel 201
Norway, 1943	Film-reel 201
Yugoslavia, 1943	Film-reel 201

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Universal Pictures, 1937-1943

Commercials, 1942 Dec. 21-22	Film-reel 262
Flesh and Fantasy--Commercials, 1943 Oct.	Film-reel 201
Hellzapoppin--Commercials, 1941 Dec.-1942 Jan.	Film-reel 171
1937	Film-reel 33

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W.F. Young, Inc. (Absorbine Jr.), 1938-1946

Commercials, 1938 June 3	Film-reel 150
Happy Endings (Sample radio script by John A. Carter), 1946 Jan. 14	Film-reel 305
Spot announcements, 1943 Mar.-June	Film-reel 201
True Or False program, Dr. Harry Hagen, 1941 July-Sept.	Film-reel 182

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Ward Baking Co., 1941-1949

Commercials, 1945-1948

H-E-P recorded spots, 1946 Dec.-1947 Jan.	Film-reel 370
KQV Pittsburg, Pa., 1948 Jan.-June	Film-reel 370
KSO St. Louis, Mo., 1948 Jan.-July	Film-reel 370
WAGE Syracuse, N.Y., 1947 July-1948 July	Film-reel 370
WALT music program, 1948 June-July	Film-reel 371
WAPI Birmingham, Ala., 1946-1948 July	Film-reel 369
WBAL Baltimore, Md., 1946 Nov.-1948 July	Film-reel 372

WCAO Baltimore, Md., 1948 Jan.-June	Film-reel 371
WCAO Baltimore, Md., 1948 July	Film-reel 372
WCBS New York, N.Y., 1947 Apr.-1948 July	Film-reel 372
Scope and Contents	
The Missus Goes A-Shopping	
WDEV Waterbury, Vt., 1946-1948 July	Film-reel 371
Scope and Contents	
Tip Top Musical Almanac	
WEAN Providence, R.I., 1948 Jan.-July	Film-reel 372
Scope and Contents	
Tello-Test	
WEEI Boston, Mass., 1948 Feb.-July	Film-reel 372
Scope and Contents	
Breakfast in Boston	
WEEI Boston, Mass., 1948 Jan.-July	Film-reel 372
Scope and Contents	
Top 'o the Morning	
WEEI Boston, Mass., 1947 July-1948 Mar.	Film-reel 372
Scope and Contents	
Breakfast in Boston	
WFBR Baltimore, Md., 1947 June-1948 July	Film-reel 372
WFLA Tampa, Fla., 1947 June-1948 July	Film-reel 372
WGES Chicago, Ill., 1946-1947 July	Film-reel 372
Scope and Contents	
Polish Dinner Bell	
WGN Chicago, Ill., 1947 June-1948 July	Film-reel 372

Scope and Contents

Musical Clock, Record, Reveille

WHFC The Bohemian Hour, 1948 Spring	Film-reel 370
WHK Cleveland, Oh., 1948 Jan.-July	Film-reel 370
WHKC Columbus, Oh., 1947 May-1948 July	Film-reel 372

Scope and Contents

15 minute news

WJAX Jacksonville, Fla., 1946 Feb.-1948 July	Film-reel 370
WJAX Jacksonville, Fla., 1946-1948 Mar.	Film-reel 371

Scope and Contents

Tip Top Tunes new programming

WLEU Erie, Pa., 1948 Jan.-May	Film-reel 370
WLEU Erie, Pa., 1947-1948	Film-reel 371

Scope and Contents

Includes spots for Florida announcement, Aunt Hannah's Kiddie Show

WNAC Boston, Mass., 1948 Mar.-July	Film-reel 370
WNEW New York, N.Y., 1948 Jan.-July	Film-reel 370
WNLC New London, Conn., 1946-1948 July	Film-reel 370
WPDQ Jacksonville, Fla., 1946 Oct.-1947 Jan.	Film-reel 369
WPDQ Jacksonville, Fla., 1947 Feb.-1948 July	Film-reel 370
WSBC Chicago, Ill., 1945 Dec.-1948 July	Film-reel 370
WSBT South Bend, Ind., 1946-1948 July	Film-reel 370
WSGN Birmingham, Ala., 1948 Jan.-July	Film-reel 370
WSUN, 1947 July-1948 July	Film-reel 370
WWNY Watertown, N.Y., 1945 Nov.-1948 July	Film-reel 370

WXYZ Detroit, Mich., 1948 Jan.-July Film-reel 370

Dick Tracy, 1944-1945

KQV, 1944 Sept.-1945 May Film-reel 266

KXOK, 1944 Sept.-1945 May Film-reel 266

WAGE, 1944 Sept.-1945 May Film-reel 266

WAGE, 1945 May-Aug. Film-reel 267

WCOL, 1944 Sept.-1945 May Film-reel 266

WENR, 1944 Apr.-1945 May Film-reel 266

WENR, 1945 May-Aug. Film-reel 267

WFIL, 1944 Sept.-1945 May Film-reel 266

WFIL, 1945 May Film-reel 267

WFMJ, 1944 Sept.-1945 May Film-reel 267

WFMJ, 1945 May Film-reel 267

WHDH, 1944 Sept.-1945 May Film-reel 266

WHOT, 1944 Oct.-1945 Mar. Film-reel 266

WHOT, 1945 Apr.-May Film-reel 267

WICI, 1944 Sept.-1945 May Film-reel 266

WJHP, 1944 Oct.-1945 May Film-reel 267

WJW, 1944 Sept.-1945 May Film-reel 267

WJZ, 1944 Apr.-1945 May Film-reel 266

WKIP, 1944 Sept.-1945 May Film-reel 266

WLEU, 1944 Sept.-1945 May Film-reel 266

WLEU, 1945 May-Aug. Film-reel 267

WNAB, 1944 May-1945 May Film-reel 266

WNBC, 1944 Sept.-1945 May	Film-reel 266
WORC, 1944 Sept.-1945 May	Film-reel 266
WORC, 1945 May-Aug.	Film-reel 267
WSGN, 1945 Feb.-May	Film-reel 267
WSGN, 1945 May-July	Film-reel 267
WTRY, 1944 Oct.-1945 May	Film-reel 266
WTRY, 1945 May-Aug.	Film-reel 267
WWVA, 1944 Sept.-1945 May	Film-reel 266
WXYZ, 1944 Oct.-1945 May	Film-reel 266

Other Programming, 1941-1949

Aunt Hannah's Bread commercials, 1948	Film-reel 421
Aunt Hannah's Bread sots, 1945 Jan.	Film-reel 311
Aunt Hannah's Enriched Bread, 1943 Apr.-1944 Dec.	Film-reel 265
Aunt Hannah's Kiddie Show, 1948 Jan.-1949 Apr.	Film-reel 717
Bread and cake spot announcements, 1948 Feb.-July, 1948 Jan.	Film-reel 421
Commercials, 1941 Sept.-1942 Sept.	Film-reel 175
Judy & Jane, 1943 Jan.-July	Film-reel 265
Marjorie Mills, N.E. Network, 1942 Dec.-1943 Feb.	Film-reel 245

Scope and Contents

Incomplete series

Participation spots, 1948 Jan.-July	Film-reel 422
Phil Cook Show comics audition, 1941	Film-reel 175

Sales meeting (not to be broadcast), 1945 Jan. 30	Film-reel 281
Spot announcements, 1943 June 21	Film-reel 207
Spot announcements, 1943-1944	Film-reel 265
Spot announcements, 1946	Film-reel 312
Spot announcements, 1948 Jan.-July	Film-reel 422
Various stations, 1943-1944	Film-reel 265
Various stations, 1943-1944	Film-reel 266

Spot announcements, 1943-1946

KDKA, 10 minute, 1945 Jan.-June	Film-reel 270
KMOX, 1943 June-Sept.	Film-reel 268
KMOX, 15 minute, 1945 Jan.-Aug.	Film-reel 270
KMOX, WJAX, 1943 Sept.-1944 Dec.	Film-reel 268
KSD, 15 minute, 1943 June-1944 May	Film-reel 269
WABC, 15 minute, 1943 Dec.-1944 June	Film-reel 269
WAPI, 15 minute, 1943 Dec.-1944 Dec.	Film-reel 269
WAPI, 15 minute, 1945	Film-reel 270
WBBM, 1944 May-Dec.	Film-reel 268
WBBM, 15 minute, 1945 Jan.-Aug.	Film-reel 270
WBNS, 1943 May-1944 May	Film-reel 267
WBNS, 15 minute, 1943 Dec.-1944 July	Film-reel 269
WCAO, 5 minute, 1946 Oct.-Dec.	Film-reel 270
WCBM, 15 minute, 1943 Oct.-1944 Dec.	Film-reel 269
WCBM, 15 minute, 1945 Jan.-Mar.	Film-reel 270
WDEV, 1945 July-Dec.	Film-reel 270

WFBR, 1943 Dec.-1944 Feb.	Film-reel 268
WFBR, 15 minute, 1944 Feb.-1944 Dec.	Film-reel 269
WFBR, 15 minute, 1945 Jan.-1946 May	Film-reel 270
WFBR, 5 minute, 1944 Jan.-Dec.	Film-reel 268
WFBR, 5 minute, 1945 Jan.-1946 May	Film-reel 270
WFMJ, 5 minute, 1943 Dec.-1944 Dec.	Film-reel 268
WFMJ, 5 minute, 1945	Film-reel 270
WGES, 1944 Sept.-Dec.	Film-reel 267
Scope and Contents	
Polish Dinner Bell, Mrs. Emily Rewicx	
WGES, 15 minute, 1944 Jan.-May	Film-reel 268
Scope and Contents	
Polish Dinner Bell, Mrs. Emily Rewicx	
WGES, 15 minute, 1945	Film-reel 270
WGN, 15 minute, 1944 Apr.-Oct.	Film-reel 269
WHKC, 15 minute, 1945	Film-reel 270
WHKC, 30 minute, 1944 Aug.-Dec.	Film-reel 269
WIBG, 15 minute, 1945 Oct.-Dec.	Film-reel 270
WITH, 1943 May-1944 Dec.	Film-reel 267
WITH, 15 minute, 1945 jan.-1946 Jan.	Film-reel 270
WJAX, 15 minute, 1945	Film-reel 270
WJR, 10 minute, 1943 Oct.-1944 July	Film-reel 268
WJW, 15 minute, 1943 Dec.-1944 Dec.	Film-reel 269
WJW, 15 minute, 1945 Jan.-June	Film-reel 270
WKBN, 5 minute, 1943 Dec.-1944 Jan.	Film-reel 267

WKBN, 5 minute, 1944 Jan.-1944 Dec.	Film-reel 268
WKBN, 5 minute, 1945	Film-reel 270
WMBR, 10 minute, 1945 Jan.-June	Film-reel 270
WMBR, 15 minute, 1944 Oct.-Dec.	Film-reel 269
WNAC, 5 minute, 1944 Feb.-Dec.	Film-reel 267
WNAC, 5 minute, 1945 Jan.-Feb.	Film-reel 269
WNLC, 5 minute, 1944 Feb.-Dec.	Film-reel 267
WNLC, 5 minute, 1945	Film-reel 270
WOR, 15 minute, 1943 Sept.-1944 Dec.	Film-reel 268
WOR, 15 minute, 1945	Film-reel 270
WSBC, 1944	Film-reel 267
WSBC, 15 minute, 1945	Film-reel 270
WSBT, 1943 Oct.-1944 Dec.	Film-reel 267
WSBT, 15 minute, 1945	Film-reel 270
WWJ, 15 minute, 1944 Dec.-1945 Feb.	Film-reel 269
WWJ, 15 minute, 1944 Feb.-1945 June	Film-reel 270
Scope and Contents	
Dates missing	
WWNY, 5 minute, 1943 Dec.-1944 Dec.	Film-reel 267
WWNY, 5 minute, 1945	Film-reel 270
WWSW, Aunt Hannah, 1945 Jan.-Oct.	Film-reel 270
WXYZ, 1943 May-1944 Dec.	Film-reel 267
WXYZ, 15 minute, 1945 Jan.-July	Film-reel 270
1943 May-Sept.	Film-reel 268

1943	Film-reel 270
Tennessee Jed, 1945-1947	
Auditions, 1946 Nov.-Dec.	Film-reel 313
1945	Film-reel 281
Scope and Contents	
Through episode 17	
1945	Film-reel 282
Scope and Contents	
Episodes 18-on; missing episodes 31-34	
1946 Jan.-Aug.	Film-reel 312
1946 Aug.-Dec.	Film-reel 313
Scope and Contents	
Missing Aug. 20; no broadcast Aug. 21-22	
1947 Jan.-May	Film-reel 368
1947 May-Nov.	Film-reel 369
Tip Top Bread, 1942-1948	
Audition, spot announcements, 1943 June 21	Film-reel 206
Commercials--Enriched Tip Top Bread, Judy and Jane, 1943 Jan.-Mar.	Film-reel 206
Commercials--Enriched Tip Top Bread, Judy and Jane, 1943 Mar.-July	Film-reel 207
Commercials--Enriched Tip Top Bread, Terry and the Pirates, 1942 Apr.-Sept.	Film-reel 206
Jingles, Advox commercials, 1948 Dec. 14	Film-reel 421
Recorded spots, 1947 Jan.1948 Jan.	Film-reel 421
Spot announcements, 1943 July 16	Film-reel 206
Spot announcements, 1943 Jan.-Apr.	Film-reel 244

Spot announcements, 1943 Jan.-Apr.

Film-reel 245

Scope and Contents

Many missing

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William Wrigley Jr., 1939-1943

Doublemint Gum, 1939-1942

Commercials, 1939 Dec.-1942 Apr.

Film-reel 169

Gene Autry Show, 1941-1943

Melody Ranch, 1942 Apr.-Dec.

Film-reel 170

1941 Jan.-Aug.

Film-reel 207

1941 Aug.-Dec.

Film-reel 208

1943 Jan.-Aug.

Film-reel 208

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