



Guide to the Allan Todd Sagraves papers, 1960-1976 and undated

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Summary

Collection Title:

Allan Todd Sagraves papers, 1960-1976 and undated

Creator:

Sagraves, Allan T.

Source:

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

Abstract:

Todd Sagraves was Professor Emeritus of Business Education at Central Connecticut State University. Collection consists primarily of 16mm films and film clips of television commercials, along with explanatory documentation for two films, How to Sell Creatively (produced by Dartnell Corporation) and Television Advertising Commercials (edited by Sagraves), and other printed materials. Companies represented in the collection include Beech-Nut, Bristol-Myers, Coca-Cola, Colgate, General Foods, Datsun (Nissan), Nestle, Procter & Gamble, Sara Lee and the Television Bureau of Advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

2.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11752

Permalink:

<https://idn.duke.edu/ark:/87924/m1394t>

Preferred Citation

[Identification of item], Allan Todd Sagraves papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection consists primarily of 16mm films and film clips of television commercials, along with explanatory documentation for two films, How to Sell Creatively (produced by Dartnell Corporation) and Television Advertising Commercials (edited by Sagraves), and other printed materials. Companies represented in the collection include Beech-Nut, Bristol-Myers, Coca-Cola, Colgate, General Foods, Datsun (Nissan), Nestle, Procter & Gamble, Sara Lee and the Television Bureau of Advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Todd Sagraves was Professor Emeritus of Business Education at Central Connecticut State University. Born 1930, Louisville Kentucky. Korean war-era service U.S. Air Force. AA Boise Junior College; BA University of Northern Colorado; MA University of Pittsburgh; graduate study University of Connecticut. Professor of Business and Marketing Education, Central Connecticut State University 1961-1992. Died 2019 Apex, North Carolina.

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Arrangement

Organized into two series: Print materials; Audiovisual Materials.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research. However, original audiovisual materials are closed until use copies can be produced.

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 Allan Todd Sagraves papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2004.

Processing Information

Processed by Richard Collier, July 2019;

Accessions described in this collection guide: 2004-0326

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Related Materials

Related Material

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

Archie Boston papers;

Carl Spielvogel papers;

James Webb Young papers;

John Benjamin Harris papers;

Kensinger Jones papers;

Lester Wunderman papers;

Richard W. Pollay papers;

Walter Weir papers

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Names and Subjects

- Advertising
- Advertising -- United States -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- Bristol-Myers Company
- Coca-Cola Company
- Colgate-Palmolive Company
- General Foods Corporation
- Nissan Motor Corporation in U.S.A.
- Nestl ©
- Procter & Gamble Company
- Sara Lee Corporation

Collection Inventory

Print Materials, 1960-1971

Annotated bibliography for 16mm television advertising film, 1971	Box 1
How to Sell Creatively--Meeting Guide, 1960	Box 1
How to Sell Creatively--Promotional poster, approximately 1960	Oversize-folder 1
Television Bureau of Advertising--Print Converter, 1963	Box 1

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Audiovisual Materials, 1960-1976, undated

AMC Gremlin--Tank of Gas, undated	Box AV1 > Film-reel RL11752-F16-001
American Express :30, undated	Box AV1 > Film-reel RL11752-F16-002
Animation, undated	Box AV1 > Film-reel RL11752-F16-003
Scope and Contents	
Dove dishwashing liquid, Absorbine Jr., Vote toothpaste	
Arco Flair Glasses :30, undated	Box AV1 > Film-reel RL11752-F16-004
Ballantine Beer :30, undated	Box AV1 > Film-reel RL11752-F16-005
Bayer :30, undated	Box AV1 > Film-reel RL11752-F16-006
Beech Nut bubble gum, undated	Box AV1 > Film-reel RL11752-F16-007
Beech Nut cartoon :30, undated	Box AV1 > Film-reel RL11752-F16-008
Borden/Drake's Cakes :30, undated	Box AV1 > Film-reel RL11752-F16-009
Bristol Myers :30, undated	Box AV1 > Film-reel RL11752-F16-010
Bristol Myers :30, undated	Box AV1 > Film-reel RL11752-F16-011
Burger Chef cartoon :30, undated	Box AV1 > Film-reel RL11752-F16-012
Chevrolet :10, undated	Box AV1 > Film-reel RL11752-F16-013
Citgo :30, undated	Box AV1 > Film-reel RL11752-F16-014

Coca-Cola #2 :30, undated	Box AV1 > Film-reel RL11752-F16-015
Coca-Cola/Minute Maid: Bing Crosby :30, undated	Box AV1 > Film-reel RL11752-F16-016
Coca-Cola/Whipped Cream: Plastic Bottles :30, undated	Box AV1 > Film-reel RL11752-F16-017
Colgate :60, undated	Box AV1 > Film-reel RL11752-F16-018
Colgate Piggyback :60, undated	Box AV1 > Film-reel RL11752-F16-019
Crest: Mistake, undated	Box AV1 > Film-reel RL11752-F16-020
Crest: New Family, undated	Box AV1 > Film-reel RL11752-F16-021
Datsun :60, undated	Box AV1 > Film-reel RL11752-F16-022
Datsun :60, undated	Box AV1 > Film-reel RL11752-F16-023
Datsun Really Something :60, undated	Box AV1 > Film-reel RL11752-F16-024
Drama, undated	Box AV1 > Film-reel RL11752-F16-025
Scope and Contents	
Alka-Seltzer, Beech Nut	
Drama, undated	Box AV1 > Film-reel RL11752-F16-026
Scope and Contents	
Vitalis, Imperial Margarine	
Drama, Cartoon, undated	Box AV1 > Film-reel RL11752-F16-027

Scope and Contents

Morris Nine Lives, Captain Crunch, Chunky Candy

Fiat :60, undated	Box AV1 > Film-reel RL11752-F16-028
General Electric drama :30, undated	Box AV1 > Film-reel RL11752-F16-029
General Foods :60, undated	Box AV1 > Film-reel RL11752-F16-030
General Foods Brim :30, undated	Box AV1 > Film-reel RL11752-F16-031
General Foods Grape Nuts :30, undated	Box AV1 > Film-reel RL11752-F16-032
General Foods Orange Tang :30, undated	Box AV1 > Film-reel RL11752-F16-033
General Mills cartoon :60, undated	Box AV1 > Film-reel RL11752-F16-034
Gillette, undated	Box AV1 > Film-reel RL11752-F16-035
Heart Association of Connecticut PSA :30 from Gunsmoke, undated	Box AV1 > Film-reel RL11752-F16-036
Heinz spaghetti sauce, Squibb drama, undated	Box AV1 > Film-reel RL11752-F16-037
Household Finance cartoon :10, undated	Box AV1 > Film-reel RL11752-F16-038
Johnson & Johnson piggyback :60, undated	Box AV1 > Film-reel RL11752-F16-039
Julie Andrews PSA, undated	Box AV1 > Film-reel RL11752-F16-040
Kellogg's bicentennial cartoon :30, 1976	Box AV1 > Film-reel RL11752-F16-041

Kimberly0Clark diapers drama :60, undated	Box AV1 > Film-reel RL11752-F16-042
Maxwell House coffee :30, undated	Box AV1 > Film-reel RL11752-F16-043
National TB Christmas Seals animation :60, undated	Box AV1 > Film-reel RL11752-F16-044
Nestle candy :30, undated	Box AV1 > Film-reel RL11752-F16-045
Nestle Quik, undated	Box AV1 > Film-reel RL11752-F16-046
Oh Henry :30, undated	Box AV1 > Film-reel RL11752-F16-047
Pampers Concert drama, undated	Box AV1 > Film-reel RL11752-F16-048
Porsche-Audi :25, undated	Box AV1 > Film-reel RL11752-F16-049
Post Pebbles Chocolate Factory cartoon (Barney and Fred Flintstone) :30, undated	Box AV1 > Film-reel RL11752-F16-050
Procter & Gamble Crest/Ivory :60, undated	Box AV1 > Film-reel RL11752-F16-051
Procter & Gamble Duncan Hines drama :30, undated	Box AV1 > Film-reel RL11752-F16-052
Procter & Gamble Ivory Snow demo :30, undated	Box AV1 > Film-reel RL11752-F16-053
Proctor Silex :28, undated	Box AV1 > Film-reel RL11752-F16-054
Promo Adam 12, undated	Box AV1 > Film-reel RL11752-F16-055

PSA Child Entrapment Prevention animation :60, 1970	Box AV1 > Film-reel RL11752- F16-056
Q Tips Monkey :30, undated	Box AV1 > Film-reel RL11752- F16-057
Ralston Picadily English drama :30, undated	Box AV1 > Film-reel RL11752- F16-058
Sara Lee 2 :30, undated	Box AV1 > Film-reel RL11752- F16-059
Sara Lee drama :30, undated	Box AV1 > Film-reel RL11752- F16-060
Sara Lee drama :30, undated	Box AV1 > Film-reel RL11752- F16-061
TB Seals PSA animation :30, 1972	Box AV1 > Film-reel RL11752- F16-062
Uncle Ben's personality :30, undated	Box AV1 > Film-reel RL11752- F16-063
Uniroyal :30, undated	Box AV1 > Film-reel RL11752- F16-064
Untitled, undated	Box AV1 > Film-reel RL11752- F16-065
USDA Pesticide PSA animation :30, 1970	Box AV1 > Film-reel RL11752- F16-066
Vick's Clearasil drama/demo :30, undated	Box AV1 > Film-reel RL11752- F16-067
Warner-Lambert Trident drama :30, undated	Box AV1 > Film-reel RL11752- F16-068
Yardman Rider cartoon :30, undated	Box AV1 > Film-reel RL11752- F16-069
How to Sell Creatively, 1960	Box AV2 > Film-reel RL11752- F16-070

Television Advertising Film, approximately 1971 Box AV2 > Film-reel RL11752-
F16-071

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