



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Alka-Seltzer Documentation and Oral History Project

NMAH.AC.0184

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1988

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Table of Contents

Collection Overview	
Administrative Information	1
Biographical / Historical	2
Scope and Contents	2
Arrangement	2
Names and Subjects	
Container Listing	
Series 1: Research Files, circa 1930-1986	4
Series 2: Interviewee Files, 1986-1987	6
Series 3: Oral Histories, 1986-1987	9
Series 4: Miles Archives Material, 1931-1980	13
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
Date:	1953-1987
Identifier:	NMAH.AC.0184
Creator:	Archives Center, National Museum of American History
Extent:	7 Cubic feet (17 boxes)
Language:	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

Collection processed by Stacy Flaherty and Mona Morris, 1988, revised by Mimi Minnick, archivist, 1991.

Preferred Citation

Alka-Seltzer Oral History and Documentation Project, 1953-1987, Archives Center, National Museum of American History, Smithsonian Institution.

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

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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

Series 3: Oral Histories, 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
- Doyle Dane Bernbach.
- Griffith, Barbara S., Dr.
- Jack Tinker & Associates.
- Lawrence, Mary Wells
- Miles Laboratories, Inc.
- Miles, Franklin, Dr.

Places:

- Elkhart (Ind.) -- 1950-1990

Container Listing

Series 1: Research Files, circa 1930-1986

Scope and Contents: 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 2, Folder 21	Alka Seltzer advertising DDB Era, 1969-1970
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 5	Alka Seltzer advertising Wells, Rich, Greene, Inc., 1970-1983
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 andnd 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

Scope and Contents: 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 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 and Oswald 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.

[Return to Table of Contents](#)

Series 3: Oral Histories, 1986-1987

Scope and Contents: 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 2). 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, 1986-1987

Box 4	Charles Chaplin, 1986-08-06 1 Cassette tape (Total running Time: 120 minutes)
Box 4	Richard Beals/Forrest Owen, 1986-08-06 1 Cassette tape (Total Running Time: 120 minutes)
Box 4	Clifford Botway, 1986-11-13
Box 4	Donald L. Bryant, 1986-01-21
Box 4	Eugene L. Case, 1986-11-13
Box 4	George Gomes, 1987-05-07
Box 5	Roy Grace, 1987-03-05
Box 5	Marvin Honig, 1987-03-06
Box 4	John W. Howell, 1987-02-05
Box 4	Oliver L. S. Joy, 1987-02-05
Box 4	O. G. Kennedy, 1987-01-22
Box 4	Mary Wells Lawrence, 1987-06-04
Box 5	Matthew Lester/Fred Siegal, 1986-11-19
Box 5	Diane Maze, 1986-11-19
Box 5	Myron C. McDonald, 1987-01-29
Box 5	Charles Moss, 1987-01-15

Box 5	Robert Pasqualina, 1987-01-15
Box 5	H. Melvin Philpott, Jr., 1986-11-13
Box 5	Stephen M. Reim, 1987-02-03
Box 5	Robert Schulman, 1987-05-07
Box 5	Perry Shupert, 1987-01-28
Box 5	Mitchell B. Streicker, 1987-02-04
Box 5	Treva Van Solingen, 1986-10-22
Box 5	Robert W. Wilvers, 1986-11-14

Subseries 3.2: Reference Cassettes

Box 6	Forrest Owen/Dick Beals, 1986-08-06
Box 6	Clifford Botway, 1986-11-13
Box 6	Donald L. Bryant, 1987-01-21
Box 6	Eugene L. Case, 1986-11-13
Box 5	Charles Chaplin, 1986-08-06
Box 6	George Gomes, 1987-05-07
Box 6	Roy Grace, 1987-03-05
Box 6	Marvin Honig, 1987-03-06
Box 6	John W. Howell, 1987-02-05
Box 6	Oliver L.S. Joy, 1987-02-05
Box 6	O. G. Kennedy, 1987-01-22
Box 6	Mary Wells Lawrence, 1987-06-04
Box 6	Diane Maze, 1986-11-19
Box 7	Myron C. McDonald, 1987-01-29

Box 7	Charles Moss, 1987-01-15
Box 7	Robert Pasqualina, 1987-01-15
Box 7	H. Melvin Philpott, Jr., 1986-11-13
Box 7	Stephen M. Reim, 1987-02-03
Box 7	Robert Schulman, 1987-05-07
Box 7	Perry Shupert, 1987-01-28
Box 7	Fred Siegal/Matthew Lester, 1986-11-19
Box 7	Mitchell B. Streicker, 1987-02-04
Box 7	Treva Van Solingen, 1986-10-22
Box 7	Robert W. Wilvers, 1986-11-14

Subseries 3.3: Master Audio Tapes

Clifford Botway, 1986-11-13
Donald L. Bryant, 1987-01-21
Eugene L. Case, 1987-11-13
Charles Chaplin, 1986-08-06
George Gomes, 1987-05-07
Roy Grace, 1987-03-05
Marvin Honig, 1987-03-06
John W. Howell, 1987-02-05
Oliver L.S. Joy, 1987-02-05
O. G. Kennedy, 1987-01-22
Mary Wells Lawrence, 1987-06-04
Diane Maze, 1986-11-19

Myron C. McDonald, 1987-01-29

Charles Moss, 1987-01-15

Forrest Owen/Dick Beals, 1986-08-06

Robert Pasqualina, 1987-01-15

H. Melvin Philpott, Jr., 1986-11-13

Stephen M. Reim, 1987-02-03

Robert Schulman, 1987-05-07

Perry Shupert, 1987-01-28

Fred Siegal/Matthew Lester 11/19/86

Mitchell B. Streicker, 1987-02-04

Treva Van Solingen, 1986-10-22

Robert W. Wilvers, 1986-11-14

[Return to Table of Contents](#)

Series 4: Miles Archives Material, 1931-1980

Scope and Contents: 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, 1948-1980

Box 8, Folder 1	Miles Corporate Archives Accession Register
Box 8, Folder 2	Alka Seltzer: Miles Oral History Collection
Box 8, Folder 3	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 SeltzerConsumption
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), 1964-1983

Box 10	Alka Seltzer Storyboards, Volume 1
Box 10	Alka Seltzer Storyboard, Volime II, 1964-1970
Box 10	Alka Seltzer Storyboards, Volume III, 1971-1983
Box 10	History of Alka Seltzer, Volume I
Box 10	History of Alka Seltzer Volume II

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

Box 11, Folder 1	Miles Advertising History compilation
Box 11, Folder 2	Miles Oral History Program I (selected transcripts) Notes: Walter A. Compton, M.D.; William E. Koerting; Walter R. Lerner; Edward L. Miles
Box 11, Folder 3	Miles Oral History Program II (selected transcripts) Notes: Manuel J. Perez
Box 11, Folder 4	Miles Oral History Program III (selected transcripts)

Notes: Dick Beals; Harold Beeby; Perry Shupert; Henry Schmidt; A. G. (Jeff)
Wade; and Treva Van Solinger

[Return to Table of Contents](#)

Series 5: Company Publications, 1960-1986

Scope and 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
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
Box 13, Folder 1	The Alkalizer, 1980
Box 13, Folder 2	The Alkalizer, 1981
Box 13, Folder 3	The Alkalizer, 1982
Box 13, Folder 4	The Alkalizer, 1983
Box 13, Folder 5	The Alkalizer, 1984
Box 13, Folder 6	The Alkalizer, 1985
Box 13, Folder 7	The Alkalizer, 1986

Box 13, Folder 7	News Digest, 1986
Box 14, Folder 21	Dr. Miles New Weather Almanac

[Return to Table of Contents](#)

Series 6: Photographs, circa 1950-1985

Box 14, Folder 1	One for the Road
Box 14, Folder 2	Speedy Alka-Seltzer
Box 14, Folder 2	<p>[Speedy: color photoprint], undated</p> <p>1 Item (Silver gelatin on paper.; 9.6" x 7.3")</p> <p>Creator: Miles Laboratories, Inc.</p> <p>Language: English.</p> <p>Notes: AC0184-0000001 (AC Scan No.)</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves.</p> <p>Spokes figure for Alka-Seltzer.</p> <p>Topic: advertising Mascots</p> <p>Genre/Form: Photographs -- Color photoprints -- 1950-2000</p>
Box 14, Folder 3	Be Wise, Alkalize
Box 14, Folder 4	Photograph of workman's stomach, "Stomach Montage"
Box 14, Folder 5	Photograph of two prisoners, Prison
Box 14, Folder 6	Photograph of woman in bed, "Groom's First Meal"
Box 14, Folder 7	Photograph of man in restaurant, "I Can't Believe I Ate
Box 14, Folder 8	Photograph of man in bed
Box 14, Folder 9	Don't Let Acid Indigestion chase away your fun
Box 14, Folder 10	Photograph of Eighth Street Theatre
Box 14, Folder 11	French advertisement
Box 14, Folder 12	Thailand Advertisement, 1960
Box 14, Folder 13	Photograph of tablets
Box 14, Folder 14	Photograph of Alka-Seltzer advertisement on a truck
Box 14, Folder 15	Try Alka-Seltzer For that 'Morning After' Feeling
Box 14, Folder 16	Good For What Ails You

Box 14, Folder 17	Try This New Drink For Health
Box 14, Folder 18	Sour Stomach and Indigestion
Box 14, Folder 19	Stomach talk
Box 14, Folder 20	Mama Magadins meatballs

[Return to Table of Contents](#)

Series 7: Alka-Seltzer Posters, 1967-1986

Map-folder 1	Alka Seltzer: Through the Years, 1931-1985 2 Posters
Map-folder 1	Alka Seltzer: One for the Road, 1967 2 Posters
Map-folder 1	Dr. Miles Medical Company, 1884-1984
Map-folder 1	Alka Seltzer Commercial Classics, 1983
	<p>[Alka-Seltzer Commercial Classics: b & w photoprint], Circa 1980 1 Item (Silver gelatin on paper.; 10.0" x 8.1") Creator: Miles Laboratories, Inc. Language: English. Notes: AC0184-0000002 (AC Scan No.) In Center for Advertising History Collection black copy photo notebook page 317. Original color poster exists. Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves. Frames from twelve classic commercials.</p> <p>Topic: advertising Television advertising Genre/Form: Photographs -- Color photoprints -- 1950-2000</p>
Map-folder 1	Le cayo como una bomba?, 1986
Map-folder 1	Alka Seltzer [Unfinished business?], 1969 2 Posters

[Return to Table of Contents](#)

Series 8: Audiovisual Materials, 1950-1986

Scope and Contents: 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

Box 15, Video AC0184-OV0001	Selected Alka-Seltzer Commercials, 1950-1983 1 Videocassettes (U-matic) Digital reference copy available in Smithsonian Institution Digital Asset Management System (DAMS).
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.)

Box 16	Politician, 1969
	Prodigal Son, 1969
	Restaurant (also known as Try it, You'll Like It), 1971
	Race Track, 1971
	Party, 1971
	Becky Revised, 1971
	Whole Thing, 1971
	Housewife, 1972

Luncheonette (also known as 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 (also known as Hammock), circa 1980

Interpreter (Alka-Seltzer Plus Ad), circa 1980

Subtitles (Alka-Seltzer Plus Ad), circa 1980

Reel OF 184.1

Television Commercials - Alka Seltzer, 1969-1980
1 Film reel (16mm)

Subseries 8.2: Reference Videos

Box 17	Selected Alka-Seltzer Commercials
Box 17	Miles Today
Box 17	Miles in Perspective/Dick Beals Interview/George Gomes Show Reel (long version)
Box 17	Submarine
Box 17	Buffalo Bill's/3 Alarm Chili

Box 17

Waiting Room/Ninth Inning

[Return to Table of Contents](#)