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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

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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:**
- 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.
Container Listing

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 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 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

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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. STREICHER 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.

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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

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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 1


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)

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

[Sleedy: 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/Photographs -- 1950-2000 -- Color photoprints
Form:

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

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Series 6: Photographs, circa 1950-1985

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>One for the Road</td>
<td></td>
</tr>
<tr>
<td>Speedy Alka-Seltzer</td>
<td></td>
</tr>
<tr>
<td>Be Wise, Alkalize</td>
<td></td>
</tr>
<tr>
<td>There's Nothing Quite Like Alka Seltzer</td>
<td></td>
</tr>
<tr>
<td>Photograph of workman's stomach, &quot;Stomach Montage&quot;</td>
<td></td>
</tr>
<tr>
<td>Photograph of two prisoners, Prision</td>
<td></td>
</tr>
<tr>
<td>Photograph of woman in bed, &quot;Groom's First Meal&quot;</td>
<td></td>
</tr>
<tr>
<td>Photograph of man in restaurant, &quot;I Can't Believe I Ate That Whole Thing&quot;</td>
<td></td>
</tr>
<tr>
<td>Photograph of man in bed</td>
<td></td>
</tr>
<tr>
<td>You Dish It Up, We'll Dish It Out</td>
<td></td>
</tr>
<tr>
<td>Photograph of a glass of Alka Seltzer</td>
<td></td>
</tr>
<tr>
<td>Colds</td>
<td></td>
</tr>
<tr>
<td>Don't Let Acid Indigestion chase away your fun</td>
<td></td>
</tr>
<tr>
<td>Be Wise, Alkalize</td>
<td></td>
</tr>
<tr>
<td>Photograph of Eighth Street Theatre</td>
<td></td>
</tr>
<tr>
<td>Alka-Seltzer advertisement</td>
<td></td>
</tr>
<tr>
<td>Speedy Alka-Seltzer memorable</td>
<td></td>
</tr>
<tr>
<td>French advertisement</td>
<td></td>
</tr>
<tr>
<td>Thailand Advertisement, 1960</td>
<td></td>
</tr>
<tr>
<td>Photograph of tablets</td>
<td></td>
</tr>
</tbody>
</table>
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)

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

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

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

Box 1  Alka Seltzer (2 copies), 1969

Return to Table of Contents
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

Box 15, Video AC0194-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.)

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

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