



# **Guide to the J. Walter Thompson Company. 35mm Microfilm Proofs, 1906-1960 and undated**

---

This collection guide was produced in **2011**.

This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

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

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

---

## Table of Contents

---

<a href="#">Summary</a>	4
<a href="#">Background</a>	5
<a href="#">Arrangement</a>	5
<a href="#">Administrative Information</a>	5
<a href="#">Related Materials</a>	6
<a href="#">Names and Subjects</a>	7
<a href="#">Collection Inventory</a>	8
<a href="#">Domestic Advertisements</a>	8
<a href="#">Foreign Proofs Previous to 1934</a>	25
<a href="#">Alexandra (Egypt)</a>	25
<a href="#">Antwerp (Belgium)</a>	26
<a href="#">Batavia (Java)</a>	27
<a href="#">Berlin (Germany)</a>	27
<a href="#">Bombay (Mumbai, India)</a>	29
<a href="#">Bucharest (Romania/Rumania)</a>	30
<a href="#">Buenos Aires (Argentina)</a>	30
<a href="#">Montreal and Toronto (Canada)</a>	32
<a href="#">Copenhagen (Denmark)</a>	33
<a href="#">Johannesburg (South Africa)</a>	34
<a href="#">London (England, Great Britain)</a>	35
<a href="#">Madrid (Spain)</a>	37
<a href="#">Paris (France)</a>	38
<a href="#">Sao Paulo (Brazil)</a>	39
<a href="#">Stockholm (Sweden)</a>	40
<a href="#">Sydney (Australia)</a>	40
<a href="#">Warsaw (Poland)</a>	41
<a href="#">Wellington (New Zealand)</a>	42
<a href="#">Western Office Accounts</a>	42
<a href="#">Copyright material stamped and returned from Washington</a>	43
<a href="#">Copy Approvals (Supplement to 16mm reel 40)</a>	43
<a href="#">Car Cards</a>	44
<a href="#">Newspaper and Magazine Advertisements</a>	45
<a href="#">Portfolios</a>	46

<a href="#"><u>Portfolios: Inactive Accounts</u></a> .....	51
<a href="#"><u>Portfolios: Discontinued Accounts</u></a> .....	52

## Summary

---

**Collection Title:**

J. Walter Thompson Company. 35mm Microfilm Proofs, 1906-1960 and undated

**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 JWT 35mm Microfilm Proofs collection spans the years 1906-1960 and consists primarily of images of print advertisements and proofs taken from proof books and portfolios of domestic and foreign JWT offices. Clients include Ballantine's, B.F. Goodrich, Butterick, Corning, Crowell Publishing, Davey Tree Surgeons, General Cigar, General Motors, Guinness, Horlicks, J.B. Williams, Jergens, Johns-Manville, Nash, Northam Warren, Pennsylvania RR, RCA, Sharp & Dohme, Shell, Standard Brands, Sun Maid, Swift, Sylvania, United Airlines, Ward Baking, and Welch's Grape Juice. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

3 Linear Feet (104 items)

**Language:**

Material in English

**Collection ID:**

RL.00657

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1zh04>

**Preferred Citation**

[Identification of item], J. Walter Thompson Company. 35mm Microfilm Proofs, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

## **Background**

---

### **Scope and Content**

The JWT 35mm Microfilm Proofs collection spans the years 1906-1960 and consists primarily of images of print advertisements and proofs taken from proof books and portfolios of domestic and foreign JWT offices. Clients include Ballantine's, B.F. Goodrich, Butterick, Corning, Crowell Publishing, Davey Tree Surgeons, General Cigar, General Motors, Guinness, Horlicks, J.B. Williams, Jergens, Johns-Manville, Nash, Northam Warren, Pennsylvania RR, RCA, Sharp & Dohme, Shell, Standard Brands, Sun Maid, Swift, Sylvania, United Airlines, Ward Baking, and Welch's Grape Juice.

### **Biographical/Historical**

Beginning in the late 1930s, proof books containing advertisements of former clients, foreign clients and domestic clients from offices other than New York were put on microfilm. It is believed that after items were microfilmed, the originals were destroyed.

[Return to Table of Contents](#)

---

## **Arrangement**

---

Arranged by reel number and physical sequence of images on microfilm. Items were microfilmed in several categories: general accounts, foreign office clients, western offices, and portfolios of inactive client accounts.

[Return to Table of Contents](#)

---

## **Administrative Information**

---

### **Publication Statement**

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive  
Duke University  
Durham 27708

[askRL@duke.edu](mailto: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. 35mm Microfilm Proofs were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1987.

## **Processing Information**

Processed by Rubenstein Library, 1987

Encoded by Richard Collier, December 2011

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

[Return to Table of Contents](#)

---

## **Related Materials**

---

### **Related Material**

<http://library.duke.edu/digitalcollections/rbmscl/jwtaccountfiles/inv/>

<http://library.duke.edu/digitalcollections/rbmscl/jwtinternationalads/inv/>

<http://library.duke.edu/digitalcollections/rbmscl/jwtinternationalads/inv/>

<http://library.duke.edu/digitalcollections/rbmscl/jwtinternationaloffices/inv/>

<http://library.duke.edu/digitalcollections/rbmscl/lightnerantiqueads/inv/>

[Return to Table of Contents](#)

---

## **Names and Subjects**

---

- Advertising
- Advertising -- United States -- History
- Proofs (printed matter)
- Advertising -- United States
- Advertising agencies -- United States
- Advertising agencies
- Advertising agencies -- United States -- History
- Microfilms
- Corning Glass Works
- Crowell Publishing Company
- B.F. Goodrich Company
- Butterick Publishing
- Andrew Jergens Company (Cincinnati, Ohio)
- United Airlines
- Ward Baking Company
- Welch Grape Juice Company
- Standard Brands Incorporated
- Sun Maid Growers of California
- Swift & Company
- Sylvania Electric Products, Inc.
- Shell Oil Company
- Sharp & Dohme
- Radio Corporation of America
- Pennsylvania Railroad
- P. Ballantine & Sons
- Northam Warren Corporation
- Nash Motors Company
- Johns-Manville Corporation
- John W. Hartman Center for Sales, Advertising & Marketing History
- J.B. Williams Co
- J. Walter Thompson Company
- Guinness (Firm)
- General Motors Corporation
- General Cigar Company (Philadelphia, Pa.)
- Davey Tree Expert Company (Kent, Ohio)

## Collection Inventory

---

### Domestic Advertisements, 1906-1941

Addressograph, 1914	Film-reel 1
American Appraisal Co. (factory appraisal financial service), 1922	Film-reel 1
American Correspondence School of Law, 1915	Film-reel 1
Arbuckle Brothers (Ariosa, Yuban coffees), 1913-1924	Film-reel 1
Elizabeth Arden, 1923	Film-reel 1
Artloom (rugs), 1937	Film-reel 1
Associated Tile Manufacturers (Keromic tiles), 1928	Film-reel 1
Automatic Electric Co. (interoffice telephones), 1915-1917	Film-reel 1
Audit Bureau of Circulations, 1930-1933	Film-reel 1
Ballard (Oven-ready biscuits), 1931-1933	Film-reel 1
Ballard (Oven-ready biscuits), 1931-1933	Film-reel 2
A.B.A. Cheques, 1915	Film-reel 2
Belding Brothers & Co. (silks, fabric), 1908-1910	Film-reel 2
Barbours Linen Thread, 1924-1927	Film-reel 2
A. Bellor & Co. (ladies' cloaks, suits, dresses), 1920-1927	Film-reel 2
Berkey & Gay (furniture), 1917-1919	Film-reel 2
Canadian Colonial Airways, 1929-1931	Film-reel 2
Bartlett Pears, 1937	Film-reel 2

---

Bishopric Manufacturing Co. (building materials), 1925-1927	Film-reel 2
Bischof (ladies' clothing), 1914-1915	Film-reel 2
Paul Block (pictorial revue), 1917-1929	Film-reel 2
Bocaire (Turner and Walls men's shirts and shirting), 1921-1922	Film-reel 2
Paul Von Boeckman (physical culture), 1914	Film-reel 2
Boeing School of Aeronautics, 1937-1938	Film-reel 2
Bontex (H.B. Oaflin Co.; wash fabrics and dresses), undated	Film-reel 2
Borax Soap Chips, 1917-1918	Film-reel 2
A.S. Boyle (Old English Floor Wax), 1917-1922	Film-reel 2
Brenlin Window Shades (Chaow Breneman Co.), 1915-1926	Film-reel 2
Brunswick-Balke-Collender (bowling equipment), 1940	Film-reel 2
Burry Biscuit co., 1937-1939	Film-reel 2
Butterick, 1922-1925	Film-reel 2
Butterick, 1922-1925	Film-reel 3
Carter's Underwear, 1913-1932	Film-reel 3
Edward A. Cassidy (Kimbal Auto Jacks, Casco Tire Pump, C. Piel Co., G.P. Muffler Cut-out), 1917-1920	Film-reel 3
CECO (radio tubes), 1930	Film-reel 3
Central Bank of Oakland, 1934-1935	Film-reel 3
Central Public Service Corp. (utility), 1930-1933	Film-reel 3
Chatham Manufacturing Co. (blankets, sheets, pillowcases), 1925-1940	Film-reel 3

---

Chicago, Burlington & Quincy R.R., 1925-1931	Film-reel 3
Chicago, Burlington & Quincy R.R., 1925-1931	Film-reel 4
Close's Pocket Candies (George Close Co.), 1920	Film-reel 4
Coast Fishing Co. (Balto dog food, Puss and Boots cat food), 1933-1936	Film-reel 4
Cofield Motor Washer (washing machines), 1914	Film-reel 4
Colgate & Co. (toilet goods), 1906-1914	Film-reel 4
Cortley Clothes (Cohen Cohn and Lang; men's clothes), 1921	Film-reel 4
C.E. Conover Co. (Naiad dress shields), 1906-1917	Film-reel 4
Cooper's (men's underwear), 1939	Film-reel 4
Continental Motor Manufacturing Co., 1914-1920	Film-reel 4
Corning Glass Works (baby bottles, kitchen utensils, laboratory equipment, Stueben glass, conaphore, auto headlight lenses), 1918-	Film-reel 4
Corning Glass Works (baby bottles, kitchen utensils, laboratory equipment, Stueben glass, conaphore, auto headlight lenses), 1918-	Film-reel 5
Corticelli Silk Co. (dresses, hosiery, silk thread, knitting yarns), 1924-1928	Film-reel 5
Cox Confectionary Co. (Romance chocolates), 1920-1925	Film-reel 5
Cream of Wheat, 1923-1938	Film-reel 5
Columbia Broadcasting System (CBS, WBBM radio station), undated	Film-reel 5
Crosley Radio, 1929	Film-reel 5

---

Crowell Publishing Company (American, Collier's, Farm and Fireside, Woman's Home Companion magazines), 1924-1927	Film-reel 5
Crowell Publishing Company (American, Collier's, Farm and Fireside, Woman's Home Companion magazines), 1924-1927	Film-reel 6
Atlantic Coast Fisheries Inc. (Chesebro Bros & Robbins, Inc. fish brokers, Nordic frozen fish steaks), 1929-1931	Film-reel 6
Alkalitkia Co. (drugs), 1938-1939	Film-reel 6
Curtiss Candy Co. (Baby Ruth chewing gum and candy bar, Chico peanuts), 1928-1931	Film-reel 6
Curtis Publishing Co. (Ladies Home Journal), 1931-1938	Film-reel 6
Curtis Wood Work, 1913	Film-reel 6
City Baking Co. (Mrs. Schmidt's bread), 1926	Film-reel 6
Curtis Flying Service, undated	Film-reel 6
Davey Tree Surgeons, 1911-1937	Film-reel 6
Davey Tree Surgeons, 1911-1937	Film-reel 7
Curtis Wright Trade, 1929	Film-reel 7
Davey Tree Surgeons, 1911-1937	Film-reel 7
Del Ray Foods (spaghetti), 1933	Film-reel 7
Derryvale Givens (linens), 1917	Film-reel 7
Detroit Brewing Co., 1937	Film-reel 7
Diamond Crystal Salt, 1922-1925	Film-reel 7
Dictophone, 1916	Film-reel 7
Doubleday Page Co. (book publishers), 1914	Film-reel 7

---

Douglas Lighter (Hargraft & Co., cigarette lighters), 1926	Film-reel 7
Driecer & Co., 1926	Film-reel 7
Drakes Cakes, 1911-1916	Film-reel 7
Durham Duplex Razor Co., 1934-1938	Film-reel 7
Dwight Anchor (sheets and pillowcases), undated	Film-reel 7
Easy Washing Machines, 1938-1939	Film-reel 7
Eberhard Pencil Co. (Faber, Mongol pencils, Van Dyck and Kleerit erasers), 1929-1936	Film-reel 7
Electric Boat Co. (Nelsco diesel engines, New London Ship and Engine Co., Elco cruisers), 1925-1932	Film-reel 7
Elms and Sellon (D&J Anderson Gingham fabrics, Standish fabrics), 1923-1926	Film-reel 7
Elms and Sellon (D&J Anderson Gingham fabrics, Standish fabrics), 1923-1926	Film-reel 8
Emerson Drug So. (Bromo-Seltzer), 1935-1940	Film-reel 8
Erskine & Dontorth (Danersk furniture), 1920-1927	Film-reel 8
Felt & Tarrant Manufacturing Co. (Comptometer), 1931	Film-reel 8
Exchange Trust Co. (banking), 1908-1916, 1925-1927	Film-reel 8
Felt & Tarrant Manufacturing Co. (Comptometer), 1931	Film-reel 8
Fidelio Brewery, 1933-1934	Film-reel 8
Fiske & Co. (Frisklock, Tapestry bricks), 1914-1917	Film-reel 8
Flintkote Corp. (building materials), 1934	Film-reel 8

Foamite-Childs Corp. (fire protection, firefoam), 1923-1927	Film-reel 8
Foamite-Childs Corp. (fire protection, firefoam), 1923-1927	Film-reel 9
Foremost Dairy Products Inc. (Foremost ice cream and milk), 1929-1931	Film-reel 9
Augusta Ice and Coal Co. (Allburn coal), 1929	Film-reel 9
Urm. Freihofer Baking Co. (bread), 1929-	Film-reel 9
Robert Gair & Co., Inc. (package merchandising), 1920-1924	Film-reel 9
Robert Gair & Co., Inc. (Harmony, Garner fabrics), 1927-1928	Film-reel 9
Gates Tours (vacation cruises), 1921-1926	Film-reel 9
P.A. Geier Co. (Royal electric vacuum cleaner), 1921-1924	Film-reel 9
General Shoe Co. (Jorman, Fortune shoes), 1938	Film-reel 9
General Timber Service Inc. (Weyerhauser Forest Products, Balsane wool blankets, insulation division), 1926-1933	Film-reel 10
Gill Bros. (lighting fixtures), 1914-1915	Film-reel 10
Globe-Wernicke (office equipment), 1927	Film-reel 10
Good Luck Food Co. (Good Luck for Lemon pie filling), 1922-1926	Film-reel 10
B.F. Goodrich, 1928-1933	Film-reel 10
<b>Scope and Contents</b>	
Rubber products; Zippers overshoes, rubber footwear and soles/heels, airplane tires, Goodrich Silvertown, Brunswick, Diamond, Cavalier, Miller, Hood automobile tires, Farren-oid fan belts, mechanical and drug sundries, Miller Rubber Products toys and etc., Celeste spray douche, Sojourn fountain syringe, Diamond rubber belts, marine equipment	
B.F. Goodrich, 1928-1933	Film-reel 11

---

Graham (Graham Bradley tractor, automobiles), 1937-1939	Film-reel 11
Grand Trunk Railway Line, 1920	Film-reel 11
Griedesieck Western Brewery (Stag, Oldbrau beer), 1937-1940	Film-reel 11
Gruen Watchmakers Guild (Verithin watch), 1915-1932	Film-reel 12
Gulbransen (player pianos), 1926	Film-reel 12
Hammond Organ, 1936	Film-reel 12
Hanovia Chemical Manufacturers (Alpine sun lamp, Kromayer lamp), 1928-1930	Film-reel 12
Hall-Borchet Dress Form Co., undated	Film-reel 12
Hasslers Manufacturing Co. (auto shock absorbers), 1927-1928	Film-reel 12
Hathaway Baking Co. (Dolly Madison, Dietz bread, Hathaway's bread), 1926-1934	Film-reel 12
Richard Hellmann Inc. (Hellmann's Blue Ribbon Mayonnaise), 1928	Film-reel 12
Hartsborn Shade Rollers, 1915	Film-reel 12
Peter Henderson (seeds), 1915-1926	Film-reel 12
Henriette (compacts and cigarette cases), 1937-1938	Film-reel 12
Histon Products Co. (drugs, Anatone, Jeltone), undated	Film-reel 12
Wm. Hollins Co. Inc. (Viyella knitting yarns), 1932	Film-reel 12
H.P. Hood & Sons (milk), 1933	Film-reel 12
Hoosier Manufacturing Co. (kitchen cabinets), 1923-1927	Film-reel 12

Hooven-Allison Co. (Bue Heart rope), 1920-1927	Film-reel 12
Horlick's Malted Milk, 1917-1929	Film-reel 12
Horlick's Malted Milk, 1917-1929	Film-reel 13
Howlett & Hockmeyer (Waterside Corduroy suede-like ladies hats, Zip On Body clothes), 1923-1929	Film-reel 13
Richard Hudnut (cosmetics), 1929	Film-reel 13
Deauville & DuBarry (cosmetics), undated	Film-reel 13
Chicago Herald & Examiner, 1928-1929	Film-reel 13
George P. Ide & Co. (shirts and collars), 1926-1927	Film-reel 13
Ideal power lawn mower, 1915	Film-reel 13
Industrial Alcohol Institute (denatured alcohol, antifreeze), 1929	Film-reel 13
Thomas P. Jeffrey Co. (automobiles), 1915	Film-reel 13
Japan Tea Promotion Committee, 1927	Film-reel 13
Jovan Corp. (importers of ginger ale), 1928	Film-reel 13
International Vitamin Corp. (IVC Pearls vitamin capsules), 1930	Film-reel 13
International Silver Co. (premium give-away), 1939	Film-reel 13
International Shoe Corp., undated	Film-reel 13
Andrew Jergens Co. (Woodbury's soap, shaving stick, Jergens Violet Glycerine soap, lotion, Castolay Baby's Soap, Ben Hur perfume), 1911-1936	Film-reel 13
Andrew Jergens Co. (Woodbury's soap, shaving stick, Jergens Violet Glycerine soap, lotion, Castolay Baby's Soap, Ben Hur perfume), 1911-1936	Film-reel 14

---

A.C. Krum & Sons (macaroni), 1926-1928	Film-reel 15
Kops Brothers (Nemo-Flex wonderlift, Sensation Steps, Rapid Medial Belt Co. medical trusses, corsets, brassieres), 1925-1934	Film-reel 15
Klein Rapid Shoe Repair Co., 1929	Film-reel 15
Klear Flox Linen Rug Co., 1922	Film-reel 15
A&M Karaghensian (Herati rugs), 1924-1927	Film-reel 15
Johnson & Johnson (Johnson's baby powder), 1925	Film-reel 15
Jobbers's Overall Co. (Blue Buckle overalls, work clothes), 1920	Film-reel 15
La Gerardine Inc. (La Gerardine hair set, Gray Ban hair rinse, Insto-Wave hair set), 1930-1933	Film-reel 15
Lamont Corliss & Co. (Peppermint Loriots candy), 1920	Film-reel 15
Langendorf United Bakeries (California Spun Slices, Pro Perland's Wheat Bread, Old Homestead bread, Royalets cupcakes), 1922-	Film-reel 15
Langendorf United Bakeries (California Spun Slices, Pro Perland's Wheat Bread, Old Homestead bread, Royalets cupcakes), 1922-	Film-reel 16
Lansdowne (Schweiger, Inc., embroidery patterns, dresses), 1914-1930	Film-reel 16
Lehn & Fink (Pebeco toothpaste, Bovril beef drink, Fly-Flu exterminators), 1923-1929	Film-reel 16
Leslie Salt, 1934-1936	Film-reel 16
Lever Bros. (Lifebuoy soap, Rinso detergent), 1918-1925	Film-reel 16
J.B. Lippencott Co. (book publishers), 1911-1916	Film-reel 17

---

---

Lewis Manufacturing Co. (contractors, homes), 1916-1917	Film-reel 17
Log Cabin (syrup), 1922-1925	Film-reel 17
Lyon & Healy (musical instruments), 1919-1920	Film-reel 17
Majestic Co. (coal chutes), 1917	Film-reel 17
W.H. & A.E. Margerison & co. (Martex towels), 1927	Film-reel 17
Matson Navigation Co. (Matson Line cruises), 1929-1931	Film-reel 17
McCall Corp. (McCall's, Red Book magazines), 1932	Film-reel 17
McCawley & Co. (Slip-On children's clothing), 1924-1925	Film-reel 17
Melville Shoe Corp. (Rival, John Ward, Thom McAn men's shoes), 1925	Film-reel 17
Massachusetts Baking Co. (White Rose bread), 1922	Film-reel 17
Mennen Co. (shaving supplies), 1914-1915	Film-reel 17
Meredith Publishing Co. (Successful Living, Better Homes & Gardens magazines), 1928	Film-reel 17
Moorman Manufacturing Co. (feeds), 1928	Film-reel 17
Moorman Manufacturing Co. (feeds), 1928	Film-reel 18
Motor Improvements, Inc. (Purolator oil filters), 1926	Film-reel 18
Old Witch Co. (cleaning ammonia), 1929-1930	Film-reel 18
Olds Motor Works (Oldsmobile), 1914	Film-reel 18
Old Dominion Garment Co. (Blue Buckle overalls), undated	Film-reel 18

---

Norwich Pharmacal Co. (Ungentine, Vagiforms, Swan shaving cream), 1924	Film-reel 18
Mountain Valley mineral water, 1940	Film-reel 18
National Lumber Promotion Comm. (Nato Lumbers Manufacturing Association co-op), 1928-1932	Film-reel 18
National Electric Cookery Council (promotion), 1932	Film-reel 18
Vanadium Corporation of America (alloys), 1940	Film-reel 18
National Bureau of Surety and Casualty Underwriters (Safe Drivers Reward Plan, casualty insurance), 1938-1939	Film-reel 18
New England Candy Co. (Necco wafers, Balsters & OK), 1927-1929	Film-reel 18
New Jersey Brewers' Association (promotion), 1938	Film-reel 18
New York Chapter of National Music Appreciation Committee, 1940	Film-reel 18
New York Post, 1940	Film-reel 18
Norfolk & Portsmouth (resort), 1924-1928	Film-reel 18
Northern Pacific Railway, 1926-1930	Film-reel 18
Northwestern Expanded Metal Co., 1914	Film-reel 18
Nash Motors Co. (Nash, Lafayette automobiles), 1934	Film-reel 18
Nash Motors Co. (Nash, Lafayette automobiles), 1934	Film-reel 19
Omar Baking Co. (bread and flour), 1937-1938	Film-reel 19
Orange Crush (soft drink), 1934	Film-reel 19
Osgood Deflection Lens (auto headlight lens), 1916	Film-reel 19

O'Sullivan Rubber Co. (rubber shoe heels), 1912-1933	Film-reel 19
Pacific Coast Electric Bureau (promotion), 1934	Film-reel 19
Peace Dale Mills (J.P. Stevens Co., knitting yarns), 1920-1922	Film-reel 19
Palisade Manufacturing Co. (Kitchen Bouquet food flavoring), 1914	Film-reel 19
Parfumerie St. Denis (bath luxuries), 1929	Film-reel 19
J. Parker Pray Inc. (Opalene nail enamel), 1926	Film-reel 19
Parker-Regan Corp. (Betty Bright floor mops), 1927-1929	Film-reel 19
Park-Lexington Corp (Grand Central Palace exhibition hall), undated	Film-reel 19
Pathescope Corp. (industrial films), 1930-1934	Film-reel 19
Pin Ap'A (Lamont Corliss soft drink), 1916	Film-reel 19
J.C. Penney, 1928-1929	Film-reel 19
J.C. Penney, 1928-1929	Film-reel 20
Pineapple Producers Cooperative Association (promotion), 1933	Film-reel 20
Pennsylvania Railroad (passenger travel, freight, , TAT Maddux Airlines, Long Island Railroad, institutional advertising), 1926-1929	Film-reel 20
Pennsylvania Railroad (passenger travel, freight, , TAT Maddux Airlines, Long Island Railroad, institutional advertising), 1926-1929	Film-reel 21
Pennsylvania Railroad (passenger travel, freight, , TAT Maddux Airlines, Long Island Railroad, institutional advertising), 1926-1929	Film-reel 22
Pennsylvania Railroad (passenger travel, freight, , TAT Maddux Airlines, Long Island Railroad, institutional advertising), 1926-1929	Film-reel 23

---

Pennsylvania Rubber Co. (tires, golf balls, tennis balls, etc.), 1928	Film-reel 23
Permutit Co. (water softener), 1930-1931	Film-reel 23
Peter Kailler Kohler (Lamont Corliss, Peter's chocolate and cocoa, Redges, Nestle), 1919	Film-reel 23
Peter Kailler Kohler (Lamont Corliss, Peter's chocolate and cocoa, Redges, Nestle), 1919	Film-reel 24
Phoenix Hosiery (men's and women's), 1932-1934	Film-reel 24
E.A. Pierce & Co. (The Lansdowne Co.), 1930	Film-reel 24
Permutit Co. (water softener), 1932-1933	Film-reel 24
Piggly Wiggly Stores, 1927	Film-reel 24
Ed. Pinand (Eau de Quinine, Lilac Vegetal, toiletries), 1926-1929	Film-reel 24
Pope Manufacturing Co. (motorcycles), 1914	Film-reel 24
Franklin Baker Co. Inc. (coconut), 1925-1929	Film-reel 24
Cheek Neal Coffee Co. (Maxwell House), 1925-	Film-reel 24
Cheek Neal Coffee Co. (Maxwell House), 1925-	Film-reel 25
Douglas Pectin Corp. (Certo), 1928	Film-reel 25
Postum Cereal Co. (Grape-Nuts), 1924	Film-reel 25
President Suspenders, 1924-1929	Film-reel 25
Florida Citrus Exchange (Florigold oranges), 1937	Film-reel 25
Rowntree & Co. (Chu-Fru candies), 1925	Film-reel 25
Roosevelt Hotel, 1938	Film-reel 25
Roma Wine Co. (Roma, La Boheme wines), 1935	Film-reel 25
Richardson Co. (roofing), 1923	Film-reel 25

Republic Rubber Co. (tires), 1915	Film-reel 25
Reo Truck Co., 1914	Film-reel 25
Relaince Property Management (Ritz-Carlton Atlantic City), 1932	Film-reel 25
Red Cross Shoes (ladies' shoes), 1912-1922	Film-reel 25
Reckitts Ltd. (bath perfume), 1930	Film-reel 25
Realsilk (men's and women's hose), 1931	Film-reel 25
Rayon Institute of America, Inc. (rayon promotion), 1929-1930	Film-reel 25
Red Head spark plug, 1918	Film-reel 25
Rand McNally & Co. (maps, Child Life magazine), 1925	Film-reel 25
Rand McNally & Co. (maps, Child Life magazine), 1925	Film-reel 26
Quaker Oats Co. (Quaker Oats cereal, Aunt Jemima, Muffets cereal, macaroni), 1924-1936	Film-reel 26
Gorham Co. (hotel, household, ecclesiastical silverware, Spaulding Gorham, Black-Starr, Frost Gorham), 1929-1932	Film-reel 26
Standard Brands, Inc. (Fleischmann's Yeast), 1920-1922	Film-reel 26
Standard Brands, Inc. (Fleischmann's Yeast), 1922-1929	Film-reel 27
Standard Brands, Inc. (Fleischmann's Yeast), 1929-1933	Film-reel 28
Standard Brands, Inc. (Fleischmann's Yeast; Life Begins at Forty 1937: see also reel 50), 1933-1938	Film-reel 29
Standard Brands, Inc. (Fleischmann's Yeast; Life Begins at Forty 1937: see also reel 50), 1933-1938	Film-reel 30

---

Standard Brands, Inc. (Royal Baking Powder), 1923-1932	Film-reel 30
Standard Brands, Inc. (Royal Baking Powder, gelatine, pudding), 1925-1938	Film-reel 31
Standard Brands, Inc. (Royal Baking Powder, gelatine, pudding, desserts, mayonnaise, Fleischmann's Gin), 1934-1940	Film-reel 32
Sardine Fisheries of Maine (Maine sardines), 1930	Film-reel 32
Savage Arms Corporation (Savage Stevens guns), 1923	Film-reel 32
Savage Washer & Dryer (washing machines), 1923	Film-reel 32
F. Schumacher & Co. (fabrics), 1922-1929	Film-reel 32
F. Schumacher & Co. (fabrics), 1929-1930	Film-reel 33
Seaboard Rice Milling Co. (Comet rice), 1917	Film-reel 33
Shults Bread Co., 1922-1923	Film-reel 33
Sealcones Inc. (containers), 1931	Film-reel 33
Seamless Rubber Co. (Surgeon's gloves, sporting goods, 1934-1940	Film-reel 33
Lewis Searing Co. (grease cups and cartridges), 1920	Film-reel 33
Seeck & Kade (Persussin, Actin), 1931-1941	Film-reel 33
Senrico Toothpaste Co., 1919	Film-reel 33
Silk Association of America (promotion), 1916-1921	Film-reel 33
R.F. Simmons Co. (chains), 1913-1920	Film-reel 33
Simmons Co. (beds and mattresses), 1927-1928	Film-reel 33
Simmons Co. (beds and mattresses), 1927-1928	Film-reel 34

---

L.C. Smith and Corona Typewriters, Inc., 1930-1932	Film-reel 34
Simmons Co. (mattresses, coil springs, metal beds, studio couches, Beautyrest mattresses), 1932-1938	Film-reel 34
Smokador Manufacturing Co. Inc. (smoke stands), 1928-1929	Film-reel 34
Sonotone Corp. (hearing aids), 1930-1931	Film-reel 34
Sonotone Corp. (hearing aids), 1930-1931	Film-reel 35
Spaulding & Merrick (tobacco), undated	Film-reel 35
Stanley Insulating Co. (vacuum bottles), 1918-1928	Film-reel 35
Sterling Varnish Co. (Nitrex automotive tire coating), 1920	Film-reel 35
Sonora Phonograph Co. (phonograph, radio speakers), 1924-1926	Film-reel 35
Stork Co. (baby pants, sheeting), 1914-1916	Film-reel 35
S.W. Straus & Co. (banking), 1925-1932	Film-reel 35
Sun Maid Raisin Growers, 1923-1925	Film-reel 35
Sun Maid Raisin Growers, 1925-1929	Film-reel 36
Superior Underwear Co., 1914-1919	Film-reel 36
Stewart Phonograph Co., 1921	Film-reel 36
Union Tobacco Co. (Herbert Taryton cigarettes), 1928-1929	Film-reel 36
Tea Garden Products Co. (preserves, jellies), 1934-1935	Film-reel 36
Tested Products Laboratories Inc. (Placidon stomach relief), 1934	Film-reel 36
Tex-a-kan Flour Mills Co., 1936-1937	Film-reel 36

---

Tydol (gasoline), 1917-1919	Film-reel 36
Time, Fortune (magazines), 1929-1933	Film-reel 36
Toledo Scale Co., 1929	Film-reel 36
Thermoid Rubber Co. (Hardy universal joints, industrial machinery accessories, tires), 1919-1921	Film-reel 36
Thermoid Rubber Co. (Hardy universal joints, industrial machinery accessories, tires), 1916-1923	Film-reel 37
Town House Hotel, 1936-1937	Film-reel 37
Tromite Corporation (water softener), 1923-1924	Film-reel 37
Trussed Concrete Steel Co. (building materials), 1914-1917	Film-reel 37
International Telephone & Telegraph (postal telegraph, commercial cables), 1929-1931	Film-reel 37
United Airlines (Air Express Division, passenger flights), 1933-1937	Film-reel 37
United Airlines (Air Express Division, passenger flights), 1937-1939	Film-reel 38
United Artists (Hal Roach Studios, Captain Fury), 1939	Film-reel 38
United States Rubber Co. (rubber footwear, Raynsters raincoats, Keds sneakers, Naugahyde traveling bags), 1919-1928	Film-reel 38
U.S. Industrial Alcohol Co. (Pyro antifreeze, Alcorub rubbing alcohol), 1925-1933	Film-reel 39
Urbana Wine Co. (Gold Seal champagne and wines), 1934	Film-reel 39
Vauv Co. (publications), 1924-1927	Film-reel 39
Vogue (publication), 1914	Film-reel 39

---

P.F. Volland Co. (publishers), 1914	Film-reel 39
S. Sternau (sterno canned heat, Erno nose spray, Spry rubbing compound), 1929-1938	Film-reel 39
Davison Chemical Corp. (Sylox baby powder), 1939	Film-reel 39
Wadsworth Watch Case Co., 1921-1929	Film-reel 39
Wadsworth Watch Case (Henrietta cases), 1937-1938	Film-reel 39
John Wanamaker (department store), 1914	Film-reel 39
Washington State Progress Commission (promotion), 1938	Film-reel 39
W.R. Warner Co. (Sloan's linament, Formamint, Agarol, Stacomb), 1923-	Film-reel 39
Mrs. Emily Watson, Inc. (pie crust), 1924-1927	Film-reel 39
Welch Grape Juice Co. (Grapelade), 1925-1928	Film-reel 39
Welch Grape Juice Co. (Grapelade), 1925-1928	Film-reel 40
Wheeler-Osgood Co. (Laminex doors), 1929-1931	Film-reel 40
Charles William Co. (stores), 1914	Film-reel 40
Wood Associates (office furniture), 1930	Film-reel 40
Wm. Wrigley (chewing gum), 1931-1934	Film-reel 40

[Return to Table of Contents](#)

### **Foreign Proofs Previous to 1934, undated**

#### **Alexandra (Egypt), undated**

Quaker Oats, undated	Film-reel 41
Shelltox, undated	Film-reel 41
Peak Prean, undated	Film-reel 41

Jantzen, undated	Film-reel 41
Victor, undated	Film-reel 41
Gillette, undated	Film-reel 41
Dollar Line, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41
General Motors--Institutional, undated	Film-reel 41
General Motors, undated	Film-reel 41
<b>Antwerp (Belgium), undated</b>	
General Motors, undated	Film-reel 41
General Motors--Chevrolet, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41
General Motors--Buick--Marquette, undated	Film-reel 41
General Motors--Utility truck, undated	Film-reel 41
General Motors--Complete line, undated	Film-reel 41
Victor, undated	Film-reel 41
Zoo candies, undated	Film-reel 41
De Kuyper's liqueurs, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Fyffe's bananas, undated	Film-reel 41
Felix cat food, undated	Film-reel 41
Flexo watch crystals, undated	Film-reel 41

Frigidaire, undated	Film-reel 41
Gillette, undated	Film-reel 41
Carpal, undated	Film-reel 41
CeCe radio tubes, undated	Film-reel 41
Chile saltpetre, undated	Film-reel 41
Coca-Cola, undated	Film-reel 41
Goodrich, undated	Film-reel 41
Victor, undated	Film-reel 41
Jantzen, undated	Film-reel 41
Johnson Sea Horses, undated	Film-reel 41
Kraft, undated	Film-reel 41
Extrait de Viande Liebig, undated	Film-reel 41
Cutex, undated	Film-reel 41
De Beukelaer, undated	Film-reel 41

### **Batavia (Java), undated**

General Motors, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41
General Motors--Cadillac, undated	Film-reel 41
Johnson Sea Horses, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Goodrich, undated	Film-reel 41

### **Berlin (Germany), undated**

Johnson Sea Horses, undated	Film-reel 41
General Motors, undated	Film-reel 41

---

General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Marquette, undated	Film-reel 41
General Motors--Oakland, undated	Film-reel 41
General Motors--Oldsmobile, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41
General Motors--Vauxhall, undated	Film-reel 41
Acrophon, undated	Film-reel 41
Bakelite, undated	Film-reel 41
Chile saltpetre, undated	Film-reel 41
Coca-Cola, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Electrola, undated	Film-reel 41
Gillette, undated	Film-reel 41
Goodrich, undated	Film-reel 41
Victor, undated	Film-reel 41
Alpine--Gruen watches, undated	Film-reel 41
Horlicks, undated	Film-reel 41
Jantzen, undated	Film-reel 41
Kraft, undated	Film-reel 41
Pond's, undated	Film-reel 41
Quaker Oats, undated	Film-reel 41
Blondex, undated	Film-reel 41
Royal baking powder, undated	Film-reel 41

---

Sun Maid raisins, undated	Film-reel 41
Sagrotan, undated	Film-reel 41
<b>Bombay (Mumbai, India), undated</b>	
General Motors, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Vauxhall, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41
General Motors--Opel, undated	Film-reel 41
General Motors--GMC, undated	Film-reel 41
Wotto Brady & Co. Ltd, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Edsu fabrics, undated	Film-reel 41
Goodrich, undated	Film-reel 41
Horlicks, undated	Film-reel 41
Johnson & Johnson, undated	Film-reel 41
Royal baking powder, undated	Film-reel 41
Scott's Emulsion, undated	Film-reel 41
Silk Flakes, undated	Film-reel 41
Tata Oil Mills Co., Ltd., undated	Film-reel 41
Tata Oil Mills Co., Ltd.--501 soap, undated	Film-reel 41
Tata Oil Mills Co., Ltd.--Cocogem, undated	Film-reel 41

---

Tata Oil Mills Co., Ltd.--Tej boot polish, undated	Film-reel 41
---	--------------

---

Tata Oil Mills Co., Ltd.--Challak motor polish, undated	Film-reel 41
--	--------------

---

Mobil Oil, undated	Film-reel 41
--------------------	--------------

---

### **Bucharest (Romania/Rumania), undated**

General Motors, undated	Film-reel 41
-------------------------	--------------

---

General Motors--Opel, undated	Film-reel 41
-------------------------------	--------------

---

Eastman Kodak, undated	Film-reel 41
------------------------	--------------

---

Gilbert & Parker, undated	Film-reel 41
---------------------------	--------------

---

Goodyear, undated	Film-reel 41
-------------------	--------------

---

Columbia Records, undated	Film-reel 41
---------------------------	--------------

---

Pond's, undated	Film-reel 41
-----------------	--------------

---

Ivanhoe Perfection stove, undated	Film-reel 41
-----------------------------------	--------------

---

Sare de Lux, undated	Film-reel 41
----------------------	--------------

---

Standard Oil, undated	Film-reel 41
-----------------------	--------------

---

Prestone, undated	Film-reel 41
-------------------	--------------

---

Electrogay, undated	Film-reel 41
---------------------	--------------

---

Telephone Co., undated	Film-reel 41
------------------------	--------------

---

Chat Noir & Lady cosmetics, undated	Film-reel 41
-------------------------------------	--------------

---

Carn cigarettes, undated	Film-reel 41
--------------------------	--------------

---

### **Buenos Aires (Argentina), undated**

General Motors, undated	Film-reel 41
-------------------------	--------------

---

General Motors--Chevrolet trucks, undated	Film-reel 41
---	--------------

---

General Motors--Oakland, undated	Film-reel 41
----------------------------------	--------------

---

---

General Motors--Pontiac, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41
General Motors--Cadillac, undated	Film-reel 41
General Motors--Oldsmobile, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
Brasso, undated	Film-reel 41
Dunlap, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Frigidaire, undated	Film-reel 41
General Electric, undated	Film-reel 41
Goodrich, undated	Film-reel 41
Modess, undated	Film-reel 41
Karpal, undated	Film-reel 41
National City Bank, undated	Film-reel 41
Nael candies, undated	Film-reel 41
Overseas Motor Service Corp., undated	Film-reel 41
Overseas Motor Service Corp.--New Departure, undated	Film-reel 41
Overseas Motor Service Corp.--Hycoe, undated	Film-reel 41
Overseas Motor Service Corp.--Delco-Remy, undated	Film-reel 41
Padilla vermouth, undated	Film-reel 41
Pond's, undated	Film-reel 41
Pyrrhocide, undated	Film-reel 41
Royal baking powder, undated	Film-reel 41

Santos cigars, undated	Film-reel 41
Sonora, undated	Film-reel 41
Waldorf tissues, undated	Film-reel 41
Swift's, undated	Film-reel 41
Por Taytoy milk, undated	Film-reel 41
J. Walter Thompson, undated	Film-reel 41
Standard Oil, undated	Film-reel 41

### **Montreal and Toronto (Canada), undated**

Gruen, undated	Film-reel 41
Goodrich, undated	Film-reel 41
Gillette, undated	Film-reel 41
Fleischmann's baking powder, undated	Film-reel 41
Fleischmann's yeast for health, undated	Film-reel 41
Royal yeast cakes, undated	Film-reel 41
Shell Oil, undated	Film-reel 41
J. Walter Thompson, undated	Film-reel 41
Kraft, undated	Film-reel 41
Magic baking powder, undated	Film-reel 41
Libby's, undated	Film-reel 41
Lafayette, undated	Film-reel 41
Windsor Duo towel, undated	Film-reel 41
Chase & Sanborn coffee, undated	Film-reel 41
Clover Leaf salmon, undated	Film-reel 41
Cream of Wheat, undated	Film-reel 41

---

Cutex, undated	Film-reel 41
<b>Copenhagen (Denmark), undated</b>	
General Motors, undated	Film-reel 41
General Motors--GMC, undated	Film-reel 41
General Motors--Chevrolet, undated	Film-reel 41
Imi, undated	Film-reel 41
Jantzen, undated	Film-reel 41
Jonarista, undated	Film-reel 41
Odo-ro-no, undated	Film-reel 41
Ota, undated	Film-reel 41
Overseas Motor Service Corp., undated	Film-reel 41
Overseas Motor Service Corp.--AC spark plugs, undated	Film-reel 41
Overseas Motor Service Corp.--Delco-Remy, undated	Film-reel 41
Overseas Motor Service Corp.--Lonejoy, undated	Film-reel 41
Overseas Motor Service Corp.--New Departure, undated	Film-reel 41
Overseas Motor Service Corp.--Hycoe, undated	Film-reel 41
Poma, undated	Film-reel 41
Peder Maller, undated	Film-reel 41
Persil, undated	Film-reel 41
Sun Maid raisins and prunes, undated	Film-reel 41
Ude og Hjemme, undated	Film-reel 41
Westerby, undated	Film-reel 41

Alfa margarine, undated	Film-reel 41
Beech-Nut chewing gum, undated	Film-reel 41
Roda Bjorn, undated	Film-reel 41
Ceraa, undated	Film-reel 41
Granulerat Chilisalt peter, undated	Film-reel 41
Cutex, undated	Film-reel 41
Diamant, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Flint & Vaegen, undated	Film-reel 41
Fructus, undated	Film-reel 41
Goetjes Suebakker, undated	Film-reel 41
Gillette, undated	Film-reel 41
Gluten flour, undated	Film-reel 41
Flexo watch crystals, undated	Film-reel 41
Henkil & Co., undated	Film-reel 41

### **Johannesburg (South Africa), undated**

General Motors, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Marquette, undated	Film-reel 41
General Motors--Oakland, undated	Film-reel 41
General Motors--Oldsmobile, undated	Film-reel 41
General Motors--Opel, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41

General Motors--Vauxhall, undated	Film-reel 41
Royal baking powder, undated	Film-reel 41
Murray & Stewart, undated	Film-reel 41
Moir's jellies, undated	Film-reel 41
Menek, undated	Film-reel 41
Karanan, undated	Film-reel 41
Jantzen, undated	Film-reel 41
Horlicks, undated	Film-reel 41
Goodrich, undated	Film-reel 41
Electrolux, undated	Film-reel 41
Cream of Wheat, undated	Film-reel 41
Clubman shoes, undated	Film-reel 41
Black & White scotch, undated	Film-reel 41
Chateau brandy, undated	Film-reel 41
Atlantic Refineries, undated	Film-reel 41
<b>London (England, Great Britain), undated</b>	
Pineoleum, undated	Film-reel 41
Odo-ro-no, undated	Film-reel 41
Marconiphone Loudspeaker, undated	Film-reel 41
McVitie & Price Ltd., undated	Film-reel 41
Lux soap and flakes, undated	Film-reel 41
Horlicks, undated	Film-reel 41
Libby, McNeill & Libby, undated	Film-reel 41
Johnson Sea Horses, undated	Film-reel 41

---

Jantzen, undated	Film-reel 41
Ideal Hrue Dairies, undated	Film-reel 41
Royal baking powder, undated	Film-reel 41
Sun Maid raisins, undated	Film-reel 41
Swift's, undated	Film-reel 41
Vaseline, undated	Film-reel 41
Eastman Kodak (Cuba), undated	Film-reel 41
Goodrich, undated	Film-reel 41
Hall's wines, undated	Film-reel 41
Harpic, undated	Film-reel 41
Pond's, undated	Film-reel 41
Pyrex, undated	Film-reel 41
Ramntree's candies, undated	Film-reel 41
Rinso, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Vauxhall, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Cadillac, undated	Film-reel 41
General Motors--LaSalle, undated	Film-reel 41
General Motors--Marquette, undated	Film-reel 41
Atkinson face powder, undated	Film-reel 41
Beech-Nut chewing gum, undated	Film-reel 41

---

Bink's paint spray, undated	Film-reel 41
Boot's chemists, undated	Film-reel 41
Frank's Foods, undated	Film-reel 41
Brisling, undated	Film-reel 41
Chileau Nitrate Producers Association, Ltd., undated	Film-reel 41
L.C. Smith and Corona, undated	Film-reel 41
Cream of Wheat, undated	Film-reel 41
Cutex, undated	Film-reel 41
Courtauldo rayon, undated	Film-reel 41
<b>Madrid (Spain), undated</b>	
Hind's, undated	Film-reel 41
Horlicks, undated	Film-reel 41
Jantzen, undated	Film-reel 41
Odo-ro-no, undated	Film-reel 41
Quaker Oats, undated	Film-reel 41
Vicente Rico, undated	Film-reel 41
Victor, undated	Film-reel 41
Royal baking powder, undated	Film-reel 41
Simmon's, undated	Film-reel 41
Coca-Cola, undated	Film-reel 41
Delco-Luy, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Frigidaire, undated	Film-reel 41
Gillette, undated	Film-reel 41

Goodrich, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Oakland, undated	Film-reel 41
General Motors--Opel, undated	Film-reel 41
General Motors--GMC, undated	Film-reel 41
<b>Paris (France), undated</b>	
General Motors, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--GMC, undated	Film-reel 41
General Motors--Marquette, undated	Film-reel 41
General Motors--Oakland, undated	Film-reel 41
General Motors--Oldsmobile, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41
Coca-Cola, undated	Film-reel 41
Postal Telegraph, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Gillette, undated	Film-reel 41
Goodrich, undated	Film-reel 41
Victor, undated	Film-reel 41

Jantzen, undated	Film-reel 41
Johnson Sea Horses, undated	Film-reel 41
Libby, McNeill & Libby, undated	Film-reel 41
Quaker Oats, undated	Film-reel 41
<b>Sao Paulo (Brazil), undated</b>	
Atlantic Refineries, undated	Film-reel 41
Blue Star Lines, undated	Film-reel 41
Casa Pratt, undated	Film-reel 41
Eastman Kodak, undated	Film-reel 41
Fleischmann's yeast for health, undated	Film-reel 41
Goodrich, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Oakland, undated	Film-reel 41
Jantzen, undated	Film-reel 41
Johnson Sea Horses, undated	Film-reel 41
Maiyena, undated	Film-reel 41
Duryea, undated	Film-reel 41
Leite Moca, undated	Film-reel 41
RCA tubes, undated	Film-reel 41
Refinacoes de Milbo Brasil, undated	Film-reel 41
Royal baking powder, undated	Film-reel 41
Casa Forte de Sul America, undated	Film-reel 41

### **Stockholm (Sweden), undated**

Combri, undated	Film-reel 41
Cutex, undated	Film-reel 41
DuPont Duco, undated	Film-reel 41
Ditzinger's, undated	Film-reel 41
Victor, undated	Film-reel 41
Layarin, undated	Film-reel 41
Lyon's tea, undated	Film-reel 41
Medital, undated	Film-reel 41
Modehurst, undated	Film-reel 41
Ovaltine, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Opel, undated	Film-reel 41
General Motors--GMC, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41

### **Sydney (Australia), undated**

Pond's, undated	Film-reel 41
Potter & Moore, undated	Film-reel 41
Spaulding, undated	Film-reel 41
Nujol, undated	Film-reel 41
Flit, undated	Film-reel 41
Mistol, undated	Film-reel 41

Daggett & Rounsdel, undated	Film-reel 41
J. Walter Thompson, undated	Film-reel 41
Matson Lines, undated	Film-reel 41
Lux soap and flakes, undated	Film-reel 41
Kraft, undated	Film-reel 41
Johnson Sea Horses, undated	Film-reel 41
Jantzen, undated	Film-reel 41
Horlicks, undated	Film-reel 41
Chamberlain's cough medicine, undated	Film-reel 41
Australian Bedeaux, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Vauxhall, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41
General Motors--Oldsmobile, undated	Film-reel 41
General Motors--Oakland, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
<b>Warsaw (Poland), undated</b>	
Drazetki Bengalskie, undated	Film-reel 41
Saletra Chilyska, undated	Film-reel 41
Victor, undated	Film-reel 41
Gillette, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41

General Motors--Oldsmobile, undated	Film-reel 41
General Motors--LaSalle, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41
General Motors--Cadillac, undated	Film-reel 41
General Motors--Buick, undated	Film-reel 41

### **Wellington (New Zealand), undated**

Matson Lines, undated	Film-reel 41
Johnson Sea Horses, undated	Film-reel 41
Horlicks, undated	Film-reel 41
CeCe radio tubes, undated	Film-reel 41
General Motors, undated	Film-reel 41
General Motors--Bedford trucks, undated	Film-reel 41
General Motors--Vauxhall, undated	Film-reel 41
General Motors--Pontiac, undated	Film-reel 41
General Motors--Chevrolet trucks, undated	Film-reel 41
General Motors--Chevrolet passenger cars, undated	Film-reel 41

[Return to Table of Contents](#)

### **Western Office Accounts, 1916-1928, undated**

Kraft-Phenix, undated	Film-reel 42
Libby, McNeill & Libby, 1916-1919	Film-reel 42
Libby, McNeill & Libby, 1919-1928	Film-reel 43
Swift & Co., undated	Film-reel 43

Swift & Co., undated	Film-reel 44
Swift & Co., undated	Film-reel 45

[Return to Table of Contents](#)

### **Copyright material stamped and returned from Washington, undated**

General Cigar, undated	Film-reel 45
Pond's, undated	Film-reel 45
Standard Brands, undated	Film-reel 45
Chase & Sanborn, undated	Film-reel 45
Tenderleaf Tea, undated	Film-reel 45
Royal baking powder, undated	Film-reel 45
Royal gelatine, undated	Film-reel 45
Royal pudding, undated	Film-reel 45
Fleischmann's Yeast for Health, undated	Film-reel 45
Fleischmann's Irradiated Yeast for Animals, undated	Film-reel 45

[Return to Table of Contents](#)

### **Copy Approvals (Supplement to 16mm reel 40), 1936-1940, undated**

Lever Brothers (Lux Toilet Soap), undated	Film-reel 46
---	--------------

#### **Scope and Contents**

Dr. Killian, Breed, Abbott & Morgan (advertisements, coupons, leaflets), Dr. Susan scripts, Lux Radio Theatre commercials

General Cigar, undated	Film-reel 46
------------------------	--------------

#### **Scope and Contents**

Special News Events consents, Vintage advertising consents

Pond's, undated	Film-reel 46
-----------------	--------------

**Scope and Contents**

Client, Miss Olzendam, Dr. Killian, Dr. Andrews, Dr. Cipallaro, Mr. Clark and Mr. Voorhees (clients' lawyers)--radio commercials

---

Standard Brands, undated Film-reel 46

---

Chase & Sanborn, undated Film-reel 46

---

**Scope and Contents**

Breed, Abbott & Morgan, Dr. Lee, Dr. Killian, Miss Olzendam/client

---

Tenderleaf Tea, undated Film-reel 46

---

**Scope and Contents**

Dr. Lee, Dr. Killian, Miss Olzendam, client

---

Emerson Drug Co. (Bromo-Seltzer), undated Film-reel 46

---

Lever Brothers (Lux Toilet Soap), 1936-1940 Film-reel 47

---

**Scope and Contents**

Dr. John Killian--newspapers 1937, magazines 1936-1940

---

General Cigar--White Owl, 1933-1936 Film-reel 47

---

Pond's, 1937-1939 Film-reel 47

---

**Scope and Contents**

Magazines; Danaya 1937-1938, Vanishing Cream 1938, Cold Cream 1938-1939, Glare Proof powder 1938, Cream Extra Vitamin Skin 1937-1938, Cold Cream Under Skin treatment 1937-1938

---

Standard Brands, 1936-1939 Film-reel 47

---

**Scope and Contents**

Magazines; Chase & Sanborn coffee 1938-1939, Bergen cartoons 1937, Dated Coffee 1936

---

Emerson Drug Co. (Bromo-Seltzer)--Magazines, 1936-1938 Film-reel 47

---

[Return to Table of Contents](#)

**Car Cards, undated**

Lux Flakes, undated	Film-reel 48
Fleischmann's Stox, undated	Film-reel 48
Pertussin (Seeck & Kade), undated	Film-reel 48
Charter Oak bread, undated	Film-reel 48
Fleischmann's Stox, undated	Film-reel 48
Fleischmann's Yeast for Health, undated	Film-reel 48
Old Witch, undated	Film-reel 48
O'Sullivan's heels, undated	Film-reel 48
Aunt Jemima pancake flour, undated	Film-reel 48

[Return to Table of Contents](#)

### **Newspaper and Magazine Advertisements, 1930-1937, undated**

Lux toilet soap, undated	Film-reel 48
Lux Flakes, undated	Film-reel 48
Fleischmann's Dry Gin, 1934	Film-reel 48
Chase & Sanborn, 1934-1935	Film-reel 48
Lux Flakes, 1934	Film-reel 48
Lux toilet soap, undated	Film-reel 48
Standard Brands (copyright materials; continued on reel 50), undated	Film-reel 49
Lucky Strike cigarettes, 1933	Film-reel 49
Chase & Sanborn, 1931-1934	Film-reel 49
CW brand coffee, 1932-1934	Film-reel 49
Royal pudding, 1931-1934	Film-reel 49
Royal gelatine, 1934	Film-reel 49

Tenderleaf Tea, 1931-1935	Film-reel 49
Royal baking powder, 1931-1934	Film-reel 49
Fleischmann's yeast, 1930-1935	Film-reel 49
Fleischmann's Dry Gin, 1937	Film-reel 49
Chase & Sanborn, 1937	Film-reel 49

[Return to Table of Contents](#)

### **Portfolios, 1914-1951, undated**

Standard Brands, Inc., undated	Film-reel 49
Chase & Sanborn, 1932-1935	Film-reel 49
Royal gelatine, 1933	Film-reel 49
Chase & Sanborn, 1932	Film-reel 49
Ironized Yeast, 1932	Film-reel 49
Fleischmann's Yeast for Health, 1932	Film-reel 49
Tenderleaf Tea, 1933	Film-reel 49
Potato chips, 1933	Film-reel 49
CW brand coffee, 1932-1935	Film-reel 49
Fleischmann's Yeast for Health, 1935	Film-reel 49
Rinso, 1933 May	Film-reel 49
Lux Flakes, 1933 Mar.	Film-reel 49
Tenderleaf Tea, 1933-1935	Film-reel 49
Lux Flakes, undated	Film-reel 49
C&S Royal vanilla pudding, 1933	Film-reel 49
Tenderleaf Tea, 1934-1935	Film-reel 49
Royal baking powder, 1934	Film-reel 49

---

CW brand coffee, 1932	Film-reel 49
Chase & Sanborn, 1932-1933	Film-reel 49
Royal gelatine, 1935	Film-reel 49
Royal pudding, 1932-1933	Film-reel 49
Royal gelatine, 1934	Film-reel 49
Tenderleaf Tea, 1932	Film-reel 49
Royal desserts, 1931-1933	Film-reel 49
Tenderleaf Tea, 1935	Film-reel 49
Chase & Sanborn, 1931	Film-reel 49
Royal baking powder, 1931-1935	Film-reel 49
Tenderleaf Tea, 1935	Film-reel 49
Fleischmann's Yeast for Health, 1931-1935	Film-reel 49
Lux Flakes, 1933-1934	Film-reel 49
Zenith radio, 1934 May	Film-reel 49
Chase & Sanborn, 1932	Film-reel 49
Rinso, 1932	Film-reel 49
Lux Flakes, 1931	Film-reel 49
Jergens' lotion, 1937 Nov.	Film-reel 49
Fleischmann's yeast, Life Begins at 40, 1937	Film-reel 50
Standard Brands, Inc., undated	Film-reel 50
Fleischmann's yeast, Life Begins at 40, 1936	Film-reel 50
Royal desserts, undated	Film-reel 50
Fleischmann's Yeast for Health, undated	Film-reel 50
Fleischmann's yeast for animals, 1931	Film-reel 50

---

Chase & Sanborn, 1937	Film-reel 50
Fleischmann's Dry Gin, 1937	Film-reel 50
Tenderleaf Tea, 1937	Film-reel 50
Rinso, 1937 Mar.	Film-reel 50
Fleischmann's yeast, Arthur Murray, 1937	Film-reel 50
Fleischmann's yeast, Life Begins at 40, 1937	Film-reel 50
Fleischmann's yeast for health, 1938	Film-reel 50
Royal baking powder, 1937	Film-reel 50
White Owl cigars, 1933-1937	Film-reel 50
Lux toilet soap, 1934	Film-reel 50
Fleischmann's Yeast XR, 1935	Film-reel 50
Fleischmann's yeast for dogs, 1935	Film-reel 50
Fleischmann's Yeast for health, 1934	Film-reel 50
Royal baking powder, 1934	Film-reel 50
Fleischmann's yeast, 1931-1937	Film-reel 50
American Home Products, 1939-1943	Film-reel 51
Astaire, Fred, 1946-1947	Film-reel 51
Block Drug Co., 1942-1944	Film-reel 51
Boston Globe, 1935-1943	Film-reel 51
Buxton, 1924-1951	Film-reel 51
Carter's Products, 1942-1945	Film-reel 52
Chocago Community Fund, 1937	Film-reel 52
City Baking Co., 1923-1937	Film-reel 52
Coordinator of Inter American Affairs, 1943-1945	Film-reel 52

---

---

CW brand coffee, 1930-1935	Film-reel 52
Dr. Price baking powder, 1929-1935	Film-reel 52
Fulton Sylphen, 1944-1945	Film-reel 52
General Cigar, 1933-1951	Film-reel 53
GCMI, 1948	Film-reel 53
Guinness. Arthur & Sons, 1933-1948	Film-reel 54
Lever-Vimms, 1944-1945	Film-reel 54
Lever-Vimms (trade), 1944	Film-reel 54
Martini & Rossi, 1939-1941	Film-reel 55
McFadden Publications, 1939	Film-reel 55
Nashua Manufacturing, 1947-1949	Film-reel 55
Newspapers Publishers Committee, 1940-1941	Film-reel 55
New York Dress Institute, 1940-1943	Film-reel 56
New York subways, 1942	Film-reel 56
Northam Warren, 1937-1944	Film-reel 57
Northam Warren (Cutex), 1916-1927	Film-reel 57
Northam Warren (Cutex), 1928-1937	Film-reel 58
Northam Warren (Cutex), 1938-1947	Film-reel 59
Odo-ro-no, 1940-1941	Film-reel 59
Old Gold (magazine advertising 1941 on reel 69), 1941-1942	Film-reel 59
OPA-WPA campaigns, 1944	Film-reel 59
Oxford University Press, 1946-1950	Film-reel 59
Pennsylvania Central Airways, 1943-1945	Film-reel 60
Petroleum Industry War Council, 1943	Film-reel 60

---

Planters Nuts & Chocolate Co., 1934-1944	Film-reel 60
Popular Science magazine, 1924-1930	Film-reel 60
Powers, John Robert, 1943-1945	Film-reel 60
Dr. Price baking powder, 1929-1935	Film-reel 60
Quinlan, Kathleen Mary, 1929-1940	Film-reel 61
Radio Times, 1937-1940	Film-reel 61
Ready to Serve, 1941	Film-reel 61
Reynolds Metals, 1946-1947	Film-reel 61
Rheem Manufacturing, 1941	Film-reel 62
Serfert, 1947-1948	Film-reel 62
Sharp & Dohme, 1930-1942	Film-reel 62
Sharp & Dohme, 1942-1947	Film-reel 63
Fleischmann's, 1923-1942	Film-reel 63
Chase & Sanborn, 1931-1933	Film-reel 64
Chase & Sanborn (also potato chips), 1934-1937	Film-reel 65
Chase & Sanborn, 1938-1941	Film-reel 66
Chase & Sanborn, 1942-1949	Film-reel 67
Taylor, W.A. Co., 1941-1942	Film-reel 67
Textron, 1943-1950	Film-reel 68
Toad Shipyards, 1943	Film-reel 68
U.S. Gutta Percha, 1914-1931	Film-reel 68
U.S. Gutta Percha, 1930-1942	Film-reel 69
U.S. Navy Relief vol. 1, 1942	Film-reel 69
Western Union Telegraph, 1946-1950	Film-reel 69

Old Gold, 1941 Film-reel 69

[Return to Table of Contents](#)

**Portfolios: Inactive Accounts, 1920-1955, undated**

Ballantine & Sons, 1935-1941 Film-reel 70

Ballantine & Sons, 1941-1946 Film-reel 71

Ballantine & Sons, 1947-1953 Film-reel 72

Ballantine & Sons, 1953-1955 Film-reel 73

Fanny Farmer, 1939-1950 Film-reel 74

Florida Citrus, 1950-1955 Film-reel 75

New York subways, 1942-1948 Film-reel 75

Penick & ford, 1920-1943 Film-reel 76

Radio Corporation of America (RCA) vol. 1,  
1943-1944 Film-reel 77

Radio Corporation of America (RCA) vol. 1,  
1943-1944 Film-reel 78

National Broadcasting Company, 1945-1946 Film-reel 78

Radio Corporation of America (RCA) America  
vol. 2, 1947 Film-reel 79

Radio Corporation of America (RCA) National  
vol. 1, 1947 Film-reel 79

RCA Victor vol. 1,2, 1947 Film-reel 79

RCA Tube Division, 1947 Film-reel 79

RCA Victor programs vol. 2, 1948 Film-reel 80

RCA Victor Division, 1948 Film-reel 80

RCA Engineering Products, 1948 Film-reel 80

RCA programs vol. 1, 1949 Film-reel 81

RCA programs vol. 2, 1949	Film-reel 81
RCA American institutional, 1948	Film-reel 82
RCA American tube, 1948	Film-reel 82
RCA Engineering Products, 1949	Film-reel 82
RCA institutional, 1949	Film-reel 82
RCA Victor records, 1942	Film-reel 82
RCA home instruments vol. 1, 1949	Film-reel 82
RCA home instruments vol. 2, 1949	Film-reel 82
RCA Victor (4 vol.s), 1950	Film-reel 83
RCA Tube Division, 1950	Film-reel 84
RCA programs vol. 1, 1950	Film-reel 84
RCA programs vol. 2, 1950	Film-reel 84
RCA American institutional, 1950	Film-reel 84
RCA home instruments, 1953	Film-reel 84
RCA newspaper, undated	Film-reel 84
RCA insertion schedules, 1946 June 24-1947 Dec. 27	Film-reel 85
Reynolds Metals, 1943-1945	Film-reel 86
Scranton Lace Co., 1943-1950	Film-reel 86
Textron, 1943-1944	Film-reel 86
Document for Pat Nichols, undated	Film-reel 86

[Return to Table of Contents](#)

### **Portfolios: Discontinued Accounts, 1931-1960, undated**

American Cancer Society, 1953-1954	Film-reel 87
------------------------------------	--------------

Aquascutum, 1955-1959	Film-reel 87
Boyle-Midway, 1958-1959	Film-reel 87
Buitoni, 1955-1957	Film-reel 87
Burlington Mills, 1956-1957	Film-reel 87
Carter's Ink, 1931-1947, 1949-1951	Film-reel 87
Church and Dwight, 1949-1959	Film-reel 87
Ciba, 1956-1957	Film-reel 87
Columbia Mills, 1951-1955	Film-reel 87
Crompton, 1957-1958	Film-reel 87
Devoe and Reynolds, 1955-1958	Film-reel 88
Farrell Lines, 1949-1959	Film-reel 88
Fieldcrest, 1956-1958	Film-reel 88
Good Housekeeping, 1939-1942	Film-reel 88
E.F. Hutton, 1956	Film-reel 88
Johns-Manville, 1931 Jan.-1933 Jan.	Film-reel 88
Johns-Manville, 1933 June-1938 Nov.	Film-reel 89
Johns-Manville, 1938-1942	Film-reel 90
Johns-Manville, 1942-1946	Film-reel 91
Johns-Manville, 1946-1951	Film-reel 92
Johns-Manville, 1951-1957	Film-reel 93
Johns-Manville, 1957-1959	Film-reel 94
New York Central Railroad, 1955-1959	Film-reel 94
Oneida, 1948-1960	Film-reel 94
Pacific Mills, 1956-1957	Film-reel 94

Pacific Mills, 1957-1959	Film-reel 95
Penick & Ford, 1938-1939, 1944-1954	Film-reel 95
Pharmacraft, 1946-1960	Film-reel 95
RCA, 1946	Film-reel 95
Polytravel & Tours, 1955-1960	Film-reel 95
RCA, 1951-1953	Film-reel 96
Seth Thomas, 1951-1956	Film-reel 96
Shell Oil, 1932-1935	Film-reel 96
Shell Oil, 1936-1943	Film-reel 97
Shell Oil (reel missing as of 4/23/80), 1942-1951	Film-reel 98
Shell Oil, 1951-1956	Film-reel 99
Shell Oil, 1956-1959	Film-reel 100
Shell Oil, 1959-1960	Film-reel 101
Alexander Smith, 1952-1955	Film-reel 101
Staze, 1950-1955	Film-reel 101
Stouffer, 1958-1960	Film-reel 101
Sylvania, 1955-1956	Film-reel 101
Sylvania, 1956-1959	Film-reel 102
Trico, 1955-1956	Film-reel 102
United Hospital Fund, 1930-1937	Film-reel 102
Ward Baking, 1942-1947	Film-reel 102
Ward Baking, 1947-1949	Film-reel 103
J.B. Williams, 1936-1947	Film-reel 103
J.B. Williams, 1948-1957	Film-reel 104

Wool Bureau, 1954-1960

Film-reel 104

[Return to Table of Contents](#)