Guide to the Alka-Seltzer Documentation and Oral History Project

NMAH.AC.0184
Stacy Flaherty and Mona Morris
1988
Table of Contents

Collection Overview ........................................................................................................ 1
Administrative Information .............................................................................................. 1
Arrangement ..................................................................................................................... 2
Scope and Contents ........................................................................................................... 2
Biographical / Historical ................................................................................................. 2
Names and Subjects .......................................................................................................... 3
Container Listing ............................................................................................................. 5
  Series 1: Research Files, circa 1930-1986............................................................. 5
  Series 2: Interviewee Files, 1986-1987................................................................... 7
  Series 4: Miles Archives Material, 1931-1980....................................................... 14
  Series 5: Company Publications, 1960-1986......................................................... 16
  Series 6: Photographs, circa 1950-1985................................................................. 18
  Series 7: Alka-Seltzer Posters, 1967-1986.............................................................. 20
  Series 8: Audiovisual Materials, 1950-1986............................................................ 21
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Alka-Seltzer Documentation and Oral History Project
Identifier: NMAH.AC.0184
Date: 1953-1987
Extent: 16 Boxes
Creator: Archives Center, NMAH, SI.
Language: English
Collection is in English.

Summary: The Alka-Seltzer Oral History and Documentation Project is a result of a one year effort supported, in part, by Miles Laboratories, Incorporated. Twenty-four oral history interviews and a variety of related materials were gathered to document Alka-Seltzer advertising, primarily from the mid-1950s to the 1980s. The project covers "Speedy" Alka-Seltzer, "Oh what a relief it is," "The Blahs," "Alka Seltzer on the rocks," and "I can't believe I ate the whole thing" campaigns.

Administrative Information

Acquisition Information
Collection donated by Miles Laboratories in 1988 and created by the Smithsonian Institution in 1986 and 1987.

Processing Information

Preferred Citation

Restrictions
Researchers may use reference copies only. The interview with Charles Chaplin is restricted and may not be copied or quoted until his death.
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

The Alka-Seltzer Oral History and Documentation Project is a result of a one year effort supported, in part, by Miles Laboratories, Incorporated. Twenty-four oral history interviews and a variety of related materials were gathered to document Alka-Seltzer advertising, primarily from the mid-1950s to the 1980s. The project covers "Speedy" Alka-Seltzer, "Oh what a relief it is," "The Blahs," "Alka Seltzer on the rocks," and "I can't believe I ate the whole thing" campaigns.

Miles Laboratories, Incorporated, the maker of Alka-Seltzer, and Wade Advertising of Chicago established a light-hearted advertising approach with the iconic puppet "Speedy", which had a tablet for a body and a smaller one for a hat. Speedy came to life through stop motion animation, a technique in which each of the puppet's movements was captured on a separate frame of film. The voice of Richard Beals made "Speedy" a distinctive character.

"Speedy" was a mainstay of Alka Seltzer advertising until 1964, when Miles, Incorporated took the account to Jack Tinker & Partners in New York. The agency's work for Alka-Seltzer embodied what came to be called advertising's "creative revolution," replacing the "talking heads" and "hard sell" of earlier advertising with humor, wit, and engaging storylines, even within the limits of a 30 second television spot. In 1969, the Alka Seltzer account went to Doyle, Dane, Bernbach, an agency which changed the look of print advertising during the early years of the "creative revolution." In 1970, Alka-Seltzer moved agencies to Wells, Rich, Greene, where the product's advertising came under the direction of Mary Wells Lawrence. Ms. Lawrence had worked on the Alka Seltzer account while at Tinker and continued Alka Seltzer's reputation for innovative and captivating work. In 1984 they shifted to McCann Erickson.

Scope and Contents

Oral histories with individuals associated with Alka-Seltzer and its advertising campaigns are at the core of the Alka-Seltzer Documentation and Oral History Project. Conducted by Smithsonian Institution staff, the oral histories primarily examine Alka-Seltzer's innovative and memorable print and television commercials. Abstracts exist for each interview. The collection also includes background information, archival materials from Miles Laboratories, Inc., television commercials, storyboards, and company publications.

Arrangement

The collection is arranged in 8 series.

Series 1: Research Files, circa 1930-1986
Series 2: Interviewee Files, 1986-1987
Subseries 3.1: Original Interviews

Subseries 3.2: Reference Cassettes

Subseries 3.3: Master Audio Tapes

**Series 4: Miles Archives Materials, 1931-1980**

Subseries 4.1: Marketing Research and Sales Data

Subseries 4.2: Alka-Seltzer Storyboards and History (Photocopies)

Subseries 4.3: Miles Advertising History and Oral History Program (photocopies)

**Series 5: Company Publications, 1960-1986**

**Series 6: Photographs, circa 1950-1985**

**Series 7: Alka-Seltzer Posters, 1967-1986**

**Series 8: Audiovisual Materials**

Subseries 8.1: Original Masters

Subseries 8.2: Reference Videos

---

**Names and Subject Terms**

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

**Subjects:**
- Broadcast advertising
- Business -- History
- Medicine
- Pharmaceutical industry -- 1950-1990
- Television advertising
- advertising -- History -- 1950-1990

**Types of Materials:**
- Audiocassettes
- Audiotapes -- 1950-2000
- Business records -- 1950-2000
- Commercials
- Motion pictures (visual works) -- 20th century
- Publications -- Business
- Videotapes

**Names:**
- Alka-Seltzer
- Beals, Richard
- Case, Eugene
- Chaplin, Charles
- Griffith, Barbara S., Dr.
Lawrence, Mary Wells  
Miles Laboratories, Inc.  
Miles, Franklin, Dr.

Geographic Names:  
Elkhart (Ind.) — 1950-1990

Names:  
Doyle Dane Bernbach.  
Jack Tinker & Associates.
Series 1: Research Files, circa 1930-1986

Research Files, contains materials collected by the Archives Center at the beginning of the project to provide background information for the project team. The files include articles on the history of Miles Laboratories and articles on Alka Seltzer advertising over the years.

Box 1, Folder 1   Alka Seltzer Oral History Project Handbook and bibliography
Box 1, Folder 2   Pharmaceutical company histories Miles Laboratories
Box 1, Folder 3   Miles' Corporate Archives Alka Seltzer advertising articles,(includes D. Yates paper "Origins of Alka Seltzer")
Box 1, Folder 4   Patent medicines
Box 1, Folder 5   Founding families Beardsley, Miles, Compton
Box 1, Folder 6   Warshaw Collection images of Alka Seltzer and other Miles' products
Box 1, Folder 7   The Medical Messiahs: A Social History of Health Quackery in 20th Century America
Box 1, Folder 8   American Self dosage Medicines: An Historical Perspective
Box 1, Folder 9   Alka Seltzer History of/Development of non advertisements
Box 1, Folder 10  Miles Laboratories, Inc. articles
Box 1, Folder 11  Alka Seltzer advertising Wade Era/Speedy, circa 1930-1965
Box 1, Folder 12  Alka Seltzer advertising Tinker Era, 1965-1969
Box 1, Folder 14  Alka Seltzer advertising articles covering all eras
Box 1, Folder 15  Alka Seltzer advertising Interpublic (Tinker)
Box 1, Folder 16  Tinker Report from Myron McDonald
Box 2, Folder 1   Tinker: Special Projects: The Alka Seltzer Facts, 1965
Box 2, Folder 2   Alka Seltzer advertising The Tinker Era
Box 2, Folder 3   Origins of Alka Seltzer
Box 2, Folder 4   Alka Seltzer advertising move from Interpublic/Tinker to Doyle Dane Bernbach
Box 2, Folder 6    Alka Seltzer advertising McCann Erickson, 1983
Box 2, Folder 7    James Productions, Inc., Minneapolis, MN McCann Erickson/A S commercials: "There's a Hitch" and "Heavy Man", 1986, (see Series 7 for related slides of commercial production of "There's a Hitch")
Box 2, Folder 8    Bibliography for Alka-Seltzer Advertising Collections
Box 2, Folder 9    The Alkalizer, Advertising Articles
Box 2, Folder 29   The Alkalizer, publications ML
Box 2, Folder 11   The Alkalizer, ML Radio Years
Box 2, Folder 12   The Alkalizer, ML and Television
Box 2, Folder 13   The Alkalizer, ML Corporate/Bayer Corporate
Box 2, Folder 14   The Alkalizer, A S Packaging and Line Extension
Box 2, Folder 15   The Alkalizer, A S promotions
Box 2, Folder 16   The Alkalizer, What's New in Advertising
Box 2, Folder 17   The Alkalizer, FDA regulations
Box 2, Folder 18   The Alkalizer, Trademark protection
Box 2, Folder 19   The Alkalizer, Personalities
Box 2, Folder 20   The Alkalizer, International articles

Return to Table of Contents
Series 2: Interviewee Files, 1986-1987

This series consists of Interviewee Files. Each file contains an abstract of each interview and additional information about the interviewee, such as resumes and correspondence, if available. The arrangement of the files is alphabetically by interviewee's last name. The abstracts include brief biographical statements and scope and content notes. The abstracts correspond to a time message on track two of each researcher copy. Each abstract includes an index to proper names (people, advertising campaigns, locations) and to a limited number of subjects discussed in the interview. A "master index" compiles all these indexes into a single listing.

Box 3, Folder 1 Master Index

Box 3, Folder 2 RICHARD BEALS, president of his own advertising agency at the time of the interview, was responsible for creating the voice of the "Speedy" Alka Seltzer character. Beals was interviewed in Laguna Niguel, California.

Box 3, Folder 3 CLIFFORD BOTWAY headed the Botway Group Agency at the time of the interview. Botway was one of the original members of Jack Tinker and Partners and was with the agency when it received the Alka Seltzer account in 1964. He was interviewed in New York, New York.

Box 3, Folder 4 DONALD L. BRYANT, retired at the time of the interview, was formerly corporate senior vice president of the Consumer Products Group which is a division of Miles, Inc. Bryant was interviewed in Del Ray Beach, Florida.

Box 3, Folder 5 EUGENE L. CASE was a partner at Jordan, Case, McGrath at the time of the interview. Case was one of the original members of Jack Tinker and Partners and was with the agency when it took on the Alka Seltzer account in 1964. Case was interviewed in New York, New York.

Box 3, Folder 6 CHARLES CHAPLIN formed the Swift Chaplin Studios which developed the "Speedy" Alka Seltzer character. Chaplin was interviewed in North Hollywood, California. He was recovering from a stroke at the time of the interview.

Box 3, Folder 7 GEORGE GOMES, Creative Director at Gomes Lowe Productions, was interviewed in New York, New York.

Box 3, Folder 8 ROY GRACE, Chairman of Grace and Rothschild at the time of the interview, was formerly art director at Doyle Dane Bernbach. Grace was interviewed in New York, New York.

Box 3, Folder 9 MARVIN HONIG, was at Leber Katz Partners at the time of the interview in New York, New York. He formerly worked at Doyle Dame Bernbach when it had the Alka Seltzer Account.

Box 3, Folder 10 JOHN W. HOWELL, Vice President for marketing at Miles Inc., was interviewed in Elkhart, Indiana.

Box 3, Folder 11 OLIVER L.S. JOY, former President of the Medical Products Division of Miles, was interviewed in Elkhart, Indiana.
Box 3, Folder 12  
O. G. KENNEDY, former head of the Consumer Products Group, which is a division of Miles Laboratories, until 1974. Kennedy was interviewed in Fort Myers, Florida.

Box 3, Folder 13  
MARY WELLS LAWRENCE, Chief Executive Officer of Wells, Rich, Greene Inc. Lawrence was interviewed over the phone in New York, New York.

Box 3, Folder 14  
MATTHEW LESTER, art director at McCann Erickson, was interviewed in Minneapolis, Minnesota.

Box 3, Folder 15  
DIANE MAZE was a free lance producer working for McCann Erickson at the time of the interview. Maze was interviewed in Minneapolis, Minnesota.

Box 3, Folder 16  
MYRON C. MCDONALD, one of the original members of Jack Tinker andoswalda Partners, was interviewed in Tucson, Arizona.

Box 3, Folder 17  
CHARLES MOSS, Vice Chairman and Chief Creative Officer, Wells, Rich, Greene, Inc, was interviewed in New York, New York.

Box 3, Folder 18  
FORREST F. OWEN was retired at the time of the interview. Owen was formerly vice president and director of BBDO International in Minneapolis, New York, and Chicago. Owen was interviewed in Laguna Niguel, California.

Box 3, Folder 19  
ROBERT PASQUALINA, an art director, was working for Myers’ Films at the time of the interview. Pasqualina was formerly an art director at Wells, Rich, Green, Inc. on the Alka Seltzer account. He was interviewed in New York, New York.

Box 3, Folder 20  
H. MELVIN PHILPOTT JR., Vice President of McCann Erickson, Inc., was interviewed in New York, New York.

Box 3, Folder 21  
STEPHEN M. REIM, President of Miles Laboratories’ Household Products Division, was interviewed in Chicago, Illinois.

Box 3, Folder 22  
ROBERT SCHULMAN, free lance copywriter at the time of the interview, was interviewed in New York, New York.

Box 3, Folder 23  
FRED SIEGAL, Associate Creative Director at McCann Erickson, was interviewed in Minneapolis, Minnesota.

Box 3, Folder 24  
PERRY SHUPERT was retired at the time of the interview. Shupert was formerly Vice President in charge of U.S. sales at Miles Laboratories. Shupert was interviewed in Sedona, Arizona.

Box 3, Folder 25  
MITCHELL B. STREICKER was director, Media Services, Consumer Healthcare Division for Miles Laboratories at the time of the interview. Streicker was interviewed in Elkhart, Indiana.

Box 3, Folder 26  
TREVA VAN SOLINGEN was retired at the time of the interview. A former market research director at Miles Laboratories. Ms. Solingen was interviewed in Elkhart, Indiana.
Box 3, Folder 27  ROBERT W. WILVERS, free lance art director at McCannErickson, was interviewed in New York, New York.

Series contains Oral History Interviews in three different physical formats: original master audio cassettes made in the field, master reel to reel tapes generated in the Archives Center from the original field recordings, and researcher copies. Researcher copies are recorded on stereo cassettes with track one holding the interview and track two holding time messages in five second increments: one minute, five seconds, one minute, ten seconds, etc. The interviews are abstracted using the T.A.P.E. (Time Access Pertinent Excerpts). The abstracts of the interviews are cross referenced to these time increments (see SERIES TWO). The interviews are organized chronologically and numbered in the order in which they were conducted. There is one restricted interview, Chaplin interview, #1.

Subseries 3.1: Original Interviews

Box 4 Charles Chaplin
Box 4 Richard Beals/Forrest Owen
Box 4 Donald L. Bryant
Box 4 Eugene L. Case
Box 4 Clifford Botway
Box 4 George Gomes
Box 4 Roy Grace
Box 4 Marvin Honig
Box 4 John W. Howell
Box 2, Folder 19 Oliver L. S. Joy
Box 4 O. G. Kennedy
Box 4 Mary Wells Lawrence
Box 5 Matthew Lester/Fred Siegal
Box 5 Diane Maze
Box 5 Myron C. McDonald
Box 5 Charles Moss
Box 5 Robert Pasqualina
Box 5 H. Melvin Philpott, Jr.
Box 5 Stephen M. Reim
Box 5 Robert Schulman
Box 5  Perry Shupert
Box 5  Mitchell B. Streicker
Box 5  Treva Van Solingen
Box 5  Robert W. Wilvers

Subseries 3.2: Reference Cassettes
Box 6  Forrest Owen/Dick Beals
Box 6  Clifford Botway
Box 6  Donald L. Bryant
Box 6  Eugene L. Case
Box 5  Charles Chaplin
Box 6  George Gomes
Box 6  Roy Grace
Box 6  Marvin Honig
Box 6  John W. Howell
Box 6  Oliver L.S. Joy
Box 6  O. G. Kennedy
Box 6  Mary Wells Lawrence
Box 6  Diane Maze
Box 7  Myron C. McDonald
Box 7  Charles Moss
Box 7  Robert Pasqualina
Box 7  H. Melvin Philpott, Jr.
Box 7  Stephen M. Reim
Box 7  Robert Schulman
Box 7  Perry Shupert
Box 7  Fred Siegal/Matthew Lester
Box 7  Mitchell B. Streicker
Box 7  Treva Van Solingen
Box 7  Robert W. Wilvers

Subseries 3.3: Master Audio Tapes

Clifford Botway
Donald L. Bryant
Eugene L. Case
Charles Chaplin
George Gomes
Roy Grace
Marvin Honig
John W. Howell
Oliver L.S. Joy
O. G. Kennedy
Mary Wells Lawrence
Diane Maze
Myron C. McDonald
Charles Moss
Forrest Owen/Dick Beals
Robert Pasqualina
H. Melvin Philpott, Jr.
Stephen M. Reim
Robert Schulman
Perry Shupert
Fred Siegal/Matthew Lester 11/19/86
Mitchell B. Streicker

Treva Van Solingen

Robert W. Wilvers
Series 4: Miles Archives Material, 1931-1980

The series is divided into three subseries which are Marketing Research and Sales Data, Alka Seltzer Storyboards, and Miles Advertising/Oral History Program.

The first subseries, Marketing Research and Sale Data, contains various marketing research and sale reports produced by Miles Laboratories.

The second subseries, Alka Seltzer Storyboards, contains advertising storyboards dating from 1952 to 1983. Also included is a two part history of Alka Seltzer advertising.

The third subseries, Miles Advertising/Oral History Program, contains the Miles advertising history and three notebooks containing transcripts from the Miles Oral History Program.

Subseries 4.1: Marketing Research and Sales Data

Box 8, Folder 1  Miles Corporate Archives Accession Register
Box 8, Folder 2  Alka Seltzer: Miles Oral History Collection
Box 8  Consolidated Gross Sales all products, 1937 1954.
Box 8, Folder 4  Nielson Report, 1934 Nielson Report, worldwide,
Box 8, Folder 5  Miles Market Research Dept. Misc. reports
Box 8, Folder 6  Charts, Alka Seltzer Sales and Advertising Trends,
Box 8, Folder 7  Prod. Alka Seltzer Sales and Advertising figures
Box 8, Folder 8  Motivational research study on sales and advertising problems of A.S. Dichter,, 1955
Box 8, Folder 9  Common Ailments and the use of Alka Seltzer, 1948-1951
Box 8, Folder 10  Creative analysis of 3 Alka Seltzer Storyboards, Dichter, 1959
Box 8, Folder 11  Alka Seltzer fact book, 1963
Box 8, Folder 12  Companies housing Miles’ materials, misc. letters
Box 8, Folder 13  Scientific background for actions of Alka Seltzer, 1966
Box 9, Folder 1  Miles Laboratories: The Alka Seltzer Facts
Box 9, Folder 2  Alka Seltzer: Its Users, Their Personalities,and Attitudes,, 1950
Box 2, Folder 3  Motivating Response to Buster Keaton Commercial,, 1958
Box 9, Folder 4  Motivational Research Proposal on Marketing Strategy,Sales, Alka Seltzer, 1959
Box 9, Folder 5  Personalities File
Box 9, Folder 7  Marketing Research Department, circa 1958

Box 9, Folder 8  Defense of Alka Seltzer: Historical Overview, Current Status and Future Needs, 1980

Box 9, Folder 8  Miles Laboratories: an Analysis of Factors influencing the Sales of Alka-Seltzer

Box 9, Folder 9  Miles Laboratories: Worldwide Alka Seltzer Consumption

Box 9, Folder 10  Miles Laboratories: Accession Sheet

Box 9, Folder 11  Alka Seltzer Related Material

Subseries 4.2: Alka-Seltzer Storyboards and History (Photocopies)

Box 10

Alka Seltzer Storyboards, Volume I


History of Alka Seltzer, Volume I

History of Alka Seltzer Volume II

Subseries 5.3: Miles Advertising History and Oral History Program (photocopies)

Box 11

Miles Advertising History compilation

Box 1, Folder 2  Miles Oral History Program I (selected transcripts)(Walter A. Compton, M.D.; William E. Koerting; Walter R. Lerner; Edward L. Miles)

Miles Oral History Program II (selected transcripts)(Manuel J. Perez)

Box 1, Folder 4  Miles Oral History Program III (selected transcripts)(Dick Beals; Harold Beeby; Perry Shupert; Henry Schmidt; A. G. (Jeff) Wade; Treva Van Solinger)

Return to Table of Contents

This series contains Company Related Publications. There are only two publications in this series, the Alkalizer and News Digest. The Alkalizer dates from Fall, 1960, to December, 1986. The News Digest issues are dated from June, 1980, to June, 1986.

Box 12, Folder 1  The Alkalizer, 1960

Box 12, Folder 2  The Alkalizer, 1961

Image(s)

Box 12, Folder 2  [Speedy: color photoprint], undated

1 Item (Silver gelatin on paper.; 9.6" x 7.3")

Image(s)

Miles Laboratories, Inc., Creator

Spokes figure for Alka-Seltzer.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves.

Local Numbers

AC0184-0000001 (AC Scan No.)

Topic: Mascots advertising

Genre/ Form: Photographs -- 1950-2000 -- Color photoprints

Box 12, Folder 3  The Alkalizer, 1962

Box 12, Folder 4  The Alkalizer, 1963

Box 12, Folder 5  The Alkalizer, 1964-1965

Box 12, Folder 6  The Alkalizer, 1965-1966

Box 12, Folder 7  The Alkalizer, 1966-1967

Box 12, Folder 8  The Alkalizer, 1967-1968

Box 12, Folder 9  The Alkalizer, 1968-1969

Box 12, Folder 10  The Alkalizer, 1969-1970

Box 12, Folder 11  The Alkalizer, 1970-1971

Box 12, Folder 12  The Alkalizer, 1971

Box 12, Folder 13  The Alkalizer, 1972

Box 12, Folder 14  The Alkalizer, 1973
<table>
<thead>
<tr>
<th>Box 13, Folder 1</th>
<th>The Alkalizer, 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 13, Folder 2</td>
<td>The Alkalizer, 1981</td>
</tr>
<tr>
<td>Box 13, Folder 3</td>
<td>The Alkalizer, 1982</td>
</tr>
<tr>
<td>Box 13, Folder 4</td>
<td>The Alkalizer, 1983</td>
</tr>
<tr>
<td>Box 13, Folder 5</td>
<td>The Alkalizer, 1984</td>
</tr>
<tr>
<td>Box 13, Folder 6</td>
<td>The Alkalizer, 1985</td>
</tr>
<tr>
<td>Box 13, Folder 7</td>
<td>The Alkalizer, 1986</td>
</tr>
<tr>
<td>Box 13, Folder 7</td>
<td>News Digest, 1986</td>
</tr>
</tbody>
</table>
Series 6: Photographs, circa 1950-1985

Box 1, Folder 1  One for the Road
Box 1, Folder 1  Speedy Alka-Seltzer
Box 1, Folder 1  Be Wise, Alkalize
Box 1, Folder 1  There's Nothing Quite Like Alka Seltzer
Box 1, Folder 1  Photograph of workman's stomach, "Stomach Montage"
Box 1, Folder 1  Photograph of two prisoners, Prision
Box 1, Folder 1  Photograph of woman in bed, "Groom's First Meal"
Box 1, Folder 1  Photograph of man in restaurant, "I Can't Believe I Ate That Whole Thing"
Box 1, Folder 1  Photograph of man in bed
Box 1, Folder 1  You Dish It Up, We'll Dish It Out
Box 1, Folder 1  Photograph of a glass of Alka Seltzer
Box 1, Folder 1  Colds
Box 1, Folder 1  Don't Let Acid Indigestion chase away your fun
Box 1, Folder 1  Be Wise, Alkalize
Box 1, Folder 1  Photograph of Eighth Street Theatre
Box 1, Folder 1  Alka-Seltzer advertisement
Box 1, Folder 1  Speedy Alka-Seltzer memorable
Box 1, Folder 1  French advertisement
Box 1, Folder 1  Thailand Advertisement, 1960
Box 1, Folder 1  Photograph of tablets
Box 1, Folder 1  Photograph of Alka-Seltzer advertisement on a truck
Series 7: Slides generated by Alka-Seltzer project staff

Box 1, Folder 1  Try Alka-Seltzer For that 'Morning After' Feeling
Box 1, Folder 1  Good For What Ails You
Box 1, Folder 1  Try This New Drink For Health
Box 1, Folder 1  Sour Stomach and Indigestion

Return to Table of Contents
Series 7: Alka-Seltzer Posters, 1967-1986

Box 1  Alka Seltzer: Through the Years, 1931 1985 (2 copies) 1985

Box 1  Alka Seltzer: One for the Road, 1967

Box 1  Miles, 1884 - 1984

Box 1  Alka Seltzer Commercial Classics, 1983

Image(s)

[Alka-Seltzer Commercial Classics: b & w photoprint], Circa 1980
1 Item (Silver gelatin on paper.; 10.0” x 8.1”)

Image(s)

Miles Laboratories, Inc., Creator
Frames from twelve classic commercials.

In Center for Advertising History Collection black copy photo notebook page 317. Original color poster located in map case 3 drawer 10.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves.

Local Numbers
AC0184-0000002 (AC Scan No.)

Topic: Television advertising
advertising

Genre/Photographs -- 1950-2000 -- Color photoprints

Form:  

Box 1  Le cayo como una bomba? (Spanish), 1986

Box 1  Alka Seltzer (2 copies), 1969
Series 8: Audiovisual Materials, 1950-1986

The series is divided into three subseries which are Alka Seltzer Film Reels and Alka Seltzer Television Commercials (Videos), and Alka Seltzer Posters. The first two subseries contain Alka Seltzer television advertisements. Alka Seltzer posters of television advertisements.

Subseries 8.1: Original Masters

<table>
<thead>
<tr>
<th>Box 15, Video AC0194-OV0001</th>
<th>Selected Alka-Seltzer Commercials, 1950-1983</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 videocassettes (u-matic)</td>
<td>Digital reference copy available in Smithsonian Institution Digital Asset Management System (DAMS).</td>
</tr>
</tbody>
</table>

- Box 15: Miles Today
- Box 15: Miles in Perspective, undated
- Box 15: Dick Beals Interview, 1986
- Box 15: George Gomes Show Reel (long version), 1987 June
- Box 15: Submarine
- Box 16: Waiting Room/Ninth Inning, undated
- Box 16: Buffalo Bill's/3 Alarm Chili, undated

Subseries 4.1: Television Commercials: Alka-Seltzer

1 motion picture film (16mm color composite optical track print, 675 feet assembled by the Archives Center in chronological order.)

- Politician, 1969
- Prodigal Son, 1969
- Restaurant (aka. Try it, You'll Like It), 1971
- Race Track, 1971
- Party, 1971
- Becky Revised, 1971
- Whole Thing, 1971
- Housewife, 1972
- Luncheonette (aka. Deli), 1972
- Luncheonette
Sandwich, 1973
Sandwich II
Mother and Son II, 1973
Wrestling Match, 1973
Travel Agent, 1973
Defence, 1974
Parties, 1975
Late Show, 1975
Backyard (aka. Hammock), circa 1980
Interpreter (Alka-Seltzer Plus Ad), circa 1980
Subtitles (Alka-Seltzer Plus Ad), circa 1980

Subseries 8.2: Reference Videos

Box 17

Selected Alka-Seltzer Commercials

Miles Today

Miles in Perspective/Dick Beals Interview/George Gomes Show Reel (long version)

Submarine

Buffalo Bill's/3 Alarm Chili

Waiting Room/Ninth Inning