Guide to the Hills Bros. Coffee Inc. Records

NMAH.AC.0395
NMAH Staff
Undated
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Hills Bros. Coffee, Inc. Records
Identifier: NMAH.AC.0395
Date: 1875 - 1965
Extent: 65 Cubic feet
Creator: Hills Bros. Coffee, Inc.
Language: English
Collection is in English.
Summary: Records of the Hills Bros. Coffee Company, Incorporated, documenting overall operations of the company, the creation of advertising materials, and development of the coffee trade.

Administrative Information

Acquisition Information
These records were donated to the Archives Center, National Museum of American History by Hills Bros. Coffee, Incorporated.

Processing Information
This collection was processed by Vanessa Broussard Simmons, archivist, Archives Center, National Museum of American History.

Preferred Citation

Restrictions
Collection is open for research.

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Biographical / Historical

Administrative History: Reuben Hills stated on one occasion, regarding his company's growth, "... success in business is fifty per cent judgment and fifty per cent propitious circumstances." The rise of Hills Bros. Coffee, Incorporated from a dairy stall in San Francisco's old Bay City Public Market reflects the reality of Reuben's statement. Aided by brother Austin's three years of experience in the retail dairy business, the early success of the brothers was in Reuben's own words both circumstance and hard work. When Reuben and Austin began to produce roasted coffee there were at least twenty five other companies already engaged in some form of coffee production and distribution in San Francisco. One such business included Folgers Company started by William Bovee, which had, began in San Francisco thirty years earlier. Most of the coffee businesses were started by family groups who contributed to the growth of San Francisco.

San Francisco in the nineteenth century was ripe for the importing and roasting of coffee. The foundation for commercial production of coffee dated back to the 1820s when English planters brought coffee to Costa Rica. By the early 1840s German and Belgian planters followed with coffee plantations in Guatemala and El Salvador, two of the several Central American countries Hills Bros. would obtain its mild coffee beans. During the Gold Rush in 1849, San Francisco rapidly expanded and grew. Coffee was imported and sold, after roasting, to restaurants and hotels. The Yankee gold miners did not have equipment to roast and brew their own coffee so they populated the coffee houses with other similar workers.

In 1873 two brothers, Austin Herbert and Reuben Wilmarth Hills arrived in San Francisco from their home in Rockland, Maine with their father Austin who had come to California some years earlier. Within five years, Austin and Reuben established a retail stall to sell dairy products in the Bay City Market under the name of their partnership "Hills Bros". Their small business expanded in less than four years with the acquisition of a retail coffee store entitled "Arabian Coffee and Spice Mills" on Fourth Street in San Francisco. In two years (1884) the brothers moved to larger quarters occupied at Sacramento and Sansome Streets. Soon after they disposed of their retail dairy business, but continued as wholesale distributors of some dairy products including butter. Their coffee was labeled "Arabian Roast" supported by the now famous trademark design of a man in turban and beard with a flowing yellow gown. This was created by a San Francisco artist named Briggs and since 1897 has remained as the official trademark of Hills Bros. Coffee—a lasting symbol of coffee quality. Hills Bros. dairy division was completely eliminated in 1908 after the company was destroyed by the San Francisco earthquake and fire of 1906. By 1924 all miscellaneous products, including tea, had been dropped by the company which referred to itself as "coffee only".

Emphasis on the quality of the finished product has long been a major selling point in the history of Hills Bros. advertising and marketing. The company's desire to keep abreast of technological advances in coffee production is a legacy of Austin and Reuben Hills, and is reflected in the company records, in its advertising and its self-perception. It was probably 1898 when Austin Hills and Thomas Hodge, partners who managed the wholesale dairy product operations were looking for a suitable can for exporting butter that could not be manufactured in San Francisco at that time, and they decided to consult Norton Brothers, a progressive can manufacturing company in Chicago. It is unclear whether Austin traveled to Chicago or arranged with his brother Reuben to stop off there en route to New York (where he frequently spent time at the New York Green Coffee Exchange) to present the problem to Norton Brothers. Which brother made the actual contact with Norton Brothers is not important today, but the results of that visit are significant. Norton Brothers had just received patents on a process for vacuum packing foods and thought it might solve the butter problem. In short order, they concluded an agreement that would provide Hills Bros. Exclusive West Coast use of the packaging process and arranged to ship cans and machinery from Chicago to San Francisco to begin production. Thus, Hills Bros. butter became the first known food product to ever be vacuum packed. Once this had started Reuben Hills thought that what worked well for butter might also be used for coffee. Experimental vacuum-packing of coffee in butter cans supported the
theory that taking the air out of coffee would keep the product fresh for indefinite periods. No time was lost in getting new cans and more machinery and in July 1900, Hills Bros. Coffee as "the Original Vacuumed-Pack" was placed on the market. With the advent of this technology, Hills Bros. changed the product name from "Arabian Roast" to "Hills Bros. Highest Grade Java and Mocha Coffee" and continued with the new trademark that had been adopted in 1897. Vacuum-packing extended the shelf life and travel ability of the product, thus new markets, national and international, were opened.

A change in the coffee industry of America was on the way. Hills Bros. remained the pioneer of vacuum-packing for thirteen years until a similar process was adapted by MJB, another leading coffee company in San Francisco. Other packers on the West Coast soon followed, but it was not until after World War I that East Coast coffee producers turned to vacuum packing. Production and advertising of coffee continued to change with new technology. In the late 1880's San Francisco coffee importers began to "cup test" coffee beans for quality, but the majority still depended on sight and smell. Reuben Hills and a few other coffee personalities in San Francisco are credited with the cup test method of appraising coffee quality. In its new home office and plant opened in 1926, Hills Bros. adapted "controlled roasting" in which coffee was roasted a few pounds at a time, but continuously. Developed in 1923 under the direction of Leslie Hills and company engineer, Lee Maede, "controlled roasting" employed the use of instruments to control the temperature and speed of operations, resulting in perfect roasting control that could not be depended on from batch to batch by even the most experienced coffee roasting expert. In 1914, the partnership known as Hills Bros. was incorporated under the same name. In 1928 a sales organization was formed under the name of Hills Bros. Coffee, Incorporated but within four to five years the parent company absorbed Hills Bros. Coffee, Incorporated and adopted its name. A second plant was built in Edgewater, New Jersey, completed in 1941 to meet the needs of the increasing growth of areas between Chicago and the East Coast.

During World War II Hills Bros. Company faced conservation rules restricting use of tin for coffee cans. A timely method of high speed packing in glass jars by Owens Illinois Glass Company made it possible for Hills Bros. as well as other companies in the industry to continue vacuum-packing during this period. Price control and coffee rationing were other war time necessities to which the industry adjusted. Hills Bros. passed out of family ownership in 1976 when the company was purchased by a Brazilian corporation named Copersucar. In 1983 a group of local investors in San Francisco brought ownership back to where it had started and sold the business in 1984 to Nestle' Holdings, Incorporated (effective January 1, 1985) which handled the acquisition of several companies in the United States for Nestle' S. A., Vevey, Switzerland.

Scope and Contents

The collection is divided into thirteen series.

Series 1, Hills Family Papers, 1856-1942; undated, consists primarily of personal and business related materials of Austin H. Hills Sr., Austin Herbert Hills Jr. and Herbert Gray Hills. Austin Herbert Hills Sr. was the father of Austin Herbert Hills Jr. and Reuben Wilmarth Hills founders of Hills Bros. Coffee Company Incorporated. Herbert Gray Hills is the son of Austin Herbert Hills Jr. In addition, there are home movies created in 1933 by members of the Hills family. The series is divided into three subseries.

Subseries 1.1, Austin Herbert Hills, Sr. Papers, 1856-1875; undated, consists primarily of materials related to his business affairs. Born in Rockland, Maine and a ship builder by trade, Austin Sr. opened a butter, eggs and cheese business in 1863. These materials are a miscellaneous assortment of correspondence and accounting ledgers relating to the partnership of Hills, Rice & Company. In addition, there is an article from the Daughters of the American Revolution Magazine about Harriet Heal Hills (Mrs. Austin H. Hills). Mrs. Hills joined the Oakland chapter in 1904 and remained a very active member most of her life. Her
father was John Heal who served as corporal in the continental army. The materials are arranged in chronological order by date.

Subseries 1.2, Austin Herbert Hills, Jr. Papers, 1875-1923, contain correspondence which relate to both business and personal matters. The correspondence is arranged in the order that Mr. Hills maintained which is in alphabetical order by the last name of the recipient or sender and then in chronological order. In addition, there is an accounting ledger for Austin Hill's diary business prior to the creation of the Hills Bros. Coffee Company. Subseries 1.3, Herbert Gray Hills Correspondence, 1923-1942, contain handwritten notes, letters, telegrams and other related materials. Subjects discussed include annual stockholders meetings, golf tournaments, quantities of merchandise shipped to various locations, programs for division managers' meetings, a copy of the proposed demands by office workers' union and I. L. A. 38-44 on San Francisco business and industrial establishments, and advertising. The materials are arranged in chronological order by date as they were maintained by Mr. Hills. Series 2, Background Materials, 1896-1988; undated, contain a substantial amount of information relating to the Hills family and the history of the coffee company. Most of these materials are unpublished chronologies, historical sketches, newspaper clippings, presentations written by T. Carroll Wilson, and magazine articles. There is also a genealogy of the Hills family which dates from 1602-1950. One of the more interesting histories is the informal memoirs of Frank Veirs, Jr., who began as a plant employee and later became a factory superintendent. Veirs maintained detailed notes on the company's activities dating from 1896 to 1946. These notes are personal in nature but add to the historical events of the company. Reminiscences of daily routines, the management styles of the Hills brothers and company loyalty among employees are major themes throughout his writings. In 1948, NW Ayer advertising agency created the Hills of San Francisco which commemorates the twenty fifth anniversary of NW Ayer & Sons service to Hills Bros. Coffee, Incorporated. Limited copies of this publication were distributed to Hills Bros. top executives. The 1967 publication of a Background Story of Hills Bros. Coffee, Incorporated was designed by Walter Landor and Associates and based on a slide presentation created by T. Carroll Wilson. The original script and slides are included among these materials. In addition, there are local newspaper clippings on the history of the family and the company dating from 1922 to 1931. In 1988, Hill Bros. Company, Incorporated hired history associates to create a catalogue of artifacts and archival materials in its holdings. With the assistance of T. Carroll Wilson key items were chosen and described in the catalogue. There are a number of folders divided by the sections of the catalogue and include original samples followed by a color photocopy of the catalogue and two black and white copies. Materials are arranged in chronological order by date.

Series 3, Coffee Reference Files, 1921-1980; undated, are materials relating to the cultivation, packaging, distribution, advertising, marketing and consumption of this beverage primarily in the United States. The materials provide an in-depth analysis of the history of the coffee trade and Hills Bros. Coffee Company's unique position in its developments. The series is divided into two subseries. Subseries one is material created by Hills Bros. primarily for the company but also includes information directed at the coffee trade and consumers. Subseries two is materials created by the coffee industry and other publishers primarily for the trade with a few materials directed toward consumers.

Subseries 3.1, Hills Bros. Coffee Company Literature, 1921-1976; undated, consist of publications created by the company for promotional and educational use. Such materials provide a significant amount of information on both the history of the coffee industry, and the history of Hills Bros. Coffee Company. Important publications include a copy of "Behind the Cup" (1928) which outlines the history of Hills Bros. from the establishment of the Arabian Coffee and Spice Mills to the building of the home office and plant on Harrison Street in 1926. This publication was also used as a companion piece to the film of the same title and was created by the NW Ayer advertising agency. Hills Bros. Coffee Company publications relating to the coffee trade include a 1922 booklet entitled Cultivation and Preparation of Coffee and Tea which was distributed widely to teachers and schools. The Art of Entertaining, another NW Ayer Advertising Agency creation, was designed to educate the consumer about coffee with tips on entertaining and coffee recipes. In addition, there are a series of inspirational books written by Coleman Cox for Hills Bros. which was distributed to its employees. A number of presentations written by T. Carroll Wilson for professional
meetings and publications are also included among these materials. The materials are arranged in chronological order.

Subseries 3.2, Coffee Industry Literature, 1924-1980; undated, consists of publications including articles, annuals, proceedings from conventions, pamphlets and books. Topics of discussion include major growers, coffee roasting and packaging, the history of coffee as a consumer product, marketing, distribution and recipes. These materials assist in placing Hills Bros. and its major developments in the field in historical perspective. The majority of the publications was created by the Pan American Coffee Bureau and includes materials from the Coffee Industries of America, National Coffee Association, Federation of Coffee Growers of Columbia, American Coffee Bureau, Associated Coffee Industries of America and the Bureau of Coffee Information. Materials are arranged in chronological order.

Series 4, Advertising Materials, circa 1890s-1987; undated, comprise the largest series in the collection. These materials consist of scrapbooks, advertising cards, postcards, letterhead stationery, labels, proof sheets, advertising forms, advertising portfolios, printed advertisements, schedules for newspaper advertising, storyboards for television commercials and packaging. Researchers will be able to trace the evolution of Hills Bros. advertising campaigns using a variety of formats promoted through newspaper, magazine, radio and television. In addition, there are materials that document the decision making process. Records show the amount of money Hills Bros. allocated annually for advertising and budget proposals. This information supports evidence of the percentage of advertising costs versus the total overall operating budget. Correspondence between Hills Bros. and NW Ayer Advertising Agency provide insight into the client and advertising agency relationship. The series is organized into eleven subseries.

Subseries 4.1, Scrapbooks, 1906-1978; undated, consist of seven volumes containing materials created by the company to document their products and packaging. Six of the scrapbooks are conventionally sewn and are relatively small compared to the scrapbooks referred to by the company as its historical albums in series two. These volumes contain primarily circulars, labels, postcards, advertising cards and printed advertisements. A number of the materials relate to the teas and spices that were sold by the company as well as its coffee. In addition, there is a scrapbook of mostly newspaper clippings documenting the introduction of Hills Bros. High Yield coffee in 1978. All of these scrapbooks are in fairly good condition and the contents remained securely attached to the pages. Given the sound condition of the volumes, the only preservation measure that was taken was to box the volumes. The boxes provide physical protection during storage and assist in safe retrieval and transport. The outside of the scrapbooks are identified as labels but contain other types of material. The scrapbooks are arranged by the number assigned to it by the company and then in chronological order.

Subseries 4.2, Historical Albums, 1911-1967, were created by the company and provide an overview and rich source of the company’s visual materials arranged in chronological order by year. The earlier volumes were created by one of the Hills brothers and later carried out by various members of the staff. The albums contain a variety of materials such as cardboard boxes, pamphlets, metal cans, newspaper clippings, photographs, printed advertisements, street car advertisements and labels. These albums presented a number of preservation concerns. Many of the materials in the albums are partially loose or detached from the scrapbook pages because the rubber cement has lost its adhesive properties. Some of the oversized items are folded to fit the scrapbooks and show signs of deterioration. The size of these mammoth volumes made it extremely difficult to handle and transport them. Structurally the volumes could not support the contents. Based on the assumption that these volumes were valuable research tools, the recommendation was to disband the scrapbooks. Still maintaining the original order of the volumes the pages were numbered and only fifty pages were housed per box. Loose materials were sleeved and also kept in order. Most of the materials in these scrapbooks can be found in other parts of the collection. Subseries 4.3, Ephemera, 1890s-1987, contain some of the earliest forms of advertising and materials also found in the scrapbooks and historical volumes. The material consists of advertising cards, advertising forms, artwork, business cards, envelopes, handbills, record cards, letterhead stationery, postcards, labels, and point of purchase displays. Some of the materials are for
products sold by the company before they became exclusively involved in the coffee market. Materials are arranged in alphabetical order by type.

Subseries 4.4, Portfolios, 1919-1985, undated consist of packets of material created by Hills Bros. and generally directed toward retailer grocers. Salesmen would utilize these portfolios as a means of introducing advertising campaigns and convincing grocers of how well supported the products were. The portfolios often included printed advertisements; directions for window and store displays; price lists of products by the case; suggested stocking requirements and/or guidelines; schedules for newspaper, radio or television coverage; advertising forms; story boards; illustrations of colorful outdoor advertisements; coupons and premiums and literature explaining the theme of each campaign. Researchers will find these materials useful in understanding product advertising from the point of view of the retail grocer. The materials document Hills Bros. suggestions for selling their products, display methods and customer satisfaction techniques. Materials are arranged in chronological order by date.

Subseries 4.5, Proof sheets, 1922-1968, consist mostly of materials created by NW Ayer & Son Advertising Agency. Generally these proof sheets are black and white copies of what appeared in magazines or journals. At the bottom of each page pertinent information such as publication title, location and date is often included. The changing messages of advertising and shifts in target audiences can be seen through the use of storylines, particularly in the earlier proof sheets. Researchers should also consult the NW Ayer Collection finding aid located in the Archives Center reference room for copies of proof sheets not included among these materials. Materials are arranged in chronological order.

Subseries 4.6, Advertising Forms, 1922-1971; undated, consist of in-store wall posters or window displays to attract the attention of the customer and to assist in selling the products. Graphically interesting and colorful, noted artists such as Norman Rockwell created some of these advertising forms. All of the advertising forms are numbered and some are dated. There is also a scrapbook containing advertising forms. In addition, there are electrotypes, mats and multi-graph plates also included among the materials. Series five contains photographs of some of the advertising forms with information about intended use in the store. Materials are arranged first by size and then in order by the number assigned to each advertising form. Photographs of some of the advertising forms can be found in the reference room located in the Archives Center.

Subseries 4.7, Newspaper and Magazine Advertising, 1926-1971; undated, consists primarily of schedules for newspaper advertisements. The schedules date from 1928-1933 and were prepared by NW Ayer & Sons Advertising Agency for the Chicago, Denver, Kansas City, Los Angeles, Minneapolis, Portland and San Francisco divisions. These materials provide useful information including the name of the publication and the amount of money that was spent for a particular time period. There are estimates for advertising in both newspapers and magazines which were also prepared by NW Ayer & Sons. The estimates document the company's management of printed advertisements noting where they appeared, the date, length of publication and cost. Hills Bros. correspondence to salesmen and grocers discuss advertising campaigns and suggest ways to sell more coffee. In addition, there are recapitulation of newspaper advertising costs and circulation for the Chicago, Denver, Los Angeles, Minneapolis, Portland and San Francisco divisions. Other materials include a report, typescripts of newspaper advertisements, dealer materials for coffee guide newspaper advertisement, press releases for newspaper advertisements, mailers to dealers about newspaper advertisements, samples of newspaper advertisements for the Chicago market and newspaper advertising circulation for the Midwest market. Materials are arranged in chronological order by date.

Subseries 4.8, Sampling Campaigns, 1928-1941 consist primarily of materials related to the sampling campaign conducted in the fall of 1941. The plan for the campaign was developed by the Reuben H. Donnelley Corporation and consisted of mailings and home-to-home coffee distribution. The sampling territories were divided into three geographical locations. Section one, the Michigan campaign, comprised of Detroit and its suburbs including Wayne county and the cities of Jackson, Ann arbor, Ypsilanti, Pontiac, Port Huron, Lansing, Flint, Saginaw, Bay City and Midland. Section two, the Ohio and Indiana campaign, included Cleveland and its suburbs, Toledo and suburbs (including Adrian and Monroe, Michigan),
Indianapolis and suburbs and Fort Wayne. Section three, North Dakota, Minnesota and upper Michigan peninsula campaign, included the towns around Fargo and Grand Forks, North Dakota from Houghton and Calumet, down to Escanaba and over to Sault Ste. Marie in the upper Michigan peninsula. The procedures for conducting the campaign; information relating to sampling territories; shipping schedules for coffee samples from the warehouse in Edgewater, New Jersey; notes relating to sampling figures; instructions for carriers; letters and booklets to grocers; radio announcements; coffee grams; pages from telephone directories for Grand Rapids, Michigan, Peoria, Illinois and Milwaukee, Wisconsin and an article from the Detroit News Booster dated September 1941 about the campaign are included among the materials. In addition, there is a small amount of material related to sampling campaigns conducted from 1928-1934. Materials are arranged in chronological order by date.

Subseries 4.9, General Files, 1923-1978; undated consist of information used primarily by the company as reference materials. There is information on coffee advertising; the history of the National Broadcasting Company (NBC) advertising; correspondence; jig saw puzzle advertisements; printed advertisements; memorandum relating to original vacuum pack; excerpts of letters written by the advertising department in 1948; scrapbook of competitor's instant coffee advertisements in San Francisco; outline of merchandising, sales promotion activity in 1930-1952 with correlation bar chart and cross reference to advertising report, ground and instant coffee television advertising history; advertising plan for ground and instant coffee; budget proposal; information on outdoor advertising; scripts for radio commercials; advertising plans for instant coffee; dealers information on radio and television advertising and materials relating to electrotypes and mats. The materials are arranged in chronological order by date. Subseries 4.10, NW Ayer Advertising Agency Materials, 1943, 1958 consist primarily of the scrapbooks that were created by the agency in 1958 for Shirley Temple's Storybook. This program was a series of sixteen hour-long children's programs on National Broadcasting Company (NBC). Hills Bros. Coffee sponsored the programs which included Beauty and the Beast, Rumpelstiltskin, Nightingale, Legend of Sleepy Hollow, Dick Whittington and his Cat, Land of Green Ginger, Sleeping Beauty, Rip Van Winkle, Little Lame Prince, Magic Fishbone, Wild Swans, Hiawatha, Rapunzel, Ali Baba, Emperor's New Clothes and Mother Goose. The scrapbooks were assembled in the order that the programs aired and included clippings for the public and the trade. In addition, there is a menu for an event for Hills Bros. and NW Ayer employees in 1943.

Subseries 4.11, Foote, Cone & Belding Advertising Agency Materials, 1963-1968; undated, consists of material created for print, radio and television advertisements. There is a list of printed advertisements and examples of the ones that were created from 1963-1967. There are also scripts that were created for radio commercials dating from 1967-1968. Some of the printed advertisements are from the same campaigns as the radio commercials. The bulk of the material is storyboards created for television commercials and advertising instant coffee from 1965-1967. These materials are arranged in alphabetical order by title. In addition, there are also competitive consumer promotion and publicity reports prepared by the agency for Hills Bros. These materials informed Hills Bros. about the advertising activities of major competitors. The reports date from 1967-1968 and include information about Butter-Nut, Chase & Sanborn, Folgers, Maxim, Maxwell, MJ, Nescafe, Tasters Choice and Yubon. The materials are arranged in alphabetical order by the name of the company.

Series 5, Photographs, 1882-1973; undated, document advertising, company activities, office buildings, plants, packaging, grocery store displays, window and wall displays, employees and the coffee trade. Company photographer, Ken P. Allen, is credited with many of the company related images and some relating to the coffee trade. Most of the photographs are labeled and have negatives. Documentation for some of the photographs can also be found in other portions of the collection. The series is divided into twelve subseries.

Subseries 5.1, Employees, 1882-1961; undated, document the activities of people working for the company. Company employees consist of factory workers, salesmen, and executives. Company executives include Austin Hills, Reuben Hills, Edward E. Hills, Herbert Gray Hills, Leslie W. Hills and T. Carroll Wilson. A number of the employee photographs were created for company publications. Some of the company activities include female employees in the preparedness parade, the company basketball
team, a groundbreaking ceremony, salesmen conventions, managers' meetings and coffee testing or
cupping. The materials are arranged in chronological order by date.

Subseries 5.2, Division Offices, 1924-1931; undated, include images of Hills Bros. offices across the
country including Butte, Chicago, Denver, El Paso, Kansas City, Los Angeles, Milwaukee, Phoenix,
Portland, Salt Lake City, San Francisco, Seattle, Spokane, and Wichita. These photographs document
both the work stations of the region and Hills Bros. personnel in their work environment. The interior and
exterior of the division offices are also shown. There is one image of an unidentified office. Materials are
arranged in alphabetical order by the name of the city in which the offices are located.

Subseries 5.3, Facilities and Vehicles, 1927-1973; undated, primarily document the work environment
and social spaces for many of the plant and factory workers. There are a number of images of female
employees engaged in work. Some of the photographs show machinery used for transporting bags of
green coffee into the warehouse, controlled roasting, vacuum packing, and granulation control. The
architectural design, construction and outside views of the Edgewater Plant, 1939-1940, are also included
among these materials. The location of this plant was critical for shipping green coffee up the Hudson
River from the New York Harbor to the plant. In addition, there are images of trucks used by the company.
Images of the cafeteria dating from 1927 and exhibits for employees dating from 1938-1968 are also
found among these materials. The materials are arranged in chronological order by date. Subseries
5.4, Advertising, 1925-1959; undated includes images of the various logos, designs, displays and
illustrations used by Hills Bros. throughout the years. There are a number of images of the Arab trademark
photographed in various settings. Many of the images have negatives and include advertising forms, point
of purchase displays, outdoor displays, food show exhibits, newspaper advertisements, a 1940 medal
award for newspaper campaign advertising and selling, service cards and displays installed by advertising
service men. Most of the materials are dated and are arranged in chronological order.

Subseries 5.5, Sales, circa 1921-1939; undated, consist of photographic materials maintained by Hills
Bros. for use in sales presentations. Included among these materials is an incomplete set of plates from
a jobber portfolio for the Midwest area dating from 1921-1922. There are also a number of negatives of
sales maps dating from 1931-1939 and telephones. Materials are arranged in chronological order by date.

Subseries 5.6, Packaging, 1884-1969; undated includes both prints and negatives of containers used
by Hills Bros. to prepare and store coffee products. There are images of boxes, cans, glass jars, coffee
guides and coffee pots. An evolution of packaging design as it relates to historical events is evident
throughout the images. Of note are prints of the Hills Bros. coffee cans in the paintings by artist Fred
Machetanz dating from 1969. The materials are arranged in chronological by date.

Subseries 5.7, Grocery Store Displays, circa, 1901-1935, contain the largest amount of materials in
this series. Hills Bros. photographer, Ken Allen visited a number of retail grocers around the country to
document Hills Bros. coffee displays. Some of these photographs were used in broadsides created by
Hill Bros. entitled "Interesting Grocery Stores" and "Before and After." The broadsides were created from
1928-1933 with the retail grocer as the target market. Approximately 30,000 broadsides were mailed to
customers. The photographs are identified by the name of the store and location. Most of the prints also
have negatives and correspondence granting Hills Bros. permission to publish the photographs. Materials
are arranged in alphabetical order by the name of the grocery store.

Subseries 5.8, Store Tests, 1938, consists of photographs, negatives, reports and drawings from
merchandising tests conducted in grocery stores in California, Arizona, Oregon, Missouri and Minnesota.
"Before" photographs document shelf displays while the "after" photographs document the new floor
displays. Reports on the corresponding sales figures used to promote Hills Bros. merchandising service in
retail grocery stores are also include among the materials. The materials were maintained in the order that
they were created by the company.

Subseries 5.9, Window and Wall Displays, 1928, 1930, 1934, contain a large number of photographs
documenting the installations of window and wall displays. The displays were created by the advertising
department in San Francisco and given to advertising service representatives as patterns for the installations. Advertising service representatives operated throughout the entire marketing area from the Pacific Coast to Chicago. It was custom to visit every grocery store at least once a year. Representatives offered to install a window display or wall display free of cost to the store. The materials are arranged by number and include some duplicates.

Subseries 5.10, Publicity, 1933-1936; undated, include photographs and correspondence that were maintained by Hills Bros. for publicity purposes. A large portion of the photographs consist of Hollywood movie stills with scenes using Hills Bros. coffee primarily from the 1930s. There is a substantial amount of material on the Metro-Goldwyn-Mayer Studios, Incorporated polar expedition (1933) for the production of the movie "Eskimo." Based on the novel of the same name by Peter Freuchen, a Scandinavian surveyor, the movie chronicles his experiences charting the North Arctic Zone for use in maps put out by the Danish government. The Metro-Goldwyn-Mayer Studios, Incorporated crew was sent above the Arctic Circle to film the production using natives. A supply of Hills Bros. coffee was included among the food provisions to last the crew for a year. Photographs of the expedition and movie stills were later used by Hills Bros. for advertising in grocery stores. In addition, there is also a newspaper article from the Citizen News dated January 1934 that discusses the adventures of the cast and crew of Eskimo. The materials are arranged in chronological order by date.

Subseries 5.11, Miscellaneous, 1898-1949; undated, is a random mix of images including the return of troops from the Spanish American War on Market Street; Boeing Air Transportation, Incorporated; Frank Goss from the Columbia Broadcasting System; Fresno Bee National Recovery Administration; Infants' Choir; Kinner Airplane and Motor Corporation, Ltd.; gold miners with hot coffee by the camp fire; and Fred N. Palmiter. The materials are arranged in chronological order by date.

Subseries 5.12, Coffee and Tea Industry, 1900s-1947; undated, consist of prints and negatives relating primarily to the cultivation, growth and processing of green coffee. A number of these images document women laborers from Guatemala and El Salvador examining, hand picking and sorting coffee beans. The photographs were created to illustrate the production process in the 1930s. A photograph of Mr. and Mrs. C. H. Brown on a coffee buying trip in the 1900s is also included among the materials. There are photographs of coffee mills and Hills Bros. Company's participation in food shows. In addition, there are some images relating to the tea trade including the loading of tea in Asia. Materials are arranged in chronological order by date.

Series 6, Sales and Marketing Records, 1906-1989; undated, primarily consist of the materials that were created by the company to communicate with the sales force. Bulletins and correspondence make up the bulk of these materials. There are also materials that were used by salesmen on a daily basis while conducting business in the field. Some of the activities of the sales department including meetings and conventions are also documented. In addition, market research, reports and studies inform the sales department about the coffee industry and consumer consumption. The materials are divided into eight subseries.

Subseries 6.1, Bulletins for Salesmen, 1912-1969 were created and distributed by the company to keep the sales force informed about sales activities. Some of the earlier bulletins contain quotes by Reuben Hills. As the primary means of communication from management to the sales force, this body of materials is rather extensive and documents over a period of time issues, concerns, advertising, sales approach of the company and changes in price structure. Eventually the bulletin system phased out due to extensive use of telephone and computer communication. The San Francisco division has some of the earliest bulletins. The materials are arranged first in alphabetical order by division or city and then in chronological order by date.

Subseries 6.2, Division Bulletins and General Letters, 1925-1927 include the correspondence that was distributed to the different divisional regions including Denver, Kansas City, Los Angeles, Minneapolis, Portland and Salt Lake City. These materials were created for the salesmen and provide information on
progress reports, goals of the company and sales techniques. The materials are arranged in alphabetical order by division and then in chronological order by date.

Subseries 6.3, Correspondence, 1919-1989, include general letters to sales representatives, memos, and management letters. The materials primarily document sales activities but also include the perspective of the entire company. Letters discuss trading in the green coffee market, special promotions, divisional sales performance, dealer coffee inventories, policy changes, etc. In 1962, the name of the management letters was changed from Monday to weekly; however, the company maintained the same format. The letters are arranged in chronological order by date.

Subseries 6.4, Conventions and Meetings, 1915-1971, consists primarily of programs and menus from sales conventions dating from 1915-1943. These materials provide valuable information about the activities at the sales conventions and include the location and agenda for each meeting. There are some song books that were used at the conventions. (See series five for photographs of the sales conventions). There is also information from the divisional managers' meetings which include new sales and marketing strategies and date from 1935-1956. In addition there are materials from a NED sales meeting, a District sales meeting in Philadelphia, Pennsylvania in 1966 and a sales meeting and marketing presentation in Buffalo, New York in 1971. The materials are arranged in chronological order.

Subseries 6.5, Salesmen Materials, 1906-1973; undated provide valuable information about the tools that informed the sales force. It includes materials given to salesmen upon employment and information needed to conduct daily business transactions in the field. Some of the earliest materials are a salesman's notebook dating from 1906 and a sales department territory book for the western region dating from 1907-1908. There are reference and instruction books dating from 1912-1949. Instruction books were created to provide tips and instructions on how to improve sales performance. Materials relating to salaries date from 1925-1937 and contain information on most of the sales representatives charted over this time period and presented in yearly earnings. There is a substantial number of price lists, pocket sized cards containing prices of various products, carried by each sales representative and dating from 1925-1969. An order form book, order forms and delivery forms also carried by the sales representatives are included among the materials. In addition there are monthly sales standing dating from 1931-1935, instructions on the pickup and disposition of unsalable coffee, a 1973 sales presentation and the territorial arrangement of the city of Chicago in 1930. Materials are arranged in chronological order by date.

Subseries 6.6, Reports and Studies, 1941-1978 primarily inform the company about the sales of the various coffee products primarily by division, territory or state. There is a study that compares the sales of ground and instant coffee by division. An exploratory study concerning consumer attitudes toward freeze dried coffee conducted in August and September in 1968 is also included among the materials. In addition, two studies from the 1970s relating to sales force capacity and high yield coffee can also be found among the materials. The materials are arranged in chronological order by date.

Subseries 6.7, Marketing Research, 1956-1978; undated consist of reports, research studies and surveys created by Hills Bros. and outside companies relating to various aspects of the coffee trade and consumer market. The materials include information on criteria for label design, packaging, types of coffee consumed, brand images, how advertising affects consumption and marketing plans. In addition there is a study investigating the economic and financial aspects of the United States coffee industry created in 1978 and an undated copy of the Brazilian coffee performance marketing plan. The materials are arranged in chronological order by date.

Subseries 6.8, Pricing Information, 1949-1965 include correspondence, press releases and company memos relating primarily to coffee importation and pricing. There is some correspondence between Hills Bros. and the Office of Price Stabilization relating to regulations from the federal government concerning the exchange rate of green coffee and coffee prices to the consumers. The materials are arranged in chronological order by date.
Series 7, Employee Records, 1934-1966, contain useful information relating to the employees and what it means to work for the company. Service and retirement materials include an executive employee service record created in 1934. It is a list of employees in upper management including the name, date of employment, and length of service. There is information on retirement plans for employees in 1953. A list of the retirement dates, birth dates, and employment dates for employees who were participants in the retirement plan from 1953-1959 is also included among the materials. A photograph of a silver plate commemorating the fiftieth anniversary in 1967 of Eugene F. Hoelter with the company is included among these materials. Employee guides from the 1960s provide information on the company's perception of its position in the coffee industry, short histories of the company, the organization of the company, and employee benefits. There is also general information and instructions for plant employees at the Edgewater, New Jersey plant which is undated. In addition, there is Herbert Grey Hills's company identification card and exhibitor's employee's pass. Materials are arranged in chronological order by date.

Series 8, Accounting and Financial Records, 1903-1960; undated include some of the earliest materials from the company that were not destroyed in the 1906 fire and documents the sale of other products such as tea. There is a distributor's notebook dating from 1903-1904 with a 1925 letter enclosed inside. Record books dating from 1904 provide information relating to coffee stock distribution. They also contain information relating to tea distribution by the company and pricing. Coffee acquisition ledgers dating from 1906-1917 are grouped according to the kind of coffee bean which refers to the general region or seaport from which the beans originate including Ecuador, Mexico, Costa Rica, El Salvador and Guatemala. There is one exception which is listed by stock number and contains mixed kind categories. The ledgers provide stock numbers, mark, quantity, location of coffee bean purchases, date of purchases, costs and grades. Entries are not consistently in chronological order by month. There are also a number ledgers maintained by the company that record information relating to retail grocers and how much they purchased from the company including product types, prices and quantities ordered. Analysis of expense account records date from 1917-1921. A tea acquisition ledger dating from 1920-1923 is divided into groups including natural leaf, Oarjeeling, Hilvilla Black, Ceylon, Java, Oolong, Gunpowder and sample (green and black). Information about stock numbers, mark, quantities, invoice weight, house weight, C.F.I. date, and where the tea was purchased can be obtained through these records. In addition there are financial statements dating from 1959-1960 and an undated coffee stock book. Materials are arranged in chronological order by date.

Series 9, Office Files, 1915-1970; undated consist of materials relating directly to the business of the company and some materials that were kept on file probably as reference information. The series is divided into two subseries. Subseries one is general materials and includes court documents, correspondence, manuals, maps and some images. Subseries two is T. Carroll Wilson's correspondence dating from 1941-1970.

Subseries 9.1, General, 1915-1969; undated includes information relating to the company's participation in the Panama Pacific International Exposition in 1915. At the exposition Hills Bros. installed and operated the first automatic machine created to vacuumed-pack coffee. Other materials from the expo include rules and regulations governing the delivery, location, installation, maintenance and transportation of exhibits and merchandise. The Museum's Division of Cultural History has some of the artifacts relating to the exposition.

Legal records including court documents for the Federal Trade Commission versus Hills Bros. Company case in 1925 and the United States Department of Justice, Anti-Trust Investigation, 1948 are included among the materials. There are correspondence granting Hills Bros. exclusive rights to use "Hot Coffee" for radio and advertising purposes. There is also information relating to the company's cooperation with the National Recovery Administration, President's reemployment agreement. In addition there is correspondence collected by the company relating to rumors, religion and race dating from 1958-1964 and correspondence about the jig-saw puzzle campaign.

Packaging materials dating from 1931-1969 primarily document the history and uses of various types of containers used by Hills Bros. for its products and labels. A paper written by Ralph Vilas discussing the
historical evidence of vacuum packaging from 1931-1934, correspondence and photographs of packaging for the "Blue Brand", an article discussing the selling and merchandising of carton coffee, memos and newspaper clippings relating to vacuum packing, a paper discussing the tinplate used in can making, requirements for packaging and information relating to the coffee can using an Ansel Adams' photograph are all included among these materials.

In the 1930s Hills Bros. created the Arab Chronicle and Broadsides which were primarily distributed to retail grocers. The broadsides were the size of newspapers and folded to about one-sixth of a page for mailing. They consisted of photographs, advertisements, information relating to new advertising campaigns, advice to increase sales and news of events around the world. In addition to completed copies of the broadsides there are also drafts of the articles for each issue.

Hills Bros. opened a coffee house in 1958 at Disneyland in Anaheim, California. The Hills Bros. Coffee House operated as a restaurant for several years and provided a sandwich type menu with its coffee products. It was also used as a facility for taste-testing by the marketing research department.

In the 1960s Hills Bros. owned and operated three vans known as Hillsmobiles. The Hillsmobiles were used to promotion sales in various communities. The vans would ride through the neighborhoods distributing free samples of coffee. Included among the materials are letters and memos, manuals for the promotion and operation of the hillsmobiles as well as photographs, images and negatives of the vehicles.

Random materials include a Gertz Bros. Company catalogue dating from 1925, information about Chase and Sanborn coffee, maps illustrating where to go in New England, a marketing map of the United States used as a practical aid for economic sales and advertising and information about St. Augustine's oldest store museum. The materials are arranged in chronological order by date.

Subseries 9.2, T. Carroll Wilson Correspondence, 1941-1970 relate primarily to his association with the National Coffee Association. The materials date from April 7, 1941 to December 8, 1970. The correspondence is arranged in chronological order by date.

Series 10, San Francisco-Oakland Bay Bridge Materials, 1933-1986; undated, provide background information and a photographic almost daily account of the construction. Leslie Hills suggested placing a camera mount on the parapet of the building on Harrison Street at the beginning of the construction. From this position Ken P. Allen documented the progress until its completion in 1936. Allen also created motion film of the construction from the same position. The State Bridge Authority produced a movie in 1940 using the Hills Bros. materials. The series is divided into two subseries. Subseries one is the textual records that provide background information on the construction of the bridge. Subseries two is the photographic materials documenting to the construction.

Subseries 10.1, Background Information, 1933-1986; undated, include correspondence between Hills Bros., the State Department of Public Works and the California Commission for the Golden Gate International Exposition in reference to Hills Bros. providing the state with the original negatives of its films. The two organizations used these materials to develop a motion picture for the Golden Gate International Exposition. A list of the scenes for reels two and three and a script of the movie are also included. There are black and white photographs of the construction of the bridge and a photograph of Charles Henry Purcell, chief engineer, taken by Ken Allen. In addition there is a newspaper article from the San Francisco Chronicle dating from 1986. Materials are arranged in chronological order by date.

Subseries 10.2, Photographic Materials, 1933-1936; undated, consists of 8 x10 and 4 x 5 black and white negatives of the construction of the Bay Bridge. Most of the negatives are dated. The materials are arranged first by size and then by date in the order that they were created.

Series 11, Golden Gate International Exposition Materials, 1915-1940; undated, primarily document the construction and management of the Arabian Theater. The Arabian Theater was located inside the Food Pavilion on Treasure Island. A color and sound version of the film "Behind the Cup: The Story of Hills
Hills Bros. Coffee, Inc. Records
NMAH.AC.0395

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Bros." was created and shown in the theater. Materials include correspondence, blueprints, photographs, newspaper articles, forms, insurance documents, passes and visitors comments. Other materials relating to the Golden Gate International Exposition can also be found in volume seven of the historical albums in series four subseries two. The series is divided into nine subseries. The materials were maintained in the order created by the company.

Subseries 11.1, Coffee Theater, circa 1939, include correspondence between Hills Bros. and NW Ayer about the creation of the murals in the theater. There is also information concerning script creation, production, promotion and the success of the Behind the Cup film. In addition there is information relating to the theater staff, visitor comments and the general management of the theater. The materials are maintained in the order that the company kept them.

Subseries 11.2, Exposition Attendance, 1915-1940, contains comparisons of the 1915 and 1939 attendance figures, statistics on paid and non-paid admission, operating period, average gate receipt, total paid and non-paid admissions. Daily attendance records document numbers for the fair, theater, monthly totals and the weather. In addition, hourly attendance includes time, entrance, and cumulative totals. The materials are maintained in the order that the company kept them.

Subseries 11.3, Correspondence, 1937-1940; undated, includes both incoming and outgoing communications between Hills Bros. and the Golden Gate International Exposition Company. These letters discuss permits, contracts and agreements, payment, approval for construction, regulations, applications of exhibit colors, shipment procedures, etc. The materials are maintained in the order that the company kept them.

Subseries 11.4, Construction, 1937-1940; undated, contains information on the building of the food and beverage facility. There is correspondence and invoices relating to payments; removals; services including telephone, water, gas, electricity; estimates, and furniture. Fire insurance documents contain information on the types of coverage and public and regular liabilities. In addition there is information relating to exhibitors questionnaire and endorsements, cost of exhibit space, permission to dismantle forms, application for exhibit space and an application for a construction permit. The materials are maintained in the order that the company kept them.

Subseries 11.5, Blueprints, 1937-1939, were created by the architect Harry A. Thompsen Jr. These blueprints include the foundation plan, the main floor plan, the lobby, the auditorium, front and side elevations, details of the upper chenau, and the mezzanine. There are also plans of Vacationland, the health and education building and the science building. A small amount of material exists on the sandwich slide, prices of coffee, average revenue and expenses, coffee equipment, coffee making instructions, the production of sales, the menu and an inventory of cups and saucers and the heating and ventilation system. A description of Threlkeld's restaurant and a history of the Threlkeld's Commissary Company are also included. The materials are maintained in the order that the company kept them. Subseries 11.6, Behind the Cup, 1937-1940; undated, contains correspondence between Hills Bros. company executives and the Consulate General of El Salvador relating to filming in El Salvador and Guatemala for the "Behind the Cup" movie. There are also newspaper clippings from San Salvador, a translation of the script and a photograph of T. Carroll Wilson and Ken P. Allen. Other materials include correspondence between Ken Allen and T. Carroll Wilson, releases for photographs, camera reports, narration arrangements and contracts. A copy of the "Behind the Cup" booklet which was produced by the NW Ayer Advertising Agency is also included. The materials are maintained in the order that the company kept them. Subseries 11.7, Newspaper Cooperation, 1939, contain clippings about "Behind the Cup" in Chicago, Illinois; Denver, Colorado; Kansas City, Missouri; Los Angeles, California; Minneapolis, Minnesota; Portland, Oregon; and San Francisco, California. The materials are maintained in the order that the company kept them.

Subseries 11.8, Solicitations and Replies, 1938-1940, contain letters to Hills Bros. with replies attached. In addition there is information on the type of equipment or services available for use by Hills Bros. at the expo, business cards, postcards and promotional materials. The materials are maintained in the order that the company kept them.
Subseries 11.9, Miscellaneous, 1938-1940, contains a scrapbook including descriptions, images, a listing of business and industry participants, brochures, general summaries, construction of buildings, government involvement in the expo, personnel article and rules and regulations governing the transportation of exhibits. There is also information on the sandwich slide, model freight cars, Treasure Island employees and articles from the San Francisco Chronicle. The materials are maintained in the order that the company kept them.

Series 12, World War II Materials, 1942-1949; undated, primarily document the United State government's coffee rationing and wartime packaging requirements. The United States War Production Board issued regulations designed to control the use of metals during this time period which greatly affected the coffee industry. These materials reflect the impact of rationing and regulations not only on the coffee industry but Hills Bros. in particular. The company's response to these measures is documented among these materials. The series is divided into six subseries.

Subseries 12.1, Production and Quotas, 1942-1946, is a compilation of correspondence, memos and conservation orders from the War Production Board maintained in the files of Herbert Grey Hills and T. Carroll Wilson. These materials relate to production quotas of coffee for roasters; restrictions on manufacture, sale and delivery of glass containers; price differential in relation to ceiling prices; small buyers and consumers accounts; new accounts and the exchange of brands and sizes. A copy of the National Coffee Association Bulletin: War Production Board, Conservation orders M135 and a copy of the red can brand quota plan dating from 1944-1946 is also included among these materials. Materials are arranged in chronological order by date.

Subseries 12.2, Rationing, 1939-1946, consists primarily of correspondence, orders, instructions and forms from the War Production Board concerning quotas for coffee distribution and production, allowable inventory and operating inventory, ration stamps or certificates and army and navy re-orders. Post-rationing sales control and how it would affect or apply to consumers and the armed forces is also discussed. Materials are arranged in chronological order by date.

Subseries 12.3, Containers and Closures, 1942-1949; undated, is government orders relating to quotas on size and standards for glass jars and closures, shipping containers, cans and glass jar labels. Hills Bros. specifications based on these orders is also included. There are photographs of glass jar products, discussions on original art work for labels and considerations for packing and shipping. Materials are arranged in chronological order by date.

Subseries 12.4, Appeals, 1948, are a group of materials compiled as a presentation to the United States Department of Commerce by the Packaging and Container Committee of the National Coffee Association. This presentation was submitted on April 22, 1948. It is the National Coffee Association's attempt to use cans again.

Subseries 12.5, Advertising Campaigns, 1942; undated include correspondence relating to the "Gone with the Tin" advertising campaign. Along with the correspondence are announcements for the campaign, newspaper clippings and positive feedback from the public attesting to Hills Bros. participation in winning the war while still providing customers with the best possible products. There is also information relating to the "Waste is a Fighting Word Today" advertising campaign. Favorable responses and announcements for the advertisements are included among the materials. In addition there are some miscellaneous forms. Materials are arranged in chronological order by date.

Series 13, Machinists Strike Scrapbooks, 1945-1946, consist of three scrapbooks of press clippings covering the machinist's strike that occurred in San Francisco over more pay and less hours. Hills Bros. Coffee plant which was identified as one of the big "fringe shops" was impacted by the strike due to a few maintenance machinists' participation. Hills Bros. warned grocers and their customers not to expect large supplies of coffee due to the strike. The scrapbooks are arranged in chronological order by date.
Series 10, Audiovisual Materials, 1934-1984; undated, consists of film, video, and sound recordings including television and radio commercials, television and radio programs, promotional materials and Hills Bros. company activities. Hills Bros. had a photography and filming unit that began producing motion picture documentation of Hills Bros. activities in the early 1930s. This effort resulted in a detailed documentation of the construction of the San Francisco-Oakland Bay Bridge (Bridging the Bay, 1938-39) and a promotional film that was shown at the Golden Gate International Exposition Fair (Behind the Cup, 1939). In addition, Hills Bros. became involved with radio programming and advertising in 1934 and television advertising in the early 1950s. The collection includes a substantial number of television commercials dating from 1951-1984 as well as television programs that were sponsored in part by Hills Bros. Including Shirley Temple's Storybook (1958) and Meet Me at Disneyland (1962). The series is divided into six subseries.

Subseries 13.1, Moving Images, 1951-1984 consists of television commercials, television programs, film and video documentation of corporate activities. The subseries is further organized into five subsubseries.

Subsubseries 13.1.1, Television Commercials, 1951-1984, consist of a representative sample of Hills Bros. television commercials beginning with their first efforts in the early 1950s. The commercials were created by a succession of advertising agencies beginning with N.W Ayer and including Doyle, Dane, Bernbach; Foote, Cone, and Belding; and Wells Rich Greene/West. Products advertised include Hills Brothers regular roast, instant, drip roast, high yield, and flavored "European Style" coffees.

Subsubseries 13.1.2, Television Programs, 1951-1967, consist of television programs that were sponsored, in part, by Hills Bros. coffee or that were related to Hills Bros. Hills Bros. major television sponsorship effort resulted in several series including Shirley Temple's Storybook (1958), Meet Me at Disneyland (1962), Bat Masterson (1959-60), and Lead off Man (1964). Hills Bros. also provided consultation services for the program Science in Action (1951) as well as major funding for NET Festival White House Red Carpet (1967).

Subsubseries 13.1.3, Promotional Materials, 1939-1977, include material created by the company to promote their products and activities. This series includes two films of particular interest. Behind the Cup: The Story of Hills Bros. Coffee (1939), created for the Golden Gate International Exposition Fair, was produced in 35mm Cinecolor for theatrical screening. Also of note are two short films probably produced for screening at a meeting of Hills Bros. employees. In the first Gene Barry, star of Bat Masterson and Hills Bros.' spokesman describes the next season's plans for Bat Masterson and presents a portion of a proposed episode. In the second film Walt Disney talks about his company's plans for the next year including additions to Disneyland and planned episodes of Walt Disney Presents.

Subsubseries 13.1.4, Hills Bros. Activities, 1930-1962, consists of primarily 16mm "home movie" documentation of activities as diverse as the 1941 Detroit Sampling Campaign, coffee production in El Salvador, and activities in the Hills Bros. processing plant.

Subsubseries 13.1.5, Miscellaneous Film and Video, 1938-1966, includes films about coffee, travelogues, and a substantial amount of film documenting the construction of the San Francisco Oakland Bay Bridge.

Subseries 13.2, Sound recordings, 1934-1964; undated, include materials from Hills Bros. and other coffee manufacturers. There are the radio series Tune of the Day which includes Hills Bros. commercials, Hills Bros. radio commercials, Shirley Temple "Dreams Are Made for Children" produced by Columbia Pictures Corporation, Maxwell House Coffee programs and a coffee jingle from the Pan American Coffee Bureau.

Subseries 13.2.1, Radio commercials, undated, consists of the radio versions of commercials for various advertising campaigns.

Subseries 13.2.2, Radio Programs and Other Broadcasts, circa 1934-1964; undated, includes the Tune of the Day series, Ruth Ashton's Women's News Desk and two baseball broadcasts.
Arrangement

The collection is arranged in thirteen series.

**Series 1, Hills Family Papers, 1856-1942; undated**
- Subseries 1.1: Austin Herbert Hills, Sr. Papers, 1856-1875; undated
- Subseries 1.2: Austin Herbert Hills, Jr. Papers, 1875-1923
- Subseries 1.3: Herbert Gray Hills Correspondence, 1923-1942

**Series 2: Background Materials, 1896-1988; undated**

**Series 3: Coffee Reference Files, 1921-1980; undated**
- Subseries 3.2: Coffee Industry Literature, 1924-1980; undated

**Series 4: Advertising Materials, circa 1890s-1987; undated**
- Subseries 4.1: Scrapbooks, 1906-1978; undated
- Subseries 4.2: Historical Albums, 1911-1967
- Subseries 4.3: Ephemera, 1890s-1987
- Subseries 4.4: Portfolios, 1919-1985, undated
- Subseries 4.5: Proof sheets, 1922-1968
- Subseries 4.6: Advertising Forms, 1922-1971; undated
- Subseries 4.7: Newspaper and Magazine Advertising, 1926-1971; undated
- Subseries 4.8: Sampling Campaigns, 1928-1941
- Subseries 4.9: General Files, 1923-1978; undated

**Series 5: Photographs, 1882-1973; undated**
- Subseries 5.1: Employees, 1882-1961; undated
- Subseries 5.2: Division Offices, 1924-1931; undated
- Subseries 5.3: Facilities and Vehicles, 1927-1973; undated
- Subseries 5.4: Advertising, 1925-1959; undated
- Subseries 5.5: Sales, circa 1921-1939; undated
- Subseries 5.6: Packaging, 1884-1969; undated
Subseries 5.7: Grocery Store Displays, circa, 1901-1935

Subseries 5.8: Store Tests, 1938

Subseries 5.9: Window and Wall Displays, 1928, 1930, 1934

Subseries 5.10: Publicity, 1933-1936; undated

Subseries 5.11: Miscellaneous, 1898-1949; undated

Subseries 5.12: Coffee and Tea Industry, 1900s-1947; undated

Series 6: Sales and Marketing Records, 1906-1989; undated

Subseries 6.1, Bulletins for Salesmen, 1912-1969

Subseries 6.2, Division Bulletins and General Letters, 1925-1927

Subseries 6.3, Correspondence, 1919-1989

Subseries 6.4, Conventions and Meetings, 1915-1971

Subseries 6.5, Salesmen Materials, 1906-1973; undated

Subseries 6.6, Reports and Studies, 1941-1978

Subseries 6.7, Marketing Research, 1956-1978; undated

Subseries 6.8, Pricing Information, 1949-1965

Series 7: Employee Records, 1934-1966

Series 8: Accounting and Financial Records, 1903-1960; undated

Series 9: Office Files, 1915-1970; undated

Subseries 9.1: General, 1915-1969; undated

Subseries 9.2: T. Carroll Wilson Correspondence, 1941-1970

Series 10, San Francisco-Oakland Bay Bridge Materials, 1933-1986; undated

Subseries 10.1: Background Information, 1933-1986; undated

Subseries 10.2: Photographic Materials, 1933-1936; undated

Series 11: Golden Gate International Exposition Materials, 1915-1940; undated

Subseries 11.1: Coffee Theater, circa 1939

Subseries 11.2: Exposition Attendance, 1915-1940

Subseries 11.3: Correspondence, 1937-1940; undated

Subseries 11.4: Construction, 1937-1940; undated

Subseries 11.5: Blueprints, 1937-1939

Subseries 11.6: Behind the Cup, 1937-1940; undated
Subseries 11.7: Newspaper Cooperation, 1939

Subseries 11.8: Solicitations and Replies, 1938-1940

Subseries 11.9: Miscellaneous, 1938-1940

**Series 12.: World War II Materials, 1939-1949; undated**

Subseries 12.1, Production and Quotas, 1942-1946

Subseries 12.2, Rationing, 1939-1946

Subseries 12.3, Containers and Closures, 1942-1949; undated

Subseries 12.4, Appeals, 1948

Subseries 12.5, Advertising Campaigns, 1942; undated

Subseries 12.6, Machinists Strike Scrapbooks, 1945-1946

**Series 13: Audio Visual Materials, 1930-1984; undated**

Subseries 13.1, Moving Images

Subsubseries 13.1.1, Television Commercials, 1951-1984

Subsubseries 13.1.2, Television Programs, 1951-1967


Subsubseries 13.1.5, Miscellaneous Film and Video, 1938-1966

Subseries 13.2, Sound Recordings, 1934-1964; undated

Subsubseries 13.2.1: Radio Commercials

Subsubseries 13.2.2, Radio Programs and Other Broadcasts

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Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Coffee
Container Listing

Series 1: Hills Family Papers

Series 1, Hills Family Papers, 1856-1942; undated, consists primarily of personal and business related materials of Austin H. Hills Sr., Austin Herbert Hills Jr. and Herbert Gray Hills. Austin Herbert Hills Sr. was the father of Austin Herbert Hills Jr. and Reuben Wilmarth Hills founders of Hills Bros. Coffee Company Incorporated. Herbert Gray Hills is the son of Austin Herbert Hills Jr. In addition, there are home movies created in 1933 by members of the Hills family. The series is divided into three subseries.

Subseries 1.1, Austin Herbert Hills, Sr. Papers, 1856-1875; undated, consists primarily of materials related to his business affairs. Born in Rockland, Maine and a ship builder by trade, Austin Sr. opened a butter, eggs and cheese business in 1863. These materials are a miscellaneous assortment of correspondence and accounting ledgers relating to the partnership of Hills, Rice & Company. In addition, there is an article from the Daughters of the American Revolution Magazine about Harriet Heal Hills (Mrs. Austin H. Hills). Mrs. Hills joined the Oakland chapter in 1904 and remained a very active member most of her life. Her father was John Heal who served as corporal in the continental army. The materials are arranged in chronological order by date.

Subseries 1.2, Austin Herbert Hills, Jr. Papers, 1875-1923, contain correspondence which relate to both business and personal matters. The correspondence is arranged in the order that Mr. Hills maintained which is in alphabetical order by the last name of the recipient or sender and then in chronological order. In addition, there is an accounting ledger for Austin Hill's diary business prior to the creation of the Hills Bros. Coffee Company. Subseries 1.3, Herbert Gray Hills Correspondence, 1923-1942, contain handwritten notes, letters, telegrams and other related materials. Subjects discussed include annual stockholders meetings, golf tournaments, quantities of merchandise shipped to various locations, programs for division managers' meetings, a copy of the proposed demands by office workers' union and I. L. A. 38-44 on San Francisco business and industrial establishments, and advertising. The materials are arranged in chronological order by date as they were maintained by Mr. Hills.

Subseries 1.1: Austin H. Hills, Sr. Papers

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<th>Description</th>
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<td>Box 1</td>
<td>Accounting ledger for Hills, Rice and Company</td>
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<tr>
<td>Box 1</td>
<td>Accounting ledgers</td>
</tr>
<tr>
<td>Box 1</td>
<td>Correspondence</td>
</tr>
<tr>
<td>Box 1</td>
<td>Accounting ledger for Hills, Rice and Company</td>
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<tr>
<td>Box 1</td>
<td>National Society Daughters of the American Revolution, magazine article about Harriet Heal Hills, 1900, 1910-1915</td>
</tr>
<tr>
<td>Box 1</td>
<td>Stencil pattern and random notes</td>
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Subseries 1.2: Austin Herbert Hills, Jr. Papers, 1910-1925, 1930s

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</thead>
<tbody>
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<td>Box 1</td>
<td>Accounting ledger for dairy business, 1950</td>
</tr>
</tbody>
</table>
Box 1  Incoming correspondence, a, 1950
Box 1  Incoming correspondence, b, 1950
Box 1  Incoming correspondence, c, 1950
Box 1  Incoming correspondence, d, 1950
Box 1  Incoming correspondence, e, 1950
Box 1  Incoming correspondence, f, 1950
Box 1  Incoming correspondence, g, 1950s
Box 1  Incoming correspondence, h, 1960s
Box 1  Incoming correspondence, i-j, 1950
Box 1  Incoming correspondence, k, 1950
Box 1  Incoming correspondence, l, 1950
Box 1  Incoming correspondence, m, 1950
Box 1  Incoming correspondence, n-o, 1951
Box 1  Incoming correspondence, p, 1952
Box 1  Incoming correspondence, r, 1953
Box 2  Incoming correspondence, s, 1953
Box 2  Incoming correspondence, t, 1953
Box 2  Incoming correspondence, u-v, 1953
Box 2  Incoming correspondence, w
Box 2  Incoming correspondence, y
Box 2  Incoming correspondence, miscellaneous
Box 2  Incoming correspondence, a
Box 2  Incoming correspondence, b
Box 2  Incoming correspondence, c
Box 2  Incoming correspondence, d
Box 2  Incoming correspondence, e
Box 2  Incoming correspondence, f
Box 2  Incoming correspondence, g
Box 3  Incoming correspondence, h
Box 3  Incoming correspondence, j
Box 3  Incoming correspondence, k
Box 3  Incoming correspondence, l
Box 3  Incoming correspondence, m
Box 3  Incoming correspondence, n
   Image(s)
Box 3  Incoming correspondence, o
Box 3  Incoming correspondence, p
Box 3  Incoming correspondence, r
Box 3  Incoming correspondence, s
Box 3  Incoming correspondence, t-u
Box 3  Incoming correspondence, w
Box 3  Incoming correspondence, y
Box 3  Outgoing correspondence
Box 3  Outgoing correspondence, a
Box 3  Outgoing correspondence, b
Box 3  Outgoing correspondence, c
Box 3  Outgoing correspondence, d
Box 3  Outgoing correspondence, e
Box 3  Outgoing correspondence, f
Box 3  Outgoing correspondence, g
Box 3  Outgoing correspondence, h
Box 3  Outgoing correspondence, i
Box 3  Outgoing correspondence, j
Box 3  Outgoing correspondence, k
Box 3  Outgoing correspondence, l
Box 4  Outgoing correspondence, m
Box 4  Outgoing correspondence, n
Box 4  Outgoing correspondence, o
Box 4  Outgoing correspondence, p
Box 4  Outgoing correspondence, r
Box 4  Outgoing correspondence, r
Box 4  Outgoing correspondence, s
Box 4  Outgoing correspondence, t
Box 4  Outgoing correspondence, u
Box 4  Outgoing correspondence, v
Box 4  Outgoing correspondence, w
Box 4  Outgoing correspondence, a
Box 4  Outgoing correspondence, b
Box 5  Outgoing correspondence, c
Box 5  Outgoing correspondence, d
Box 5  Outgoing correspondence, e
Box 5  Outgoing correspondence, f
Box 5  Outgoing correspondence, g
Box 5  Outgoing correspondence, h
Box 5  Outgoing correspondence, i
Box 5  Outgoing correspondence, j
Box 5  Outgoing correspondence, k
Box 5  Outgoing correspondence, l
Box 5  Outgoing correspondence, m
Box 5  Outgoing correspondence, n
Box 5  Outgoing correspondence, o
Box 5  Outgoing correspondence, p
Box 5  Outgoing correspondence, r
Box 5  Outgoing correspondence, s
Box 5  Outgoing correspondence, t
Box 5  Outgoing correspondence, u
Box 5  Outgoing correspondence, w
Box 5  Outgoing correspondence, y

Subseries 1.3: Herbert Gray Hills Correspondence

Box 5

Box 5  Correspondence, 1923 - 1923
Box 5  Correspondence, 1933 - 1933
Box 5  Correspondence, 1934 - 1934
Box 5  Correspondence, 1935 - 1935
Box 5  Correspondence

Box 5  Correspondence
Box 5  Correspondence
Box 5  Correspondence
Box 5  Correspondence
Box 5  Correspondence
Box 5  Correspondence, 1941 - 1941
Box 5  Correspondence, 1942 - 1942

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Series 2: Background Materials

Series 2, Background Materials, 1896-1988; undated, contain a substantial amount of information relating to the Hills family and the history of the coffee company. Most of these materials are unpublished chronologies, historical sketches, newspaper clippings, presentations written by T. Carroll Wilson, and magazine articles. There is also a genealogy of the Hills family which dates from 1602-1950. One of the more interesting histories is the informal memoirs of Frank Veirs, Jr., who began as a plant employee and later became a factory superintendent. Veirs maintained detailed notes on the company’s activities dating from 1896 to 1946. These notes are personal in nature but add to the historical events of the company. Reminiscences of daily routines, the management styles of the Hills brothers and company loyalty among employees are major themes throughout his writings. In 1948, NW Ayer advertising agency created the Hills of San Francisco which commemorates the twenty fifth anniversary of NW Ayer & Sons service to Hills Bros. Coffee, Incorporated. Limited copies of this publication were distributed to Hills Bros. top executives. The 1967 publication of a Background Story of Hills Bros. Coffee, Incorporated was designed by Walter Landor and Associates and based on a slide presentation created by T. Carroll Wilson. The original script and slides are included among these materials. In addition, there are local newspaper clippings on the history of the family and the company dating from 1922 to 1931. In 1988, Hill Bros. Company, Incorporated hired history associates to create a catalogue of artifacts and archival materials in its holdings. With the assistance of T. Carroll Wilson key items were chosen and described in the catalogue. There are a number of folders divided by the sections of the catalogue and include original samples followed by a color photocopy of the catalogue and two black and white copies. Materials are arranged in chronological order by date.

Box 6  Genealogy of Hills Family

Box 6  Notes and informal memoirs of Frank B. Veirs, Jr. based on association with Austin and Reuben Hills and Hills Bros., Company, Incorporated

Box 6  Behind the Cup

Box 6  Newspaper clippings and magazine articles

Box 6  Articles about T. Carroll Wilson

Box 6  Letter to George M. Finely about the history of Hills Bros.

Box 6  T. Carroll Wilson's file on the background of the Hills Bros. Coffee Company;

Box 6  The Hills of San Francisco, historical presentation of the company's background prepared by NW Ayer and Son, Incorporated to commemorate twenty five years of working with the company

Box 6  Seventy Years Ago…, reproduction of advertisement in the 50th anniversary issue of Sunset Magazine,

Box 6  Seventy four Years of Coffee Quality…A Condensed History of Hills Bros. Coffee, Incorporated,

Box 6  Historical sketches

Box 6  Chronological review of Hills Bros. Coffee presented by T. Carroll Wilson to Foote, Cone and Belding Advertising Agency


Notes on Hills Bros. Company, Incorporated firsts

Chronologies Of Hills Bros. Coffee Company, Incorporated, -- Highlights in History

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section one, packaging

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section two, advertising

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section two, advertising

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three education and promotion

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion, Norman Rockwell

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four, photography

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four, photography

Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four photography, 1906 earthquake
Box 7  Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four, photography of trademark

Box 7  Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section six miscellaneous

Box 8  Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, color photocopy

Box 8  Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, black and white photocopy

Box 8  Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, black and white copy

Box 8  Fact sheets

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Series 3: Reference Files

Series 3, Coffee Reference Files, 1921-1980; undated, are materials relating to the cultivation, packaging, distribution, advertising, marketing and consumption of this beverage primarily in the United States. The materials provide an in-depth analysis of the history of the coffee trade and Hills Bros. Coffee Company's unique position in its developments. The series is divided into two subseries. Subseries one is material created by Hills Bros. primarily for the company but also includes information directed at the coffee trade and consumers. Subseries two is materials created by the coffee industry and other publishers primarily for the trade with a few materials directed toward consumers.

Subseries 3.1, Hills Bros. Coffee Company Literature, 1921-1976; undated, consist of publications created by the company for promotional and educational use. Such materials provide a significant amount of information on both the history of the coffee industry, and the history of Hills Bros. Coffee Company. Important publications include a copy of "Behind the Cup" (1928) which outlines the history of Hills Bros. from the establishment of the Arabian Coffee and Spice Mills to the building of the home office and plant on Harrison Street in 1926. This publication was also used as a companion piece to the film of the same title and was created by the NW Ayer advertising agency. Hills Bros. Coffee Company publications relating to the coffee trade include a 1922 booklet entitled Cultivation and Preparation of Coffee and Tea which was distributed widely to teachers and schools. The Art of Entertaining, another NW Ayer Advertising Agency creation, was designed to educate the consumer about coffee with tips on entertaining and coffee recipes. In addition, there are a series of inspirational books written by Coleman Cox for Hills Bros. which was distributed to its employees. A number of presentations written by T. Carroll Wilson for professional meetings and publications are also included among these materials. The materials are arranged in chronological order.

Subseries 3.2, Coffee Industry Literature, 1924-1980; undated, consists of publications including articles, annuals, proceedings from conventions, pamphlets and books. Topics of discussion include major growers, coffee roasting and packaging, the history of coffee as a consumer product, marketing, distribution and recipes. These materials assist in placing Hills Bros. and its major developments in the field in historical perspective. The majority of the publications was created by the Pan American Coffee Bureau and includes materials from the Coffee Industries of America, National Coffee Association, Federation of Coffee Growers of Columbia, American Coffee Bureau, Associated Coffee Industries of America and the Bureau of Coffee Information. Materials are arranged in chronological order.

Subseries 3.1: Hills Bros. Coffee Company

Box 8 Inspirational books distributed by Hills Bros. and written by Coleman Cox for employees and distributors
Box 8 Helpful Suggestions for Increasing the Sale of a Profitable Line of Goods
Box 8 Cultivation and Preparation of Coffee and Tea
Box 8 Do you Sell to Restaurants?
Box 8 Hills Bros. Red Can Coffee: What it will do for a Restaurant
Box 8 Art of Entertaining
Box 8 Word of Mouth Advertising and What it will do for a Restaurant
Box 8 A Story About Coffee that should be read by everyone who loves that delicious fragrant beverage
Box 8  
Coffee: How It's Grown and How to Make It

Box 8  
Use the Hills Bros. Coffee Guide

Box 8  
Simple Method, A

Box 8  
How To Make Good Coffee

Box 8  
Art of Coffee Making

Box 8  
Two Cups for a Nickel

Box 8  
Prominent Roasters and Brands, list compiled by T. Carroll Wilson

Box 8  
T. Carroll Wilson's presentation at the National Coffee Association Convention

Box 8  
It's Good to be back in Maine

Box 8  
Coffee by T. Carroll Wilson, reprint from Encyclopedia Britannica, 1972

Box 8  
Origin of Vacuum-Packed Coffee and Development of the Vacuum Coffee Can prepared for seventy fifth anniversary issue, Tea and Coffee Trade Journal by T. Carroll Wilson, Vice President and Director, Hills Bros. Coffee, Incorporated

Box 8  
Coffee by Merilyn Hills (authored by T. Carroll Wilson)

Box 8  
Five Essential Rules For Coffee Making

Box 8  
It's "The Drink" to the Arabs-To us it's "Coffee"- and its Blending, Roasting, and Packing is one of the West's Great Industries, undated

Box 8  
Necessity Is Often the Mother of Invention...

Box 8  
The Story of Coffee from Seed to Cup

Box 8  
Union Forever: Hills Bros. and MJB Why?

Subseries 3.2: Coffee Industry and Others Publishers

Box 9  
Coffee Club, Joint Coffee Trade Publicity Committee, volume four, number four Image(s)

Box 9  
Addresses by Charles H. Bain on coffee

Box 9  
Coffee Problem", Journal of the American Dietetic Association, volume six, number one, compliments of Bureau of Coffee Information, 1930 June 4 What flavor measurement Reveals about keeping Coffee Fresh,™ Bureau of Coffee Information, New York

Box 9  
Articles
Box 9  National Federation of Coffee Growers of Columbia materials
Box 9  Pacific Coffee Association materials
Box 9  Proceedings of the Annual Convention Associated Coffee Industries of America
Box 9  Proceedings of the Annual Convention Associated Coffee Industries of America
Box 9  Proceedings of the Annual Convention Associated Coffee Industries of America
Box 9  Now that is what I call a good coffee by Byron MacFadyen
Box 9  Pan American Coffee Bureau materials
Box 9  National Coffee Association materials
Box 9  Coffee Annuals
Box 10 National Coffee Association, Pan American Coffee Bureau, New York
Box 10 Coffee Annuals
Box 10 Proceedings of the Annual Convention Associated Coffee Industries of America
Box 10 Coffee Annuals
Box 10 Coffee Annuals
Box 10 Amazing Secret of the Coffee Bean, San Francisco, Dwight Edwards Company
Box 10 Encyclopedia Britannica Film Guide
Box 11 Coffee Annuals
Box 11 Coffee Annuals
Box 11 Coffee Drinking in the United States, Pan American Coffee Bureau, Winter, New York
Box 11 Coffee Annuals
Box 11  Coffee Annuals
Box 11  Coffee Annuals
        Image(s)
Box 12  America's Favorite Drink, Associated Coffee Industries of America, New York
Box 12  Coffee Chronology 1940-1941
Box 12  Coffee From Tree to Cup: An Educational Exhibit Illustrating cultivation, roasting and brewing, Bureau of Coffee Information, New York
Box 12  Coffee Survey Series
Box 12  Facts about Coffee. The Coffee Brewing Center
Box 12  National Coffee Association materials
Box 12  There Is No Substitute for Good Coffee, Coffee Brewing Institute
Box 12  Miscellaneous

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Series 4: Advertising Materials

Series 4, Advertising Materials, circa 1890s-1987; undated, comprise the largest series in the collection. These materials consist of scrapbooks, advertising cards, postcards, letterhead stationery, labels, proof sheets, advertising forms, advertising portfolios, printed advertisements, schedules for newspaper advertising, storyboards for television commercials and packaging. Researchers will be able to trace the evolution of Hills Bros. advertising campaigns using a variety of formats promoted through newspaper, magazine, radio and television. In addition, there are materials that document the decision making process. Records show the amount of money Hills Bros. allocated annually for advertising and budget proposals. This information supports evidence of the percentage of advertising costs versus the total overall operating budget. Correspondence between Hills Bros. and NW Ayer Advertising Agency provide insight into the client and advertising agency relationship. The series is organized into eleven subseries.

Subseries 4.1: Scrapbooks

Subseries 4.1, Scrapbooks, 1906-1978; undated, consist of seven volumes containing materials created by the company to document their products and packaging. Six of the scrapbooks are conventionally sewn and are relatively small compared to the scrapbooks referred to by the company as its historical albums in series two. These volumes contain primarily circulars, labels, postcards, advertising cards and printed advertisements. A number of the materials relate to the teas and spices that were sold by the company as well as its coffee. In addition, there is a scrapbook of mostly newspaper clippings documenting the introduction of Hills Bros. High Yield coffee in 1978. All of these scrapbooks are in fairly good condition and the contents remained securely attached to the pages. Given the sound condition of the volumes, the only preservation measure that was taken was to box the volumes. The boxes provide physical protection during storage and assist in safe retrieval and transport. The outside of the scrapbooks are identified as labels but contain other types of material. The scrapbooks are arranged by the number assigned to it by the company and then in chronological order.

Box 13 Circulars
Box 13 Labels
Box 14 Labels, one, AQ, numbers 1-4077
Box 14 Labels, two, numbers 4078-4405
Box 15 Labels, three
Box 15 Labels
Box 16 High Yield Coffee introduction

4.2: Historical Albums

Subseries 4.2, Historical Albums, 1911-1967, were created by the company and provide an overview and rich source of the company's visual materials arranged in chronological order by year. The earlier volumes were created by one of the Hills brothers and later carried out by various members of the staff. The albums contain a variety of materials such as cardboard boxes, pamphlets, metal cans, newspaper clippings, photographs, printed advertisements, street car advertisements and labels. These albums presented a number of preservation concerns. Many of the materials in the albums are partially loose or detached from the scrapbook pages because the rubber cement has lost its adhesive properties. Some of the oversized items are folded to fit the scrapbooks and
show signs of deterioration. The size of these mammoth volumes made it extremely difficult to handle and transport them. Structurally the volumes could not support the contents. Based on the assumption that these volumes were valuable research tools, the recommendation was to disband the scrapbooks. Still maintaining the original order of the volumes the pages were numbered and only fifty pages were housed per box. Loose materials were sleeved and also kept in order. Most of the materials in these scrapbooks can be found in other parts of the collection.

Box 17-21 volume one
Image(s)
Box 22-26 volume two
Box 27-30 volume three
Box 30a-34 volume four
Box 35-37 volume five
Box 38-40 volume six
Box 41-44 volume seven
Box 45-49 volume eight
Box 554 volume nine
Box 55-58 volume ten
Box 59-61 volume eleven
Box 62-64 volume twelve

Subseries 4.3: Ephemera
Subseries 4.3, Ephemera, 1890s-1987, contain some of the earliest forms of advertising and materials also found in the scrapbooks and historical volumes. The material consists of advertising cards, advertising forms, artwork, business cards, envelopes, handbills, record cards, letterhead stationery, postcards, labels, and point of purchase displays. Some of the materials are for products sold by the company before they became exclusively involved in the coffee market. Materials are arranged in alphabetical order by type.

Box 65 Advertising forms
Advertising cards
Arab trademark
Box 82 Arab trademark artwork
Box 156 Arab trademark artwork
Box 77  Artwork for cans
Box 65  Business cards
Box 71  Coffee can artwork
Box 65  Dance card for Joseph Sudy Orchestra
Box 65  Directions for making Hills Bros. coffee in an urn
Box 65  Envelopes
Box 65  Grocers' materials relating to selling Hills Bros. Coffee
Box 65  Ice Hills Bros. Coffee advertisements
Box 65  Instructions for making coffee
Box 65  Labels
Box 84  Point of purchase materials
Box 65  Letterhead stationery
Box 65  Little Red Can song
Box 65  Original designs
Box 65  Point of purchase materials
Box 82  Point of purchase materials
Box 77  Point of purchase materials
Point of purchase materials
Box o/s  Point of purchase materials
Box 65  Postcards
Premium offers, 1961;
Printed advertisements for Arabian Coffee Mills
Printed advertisements for various Hills Bros. coffee products
Image(s)
Promotion for new lid
Record cards
Recipes using Hills Bros. Coffee

Box 82  Store hours kit

Subseries 4.4: Advertising Portfolios

Subseries 4.4, Portfolios, 1919-1985, undated consist of packets of material created by Hills Bros. and generally directed toward retailer grocers. Salesmen would utilize these portfolios as a means of introducing advertising campaigns and convincing grocers of how well supported the products were. The portfolios often included printed advertisements; directions for window and store displays; price lists of products by the case; suggested stocking requirements and/or guidelines; schedules for newspaper, radio or television coverage; advertising forms; story boards; illustrations of colorful outdoor advertisements; coupons and premiums and literature explaining the theme of each campaign. Researchers will find these materials useful in understanding product advertising from the point of view of the retail grocer. The materials document Hills Bros. suggestions for selling their products, display methods and customer satisfaction techniques. Materials are arranged in chronological order by date.

Box 66  1919
Box 66  1921
Box 66  1922
Box 66  1925
Box 66  1928
Box 66  1929
Box 66  1930
Box 67  A Little at a Time
Box 67  A Little at a Time
Box 67  A Little at a Time
Box 84  A Little at a Time
Box 67  A Little at a Time
Box 68  1932
Box 68  1932
Box 68  1932, January-February
Box 84  1932
Box 69  A Little at a Time, (Winter/Spring) and Three Outstanding Values
Box 84  1933
Box 69  Coffee Floater (Fall) and Bargain Counter (Spring)
Box 83  1934
Box 69  Missing Moments (Fall) and Coffee Floater, (Spring)
Box 69  Iced Coffee (Summer), 1935
Box 84  1935
Box 80  Thinks...Says (Fall) and Taking Pictures (Spring),
Box 84  1936
Box 70  1937
Box 80  Pleasant Memories (Fall) and Talking Walls (Spring)
Box 84  1937
Box 70  1938
Box 80  Sweetest of All Sounds (Fall) and Old Proverbs (Spring)
Box 70  1939 February
Box 71  1939
Box 80  Overheard it at Treasure Island (Fall) and To a Woman Every Day It's Expo Day (Spring)
Box 83  1939
Box 80  Now That's What I Call Good Coffee
Box 80  Now That's What I Call Good Coffee
Box 71  1941
Box 77  1941
Box 84  1941
Box 83  Wartime Information
Box 83  Coffee is a Good Veteran of Many Wars
Box 83  Wartime Packaging
Box 80  Coffee Exclusively
Box 83  Hills Bros. Coffee is back
Box 81  Quality Story (Spring), Some Like It Hot...Some Like it Cold (Summer) and Everybody likes Hills Bros. Coffee (Fall), 1947
Box 83  Everybody likes Hills Bros. Coffee
Box 83  Everybody likes Hills Bros. Coffee
Box 81  Special Foods (Fall) and Good Together (Spring)
Box 83  Everybody likes Hills Bros. Coffee
Box 81  Make Friends (Fall), Everywhere...People are Saying (Spring) and Everybody likes Hills Bros. Coffee
Box 83  Make Friends
Box 70  1951
Box 84  1951
Box 81  Make Friends (Spring)
Box 83  Everybody likes Hills Bros. Coffee
Box 84  Everybody likes Hills Bros. Coffee
Box 81  1956
Box 81  1957
Box 81  1958
Box 77  1959
Box 82  1959
Box 70  1961
Box 70  1968
Box 70  1970
Box 70  1975
Box 70  1976

Subseries 4.5: Proof sheets, 1919 - 1985

Subseries 4.5, Proof sheets, 1922-1968, consist mostly of materials created by NW Ayer & Son Advertising Agency. Generally these proof sheets are black and white copies of what appeared in
magazines or journals. At the bottom of each page pertinent information such as publication title, location and date is often included. The changing messages of advertising and shifts in target audiences can be seen through the use of storylines, particularly in the earlier proof sheets. Researchers should also consult the NW Ayer Collection finding aid located in the Archives Center reference room for copies of proof sheets not included among these materials. Materials are arranged in chronological order.

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<th>Box</th>
<th>Year</th>
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</thead>
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<td>1924</td>
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<td>143</td>
<td>1928</td>
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<tr>
<td>147</td>
<td>1928</td>
</tr>
</tbody>
</table>
Box 142  1936
Box 70  1937
Box 77  1937-1938
Box 70  1938
Box 142  1938
Box 144  1938
Box 147  1938
Box 70  1940
Box 144  1941
Box 142  1942
Box 144  1942
Box 144  1943
Box 142  1944
Box 144  1944
Box 70  1945
Box 70  1946
Box 144  1946
Box 70  1947
Box 142  1947
Box 144  1947
Box 70  1948
Box 144  1948
Box 70  1949
Box 144  1949
Box 144  1949
Box 70  1950
Subseries 4.6: Advertising Forms

Subseries 4.6, Advertising Forms, 1922-1971; undated, consist of in-store wall posters or window displays to attract the attention of the customer and to assist in selling the products. Graphically interesting and colorful, noted artists such as Norman Rockwell created some of these advertising forms. All of the advertising forms are numbered and some are dated. There is also a scrapbook containing advertising forms. In addition, there are electrotypes, mats and multi-graph plates also included among the materials. Series five contains photographs of some of the advertising forms with information about intended use in the store. Materials are arranged first by size and then in order by the number assigned to each advertising form. Photographs of some of the advertising forms can be found in the reference room located in the Archives Center.

Box 71 Numbers 1-40
Numbers 41-89
Box 82 Number 70, 1950
Box 71 Numbers 90-115
Box 71 Numbers 116-200
Box 71 Numbers 201-300
Box 71 Numbers 301-699
Box 71 Numbers 700-1100
Box 71 Miscellaneous
Box 79 Scrapbook
Box 146 Numbers 4-26
Box 146  Numbers 27-40
Box 146  Numbers 40-59
Box 146  Numbers 60
Box 146  Numbers 61-79
Box 146  Numbers 80-99
Box 146  Numbers 100-174
Box 146  Numbers 175-200
Box 146  Numbers 300-500
Box 146  Numbers 599-999
Box 146  Numbers 1000 and above
Box o/s  Number C2, 1958
Box o/s  Numbers 63-77A
Box o/s  Numbers 82-102A
Box o/s  Numbers 102T-183
Box o/s  Numbers 1019-1034
Box o/s  Numbers 17-85
Box o/s  Numbers 7, 62, 100
Box o/s  Numbers 128-146
Box o/s  Numbers 179-1000, unnumbered
Box o/s  Numbers 241, 600, unnumbered
Box o/s  Numbers 52-241
Box o/s  Numbers 25, 83, unnumbered
Box o/s  Numbers 5
Box o/s  Unnumbered

Subseries 4.7: Newspaper and Magazine Advertising Information
Subseries 4.7, Newspaper and Magazine Advertising, 1926-1971; undated, consists primarily of
schedules for newspaper advertisements. The schedules date from 1928-1933 and were prepared by
NW Ayer & Sons Advertising Agency for the Chicago, Denver, Kansas City, Los Angeles, Minneapolis,
Portland and San Francisco divisions. These materials provide useful information including the name
of the publication and the amount of money that was spent for a particular time period. There are
estimates for advertising in both newspapers and magazines which were also prepared by NW Ayer
& Sons. The estimates document the company’s management of printed advertisements noting where
they appeared, the date, length of publication and cost. Hills Bros. correspondence to salesmen and
grocers discuss advertising campaigns and suggest ways to sell more coffee. In addition, there are
recapitulation of newspaper advertising costs and circulation for the Chicago, Denver, Los Angeles,
Minneapolis, Portland and San Francisco divisions. Other materials include a report, typescripts of
newspaper advertisements, dealer materials for coffee guide newspaper advertisement, press releases
for newspaper advertisements, mailers to dealers about newspaper advertisements, samples of
newspaper advertisements for the Chicago market and newspaper advertising circulation for the Midwest
market. Materials are arranged in chronological order by date.

Box 72
- Estimates for newspaper and magazine advertising
- Coffee data Illinois, Indiana, Iowa, Michigan and Wisconsin
- Newspaper advertisements report
- Typescripts of newspaper advertisements
- Schedules for newspaper advertisements, Denver, Kansas City, and Los Angeles divisions
- Schedules for newspaper advertisements, Minneapolis, Portland and San Francisco divisions
- Estimates for newspaper and magazine advertising
- Schedules for newspapers advertisements
- Memorandum bills
- Correspondence from Hills Bros.
- Schedules for newspaper advertisements
- Schedules for newspaper advertisements
- Schedules for newspaper advertisements
- Schedules for newspaper advertisements
- Schedules for newspaper advertisements
- Schedules for newspaper advertisements

Page 43 of 117
Box 72  Schedules for newspaper advertisements
Box 72  Schedules for newspaper advertisements
Box 72  Schedules for newspaper advertisements
Box 72  Schedules for newspaper advertisements
Box 72  Schedules for newspaper advertisements
Box 72  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 75  Correspondence from Hills Bros.
Box 75  Schedules for newspaper advertisements
Box 121  Schedules for newspaper advertisements
Box 121  Schedules for newspaper advertisements
Box 119  Newspaper advertising coverage for all divisions
Box 75  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 75  Schedules for newspaper advertisements
Box 121  Schedules for newspaper advertisements
Box 121  Schedules for newspaper advertisements
Box 75  Estimates for newspaper and magazine advertisements
Box 75  Memorandum bills
Box 75  Schedules for newspaper advertisements
Box 75  Memorandum bills
Box 75  Schedules for newspaper advertisements
Box 121  Schedules for newspaper advertisements
Box 147  Newspaper advertisements
Box 119  Schedules for newspaper advertisements, Chicago, Denver, Kansas City and Los Angeles divisions
Box 119  Schedules for newspaper advertisements, Minneapolis, Portland and San Francisco divisions
Box 76  Dealer materials for coffee guide newspaper advertisement
Box 76  Summary of coffee guide distribution
Box 76  Typescripts of newspaper advertisements
Box 76  Typescripts of newspaper advertisements
Box 76  Press releases for newspaper advertisements
Box 76  Information relating to newspaper advertisements
Box 76  Information relating to newspaper advertisements
Box 76  Newspaper advertising schedules for divisions
Box 76  Correspondence and notices to grocers relating to newspaper advertisements
Box 147  Newspaper advertisements
Box 147  Newspaper advertisements
Box 76  Information about newspaper advertising, Advertising Facts, volume one, number nineteen
Box 84  Materials mailed to dealers about newspaper advertisements
Box 76  Samples of newspaper advertisements for Chicago market
Box 76  City and county circulation of newspaper advertisements
Box 76  Newspaper advertising circulation of Midwest market
Box 119  Recapitulation of newspaper advertising costs and circulation, Chicago division
Box 119  Recapitulation of newspaper advertising costs and circulation, Denver division
Box 119  Recapitulation of newspaper advertising costs and circulation, Los Angeles division
Box 119 Recapitulation of newspaper advertising costs and circulation, Minneapolis division

Box 119 Recapitulation of newspaper advertising costs and circulation, Portland division

Box 119 Recapitulation of newspaper advertising costs and circulation, San Francisco division

Box 76 Miscellaneous

4.8: Sampling Campaigns
Subseries 4.8, Sampling Campaigns, 1928-1941 consist primarily of materials related to the sampling campaign conducted in the fall of 1941. The plan for the campaign was developed by the Reuben H. Donnelley Corporation and consisted of mailings and home-to-home coffee distribution. The sampling territories were divided into three geographical locations. Section one, the Michigan campaign, comprised of Detroit and its suburbs including Wayne county and the cities of Jackson, Ann arbor, Ypsilanti, Pontiac, Port Huron, Lansing, Flint, Saginaw, Bay City and Midland. Section two, the Ohio and Indiana campaign, included Cleveland and its suburbs, Toledo and suburbs (including Adrian and Monroe, Michigan), Indianapolis and suburbs and Fort Wayne. Section three, North Dakota, Minnesota and upper Michigan peninsula campaign, included the towns around Fargo and Grand Forks, North Dakota from Houghton and Calumet, down to Escanaba and over to Sault Ste. Marie in the upper Michigan peninsula. The procedures for conducting the campaign; information relating to sampling territories; shipping schedules for coffee samples from the warehouse in Edgewater, New Jersey; notes relating to sampling figures; instructions for carriers; letters and booklets to grocers; radio announcements; coffee grams; pages from telephone directories for Grand Rapids, Michigan, Peoria, Illinois and Milwaukee, Wisconsin and an article from the Detroit News Booster dated September 1941 about the campaign are included among the materials. In addition, there is a small amount of material related to sampling campaigns conducted from 1928-1934. Materials are arranged in chronological order by date.

Box 73 Information relating to the distribution of cards and samples

Box 73 Procedures for sampling campaigns conducted by Reuben Donnelley Corporation

Box 73 Information relating to sampling territories

Box 73 Information relating to Grand Rapids, Michigan

Box 73 Shipping schedules of half pound coffee samples from warehouse in Edgewater, New Jersey

Box 73 Notes relating to sampling figures

Box 73 Instructions for carriers
Box 73  Letters to grocers
Box 73  Booklets for grocers
Box 73  Radio announcements
Box 73  Coffee grams, numbers 1-8
Box 73  Coffee grams, numbers 1-8
Box 73  Coffee grams, numbers 1-14
Box 74  Coffee grams, numbers A1-11
Box 74  Coffee grams, numbers A1-11
Box 74  Coffee grams, numbers A1-11
Box 74  Coffee grams, numbers A1-26
Box 74  Telephone directories, Grand Rapids, Michigan
Box 74  Telephone directories, Grand Rapids, Michigan, A
Box 74  Telephone directories, Grand Rapids, Michigan, An-Be
Box 74  Telephone directories, Grand Rapids, Michigan, Be-Bo
Box 74  Telephone directories, Grand Rapids, Michigan, Br-Bu
Box 74  Telephone directories, Grand Rapids, Michigan, Bu-Cl
Box 74  Telephone directories, Grand Rapids, Michigan, Cl-Da
Box 74  Telephone directories, Grand Rapids, Michigan, Da-De
Box 74  Telephone directories, Grand Rapids, Michigan, De-El
Box 74  Telephone directories, Grand Rapids, Michigan, El-Fr
Box 74  Telephone directories, Grand Rapids, Michigan, Fr-Gr
Box 74  Telephone directories, Grand Rapids, Michigan, Gr-Ha
Box 74  Telephone directories, Grand Rapids, Michigan, Ha-Hi
Box 74  Telephone directories, Grand Rapids, Michigan, Hi-Ir
Box 74  Telephone directories, Grand Rapids, Michigan, Ir-Ke
Box 74  Telephone directories, Grand Rapids, Michigan, Ke-La
Box 74  Telephone directories, Grand Rapids, Michigan, La-M
Box 74  Telephone directories, Grand Rapids, Michigan, Ma-Mc
Box 74  Telephone directories, Grand Rapids, Michigan, Mc-Mu
Box 74  Telephone directories, Grand Rapids, Michigan, Mu-O
Box 74  Telephone directories, Grand Rapids, Michigan, Os-Pl
Box 74  Telephone directories, Grand Rapids, Michigan, Pl-Ri
Box 74  Telephone directories, Grand Rapids, Michigan, Ri-Sc
Box 74  Telephone directories, Grand Rapids, Michigan, Sc-Sm
Box 74  Telephone directories, Grand Rapids, Michigan, Sm-St
Box 74  Telephone directories, Grand Rapids, Michigan, St-Tr
Box 74  Telephone directories, Grand Rapids, Michigan, Tr-Va
Box 74  Telephone directories, Grand Rapids, Michigan, Va-Wa
Box 74  Telephone directories, Grand Rapids, Michigan, Wa-Wi
Box 74  Telephone directories, Grand Rapids, Michigan, Wi-Z
Box 76  Telephone directories, Peoria, Illinois, A-Z
Box 76  Names and addresses, Milwaukee, Wisconsin
Box 76  Telephone directories, Milwaukee, Wisconsin, A-Sc
Box 76  Telephone directories, Milwaukee, Wisconsin, Sc-Z
Box 82  Article, Detroit News Booster

Subseries 4.9: General Files

Subseries 4.9, General Files, 1923-1978; undated consist of information used primarily by the company as reference materials. There is information on coffee advertising; the history of the National Broadcasting Company (NBC) advertising; correspondence; jigsaw puzzle advertisements; printed advertisements; memorandum relating to original vacuum pack; excerpts of letters written by the advertising department in 1948; scrapbook of competitor's instant coffee advertisements in San Francisco; outline of merchandising, sales promotion activity in 1930-1952 with correlation bar chart and cross reference to advertising report, ground and instant coffee television advertising history; advertising plan for ground and instant coffee; budget proposal; information on outdoor advertising; scripts for radio commercials; advertising plans for instant coffee; dealers information on radio and television advertising and materials relating to electrotypes and mats. The materials are arranged in chronological order by date.
Box 82  Information on coffee advertising based on real coffee facts
Box 78  History of NBC Advertising
Box 78  Correspondence relating to advertising
Box 84  Jig saw puzzle advertisements
Box 156  Print advertising
Box 78  Memorandum, re: original vacuum pack, excerpts of letters written by the advertising department
Box 84  Special occasion advertisements
Box 139  Scrapbook of competitor's instant coffee advertisements, San Francisco Call Bulletin
Box 139  Scrapbook of competitor's instant coffee advertisements, San Francisco Examiner
Box 156  Outline of merchandising, sales promotion activity, 1930-1952 with correlation bar chart and cross reference to advertising report
Box 78  Ground and instant Hills Bros. Coffee, Incorporated television advertising history
Box 78  Advertising plan for Ground and Instant Coffee
Box 78  Advertising budget proposal
Box 78  Print advertising
Box 78  Print advertising
Box 78  Print advertising for special products
Box 78  Print advertising for special products
Box 78  Outdoor advertising
Box 78  Outdoor advertising
Box 78  Print advertising
Box 78  Print advertising
Box 78  Print advertising for the trade
Box 85  Print advertisements
Box 78  Print advertising for the military
Box 78  Print advertising for the military
Box 85  Scripts for radio commercials
Box 84  Print advertisements
Box 138 Advertising plans for instant coffee
Box 156 Print advertising
Box 78  High yield television advertising packet
Box 78  Materials for dealers relating to radio and television advertising
Box 82  Materials relating to electrotypes and mats

Subseries 4.10: NW Ayer Advertising Agency Materials

Subseries 4.10, NW Ayer Advertising Agency Materials, 1943, 1958 consist primarily of the scrapbooks that were created by the agency in 1958 for Shirley Temple's Storybook. This program was a series of sixteen hour-long children's programs on National Broadcasting Company (NBC). Hills Bros. Coffee sponsored the programs which included Beauty and the Beast, Rumpelstiltskin, Nightingale, Legend of Sleepy Hollow, Dick Whittington and his Cat, Land of Green Ginger, Sleeping Beauty, Rip Van Winkle, Little Lame Prince, Magic Fishbone, Wild Swans, Hiawatha, Rapunzel, Ali Baba, Emperor's New Clothes and Mother Goose. The scrapbooks were assembled in the order that the programs aired and included clippings for the public and the trade. In addition, there is a menu for an event for Hills Bros. and NW Ayer employees in 1943.

Box 78  Hills Bros. Coffee, Incorporated and NW Ayer and Son, Incorporated menu for event
Box 148  Beauty and the Beast, Shirley Temple's Storybook
Box 148  Rumpelstiltskin, Shirley Temple's Storybook
Box 148  General clippings
Box 149  Nightingale, The, Shirley Temple's Storybook
Box 149  Legend of Sleepy Hollow, Shirley Temple's Storybook
Box 149  General clippings
Box 149  Trade clippings
Box 150  Dick Whittington and his Cat, Shirley Temple's Storybook
Box 150  Land of Green Ginger, Shirley Temple's Storybook
Box 150  General clippings
Box 151  Sleeping Beauty, Shirley Temple's Storybook
Box 151  Rip Van Winkle, Shirley Temple's Storybook
Box 152  Little Lame Prince, Shirley Temple's Storybook
Box 152  Magic Fishbone, Shirley Temple's Storybook
Box 152  General clippings
Box 152  Trade clippings
Box 153  Wild Swans, The, Shirley Temple's Storybook
Box 153  Hiawatha, Shirley Temple's Storybook
Box 153  Rapunzel, Shirley Temple's Storybook
Box 153  General clippings
Box 153  Trade clippings
Box 154  Ali Baba, Shirley Temple's Storybook
Box 154  Emperor's New Clothes, The, Shirley Temple's Storybook
Box 154  Mother Goose, Shirley Temple's Storybook
Box 154  General clippings
Box 154  Trade clippings

Subseries 4.11: Foote, Cone and Belding Advertising Agency

Subseries 4.11, Foote, Cone & Belding Advertising Agency Materials, 1963-1968; undated, consists of material created for print, radio and television advertisements. There is a list of printed advertisements and examples of the ones that were created from 1963-1967. There are also scripts that were created for radio commercials dating from 1967-1968. Some of the printed advertisements are from the same campaigns as the radio commercials. The bulk of the material is storyboards created for television commercials and advertising instant coffee from 1965-1967. These materials are arranged in alphabetical order by title. In addition, there are also competitive consumer promotion and publicity reports prepared by the agency for Hills Bros. These materials informed Hills Bros. about the advertising activities of major competitors. The reports date from 1967-1968 and include information about Butter-Nut, Chase & Sanborn, Folgers, Maxim, Maxwell, MJB, Nescafe, Tasters Choice and Yubon. The materials are arranged in alphabetical order by the name of the company.

Box 85  Print advertisements
Box 85  Scripts for radio commercials

Storyboards for Television Commercials
Box 85  Automatic Dip
Box 85  Best Way, HB67-S0148-60
Box 85  Blending
Box 85  Blow Torch, HB65-G271R
Box 85  Blowtorch Jingle, HB65-G381
Box 85  Brown Derby, HB66-S016-60
Box 85  Bunsen Burner, HB-65-G269
Box 85  Chess, HB-67-GR164-60
Box 85  Combo, HB-66-GR94-60
Box 85  Duck Hunter, HB-65-G-245
Box 85  End of the Line
Box 85  Extra Rich Cups, HB-66-GR-123-60
Box 85  Extra Rich Jingle, HB-66-GR104-60
Box 85  Family Snapshot, u
Box 85  Family Tasting
Box 85  Firehouse
Box 85  Football Game
Box 85  Frog Kansiter, HB-67-GR140-20
Box 85  Golfers, HB-65-G-244
Box 85  Good News, HB-67-GR156-20
Box 85  Hills Family
Box 85  Homemade Doughnuts, HB-67-GR200-60
Box 85  Involvement, HB-65-G-248
Box 85  Just Slightly Richer Cups", HB-66-GR120-60, 966 November 85 4 Just Slightly Richer Cups", HB-67-GR188-60
Box 85  Ladies, HB-67-GR155-20
Box 85  Loading Dock
Box 85  Lodge, HB-65-G273
Box 85  Lodge Jingle, HB-66-GR90-20
Box 85  Marge Next Door, HB-65-G-246
Box 85  Mother and Kids
Box 85  Multiple Kansiter, HB-67-GR128-20
Box 85  New Paper, HB-67-177-20
Box 85  New Paper Cups, HB-67-GR194-60
Box 85  Newlyweds
Box 85  Old Lady
Box 85  One-Two-Three, HB-65-G-247
Box 85  Painting Room
Box 85  Policeman
Box 85  Policeman
Box 85  Rueben Hill's Apprenticeship 85 5 Sharpest Tongue in the Coffee Busy
Box 85  Shop
Box 85  Skier
Box 85  Skiers, HB-66-GR106-60
Box 85  Snowball, HB-67-GR205-60
Box 85  Three Maidens Bring their Coffee for Rueben Hills' Approval
Box 85  Wallpaper
Box 85  What's Going On?, HB-65-I-286RI
Box 85  "Zap", HB-67-GR154-20

Other Coffee Brands

Box 85  Butter-Nut Coffee
Box 85  Butter-Nut Instant Coffee

Image(s)
Box 85  Chase and Sanborn Coffee
Box 85  Chase and Sanborn Instant Coffee
Box 85  Folger's Coffee
Box 85  Folger's Instant Coffee
Box 85  Maxium Instant Coffee
Box 85  Maxwell House Coffee
Box 85  Maxwell House Instant Coffee
Box 85  MJB Coffee
Box 85  MJB Instant Coffee
Box 85  Nescafé Coffee
Box 85  Taster's Choice Coffee
Box 85  Yuban Coffee
Box 85  Yuban Instant Coffee
Series 5: Photographs

Series 5, Photographs, 1882-1973; undated, document advertising, company activities, office buildings, plants, packaging, grocery store displays, window and wall displays, employees and the coffee trade. Company photographer, Ken P. Allen, is credited with many of the company related images and some relating to the coffee trade. Most of the photographs are labeled and have negatives. Documentation for some of the photographs can also be found in other portions of the collection. The series is divided into twelve subseries.

Subseries 5.1, Employees, 1882-1961; undated, document the activities of people working for the company. Company employees consist of factory workers, salesmen, and executives. Company executives include Austin Hills, Reuben Hills, Edward E. Hills, Herbert Gray Hills, Leslie W. Hills and T. Carroll Wilson. A number of the employee photographs were created for company publications. Some of the company activities include female employees in the preparedness parade, the company basketball team, a groundbreaking ceremony, salesmen conventions, managers' meetings and coffee testing or cupping. The materials are arranged in chronological order by date.

Subseries 5.2, Division Offices, 1924-1931; undated, include images of Hills Bros. offices across the country including Butte, Chicago, Denver, El Paso, Kansas City, Los Angeles, Milwaukee, Phoenix, Portland, Salt Lake City, San Francisco, Seattle, Spokane, and Wichita. These photographs document both the work stations of the region and Hills Bros. personnel in their work environment. The interior and exterior of the division offices are also shown. There is one image of an unidentified office. Materials are arranged in alphabetical order by the name of the city in which the offices are located.

Subseries 5.3, Facilities and Vehicles, 1927-1973; undated, primarily document the work environment and social spaces for many of the plant and factory workers. There are a number of images of female employees engaged in work. Some of the photographs show machinery used for transporting bags of green coffee into the warehouse, controlled roasting, vacuum packing, and granulation control. The architectural design, construction and outside views of the Edgewater Plant, 1939-1940, are also included among these materials. The location of this plant was critical for shipping green coffee up the Hudson River from the New York Harbor to the plant. In addition, there are images of trucks used by the company. Images of the cafeteria dating from 1927 and exhibits for employees dating from 1938-1968 are also found among these materials. The materials are arranged in chronological order by date. Subseries 5.4, Advertising, 1925-1959; undated includes images of the various logos, designs, displays and illustrations used by Hills Bros. throughout the years. There are a number of images of the Arab trademark photographed in various settings. Many of the images have negatives and include advertising forms, point of purchase displays, outdoor displays, food show exhibits, newspaper advertisements, a 1940 medal award for newspaper campaign advertising and selling, service cards and displays installed by advertising service men. Most of the materials are dated and are arranged in chronological order.

Subseries 5.5, Sales, circa 1921-1939; undated, consist of photographic materials maintained by Hills Bros. for use in sales presentations. Included among these materials is an incomplete set of plates from a jobber portfolio for the Midwest area dating from 1921-1922. There are also a number of negatives of sales maps dating from 1931-1939 and telephones. Materials are arranged in chronological order by date.

Subseries 5.6, Packaging, 1884-1969; undated includes both prints and negatives of containers used by Hills Bros. to prepare and store coffee products. There are images of boxes, cans, glass jars, coffee guides and coffee pots. An evolution of packaging design as it relates to historical events is evident throughout the images. Of note are prints of the Hills Bros. coffee cans in the paintings by artist Fred Machetanz dating from 1969. The materials are arranged in chronological order by date.

Subseries 5.7, Grocery Store Displays, circa, 1901-1935, contain the largest amount of materials in this series. Hills Bros. photographer, Ken Allen visited a number of retail grocers around the country to document Hills Bros. coffee displays. Some of these photographs were used in broadsides created by Hill Bros. entitled "Interesting Grocery Stores" and "Before and After." The broadsides were created from
1928-1933 with the retail grocer as the target market. Approximately 30,000 broadsides were mailed to customers. The photographs are identified by the name of the store and location. Most of the prints also have negatives and correspondence granting Hills Bros. permission to publish the photographs. Materials are arranged in alphabetical order by the name of the grocery store.

Subseries 5.8, Store Tests, 1938, consists of photographs, negatives, reports and drawings from merchandising tests conducted in grocery stores in California, Arizona, Oregon, Missouri and Minnesota. "Before" photographs document shelf displays while the "after" photographs document the new floor displays. Reports on the corresponding sales figures used to promote Hills Bros. merchandising service in retail grocery stores are also included among the materials. The materials were maintained in the order that they were created by the company.

Subseries 5.9, Window and Wall Displays, 1928, 1930, 1934, contain a large number of photographs documenting the installations of window and wall displays. The displays were created by the advertising department in San Francisco and given to advertising service representatives as patterns for the installations. Advertising service representatives operated throughout the entire marketing area from the Pacific Coast to Chicago. It was custom to visit every grocery store at least once a year. Representatives offered to install a window display or wall display free of cost to the store. The materials are arranged by number and include some duplicates.

Subseries 5.10, Publicity, 1933-1936; undated, include photographs and correspondence that were maintained by Hills Bros. for publicity purposes. A large portion of the photographs consist of Hollywood movie stills with scenes using Hills Bros. coffee primarily from the 1930s. There is a substantial amount of material on the Metro-Goldwyn-Mayer Studios, Incorporated polar expedition (1933) for the production of the movie "Eskimo." Based on the novel of the same name by Peter Freuchen, a Scandinavian surveyor, the movie chronicles his experiences charting the North Arctic Zone for use in maps put out by the Danish government. The Metro-Goldwyn-Mayer Studios, Incorporated crew was sent above the Arctic Circle to film the production using natives. A supply of Hills Bros. coffee was included among the food provisions to last the crew for a year. Photographs of the expedition and movie stills were later used by Hills Bros. for advertising in grocery stores. In addition, there is also a newspaper article from the Citizen News dated January 1934 that discusses the adventures of the cast and crew of Eskimo. The materials are arranged in chronological order by date.

Subseries 5.11, Miscellaneous, 1898-1949; undated, is a random mix of images including the return of troops from the Spanish American War on Market Street; Boeing Air Transportation, Incorporated; Frank Goss from the Columbia Broadcasting System; Fresno Bee National Recovery Administration; Infants' Choir; Kinner Airplane and Motor Corporation, Ltd.; gold miners with hot coffee by the camp fire; and Fred N. Palmeter. The materials are arranged in chronological order by date.

Subseries 5.12, Coffee and Tea Industry, 1900s-1947; undated, consist of prints and negatives relating primarily to the cultivation, growth and processing of green coffee. A number of these images document women laborers from Guatemala and El Salvador examining, hand picking and sorting coffee beans. The photographs were created to illustrate the production process in the 1930s. A photograph of Mr. and Mrs. C. H. Bain on a coffee buying trip in the 1900s is also included among the materials. There are photographs of coffee mills and Hills Bros. Company's participation in food shows. In addition, there are some images relating to the tea trade including the loading of tea in Asia. Materials are arranged in chronological order by date.

Subseries 5.1: Employees

Box 86 Office, factory and selling force, Hills Bros. Arabian Coffee and Spice Mills

Box 86 Employees
Box o/s  Salesmen convention
Box 86  Employees
Box o/s  Salesmen convention
Box 97  Salesmen convention dinner
Box o/s  Salesmen convention
Box o/s  Salesmen convention
Box 86  Austin and Reuben Hills at ground breaking ceremony
Box 86  Basketball teams
Box 83  Salesmen convention
Box 97  Factory workers
Box 86  Coffee convention special
Box 97  Coffee convention special
Box 83  Salesmen convention
Box 86  Inspecting samples of green coffee beans
Box 83  Salesmen convention
Box 97  Salesmen convention
Box 97  Sales convention golf tournament award
Box 86  Employees
Box 86  Factory workers
Box 86  Coffee tasting
Box 97  Division managers golf tournament
Box 97  Division managers meeting
Box 86  T. Carroll Wilson
Box 86  Ken Allen
Image(s)
Box 86  T. Carroll Wilson
Box 86  "A" award ceremony
Box 86  Employees
Box 86  Edward E. Hills, Herbert Gray Hills and Leslie W. Hills
Box 97  Salesmen meeting
Box 86  T. Carroll Wilson
Box 86  Employees
Box 97  Sunburst meeting, Los Angeles division
Box 97  Sunburst meeting, Denver division
Box 86  T. Carroll Wilson
Box 97  T. Carroll Wilson
Box 86  Employees inspecting ground coffee
Box 97  Employees with Hills Bros. coffee can
Box 86  Red coats
Box 86  Peter M. Boyle, Los Angeles Division
Box 86  Unidentified

Subseries 5.2: Division Offices and Buildings
Box 86  Butte, Montana
Box 86  Chicago, Illinois
Box 86  Denver, Colorado
Box 86  El Paso, Texas
Box 86  Kansas City, Missouri
Box 86  Los Angeles, California
Box 86  Milwaukee, Wisconsin
Box 86  Minneapolis, Minnesota
Box 86  Park Ridge, Illinois
Box 86  Phoenix, Arizona
Box 86  Portland, Oregon, 1929;
Box 86  Salt Lake City, Utah
Box 86  San Francisco
Box 86  Seattle, Washington
Box 86  Spokane, Washington
Box 86  Wichita, Kansas
Box 86  Office, unidentified

Subseries 5.3: Facilities and Vehicles
Box 87  Cafeteria
Box 87  Factories and machinery
Box 87  Vehicles
Box 87  Exhibits for employees
Box 87  Exhibits for employees
Box 87  Exhibits for employees
Box 87  Edgewater plant architect design
Box 87  Edgewater plant construction
Box 97  Exhibits for employees
Box 87  Plant
Box 97  Factory
Box 97  Factories and machinery
Box 87  Vehicles

Subseries 5.4: Advertising
Image(s)
Box 87  Advertising forms and point of purchase displays
Box 87  Advertising forms
Box 87  Outdoor advertising
Box 87  Outdoor advertising for other products
Box 87  Food show exhibits
Box 87  Food show exhibits
Box 87  Food show exhibits
Box 87  Food show exhibits
Box 87  Food show exhibits
Box 87  Food show exhibits
Box 87  Newspaper advertisements
Box 87  Medal award for newspaper campaign advertising and selling award
Box 88  Advertising illustrations
Box 83  Arab trademark
Box 88  Arab trademark
Box 88  Arab trademark
Box 88  Advertising service cards and displays installed by advertising service men
Box 88  Advertising and cans displays
Box 88  Floor stand, advertising form number 7
Box 88  Advertising form number 217
Box 97  Advertising forms
Box 88  Food show exhibits
Box 88  Coffee guide advertisements
Box 88  Miscellaneous, 1931;
Box 88  Food show exhibits, negatives
Box 88  Negatives
Box 88  Negatives
Box 88  Negatives
Subseries 5.5: Sales Preparation

Box 88  Portfolio for jobber presentation, Midwest area
Box 88  Sales maps
Box 88  Sales maps
Box 88  Sales maps, negatives
Box 88  Sales maps, negative
Box 89  Sales maps, negative
Box 89  Telephone, negatives

Subseries 5.6: Packaging

Box 89  Coffee can, standard Java
Box 89  Coffee pots, prints and negatives
Box 89  Coffee Guide, prints and negatives
Box 89  Returns per box negatives
Box 89  Pressure in one pound can print and negative
Box 89  American Can Company, negatives
Box 89  Hills Bros. coffee cans in paintings by artist Fred Machetanz
Box 89  Coffee cans, prints and negatives
Box 83  Coffee cans
Box 97  Coffee cans
Box 89  Glass jars, prints and negatives

Subseries 5.7: Grocery Store Displays

Box 11  Adlong Market, undated
        Albert, E. W., undated
Box 89  Allen, Dewey, undated
        Altieri's Market, undated
        Anderson, A. W., and Son, undated
Image(s)

Box 89  Anton, M.

Appleton Grocery Company, 1929

Ariza's, Mrs. R., Grocery, 1929

Babbitt Brothers Trading Company, 1929

Bach, J., 1932

Box 89  Bailey Brothers and Company

Box 89  Bainbridge Brothers

Box 89  Baker, Robert W.

Box 89  Barile and Casaglia

Box 89  Bartholomew, Freddie

Box 89  Basket Grocery

Box 89  Baugh, W. E.

Box 89  Bavard Brothers' Store

Beatty, Arthur, 1933

Box 89  Berg and Langland

Bernhardt, W. J., 1929

Berthiaume Brothers, 1933

Blank, Robert, 1929

Image(s)

Boelkins, C. H., and Sons, 1929

Buck's Grocery, 1933

Box 89  Buck's Grocery

Box 89  Buck's Grocery

Box 89  Bungalow Grocery

Box 89  Buono's Market

Box 89  Burr, A. W.
Box 89  Cardoza, M. V.
Box 89  Carlsbad Caverns
Box 89  Cash, Isaiah, Grocery, undated
Box 89  Charlson and Son, undated
Box 89  Chimes Market
Chopin, Fred E.
Coblentz and Schwabacher
Coblentz and Schwabacher
Box 90  Columbia Grocery
Box 90  Conant's Grocery
Box 90  Conway's Grocery and Market
Box 90  Curry's Grocery
Box 90  Deluxe Market
Box 90  Dickinson's Food Store
Box 90  Diehl Grocery Company
Box 90  Diettrich Brothers
Box 90  Drumright Service Café
Box 90  Dunphy, J. L.
Box 90  Eckman, George
Box 90  Edmondson, Charles H.
Box 90  El Parvenir Grocery
Box 90  Embee Store
Box 90  Farra Brothers
Box 90  Farrell Market
Box 90  Faudet and Weiss
Box 90  Fitzsimmons Stores
<table>
<thead>
<tr>
<th>Box 90</th>
<th>Florio and Vizzolini</th>
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<tbody>
<tr>
<td>Box 90</td>
<td>Foppiano, A.A.</td>
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<tr>
<td>Box 90</td>
<td>Franco Brothers</td>
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<td>Box 90</td>
<td>Freitas Brothers Store</td>
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<td>Box 90</td>
<td>Fremont Grocery</td>
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<td>Image(s)</td>
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<tr>
<td>Box 90</td>
<td>Garman Grocery</td>
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<td>Box 90</td>
<td>Hugh, Gary, Sanitary Market</td>
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<td>Box 90</td>
<td>Geisman's Grocery</td>
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<td>Box 90</td>
<td>Gerrish Brothers Public Market</td>
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<td>Box 90</td>
<td>Gershgol's Market</td>
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<td>Image(s)</td>
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<td>Box 90</td>
<td>Gettel, M. J.</td>
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<td>Box 90</td>
<td>Giovanazzi, J. A., Company</td>
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<td>Box 90</td>
<td>Giovanazzi, J. A., Company</td>
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<td>Box 90</td>
<td>Glessman, T. A., Public Market</td>
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<td>Box 90</td>
<td>Gonzales, Jose</td>
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<td>Box 90</td>
<td>Goodman Tidball Mercantile Company</td>
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<td>Box 90</td>
<td>Gorberg, Benjamin L.</td>
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<td>Box 90</td>
<td>Graham, H. Craig</td>
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<tr>
<td>Box 90</td>
<td>Grand Central Market</td>
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<td>Box 90</td>
<td>Grand Central Market</td>
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<td>Box 90</td>
<td>Great Atlantic and Pacific Tea Company</td>
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<tr>
<td>Box 90</td>
<td>Greenebaum, J., and Company</td>
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<tr>
<td>Box 90</td>
<td>Green Frog Food Market</td>
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<tr>
<td>Box 90</td>
<td>Green Frog Food Market</td>
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<tr>
<td>Box 90</td>
<td>Greenough Company, Incorporated</td>
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</tbody>
</table>
Box 90  Greenough Company, Incorporated
Box 90  Grimm's Grocery
Box 90  Gruender, Ed
Box 90  Gunter, L. E.
Box 90  Haddad's Market
Box 90  Hadeler Brothers
Box 90  Hamiltons, Incorporated
Box 90  Hamiltons, Incorporated
Box 90  Hammes, A. C.
Box 90  Hanagge, F. R.
Box 90  Harvey's, W. H., Store
Box 90  Hattem's Market
Box 90  Herring, L., Mrs.

Hillebrandt, William H., 1930
Holtman and Nelson, undated
Hommel Brothers, 1929
Hurowitz, Phillip, 1933
Jarmer Brothers, 1929

Box 91  Jarmer Brothers

Jenssen, H. P. C., undated
John, M., and Son, 1933
Johnston, E. J., 1929
Joyce Pruit Company, 1933
K. and W. Grocers, Incorporated, 1933
Kaland's Ideal Grocery, 1933
Kamp Brothers, undated
Kilpatrick and Sons, 1933

Box 91  Kilpatrick and Sons

Kroemer, J. E., undated

Krotz, F., and Son

Lackmann's Market, 1934

Lake, E. A., and W. Johnson, 1933

Larberg's Food Store, Incorporated, 1933

Lehmann, J. L., and Sons, 1932

Box 125  Lehmann, J. L., and Sons

Levy Brothers, 1929

Linder Hardware Company, 1930

Lockhart, J. F., 1933

Love, Jack, 1933

Lung, F. Sam, Company, 1929

Box 91  Lung, F. Sam, Company

Marenco and Smith, 1934

Box 91  Mariani's, C., Store

Market Spot, undated

Marr, E. A., undated

Massie, G., 1933

Image(s)

Masten, J. W., 1929

Matthews, H. C., 1929

May Company Market, 1930

Box 91  May Company Market

McDaniels Food Market, undated
McDowell, W. D. and Son, 1933

McGrath, John, Jr., 1929

Box 91

McIver

Medina, J. G., undated

Michael, L. E., 1933

Mission Store, 1929

Moser, J. D., Store, 1931

Murphy's, J. F., undated

Mutual Stores, Incorporated, undated

National Kanteen, 1929

National Tea Company, undated

Nelson, A. M., undated

Northern Commercial Company, undated

Box 91

Nurway Grocery

Olson Mercantile Company, 1933

Olson, Theodore, 1929

O'Neill Company, 1929

Palmquist, A. M., 1933

Paolini, Charles, undated

Parish, J. E., undated

Parma Company, Incorporated, 1929

Patton' Kenilworth Grocery, 1933

Piels Store, 1931

Piggly Wiggly, 1929

Portland Public Market, 1934

Post and Gatty, 1931
Pyles, George R., 1933
Quigley, W. D., Drive In Market and Grocery, undated
Ralph's Grocery Company, 1930
Rea, Thomas H., and Company
Reder, Joseph, undated
Redman and Greenhagen, 1929
Richardson's Market, 1929
Robinson, J. H., and Sons, 1932
Robinson, J. J., 1934
Rogers, John, 1935
Roloff, C. L., undated
Rosser, William R., 1933
Rossi, A., and Company, 1933
Roth, A. A., undated
Rotoserve Market, 1933
Russell, George, Company, undated
Sale Brothers and Boyh, 1929
San Ysidro Commercial Company, undated
Schafer and Vinton, 1929
Schmechel, J., 1929
Schmidt, E. A., 1933
Schnabel Brothers, 1931
Selby, V. H., 1933
Selby, V. H.
Self Service Grocery, 1929
Service Cafe, 1933
Sgro, Peter, Citizen's Market, 1933
Shemming, H. J., 1929
Sherman Grocery, undated
Sholar and Sholar, 1933
Sipes Self Serving Stores, 1929
Slattery, Mr. and Mrs., 1929
Solari, A., 1929
Steiner, A., 1935
Steinfeld, Albert, and Company, 1929
Stohr, A. C., 1929
Sutherland, George N., 1933
Sweet, S., and Company, 1929
Tandet and Weiss, undated
Taylor, Monte, 1907
Tena, Genara, 1929

Tena, Genara, 1929

Image(s)

Tesack Benson Company, undated
Thompson, Claire S., 1910
Thompson, John, Grocery, 1929
Tongass Trading Company, 1930

Box 92
Tower Grocery
Treat, N. B., 1929
Unzelman Brothers, 1929
Van Eaton, C. S., 1933
Vaught and Hughes, 1929
Vogt and Williamson, 1924

Box 55 Walker, George R., 1930
Walstrom, C. R., undated
Weitzel, W. B., 1933
Welter Brothers, 1929
West, John, undated
Williams, Andrew, Stores, Incorporated, 1933

Box 93 Wreden Grocery Company
Young's Market Company, Incorporated, 1929

Box 93 Young's Market Company, Incorporated
Box 93 Zaitz, Frank, Mercantile Company
Box 93 Nenana Alaska grocery store transportation
Box 93 Store interiors
  Image(s)
Box 93 Blyth and Fargo
Box 93 Brizard, A., Incorporated
Box 93 Matanuska Valley Pioneer
Box 93 Progressive Grocer, Butterwick Publishing Company
Box 93 Worth and Company
Box 93 Grocery Stores displays
Box 97 Grocery Stores displays
Box 93 Miscellaneous file
Box 93 Store interiors
  Image(s)
Box 93 Store interiors
Box 93 Store exteriors
Box 97 Store exteriors
Box 93  Use of Hills Bros. thermometer in grocery store
Box 93  Grocery store negatives
Box 93  Grocery store negatives
Box 93  Grocery store negatives
Box 93  Grocery store negatives
Box 94  Grocery store negatives
Box 94  Grocery store negatives
Box 125  Grocery store negatives

Subseries 5.8: Store Tests

Box 94  San Diego, California, series a, number one
Box 94  Los Angeles, California, series a, number, two
Box 94  Los Angeles, California, series a, number three
Box 94  Brea, California, series a, number, four
Box 94  Glendale, California, series a, number, five
Box 94  Phoenix, Arizona, series a, number, six
Box 94  Los Angeles, California, series a, number, seven
Box 94  Los Angeles, California, series a, number, seven a
Box 94  Los Angeles, California, series a, number, eight
Box 94  Los Angeles, California, series a, number, eight a
Box 94  San Diego, California, series a, number, nine
Box 94  San Diego, California, series a, number, nine a
Box 94  Ventura, California, series a, number, ten
Box 94  Sunland, California, series a, number, eleven
Box 94  San Diego, California, series a, number, twelve
Box 94  San Francisco, California, series b, number, one
Box 94  San Francisco, California, series b, number, two
Box 94  Stockton, California, series b, number, three
Box 94  San Francisco, California, series b, number, four
Box 94  San Francisco, California, series b, number, four a
Box 94  Oakland, California, series b, number, five
Box 94  San Francisco, California, series b, number, six
Box 94  San Francisco, California, series b, number, seven
Box 94  San Francisco, California, series b, number, eight
Box 94  San Francisco, California, series b, number, eight a
Box 94  San Francisco, California, series b, number, nine
Box 94  Portland, Oregon, series c, number, one
Box 94  Portland, Oregon, series c, number, two
Box 94  Denver, Colorado, series d, number, one
Box 94  Greeley, Colorado, series d, number, two
Box 94  Kansas City, Missouri, series e, number, one
Box 94  Minneapolis, Minnesota, series f, number, one
Box 94  Minneapolis, Minnesota, series f, number, two
Box 94  Minneapolis, Minnesota, series f, number, three
Box 94  Chicago, Illinois, series g, number, one

Subseries 5.9: Window and Wall Displays

Image(s)
Box 95  Numbers 1-12, 14-15
Box 95  Numbers 16, 18, 26, 29-32, 34-39
Box 95  Numbers 40-43, 45-56
Box 95  Numbers 57-72
Box 95  Numbers 73-88
Box 95  Numbers 90-97, 101, 103
Box 95  Numbers 1-9, 16-17, 19, 30, 32, 34-36, duplicates
Box 95  Numbers 43, 45, 47-60, duplicates
Box 95  Numbers 61-63, 65-76, duplicates
Box 95  Numbers 77-88, 92-94, 97-101, duplicates
Box 95  Miscellaneous

Subseries 5.10: Publicity

Box 95  Alaska Weekly, Frank Cotter
Box 95  Best Screwdriver, The, movie still
Box 95  Blind Date, movie still
Box 95  Boulder Lodge, Bishop, California
Box 95  Business Is a Pleasure, Warner Brothers, movie still
Box 95  Elliott-Burroughs-Tarzan Expedition, Malay Peninsula, California Zoological Society
Box 95  Eskimo, Metro-Goldwyn-Mayer, movie still
Box 95  Eskimo, Metro-Goldwyn-Mayer, movie still
Box 96  Frizzy Night, movie still
Box 96  Healer, The, movie still
Box 96  Hello Prosperity, movie still
Box 96  His Weak Moment, Fox Movie Exchange
Box 96  Hoi Polloi, Columbia Production, movie stills
Box 96  Holly Mackerel, movie still
Box 96  Husk, movie still, R.K.O. Pictures
Box 96  Igloo Restaurant
Box 96  Jim Burke's Bag, Columbia Production
Box 96  Lady of New York, Columbia Production
Box 96  Little Miss Nobody, movie stills
Box 96  Love Before Breakfast, movie still
Box 96  Love Past Thirty, movie still
Box 96  Mary Burns Fugitive, Paramount Studios, movie still
Box 96  Mid-Week Pictorial, 1933 October 7
Box 96  Music Goes Round, The, Columbia Production, movie still, 1936
Box 96  Nine o” Clock Town, Columbia Production, movie still, undated
Box 96  No More Women, movie still
Box 96  Rainmakers, The, movie still
Box 96  San Francisco Police Department
Box 96  She Made Her Bed, movie still
Box 96  Straight From the Heart, Universal Pictures, movie still
Box 96  Transient Lady, movie still
Box 96  Unidentified movie still

Subseries 5.11: Miscellaneous

Box 97  Lower Market Street, return of troops from Spanish American War
Box 96  Boeing Air Transportation, Incorporated
Box 96  Columbia Broadcasting System, Frank Goss
Box 96  Fresno Bee National Recovery Administration Pictures
Box 96  Infants’ Choir
Box 96  Kinner Airplane and Motor Corporation, Ltd.
Box 96  Gold miners extolling the merits of hot coffee in the fire camp, Rough and Ready in Oh Susanna!
Box 96  Palmiter, Fred N., undated

Subseries 5.12: Coffee and Tea Trade

Box 96  Mr. and Mrs. C. H. Bain on coffee buying trip
Box 83  Images for Behind the Cup
Box 96  Hills Bros. images documenting the coffee trade
Box 96  Hills Bros. images documenting the coffee trade
Box 83  Hills Bros. images documenting the coffee trade
Box 97  Still images for Behind the Cup film
Box 96  National Restaurant Association Convention, Cleveland, Ohio
Box 96  National Coffee Association meeting, Yosemite National Park
Box 96  Bickford, C. E.
Box 97  Coffee plant
Box 96  Coffee beans
Box 96  Examining coffee beans
Box 96  Loading tea on boats in Asia
Box 96  Pan American Conference Bureau images documenting the coffee trade
Box 96  Miscellaneous, undated

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Series 6: Sales and Marketing Records

Series 6, Sales and Marketing Records, 1906-1989; undated, primarily consist of the materials that were created by the company to communicate with the sales force. Bulletins and correspondence make up the bulk of these materials. There are also materials that were used by salesmen on a daily basis while conducting business in the field. Some of the activities of the sales department including meetings and conventions are also documented. In addition, market research, reports and studies inform the sales department about the coffee industry and consumer consumption. The materials are divided into eight subseries.

Subseries 6.1, Bulletins for Salesmen, 1912-1969 were created and distributed by the company to keep the sales force informed about sales activities. Some of the earlier bulletins contain quotes by Reuben Hills. As the primary means of communication from management to the sales force, this body of materials is rather extensive and documents over a period of time issues, concerns, advertising, sales approach of the company and changes in price structure. Eventually the bulletin system phased out due to extensive use of telephone and computer communication. The San Francisco division has some of the earliest bulletins. The materials are arranged first in alphabetical order by division or city and then in chronological order by date.

Subseries 6.2, Division Bulletins and General Letters, 1925-1927 include the correspondence that was distributed to the different divisional regions including Denver, Kansas City, Los Angeles, Minneapolis, Portland and Salt Lake City. These materials were created for the salesmen and provide information on progress reports, goals of the company and sales techniques. The materials are arranged in alphabetical order by division and then in chronological order by date.

Subseries 6.3, Correspondence, 1919-1989, include general letters to sales representatives, memos, and management letters. The materials primarily document sales activities but also include the perspective of the entire company. Letters discuss trading in the green coffee market, special promotions, divisional sales performance, dealer coffee inventories, policy changes, etc. In 1962, the name of the management letters was changed from Monday to weekly; however, the company maintained the same format. The letters are arranged in chronological order by date.

Subseries 6.4, Conventions and Meetings, 1915-1971, consists primarily of programs and menus from sales conventions dating from 1915-1943. These materials provide valuable information about the activities at the sales conventions and include the location and agenda for each meeting. There are some song books that were used at the conventions. (See series five for photographs of the sales conventions). There is also information from the divisional managers' meetings which include new sales and marketing strategies and date from 1935-1956. In addition there are materials from a NED sales meeting, a District sales meeting in Philadelphia, Pennsylvania in 1966 and a sales meeting and marketing presentation in Buffalo, New York in 1971. The materials are arranged in chronological order.

Subseries 6.5, Salesmen Materials, 1906-1973; undated provide valuable information about the tools that informed the sales force. It includes materials given to salesmen upon employment and information needed to conduct daily business transactions in the field. Some of the earliest materials are a salesman's notebook dating from 1906 and a sales department territory book for the western region dating from 1907-1908. There are reference and instruction books dating from 1912-1949. Instruction books were created to provide tips and instructions on how to improve sales performance. Materials relating to salaries date from 1925-1937 and contain information on most of the sales representatives charted over this time period and presented in yearly earnings. There is a substantial number of price lists, pocket sized cards containing prices of various products, carried by each sales representative and dating from 1925-1969. An order form book, order forms and delivery forms also carried by the sales representatives are included among the materials. In addition there are monthly sales standing dating from 1931-1935, instructions on the pickup and disposition of unsalable coffee, a 1973 sales presentation and the territorial arrangement of the city of Chicago in 1930. Materials are arranged in chronological order by date.
Subseries 6.6, Reports and Studies, 1941-1978 primarily inform the company about the sales of the various coffee products primarily by division, territory or state. There is a study that compares the sales of ground and instant coffee by division. An exploratory study concerning consumer attitudes toward freeze dried coffee conducted in August and September in 1968 is also included among the materials. In addition, two studies from the 1970s relating to sales force capacity and high yield coffee can also be found among the materials. The materials are arranged in chronological order by date.

Subseries 6.7, Marketing Research, 1956-1978; undated consist of reports, research studies and surveys created by Hills Bros. and outside companies relating to various aspects of the coffee trade and consumer market. The materials include information on criteria for label design, packaging, types of coffee consumed, brand images, how advertising affects consumption and marketing plans. In addition there is a study investigating the economic and financial aspects of the United States coffee industry created in 1978 and an undated copy of the Brazilian coffee performance marketing plan. The materials are arranged in chronological order by date.

Subseries 6.8, Pricing Information, 1949-1965 include correspondence, press releases and company memos relating primarily to coffee importation and pricing. There is some correspondence between Hills Bros. and the Office of Price Stabilization relating to regulations from the federal government concerning the exchange rate of green coffee and coffee prices to the consumers. The materials are arranged in chronological order by date.

Subseries 6.1: Bulletins for Salesmen

Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 98 Chicago
Box 99 Chicago
Box 99 Chicago
Box 99 Chicago
Box 99 Chicago
Box 99 Cleveland
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 99    Denver
Box 100   Denver
Box 100   Denver
Box 100   Denver
Box 100   Denver
Box 100   Denver
Box 100   Detroit
Box 100   Detroit
Box 100   Detroit
Box 100   Kansas City
Box 101   Kansas City
Box 101   Kansas City
Box 101   Kansas City
Box 101   Kansas City
Box 101   Kansas City
Box 101   Kansas City
Box 101   Los Angeles
Box 101   Los Angeles
Box 101   Los Angeles
Box 101   Los Angeles
Box 101   Los Angeles
Box 103  Portland
Box 103  Portland
Box 103  Portland
Box 104  Portland
Box 104  San Francisco
Box 104  San Francisco
Box 104  San Francisco
Box 104  San Francisco
Box 104  San Francisco
Box 104  San Francisco
Box 105  San Francisco
Box 105  San Francisco
Box 105  San Francisco
Box 106  San Francisco
Box 106  San Francisco
Box 106  San Francisco
Box 106  San Francisco
Box 106  San Francisco
Box 107  San Francisco
Box 107  San Francisco
Box 107  San Francisco
| Box 107 | San Francisco |
| Box 108 | San Francisco |
| Box 108 | San Francisco |
| Box 108 | San Francisco |
| Box 108 | San Francisco |
| Box 108 | San Francisco, index |

**Subseries 6.2: Division Bulletins and General Letters**

*Box 108*

| Box 108 | Denver |
| Box 108 | Kansas City |
| Box 108 | Kansas City |
| Box 108 | Kansas City |
| Box 108 | Kansas City |
| Box 108 | Los Angeles |
| Box 108 | Los Angeles |
| Box 108 | Minneapolis |
| Box 108 | Portland |
| Box 108 | Salt Lake City, Utah |
| Box 108 | Portland |
| Box 108 | Salt Lake City, Utah |

**Subseries 6.3: Correspondence**

*Box 109*

| Box 109 | General letters to sales representatives |
| Box 109 | Aydelotte correspondence |
| Box 109 | Memos |
Box 109  Division and sales managers letters
Box 109  Monday Management Letters
Box 109  Monday Management Letters
Box 109  Monday Management Letters
Box 109  Monday Management Letters
Box 109  Monday Management Letters
Box 109  Weekly Management Letters
Box 109  Weekly Management Letters
Box 109  Weekly Management Letters
Box 109  Weekly Management Letters
Box 109  Weekly Management Letters
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Sales convention materials
Box 110  Sales convention, program and menu
Box 110  Sales convention, program and menu
Box 110  Division Managers meeting
Box 110  Division Managers meeting
Box 110  Division Managers meeting
Box 110  Division Managers meeting
Box 110  Division Managers meeting, San Francisco, California
Box 110  Divisional Meetings
Box 110  Sales convention, program and menu
Box 110  NED sales meeting
Box 110  District sales meeting, Philadelphia, Pennsylvania
Box 110  Sales meeting and marketing presentation, Buffalo, New York

Subseries 6.5: Salesmen's Materials

Box 111  Notebook
Box 111  Sales department territory book, western region
Box 111  Reference book
Box 111  Salaries
Box 111  Price lists
Box 111  Instruction book
Box 111  Territorial arrangement for city of Chicago
Box 111  Monthly sales standings
Box 111  Price lists
Box 111  Instruction book
Box 111  Instruction book
Box 111  Instruction book
Box 112  Price lists
Box 112  Selling and merchandising of carton coffee, pickup and disposition of unsalable coffee
Box 112  Price lists
Box 112  Instruction book
Box 112  Price lists
Box 112  Price lists
Box 112  Price lists
Box 82  Sales presentation
Box 112  Requisition for samples, advertising matter or stationery forms
Box 112  Order form book
Box 112  Order forms
Box 112  Delivery forms

Subseries 6.6: Reports and Studies
Box 156  Sales of blue and red can by divisions
Box 112  Territory statistics
Box 112  Reports produced in the tabulation department
Box 112  Reports produced in the tabulation department
Box 112  Summary of sales by state and report of sales
Box 113  Summary of sales by state and report of sales
Box 78  Comparison of sales by divisions for ground and instant coffee
Box 113  An Exploratory Study--Consumer Attitudes Toward Freeze Dried Coffee
Box 113  Hills Bros. Sales Force Capacity Study
Box 113  Report on High Yield Coffee

Subseries 6.7: Marketing Research
Box 113  Introductory Marketing of Instant Hills Bros. Coffee
Box 113  Agreement with hills Bros. Coffee, Incorporated for the Marketing research on Instant and ground coffee
Box 113  Coffee Preferences and Brand Images Among West Coast Consumers:
Box 113  Summary of Decaffeinated Coffee
Box 113  Criteria for Label Design and Market: Strategy for Decaf Study
Box 114  Instant Coffee Packaging and Coffee Drinker Attitudes
Box 114  Brand Image Study: Hills Bros. Ground and Instant
Box 114  Fall Marketing Program: Ground Coffee
Box 114  Freeze Dried Coffee
Box 114  United States Coffee Industry: A Marketing Economic and Financial Investigation
Box 114  Brazilian Coffee Performance Marketing Plan

Subseries 6.8: Pricing Information
Box 114  Correspondence
Box 114  Coffee imports and pricing
Box 114  Correspondence
Box 114  Correspondence
Box 96  Correspondence

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Series 7: Employee Records

Series 7, Employee Records, 1934-1966, contain useful information relating to the employees and what it means to work for the company. Service and retirement materials include an executive employee service record created in 1934. It is a list of employees in upper management including the name, date of employment, and length of service. There is information on retirement plans for employees in 1953. A list of the retirement dates, birth dates, and employment dates for employees who were participants in the retirement plan from 1953-1959 is also included among the materials. A photograph of a silver plate commemorating the fiftieth anniversary in 1967 of Eugene F. Hoelter with the company is included among these materials. Employee guides from the 1960s provide information on the company's perception of its position in the coffee industry, short histories of the company, the organization of the company, and employee benefits. There is also general information and instructions for plant employees at the Edgewater, New Jersey plant which is undated. In addition, there is Herbert Grey Hills's company identification card and exhibitor's employee's pass. Materials are arranged in chronological order by date.

Box 115  Executive employee service record

Box 78   Employee identification cards for Herbert Gray Hills

Box 78   Retirement plans for employees

Box 78   Retirement dates, dates of birth and dates of employment for active employees of the company who were participants under the retirement plan for 1953-1959

Box 78   Office employee guide

Box 78   Office employee guide

Box 78   Office employee guide

Box 78   Photograph of silver plate commemorating the fiftieth anniversary of Eugene F. Hoelter's with Hills Bros. Coffee, Incorporated

Information and general instructions for plant employees, Edgewater, New Jersey, undated

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Series 8: Accounting and Financial Records

Series 8, Accounting and Financial Records, 1903-1960; undated include some of the earliest materials from the company that were not destroyed in the 1906 fire and documents the sale of other products such as tea. There is a distributor’s notebook dating from 1903-1904 with a 1925 letter enclosed inside. Record books dating from 1904 provide information relating to coffee stock distribution. They also contain information relating to tea distribution by the company and pricing. Coffee acquisition ledgers dating from 1906-1917 are grouped according to the kind of coffee bean which refers to the general region or seaport from which the beans originate including Ecuador, Mexico, Costa Rica, El Salvador and Guatemala. There is one exception which is listed by stock number and contains mixed kind categories. The ledgers provide stock numbers, mark, quantity, location of coffee bean purchases, date of purchases, costs and grades. Entries are not consistently in chronological order by month. There are also a number ledgers maintained by the company that record information relating to retail grocers and how much they purchased from the company including product types, prices and quantities ordered. Analysis of expense account records date from 1917-1921. A tea acquisition ledger dating from 1920-1923 is divided into groups including natural leaf, Darjeeling, Hilvilla Black, Ceylon, Java, Oolong, Gunpowder and sample (green and black). Information about stock numbers, mark, quantities, invoice weight, house weight, C.F.I. date, and where the tea was purchased can be obtained through these records. In addition there are financial statements dating from 1959-1960 and an undated coffee stock book. Materials are arranged in chronological order by date.

Box 117 Distributor notebook, 1903-1904 with a letter enclosed
Box 116 Accounting ledger
Box 116 Accounting ledger
Box 116 Accounting ledger
Box 117 Coffee acquisition ledger, Santos
Box 117 Coffee acquisition ledger, Ecuador and Mocha
Box 117 Coffee acquisition ledger, Mexican
Box 117 Coffee acquisition ledger, mixed
Box 117 Coffee acquisition ledger, Costa Rica
Box 117 Coffee acquisition ledger, Sundry or [Borgata/Sundry]
Box 117 Coffee acquisition ledger
Box 117 Coffee acquisition ledger
Box 117 Coffee acquisition ledger, Salvador
Box 117 Coffee acquisition ledger, Guatemala
Box 117 Coffee acquisition ledger, mixes in annex
Box 117 Coffee acquisition ledger, Santos
Box 115  Accounting ledger
Box 122  Analysis of expense accounts
Box 122  Analysis of expense accounts
Box 122  Analysis of expense accounts
Box 122  Analysis of expense accounts
Box 122  Analysis of expense accounts
Box 122  Analysis of expense accounts
Box 117  Tea acquisition ledger
Box 118  Coffee ledger
Box 156  Ledger
Box 118  Financial statements
Box 122  Analysis of expense accounts
Box 122  Analysis of expense accounts
Box 115  Coffee stock book
Series 9: Office Files

Series 9, Office Files, 1915-1970; undated consist of materials relating directly to the business of the company and some materials that were kept on file probably as reference information. The series is divided into two subseries. Subseries one is general materials and includes court documents, correspondence, manuals, maps and some images. Subseries two is T. Carroll Wilson's correspondence dating from 1941-1970.

Subseries 9.1, General, 1915-1969; undated includes information relating to the company's participation in the Panama Pacific International Exposition in 1915. At the exposition Hills Bros. installed and operated the first automatic machine created to vacuum-pack coffee. Other materials from the expo include rules and regulations governing the delivery, location, installation, maintenance and transportation of exhibits and merchandise. The Museum's Division of Cultural History has some of the artifacts relating to the exposition.

Legal records including court documents for the Federal Trade Commission versus Hills Bros. Company case in 1925 and the United States Department of Justice, Anti-Trust Investigation, 1948 are included among the materials. There are correspondence granting Hills Bros. exclusive rights to use "Hot Coffee" for radio and advertising purposes. There is also information relating to the company's cooperation with the National Recovery Administration, President's reemployment agreement. In addition there is correspondence collected by the company relating to rumors, religion and race dating from 1958-1964 and correspondence about the jigsaw puzzle campaign.

Packaging materials dating from 1931-1969 primarily document the history and uses of various types of containers used by Hills Bros. for its products and labels. A paper written by Ralph Vilas discussing the historical evidence of vacuum packaging from 1931-1934, correspondence and photographs of packaging for the "Blue Brand", an article discussing the selling and merchandising of carton coffee, memos and newspaper clippings relating to vacuum packing, a paper discussing the tinplate used in can making, requirements for packaging and information relating to the coffee can using an Ansel Adams' photograph are all included among these materials.

In the 1930s Hills Bros. created the Arab Chronicle and Broadsides which were primarily distributed to retail grocers. The broadsides were the size of newspapers and folded to about one-sixth of a page for mailing. They consisted of photographs, advertisements, information relating to new advertising campaigns, advice to increase sales and news of events around the world. In addition to completed copies of the broadsides there are also drafts of the articles for each issue.

Hills Bros. opened a coffee house in 1958 at Disneyland in Anaheim, California. The Hills Bros. Coffee House operated as a restaurant for several years and provided a sandwich type menu with its coffee products. It was also used as a facility for taste-testing by the marketing research department.

In the 1960s Hills Bros. owned and operated three vans known as Hillsmobiles. The Hillsmobiles were used to promote sales in various communities. The vans would ride through the neighborhoods distributing free samples of coffee. Included among the materials are letters and memos, manuals for the promotion and operation of the hillsmobiles as well as photographs, images and negatives of the vehicles.

Random materials include a Gertz Bros. Company catalogue dating from 1925, information about Chase and Sanborn coffee, maps illustrating where to go in New England, a marketing map of the United States used as a practical aid for economic sales and advertising and information about St. Augustine's oldest store museum. The materials are arranged in chronological order by date.

Subseries 9.2, T. Carroll Wilson Correspondence, 1941-1970 relate primarily to his association with the National Coffee Association. The materials date from April 7, 1941 to December 8, 1970. The correspondence is arranged in chronological order by date.
Subseries 9.1: General

Box 123  Universal Exposition
Box 123  Gertz Bros. and Company, catalogue
Box 118  Coupon returns
            Maps
Box 0/s  Marketing map of the United States: A practical aid to economic sales and advertising
Box 118  Sealers log book
            Rights granted to Hills Bros. to "Hot Coffee" song from publisher and owner of copyright from musical score of operatta "Oh, Susanna!", 1931
Box 123  Plant tour
Box 118  Historical and other data on vacuum packaging written by Ralph Vilas
Box 84   Newspaper article about new store openings
Box 118  National Recovery Administration, President's Reemployment Agreement and Hills Bros. cooperation
Box 115  National Recovery Administration, President's Reemployment Agreement and Hills Bros. cooperation
Box 84   National Recovery Administration, newspaper article, The Post Inquiry
Box 118  Jig-saw puzzle campaign
Box 118  Jig-saw puzzle campaign correspondence
Box 156  Jig-saw puzzle campaign
Box 155  Arab Chronicle
Box 155  Arab Chronicle
Box 155  Materials for the grocery trade
Box 84   Newspaper articles relating to MGM production of Eskimo movie
Box 147  Publicity materials for MGM production of Eskimo movie
Box 118  Certificates of print registrations
Box 118  Article relating to coffee guide, Modern Plastics
Box 118  Report of personally conducted sale
Box 118  Chase and Sanborn information
Box 156  Chase and Sanborn information
Box 155  Super Market Merchandising
Box 118  Blue can brand
Box 118  Selections from correspondence
Box 84   Sampling campaign, letters to grocers
Box 118  United States Department of Justice, Anti-Trust Investigation
Box 118  Media cooperation
Box 155  Trade Talk
Box 123  Correspondence relating to rumors, religion and race, 1958-1964
Box 115  Hills Bros. coffee shop, Disneyland, California
Box 123  Hills Bros. coffee shop, Disneyland, California
Box 118  Hillsmobile information
Box 123  Hillsmobile operation manual, Hills Bros. personnel
Box 123  Hillsmobile operation manual, Hillsmobile operators
Box 123  Hillsmobile operation manual, Manpower, Incorporated
Box 123  Hillsmobile images
Box 115  Hillsmobile images
Box 123  St. Augustine's Oldest Store Museum
Box 118  Procedure for reporting competitive activity
Box 123  Ansel Adams Yosemite canister
Box 155  Espresso, summer and fall
Box 123  Minimum resale price plan
Box 123  Requirements for packaging materials for coffee
Box 115  Packaging
Box 123  Packaging
Box 123  Packaging
Box 155  Materials relating to grocery trade
Box 155  Materials relating to grocery trade
Box 155  Food and grocery manufacturers entitled to use blue eagle emblem
Box o/s  Artwork of Hills Bros. Coffee Company by John Stoll
Box o/s  Illustration of the inside coffee plant
Box 123  Miscellaneous materials

Subseries 9.2: T. Carroll Wilson Correspondence and Papers
Box 123  Incoming
Box 124  Incoming
Box 124  Incoming
Box 124  Incoming
Box 124  Incoming
Box 124  Incoming
Box 124  Outgoing
Box 124  Outgoing
Box 124  Outgoing
Box 124  Outgoing
Box 156  Certificate of merit presented to T.C. Wilson in recognition of participation in honors course in applied management
Series 10: San Francisco Oakland Bay Bridge

Series 10, San Francisco-Oakland Bay Bridge Materials, 1933-1986; undated, provide background information and a photographic almost daily account of the construction. Leslie Hills suggested placing a camera mount on the parapet of the building on Harrison Street at the beginning of the construction. From this position Ken P. Allen documented the progress until its completion in 1936. Allen also created motion film of the construction from the same position. The State Bridge Authority produced a movie in 1940 using the Hills Bros. materials. The series is divided into two subseries. Subseries one is the textual records that provide background information on the construction of the bridge. Subseries two is the photographic materials documenting to the construction.

Subseries 10.1, Background Information, 1933-1986; undated, include correspondence between Hills Bros., the State Department of Public Works and the California Commission for the Golden Gate International Exposition in reference to Hills Bros. providing the state with the original negatives of its films. The two organizations used these materials to develop a motion picture for the Golden Gate International Exposition. A list of the scenes for reels two and three and a script of the movie are also included. There are black and white photographs of the construction of the bridge and a photograph of Charles Henry Purcell, chief engineer, taken by Ken Allen. In addition there is a newspaper article from the San Francisco Chronicle dating from 1986. Materials are arranged in chronological order by date.

Subseries 10.2, Photographic Materials, 1933-1936; undated, consists of 8 x10 and 4 x 5 black and white negatives of the construction of the Bay Bridge. Most of the negatives are dated. The materials are arranged first by size and then by date in the order that they were created.

10.1: Background Information

Box 96
Charles Henry Purcell

Box 96
Photographs, 1936-1937;

Box 96
Correspondence relating to Bay Bridge movie

Box 96
Scene list for reels two and three

Box 84
The Bridge that changed our Lives, San Francisco Chronicle

Subseries 10.2: Photographic Materials

Box 125
Negatives, 8x10

Box 125
Negatives, 8x10

Box 125
Negatives, 8x10

Box 125
Negatives, 8x10

Box 125
Negatives, 8x10

Box 125
Negatives, 8x10

Box 125
Negatives, 8x10

Box 125
Negatives, 8x10
<table>
<thead>
<tr>
<th>Box</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>125</td>
<td>Negatives, 8x10, air shots, undated</td>
</tr>
<tr>
<td>125</td>
<td>Negatives, 8x10, miscellaneous, undated</td>
</tr>
<tr>
<td>126</td>
<td>Negatives, 4x5</td>
</tr>
<tr>
<td>127</td>
<td>Negatives, 4x5</td>
</tr>
<tr>
<td>128</td>
<td>Negatives, 4x5</td>
</tr>
</tbody>
</table>

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Series 11: Golden Gate International Exposition Materials

Series 11, Golden Gate International Exposition Materials, 1915-1940; undated, primarily document the construction and management of the Arabian Theater. The Arabian Theater was located inside the Food Pavilion on Treasure Island. A color and sound version of the film "Behind the Cup: The Story of Hills Bros." was created and shown in the theater. Materials include correspondence, blueprints, photographs, newspaper articles, forms, insurance documents, passes and visitors comments. Other materials relating to the Golden Gate International Exposition can also be found in volume seven of the historical albums in series four subseries two. The series is divided into nine subseries. The materials were maintained in the order created by the company.

Subseries 11.1, Coffee Theater, circa 1939, include correspondence between Hills Bros. and NW Ayer about the creation of the murals in the theater. There is also information concerning script creation, production, promotion and the success of the Behind the Cup film. In addition there is information relating to the theater staff, visitor comments and the general management of the theater. The materials are maintained in the order that the company kept them.

Subseries 11.2, Exposition Attendance, 1915-1940, contains comparisons of the 1915 and 1939 attendance figures, statistics on paid and non-paid admission, operating period, average gate receipt, total paid and non-paid admissions. Daily attendance records document numbers for the fair, theater, monthly totals and the weather. In addition, hourly attendance includes time, entrance, and cumulative totals. The materials are maintained in the order that the company kept them.

Subseries 11.3, Correspondence, 1937-1940; undated, includes both incoming and outgoing communications between Hills Bros. and the Golden Gate International Exposition Company. These letters discuss permits, contracts and agreements, payment, approval for construction, regulations, applications of exhibit colors, shipment procedures, etc. The materials are maintained in the order that the company kept them.

Subseries 11.4, Construction, 1937-1940; undated, contains information on the building of the food and beverage facility. There is correspondence and invoices relating to payments; removals; services including telephone, water, gas, electricity; estimates, and furniture. Fire insurance documents contain information on the types of coverage and public and regular liabilities. In addition there is information relating to exhibitors questionnaire and endorsements, cost of exhibit space, permission to dismantle forms, application for exhibit space and an application for a construction permit. The materials are maintained in the order that the company kept them.

Subseries 11.5, Blueprints, 1937-1939, were created by the architect Harry A. Thompsen Jr. These blueprints include the foundation plan, the main floor plan, the lobby, the auditorium, front and side elevations, details of the upper chenau, and the mezzanine. There are also plans of Vacationland, the health and education building and the science building. A small amount of material exists on the sandwich slide, prices of coffee, average revenue and expenses, coffee equipment, coffee making instructions, the production of sales, the menu and an inventory of cups and saucers and the heating and ventilation system. A description of Threlkeld's restaurant and a history of the Threlkeld's Commissary Company are also included. The materials are maintained in the order that the company kept them. Subseries 11.6, Behind the Cup, 1937-1940; undated, contains correspondence between Hills Bros. company executives and the Consulate General of El Salvador relating to filming in El Salvador and Guatemala for the "Behind the Cup" movie. There are also newspaper clippings from San Salvador, a translation of the script and a photograph of T. Carroll Wilson and Ken P. Allen. Other materials include correspondence between Ken Allen and T. Carroll Wilson, releases for photographs, camera reports, narration arrangements and contracts. A copy of the "Behind the Cup" booklet which was produced by the NW Ayer Advertising Agency is also included. The materials are maintained in the order that the company kept them. Subseries 11.7, Newspaper Cooperation, 1939, contain clippings about "Behind the Cup" in Chicago, Illinois; Denver, Colorado; Kansas City, Missouri; Los Angeles, California; Minneapolis, Minnesota; Portland, Oregon; and San Francisco, California. The materials are maintained in the order that the company kept them.
Subseries 11.8, Solicitations and Replies, 1938-1940, contain letters to Hills Bros. with replies attached. In addition there is information on the type of equipment or services available for use by Hills Bros. at the expo, business cards, postcards and promotional materials. The materials are maintained in the order that the company kept them.

Subseries 11.9, Miscellaneous, 1938-1940, contains a scrapbook including descriptions, images, a listing of business and industry participants, brochures, general summaries, construction of buildings, government involvement in the expo, personnel article and rules and regulations governing the transportation of exhibits. There is also information on the sandwich slide, model freight cars, Treasure Island employees and articles from the San Francisco Chronicle. The materials are maintained in the order that the company kept them.

Subseries 11.1: Coffee Theater

Box 124 Theater
   Image(s)

Box 124 Murals

Box 124 Personnel
   Image(s)

Box 124 Visitor comments

Box 124 Scripts and articles

Box 129 Promotion
   Image(s)

Box 129 School visits

Box 129 Gifts to visitors

Subseries 11.2: Attendance

Box 129 Attendance

Box 129 Attendance figures

Box 129 Attendance figures

Box 129 Attendance at Behind the Cup

Box 129 Attendance

Box 129 Attendance

Box 129 Attendance report
   Image(s)

Box 130 Attendance at Behind the Cup
Subseries 11.3: Correspondence

Box 130  Construction
Box 130  Passes
Box 130  Special Events
Box 130  Forms, undated
Box 130  Exhibitor's Association
Box 130  General correspondence
         Subseries 4, Construction
Box 130  Photographs
Box 130  P. J. Walker Company
Box 130  Harry A. Thomsen
Box 130  American Seating Company
         Image(s)
Box 130  Fire Protection Company
Box 130  Equipment
Box 130  Insurance
Box 130  Regulations and forms
Box 133  Costs
Box 130  Miscellaneous correspondence

Subseries 11.5: Blueprints

Box 134  Auditorium, including front and side elevators, upper chenau, and mezzanine floor plan
Box 134  Food and beverage plans
Box 134  Food and beverage plans used as exhibit A in permit applications
Box 134  Foundation plan including main floor plan, lobby, section thru lobby
Box 134  Ground Plans of Exposition
Image(s)

Box 134  Health, Science and Education building
Box 134  Heating and ventilation system
Box 134  Theatre chairs
Box 134  Preliminary drawings Hills Bros. Theatre, dates
Box 134  Vacationland
Box 134  Health and Education building
Box 134  Science building

11.6: Behind the Cup

Box 131  Preliminary preparations: suggestions for scenes
Box 131  K. P. Allen El Salvador
Box 131  Cinema Color Incorporated correspondence
  Image(s)
Box 131  Costs
Box 131  Translation of script
Box 131  Booklet
  Image(s)
Box 131  Correspondence
Box 131  Chicago, Illinois
Box 133  Script
Box 131  Suggestions for scenes
Box 131  General information
  Image(s)

Subseries 11.7: Newspaper Cooperation

Image(s)

Box 131  Denver, Colorado
Box 131  Kansas City, Missouri
Box 131  Los Angeles, California
Box 131  Minneapolis, Minnesota
Box 131  Portland, Oregon
Box 131  San Francisco, California

Subseries 11.8: Solicitations and Replies
Box 131  1938
Box 131  1938-1939
Box 132  No reply 2 (B)

Subseries 11.9: Miscellaneous
Box 132  No reply 2 (A)
Box 156  Gold Medal award
Box 132  Movie of fair
Box 132  Guide Book
Box 132  Sandwich slide
Box 132  Model freight cars
Box 84  Article
Box 134  Articles, San Francisco Chronicle, 1939 February
Box 133  Scrapbook
Box 132  Threlkelo's
Box 132  Treasure Island employees

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Series 12: World War Two Materials, 1942 - 1949

Series 12, World War II Materials, 1942-1949; undated, primarily document the United States government's coffee rationing and wartime packaging requirements. The United States War Production Board issued regulations designed to control the use of metals during this time period which greatly affected the coffee industry. These materials reflect the impact of rationing and regulations not only on the coffee industry but Hills Bros. in particular. The company's response to these measures is documented among these materials. The series is divided into six subseries.

Subseries 12.1, Production and Quotas, 1942-1946, is a compilation of correspondence, memos and conservation orders from the War Production Board maintained in the files of Herbert Grey Hills and T. Carroll Wilson. These materials relate to production quotas of coffee for roasters; restrictions on manufacture, sale and delivery of glass containers; price differential in relation to ceiling prices; small buyers and consumers accounts; new accounts and the exchange of brands and sizes. A copy of the National Coffee Association Bulletin: War Production Board, Conservation orders M135 and a copy of the red can brand quota plan dating from 1944-1946 is also included among these materials. Materials are arranged in chronological order by date.

Subseries 12.2, Rationing, 1939-1946, consists primarily of correspondence, orders, instructions and forms from the War Production Board concerning quotas for coffee distribution and production, allowable inventory and operating inventory, ration stamps or certificates and army and navy re-orders. Post-rationing sales control and how it would affect or apply to consumers and the armed forces is also discussed. Materials are arranged in chronological order by date.

Subseries 12.3, Containers and Closures, 1942-1949; undated, is government orders relating to quotas on size and standards for glass jars and closures, shipping containers, cans and glass jar labels. Hills Bros. specifications based on these orders is also included. There are photographs of glass jar products, discussions on original art work for labels and considerations for packing and shipping. Materials are arranged in chronological order by date.

Subseries 12.4, Appeals, 1948, are a group of materials compiled as a presentation to the United States Department of Commerce by the Packaging and Container Committee of the National Coffee Association. This presentation was submitted on April 22, 1948. It is the National Coffee Association's attempt to use cans again.

Subseries 12.5, Advertising Campaigns, 1942; undated include correspondence relating to the "Gone with the Tin" advertising campaign. Along with the correspondence are announcements for the campaign, newspaper clippings and positive feedback from the public attesting to Hills Bros. participation in winning the war while still providing customers with the best possible products. There is also information relating to the "Waste is a Fighting Word Today" advertising campaign. Favorable responses and announcements for the advertisements are included among the materials. In addition there are some miscellaneous forms. Materials are arranged in chronological order by date.

Subseries 12.6, Machinists Strike Scrapbooks, 1945-1946, consist of three scrapbooks of press clippings covering the machinist's strike that occurred in San Francisco over more pay and less hours. Hills Bros. Coffee plant which was identified as one of the big "fringe shops" was impacted by the strike due to a few maintenance machinists' participation. Hills Bros. warned grocers and their customers not to expect large supplies of coffee due to the strike. The scrapbooks are arranged in chronological order by date.

Subseries 12.1: Production and Quotas

Box 132 War Production Board Conservation Orders, Herbert Gray Hills, dates
Box 132 War Production Board Conservation Orders, T. Carroll Wilson, part one, dates
Box 132  War Production Board Conservation Orders, T. Carroll Wilson, part two, dates
Box 135  War Production Board Conservation Orders Part I, dates
Box 135  War Production Board Conservation Orders Part II, dates
Box 135  Wartime Regulation: T. Carroll Wilson, dates
Box 135  National Coffee Association Bulletin: WPB, dates
Box 135  Conservation order M135, dates
Box 135  Red Can Brand quota plan

Subseries 12.2: Rationing
Box 135  Coffee Rationing correspondence, dates
Box 135  Post Rationing Sales Control correspondence, dates
Box 136  Coffee Rationing: Herbert Gray Hills, dates
Box 136  Coffee Rationing: Instructions
Box 136  Edgewater Plant, dates
Box 136  Coffee Rationing: Instructions and forms I, dates
Box 136  Coffee Rationing: Instructions and forms II, dates
Box 136  Government Orders: California Quartermaster Depot rations, dates
Box 137  Rationing information, dates
Box 137  War Food Administration Price Control, dates

Subseries 12.3: Containers and Closures
Box 137  Government Order L-103b, Glass Jars and Closures, dates
Box 137  Government Order L-317, Shipping Containers
Box 137  Government Order M-81: Cans
Box 137  Government Quotas of Containers
Box 137  Glass Jar Labels

Subseries 12.4: Appeals
Box 137  National Coffee Association Can Appeal

Box 137  12.5: Advertising Campaigns
        Correspondence relating to Gone With the Tin

Box 137  Correspondence relating to Waste Is A Fighting Word Today

Box 137  Miscellaneous forms

Subseries 12.6: Machinist's Strike Scrapbooks

Box 140  Press clippings, book one

Box 140  Press clippings, book two

Box 140  Press clippings, book three

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Series 13: Audiovisual Materials

Series 13, Audiovisual Materials, 1934-1984; undated, consists of film, vifro, and sound recordings including television and radio commercials, television and radio programs, promotional materials and Hills Bros. company activities. Hills Bros. had a photography and filming unit that began producing motion picture documentation of Hills Bros. activities in the early 1930s. This effort resulted in a detailed documentation of the construction of the San Francisco-Oakland Bay Bridge (Bridging the Bay, 1938-39) and a promotional film that was shown at the Golden Gate International Exposition Fair (Behind the Cup, 1939). In addition, Hills Bros. became involved with radio programming and advertising in 1934 and television advertising in the early 1950s. The collection includes a substantial number of television commercials dating from 1951-1984 as well as television programs that were sponsored in part by Hills Bros. including Shirley Temples Storybook (1958) and Meet Me at Disneyland (1962). The series is divided into six subseries.

Subseries 13.1, Moving Images, 1951-1984 consists of television commercials, television programs, film and video documentation of corporate activities. The subseries is further organized into five subsubseries.

Subsubseries 13.1.1, Television Commercials, 1951-1984, consist of a representative sample of Hills Bros. television commercials beginning with their first efforts in the early 1950s. The commercials were created by a succession of advertising agencies beginning with N.W. Ayer and including Doyle, Dane, Bernbach; Foote, Cone, and Belding; and Wells Rich Greene/West. Products advertised include Hills Brothers regular roast, instant, drip roast, high yield, and flavored "European Style" coffees.

Subsubseries 13.1.2, Television Programs, 1951-1967, consist of television programs that were sponsored, in part, by Hills Bros. coffee or that were related to Hills Bros. Hills Bros. major television sponsorship effort resulted in several series including Shirley Temple's Storybook (1958), Meet Me at Disneyland (1962), Bat Masterson (1959-60), and Lead off Man (1964). Hills Bros. also provided consultation services for the program Science in Action (1951) as well as major funding for NET Festival White House Red Carpet (1967).

Subsubseries 13.1.3, Promotional Materials, 1939-1977, include material created by the company to promote their products and activities. This series includes two films of particular interest. Behind the Cup: The Story of Hills Bros. Coffee (1939), created for the Golden Gate International Exposition Fair, was produced in 35mm Cinecolor for theatrical screening. Also of note are two short films probably produced for screening at a meeting of Hills Bros. employees. In the first Gene Barry, star of Bat Masterson and Hills Bros.’ spokesman describes the next season's plans for Bat Masterson and presents a portion of a proposed episode. In the second film Walt Disney talks about his company's plans for the next year including additions to Disneyland and planned episodes of Walt Disney Presents.

Subsubseries 13.1.4, Hills Bros. Activities, 1930-1962, consists of primarily 16mm "home movie" documentation of activities as diverse as the 1941 Detroit Sampling Campaign, coffee production in El Salvador, and activities in the Hills Bros. processing plant.

Subsubseries 13.1.5, Miscellaneous Film and Video, 1938-1966, includes films about coffee, travelogues, and a substantial amount of film documenting the construction of the San Francisco Oakland Bay Bridge.

Subseries 13.2, Sound recordings, 1934-1964; undated, include materials from Hills Bros. and other coffee manufacturers. There are the radio series Tune of the Day which includes Hills Bros. commercials, Hills Bros. radio commercials, Shirley Temple "Dreams Are Made for Children" produced by Columbia Pictures Corporation, Maxwell House Coffee programs and a coffee jingle from the Pan American Coffee Bureau.

Subsubseries 13.2.1, Radio commercials, undated, consists of the radio versions of commercials for various advertising campaigns.
Subsubseries 13.2.2, Radio Programs and Other Broadcasts, circa 1934-1964; undated, includes the *Tune of the Day* series, Ruth Ashton's Women's News Desk and two baseball broadcasts.

Subseries 13.1: Moving Images

Subseries 13.1.1: Television Commercials, 1951-1984

**Reel AC0395-OF0003**

1 motion picture film (16mm black and white composite optical print, 200 feet)  
Compilation reel assembled by the Archives Center comprised of the following reels of Hills Bros. commercials produced by NW Ayer.


"Hills Bros. Coffee ... same hearty flavor cup after cup, pound after pound." (circa 1953). Includes:

1. [What's the secret to a successful marriage?] 2. [A good cup of coffee to start the day on high] 3. [More coffee anyone?]

"Richer, stronger, pound lasts longer" (circa 1952-1960)

1. [Cowboys] 2. [New Instant - Boat] 3. [... Join us in a good cup of coffee] 4. [First roundup (animated)] 5. [Gap' n' Gulch (animated)]

**Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)**

**Reel AC0395-OF0009**

Proposed Television Commercials - Hills Bros. Coffee, circa 1960  
1 motion picture film (16mm black and white composite optical track print, 930 feet.)  
Animated storyboards (animatic) of proposed commercials by NW Ayer Advertising Agency. Includes several ideas that were used in finished commercials in the Hills Bros. Coffee collection including "Woman in the Kitchen", Englishman", "Ranch Hands", "Gap 'n' Gulch", and "A Good Cup of Coffee." Jingles include "Head for the hills ... Hills Bros."

**Reel AC0395-OF0010**

Television Commercials - Freeze Dried Coffee, circa 1970  
1 motion picture film (16mm black and white composite optical track print, 600 feet)  

**Reference video in Box 1 RV**

**Reel AC0495-OF0011**

1 motion picture film (16mm black and white composite optical track print, 400 feet)

Reference video in Box 1 RV

1 motion picture film (16mm color composite optical track print, 400 feet)
A compilation reel assembled by the Archives Center of three reels of commercials by Doyle, Dane, Bernbach, Incorporated. The first commercials are from two campaign --"When your name is on the can, you're picky about what goes inside"; the second group - "Hills Bros. Coffee -- its grounds for marriage." Titles include:


1 motion picture film (16mm color composite optical track print, 110 feet)

Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)

1 motion picture film (16mm color composite optical track print, 800 feet)

Reference video in Box 1 RV

Television Commercials - Hills Bros. Coffee, 1966
1 motion picture film (16mm color composite optical track print, 100 feet.)
Compilation roll, assembled by the Archives Center, containing two television commercials by Foote, Cone, and Belding. The commercials are: 1. Interview 2. Just Slightly Richer (animatic)
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>1 motion picture film (16mm color composite optical track print, 350 feet)</td>
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**Reference video in Box 1 RV**

<table>
<thead>
<tr>
<th>Reel AC0395-OF0020</th>
<th>Master Blend, 1972</th>
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</thead>
<tbody>
<tr>
<td>1 motion picture film (16mm black and white optical track print, 50 feet)</td>
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<tr>
<td>General Foods Master Blend coffee.</td>
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<tbody>
<tr>
<td>1 motion picture film (16mm black and white composite optical track print, 50 feet)</td>
<td></td>
</tr>
<tr>
<td>Animatic (animated storyboard) for a proposed commercial based on the slogan &quot;Four, four, four pounds at a time; Hills Bros. Coffee is roasted four pounds at a time.&quot; Probably created by Foote, Cone, and Belding.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Reel AC0395-OF0033</th>
<th>Television Commercials - Hills Bros. Coffee (High Yield)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 motion picture film (16mm black and white color composite optical track print, 25 feet)</td>
<td></td>
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<tr>
<td>&quot;Delicious for all coffee makers&quot; campaign.</td>
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<tbody>
<tr>
<td>1 videocassettes (u-matic)</td>
<td></td>
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<tr>
<td>Newlyweds</td>
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<tbody>
<tr>
<td>1 videocassettes (u-matic)</td>
<td></td>
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<tr>
<td>Compilation reel of television commercials for Hills Bros.' European coffees.</td>
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<tr>
<td>1 videocassettes (u-matic)</td>
<td></td>
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<tr>
<td>Compilation reel of television commercials for Hills Bros.' flavored coffees.</td>
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<tbody>
<tr>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td>&quot;Alaska&quot; television commercial for high yield coffee. Produced by Wells Rich Greene/West.</td>
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<tbody>
<tr>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td>Romantic Moment</td>
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<tr>
<th>Video AC0395-OV0038a</th>
<th>Television Commercials - Hills Bros. Coffee, 1984</th>
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<tr>
<td>1 videocassettes (u-matic)</td>
<td></td>
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<tr>
<td>Romantic Moment - revised</td>
<td></td>
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<td>------------------</td>
<td>---------------------------------------------</td>
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<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
</tr>
<tr>
<td></td>
<td>&quot;Lost Lake&quot; and &quot;Sure I Do&quot; commercials for high yield and decaf coffees</td>
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<tbody>
<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td></td>
<td>Photomatics of proposed Hills Bros. commercials for flavored, instant, and decaf coffees.</td>
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<tr>
<th>Video AC0395-OV0041</th>
<th>Television Commercials - Nutrasweet, 1984</th>
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<tr>
<td></td>
<td>1 videocassettes (u-matic)</td>
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<tr>
<td></td>
<td>Commercials for Nutrasweet produced by Ogilvy and Mather</td>
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<td>1 videocassettes (u-matic)</td>
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<tr>
<th>Video AC0395-OV0002</th>
<th>Television Commercials - Hills Bros., 1980 July 23</th>
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<tr>
<th>Video AC0395-OV0003</th>
<th>Television Commercials - Hills Bros. If You Know Campaign, 1982 August 3</th>
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<tr>
<th>Video AC0395-OV0004</th>
<th>Television Commercials - Hills Bros. If You Know Campaign, 1982 September 14</th>
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<tr>
<th>Video AC0395-OV0005</th>
<th>Hills Bros. - Alaska, 1983 April 29</th>
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<tr>
<th>Video AC0395-OV0006</th>
<th>Hills Bros. - Romantic Moment, 1984 February 15</th>
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<td>1 videocassettes (u-matic)</td>
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<tr>
<th>Video AC0395-OV0007</th>
<th>Hills Bros. - Lost Lake, 1984 June 12</th>
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<th>Video AC0395-OV0008</th>
<th>Hills Bros. - Lost Lake and Sure I Do, 1984 May 31</th>
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<th>Video AC0395-OV0009</th>
<th>Hills Bros. - Taste Test (Photomatics), 1984 October 25</th>
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<th>Video AC0395-OV0010</th>
<th>G.D.Searle - Nutrasweet, 1984 October 23</th>
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<th>Video AC0395-OV0011</th>
<th>Hills Bros. - Romantic Moment (Revised), 1984 October 26</th>
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<th>Video AC0395-OV0012</th>
<th>Fight Back</th>
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Subseries 13.1.2: Television Programs, circa 1951-1980
Reel AC0395-OF0004

Science in Action. Coffee - An "Exotick" Drink, 1951
1 motion picture film

The Science in Action series was created by the California Academy of Sciences, sponsored by the American Trust Company, produced by and broadcast on KGO-TV, the ABC affiliate in San Francisco. The host/narrator is Tom Grudy. Coffee - An Exotick Drink explores the history of coffee charting its beginnings as a drink, the processes of coffee production, coffee drinking around the world, and rules for making a "good" cup of coffee.

Reel AC0395-OF0005

The Big Top, 1951 September 1
1 motion picture film (16mm black and white composite optical track print (kinescope), 2,000 feet)

Produced at WCAU - TV through the CBS Television Network. Sponsored by Sealtest Credits:

Ringmaster - Jack Sterling
Script - Robert Forrest
Director - Paul Ritts
Producer - Charles Vanda
Performers - Ed McMahon (clown), Chris (Laffy) Keegen (clown)

A kinescope recording of a one hour, live broadcast of Sealtest's THE BIG TOP, a regional program that was broadcast (nationwide) on Saturdays (in September 1951 it was broadcast live from 12:00 to 1:00). Sponsored by Sealtest, this program presents a few circus acts framed by numerous commercials for Sealtest products. This particular episode was a "salute to the Scouts," so the studio audience was comprised primarily of Boy Scout troops who parade around the studio at the opening of the show including at least one African-American troop. Circus acts include a trampoline act; the Edwards Brothers, a balancing act; Professor (?), a wild animal trainer; a juggler; a female aerial act; an Olympic gymnast; and a clown act. Several things about the series and this particular episode are of interest. During the middle of the program the Ringmaster promotes TV Great Circus Show: The Big Top Comic Book, a companion comic book sold at newsstands and produced by Al Capp (of Mad Magazine fame). During the wild animal routine it is possible to see that cameras and camera men at work shooting the program. This segment includes excellent scenes of cameras in use.

Shirley Temple Storybook, 1958
12 motion picture films (16mm black and white composite optical track print)

Shirley Temple's Storybook, a series of 16 hour-long children's specials broadcast on NBC, was sponsored, in part, by Hills Brothers Coffee. The films, which were broadcast throughout 1958, presented tales from the Brothers Grimm, Hans Christian Anderson, and Mother Goose, to name a few. Featured in these productions were a number of well-known performers including Shirley Temple, Agnes Morehead, John Raitt, E.G. Marshall, June Lockhart, Charlton Heston, and Jack Albertson. In addition,
Shirley Temple introduced each "story" and provided comments at the commercial breaks and at the conclusion of each episode. The Archives Center holds twelve episodes from the series. The commercials were removed from all of these episodes so it is difficult to gauge the extent of Hills Brothers’ sponsorship of the series.

Reel AC0395-OF0007-1  
*Beauty and the Beast*, 1958 January 12

Reel AC0395-OF007-2  
*Rumpelstiltskin*, 1958 February 2

Reel AC0395-OF0007-3  
*The Nightingale*, 1958 February 23

Reel AC0395-OF0007-4  
*The Land of Green Ginger*, 1958 March 18

Reel AC0395-OF0007-5  
*Rip Van Winkle*, 1958 April 8

Reel AC0395-OF0007-6  
*Sleeping Beauty*, 1958 June 8

Reel AC0395-OF0007-7  
*The Magic Fishbone*, 1958 August 19

Reel AC0395-OF0007-8  
*The Wild Swans*, 1958 September 12

Reel AC0395-OF0007-9  
Hiawatha, 1958 October 5

Reel AC0395-0007-10  
*Rapunzel*, 1958 October 27

Reel AC0395-OF0007-11  
*Ali Baba and the Forty Thieves*, 1958 November 12

Reel AC0395-OF0007-12  
*Mother Goose*, 1958 December 21

Reel AC0395-OF0012  
*Meet Me at Disneyland*, 1962

1 motion picture film (16mm black and white composite optical track print, 1600 feet)

Episode of a television variety show broadcast for 13 weeks from Disneyland through KTTV in Los Angeles. This episode was hosted by Johnnie Jacobs and featured the Disneyland Main Street Band, the Dapper Dans, The Firehouse Five plus 2, The 4 Calcettes (?), and songwriter Jimmy McHue. In addition, Walt Disney is briefly interviewed by Johnnie Jacobs and Fred McMurray plays the saxophone with one of the featured musical groups.

This episode includes commercials for Hills Bros. Coffee, Stouffers, Fritos, Ruffles Potato Chips, and Chicken of the Dea Tuna. The Hills Bros. commercials appear elsewhere in the Hills Brothers collection with the
jingle "Richer, stronger, pound lasts longer" and the slogan "Head for the hills ... Hills Bros." and includes Hills Bros. Instant. The Stouffers, Fritos, and Ripples commercials are essentially still images with voice-over narration. There is also a spot for the "World Entertainment Golf Championship, Sunday 2:00 pm."

Reel AC0395-OF0013

**Lead Off Man, 1964**

1 motion picture film (black and white composite optical track print, 380 feet)

A pre-game show sponsored by Hills Bros. Coffee that featured interviews with baseball players. This episode (dated May 13, 1964 on the can) features an interview with the Los Angeles Dodger Frank Howard. Hills Bros. commercials are included in the broadcast as are commercials for Goldblatts department store and R. D. hair tonic. The show was broadcast on WTTW Chicago from Wrigley Field.

Reference video in Box 1 RV

Reel AC0395-OF0022

**NET Festival. White House Red Carpet, 1967**

1 motion picture film (16mm color composite optical track print, 2000 feet)

This 1967 program presents a behind-the-scenes look at the White House as President and Mrs. Lyndon B. Johnson host a state visit by the Japanese prime minister. Julia Child leads the tour which includes conversations with Liz Carpenter, Mrs. Johnson's press secretary, James Symington, Chief of Protocol, as well as the head housekeeper and the White House chef. The program includes scenes of the formal welcoming ceremony in the Rose Garden, preparations in the kitchen, Tony Bennet rehearsing for his appearance as the evening's entertainment, and the formal state dinner. *White House Red Carpet* was sponsored by Hills Bros. Coffee and produced for NET Festival by WGBH, Boston.

Attached to the end of *White House Red Carpet* is a short film by Stefan Sharff titled Improvisations. It documents a jazz work by alto saxophonist Giuseppi Logan with percussion provided by Milford Graves. This film was probably broadcast with *White House Red Carpet* to fill in the hour.

Video AC0395-OV0042

**Fight Back with David Horowitz**

1 videocassettes (u-matic)

A segment from a consumer-oriented television program in which high yield coffees are compared to regular coffees for taste, price, and value.


Reel AC0395-OF0001

**Behind the Cup: The Story of Hills Bros. Coffee, 1939**

1 motion picture film

This film, produced by Hills Bros. for the 1939 San Francisco Golden Gate International Exhibition, depicts the processes involved with coffee production from growing and harvesting coffee, preparing the beans, shipping, developing blends, to packing and shipping coffee. Specifically, this film shows how Hills Bros. Coffee goes from plant to cup with extensive scenes in the Hills Bros. San Francisco processing plant. It also includes scenes from coffee plantations in El Salvador. Credits: Narrator, Carroll Wilson, Hills Bros. Photographer, Ken Allen Special Effects, Ray
Mercer Original Score, Aaron Gonzalez Song "Hot Coffee" sung by Hustwick and Stauffer

Reference video in Box 1 RV

Reel AC0395-OF0008 Promotional Film-Hills Bros. Coffee - Walt Disney and Bat Masterson, 1960-1961
1 motion picture film (16mm black and white composite optical track print)
Promotional films produced for Hills Bros. employees probably to be shown at an employee gathering. The two portions may have been separate films shown at separate times. They were donated to the Archives Center as a single film. In the first section Gene Barry, star of BAT MASTERSON and spokesman for Hills Bros., speaks to the employees of Hills Brothers about plans for the series in the coming year. Includes a partial episode of BAT MASTERSON in which the Hills Bros.' Coffee commercials are shown. The commercial jingles include "Richer, stronger, pound lasts longer" and "Head for the hills ... Hills Bros."

In the second section of this film Walt Disney speaks to Hills Brothers employees about Disney's plans for 1962 including the Hills Bros. Coffee Garden at Disneyland, new attractions at Disneyland, and excerpts from upcoming shows on the Disney television series including The Swamp Fox and Moochie and the Little League.

Reference video in Box 1 RV

Reel AC0395-OF0019 New Answer to High Coffee Prices, circa 1976
1 motion picture film (16mm color composite optical track print, 75 feet)
Promotional, informational film discussing Hills Brothers new roasting process which results in a higher coffee yield from each bean.

Reel AC0395-OF0029 Century II Commissary Campaign, 1977
1 motion picture film (16mm color composite optical track print, 400 feet)
A sales film intended to get managers of military commissaries to stock Hills Bros. coffee The film is comprised primarily of still images and includes one Hills Bros. television commercial

Video AC0395-OV0013 The Hills Bros. Story: A Century of Quality and Innovation
1 videocassettes (vhs)

Video AC0395-OV0014 Hills Bros. -Archiving, 1994 May 9
1 videocassettes (vhs)

Video AC0395-OV0015 Hills Bros. Coffee Archives, 1990 November 29
1 videocassettes (vhs)


Reel AC0395-OF0006 Hills Bros. Coffee Processing Plant, circa 1930
1 motion picture film (16mm black and white silent print, 80 feet)
Footage of the Hills Bros. San Francisco processing plant. Includes scenes of bagging coffee beans, taste testing, testing beans. Matches a
portion of the color footage in BEHIND THE CUP, although the edge code dates are not contemporary with production of BEHIND THE CUP.

Note: On the original box was written "During production of Behind the Cup in Plant. - San Francisco News by R.W. Hills Jr. 1930 edition, volume fifty reel one."

Reel AC0395-OF0002  Detroit Sampling Campaign, 1941
1 motion picture film (16mm color silent camera original reversal, 400 feet)
Footage documenting the Detroit sampling campaign in which red-coated Hills Bros. representatives walked through neighborhoods in Detroit distributing sample cans of Hills Bros. coffee. Hills Bros. entered the Detroit market in 1941 and the activities documented in this film were intended to introduce Detroit residents to Hills Bros. coffee.

Reference video in Box 1 RV

Reel AC0395-OF27  Experimental Photography, 1962
1 motion picture film (16mm black and white silent original reversal, 1,000 feet)
This footage of unknown origin looks at items of interest to Hills Bros. Coffee in extreme close-up. Includes images of a can of Hills Bros. Coffee being opened, coffee percolating, coffee being poured, and a full cup of coffee.

Reel AC0395-OF0028-1 - AC0392-OF0028-6  Travelogue: El Salvador, 1938
6 motion picture films (16mm color silent camera original reversal)
Travel footage shot in El Salvador in 1938 by a Hills Bros. employee. The footage includes extensive scenes in and around a coffee plantation and documents coffee production from growing the plants through picking, washing, drying, and packing the beans. Much of this footage is similar to, if not the same as, material used in Behind the Cup. Additional scenes document activities in a city (San Salvador?) plaza as well as native traditions.

Reel AC0395-OF0032  Hills Bros. Coffee: Miscellaneous Scenes, 1946
1 motion picture film (16mm color silent original reversal, 350 feet)
Reel of miscellaneous shots of interest to Hills Bros. Coffee assembled by Archives Center staff. Shots include the "perfect" 1946 woman in a "perfect" 1946 kitchen serving Hills Brothers coffee to a man, a Hills Bros. delivery truck making a delivery, dock and warehouse scenes, the blending process, and a woman typing a letter on Hills Bros. letterhead.

Subseries 13.1.5: Miscellaneous Film and Video, 1938-1966

Reel AC0395-OF0021  The Secret of Good Coffee, circa 1960
1 motion picture film (16mm black and white optical track print, 200 feet)
How to make a good cup of coffee presented by the Coffee Brewing Institute and produced by Vision Associates.
Bridging the Bay, 1937
1 motion picture film (16mm black and white optical track print, 1145 feet)
Film produced by the State of California, Department of Public Works to commemorate the opening of the San Francisco-Oakland Bay Bridge. The film depicts all stages of building the bridge from the groundbreaking in 1933 to the completion a little more than three years later. Footage for the film came from Hills Brothers Coffee, Incorporated, United States Steel Corporation, Fox Movietone News, and News of the Day.

Reference video in Box 1 RV

Footage of the Construction of the San Francisco, Oakland Bay Bridge, 1933-1937
7 motion picture films (16mm black and white/tinted silent print/camera original reversal)

The Philadelphia Affair, 1966
1 motion picture film (16mm color silent original reversal, 650 feet)
Travel footage of a tour of Philadelphia probably shot by a Hills Bros. employee. This semi-edited film includes scenes of historical and tourist attractions as well as many suburban supermarkets in the Philadelphia area.

Travel Footage: Upstate New York, 1964
1 motion picture film (16mm color silent original reversal, 300 feet)

Home Movies, 1933, 1933
1 motion picture film (16mm black and white silent original reversal, 175 feet)
Home movies footage, perhaps of members of Hills Bros. family, on summer holidays. Includes scenes of swimming, children playing, people lounging in a resort-like setting. On the original film box: HG Hills Belv. Ruben 3

Subseries 13.2: Sound Recordings, 1934-1960
Reference cassette copies are available for all of the audio recordings.

Subseries 13.2.1: Radio Commercials

Radio Commercial - Hills Bros. Coffee
1 sound discs (lacquer)
Produced by N.W. Ayer

Radio Commercial - Hills Bros. Coffee
1 sound discs (lacquer)
Produced by N.W. Ayer
Item AC0395-OD0086  Spot Announcements - Hills Bros. Coffee, 1951
1 sound discs (lacquer)
Introduction to the 1951 "Make Friends" advertising campaign including the musical theme and one minute, twenty second, and fifteen second sample commercials.

1 sound discs (lacquer)

Item AC0395-OD0088  Radio Commercial - Maxwell House Coffee, 1941 April 10
1 sound discs (lacquer) (Extremely bad condition)
Radio commercials from *Maxwell House Coffee Time* with Frank Morgan and Fanny Brice as Baby Snooks.

Item AC0395-OD0089  Radio Commercial - Hills Bros. Coffee, 1953 August
1 sound discs (lacquer)

Item AC0395-OD0090  Radio Commercial - Hills Bros. Coffee, 1953 August
1 sound discs (lacquer)
Same as AC0395-OD0089

1 sound disc

Item AC0395-OD0094  Coffee Jingle - Pan American Coffee Bureau, 1957 January 31
1 sound discs (lacquer)
A jingle urging consumers to drink coffee to "Stay Alert, Stay Alive" during the holidays.

1 sound discs (lacquer)

1 sound discs (lacquer)
Commercial promoting the 25 cent off coupon for Hills Bros. being mailed to every household in Chicago.

Item AC0395-OD0097  Hills Bros. Ground and Instant Spot
1 sound disc
Commercials for Hills Bros. coffee and new instant coffee.
| Item AC0395-OD0098 | Radio Commercials - Hills Bros. Coffee  
| 1 sound disc |
| Commercials from the "Hills Bros. coffee can make you feel like your old self again" campaign. Produced by Doyle, Dane, and Bernbach. |

| Item AC0395-OD0092 | Radio Commercials - Hills Bros. Coffee  
| 1 sound disc (lacquer) |
| Commercial for a 25 cent mail-in bonus offer. |

| Item AC0395-OD0099 | 3 Radio Spots  
| 1 sound disc |
| Commercials from the "what do you want most from coffee?" campaign. Produced by Doyle, Dane, and Bernbach. |

| Reel AC0395-OT0001 | Radio Commercials - What Do You Want Most From Coffee  
| 1 sound tape reel |

| Reel AC0395-OT0003 | Radio Commercial - Extra Rich  
| 1 sound tape reel |

| Reel AC0395-OT0005 | Unidentified  
| 1 sound tape reel (Too fragile to play) |

| Reel AC0395-OT0007 | Unidentified  
| 1 sound tape reel (Too fragile to play.) |

| Reel AC0395-OT0008 | Radio Commercial - What Do You Want Most  
| 1 sound tape reel |

| Reel AC0395-OT0006 | Spanish Language Commercials for Hills Bros.  
| 1 sound tape reel |

| Reel AC0395-OT0009 | Hills Bros. Cuts  
| 1 sound tape reel |
| KTRB Modesto broadcast with Chester Smith, Phil Barber, and Virgil Risley. |

| Reel AC0395-OT0010 | Hills Bros. Jingle  
| 1 sound tape reel |
| Jazz version without lyrics. |

| Reel AC0395-OT0011 | Radio Commercials - 6 Cuts  
| 1 sound tape reel |

| Reel AC0395-OT0012 | Radio Commercial - Richer, Stronger  
| 1 sound tape reel |

| Reel AC0395-OT0015 | Radio Commercial - Hillsmobile  
| 1 sound tape reel |
Reel AC0395-OT0017 Radio Commercials
1 sound tape reel

Reel AC0395-OT0018 Hills Bros. Radio Spots, 1967 August 22
1 sound tape reel

Reel AC0395-OT0020 Radio Commercials - Reheatable
1 sound tape reel

Reel AC0395-OT0021 Radio Commercial - $.25 Premium
1 sound tape reel

Reel AC0395-OT0022 Radio Commercial
1 sound tape reel

Reel AC0395-OT0023 Radio Commercial
1 sound tape reel

Reel AC0395-OT0024 Radio Commercial - Reheatable
1 sound tape reel

Reel AC0395-OT0026 Radio Commercial
1 sound tape reel

Subseries 13.2.2: Radio Programs and Other Broadcasts

Item AC0395-OD0001-AC0395-OF0082 Tune of the Day, 1934
82 sound discs (lacquer)
Produced by MacGregor and Sollie Tune of the Day featured the Tom Coakley Orchestra. Each five minute broadcast included a popular song and extended commercials for Hill Brothers Coffee. The program was broadcast in the San Francisco area.

Item AC0395-OD0085 Dreams Are Made for Children
1 sound discs (lacquer)
Performed by Shirley Temple

Item AC0395-OD0093 Ruth Ashton - Air Check, 1954 November 12
1 sound discs (lacquer)
An episode of Women's News Desk with Ruth Ashton sponsored by Hills Bros. Includes a discussion with a specialist about turkey options and price for the 1954 holiday season. Also includes a commercial for Safeway bananas. Broadcast on KCBS San Francisco.

Reel AC0395-OT0013 Ruth Ashton's Women's News Desk, circa 1955
1 sound tape reel

Reel AC0395-OT0019 Ruth Ashton's Women's News Desk, 1955 June 17
1 sound tape reel
Ruth Ashton's last broadcast.
| Reel AC0395-OT0004 | Ruth Ashton's Women's News Desk, circa 1955 | 1 sound tape reel |
| Reel AC0395-OT0025 | Dan Coverly's Women's News Desk | 1 sound tape reel |
| Item AC0395-OD0101 | Maxwell House Coffee Program, 1941 May 22 | 1 sound discs (lacquer) |
|                     | Radio commercials from *Maxwell House Coffee Time* with Frank Morgan and Fanny Brice as Baby Snooks. |
| Item AC0395-OD0100 | Maxwell House Coffee Program, 1941 April 24 | 1 sound discs (lacquer) |
|                     | Radio commercials from *Maxwell House Coffee Time* with Frank Morgan and Fanny Brice as Baby Snooks. |
| Reel AC0395-OT0002 | Baseball Broadcast, 1964 | 1 sound tape reel |
|                     | Selections from a spring training game between the Pittsburgh Pirates and the Detroit Tigers. Includes commercials for Hills Bros. and Iron City Beer. |
| Reel AC0395-OT0014 | Baseball Broadcast, circa 1962 | 1 sound tape reel |
|                     | Broadcast of a game from San Francisco of the Giants vs. the Chicago Cubs. Includes commercials for Folgers coffee, Falstaff beer, and Tarryton cigarettes. |