



Smithsonian

National Museum of American History Kenneth E. Behring Center

S. Prakash Sethi Advocacy Advertising Collection

NMAH.AC.0168

NMAH Staff

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	S. Prakash Sethi Advocacy Advertising Collection
Date:	1970s-early 1980s.
Identifier:	NMAH.AC.0168
Creator:	Sethi, S. Prakesh (director) (Collector)
Extent:	1 Cubic foot (1 box)
Language:	English .
Summary:	Advertising materials relating to corporation self-promotion collected by Dr. S. Prakash Sethi.

Administrative Information

Acquisition Information

Collection donated by S. Prakash Sethi, 1985.

Processing Information

Collection processed by NMAH Staff, undated

Preferred Citation

S. Prakash Sethi Advocacy Advertising Collection, ca. 1970-1990, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Dr. Sethi has done extensive research on self-promotional advertisements by corporations. The slides are of advertisements by large companies like Mobil Oil and Bethlehem Steel.

Scope and Contents

8 posters, 98 color slides, and 271 black and white slides on advocacy advertising for the 1970s and early 1980s.

Names and Subject Terms

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

Subjects:

advertising

Types of Materials:

Color slides -- 1970-1990

Posters

Slides (photographs)

Names:

Center for the Study of Business and Government

Places:

New York