



Smithsonian

National Museum of American History Kenneth E. Behring Center

Stanley Lomas Television Commercial Collection

NMAH.AC.0342

Barbara Humphreys

1991

Archives Center, National Museum of American History

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Stanley Lomas Television Commercial Collection
Date:	1947-1990 (bulk 1950-1956)
Identifier:	NMAH.AC.0342
Creator:	Lomas, Stanley (Collector)
Extent:	7 Motion picture films
Language:	English .

Administrative Information

Acquisition Information

Donated by Stanley Lomas, January 18, 1990.

Processing Information

Processed by Barbara Humphreys, audiovisual archivist, 1991.

Preferred Citation

Stanley Lomas Television Commercial Collection, Archives Center, National Museum of American History, Smithsonian Institution

Restrictions

Unrestricted research use on site by appointment. Only reference videos may be used. Reel 1 has been digitized and is available in the Smithsonian Institution Digital Asset Management System (DAMS).

Conditions Governing Use

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Biographical / Historical

Stanley A. Lomas (1913-2003) began working in television in 1948 at the DuMont network. He started his career producing sports broadcasts. He went on to produce television commercials, first live and then filmed, for William Esty and Company, Inc., an ad agency with major clients including R.J. Reynolds, Coca Cola, and Colgate Palmolive. Around 1949 Lomas became Esty's vice president for television commercial creation and production. Lomas often used celebrities to promote the products in his commercials. Many of the commercials in the Stanley Lomas Collection feature baseball players, Hollywood actors, and television personalities. Among the most well-known commercials are those that have doctors recommending specific cigarette brands. Lomas left Esty in 1957 and later founded his own agency, Stanley A. Lomas & Associates which specialized in market research. After retiring Lomas embarked on a career as an artist.

Scope and Contents

The Stanley Lomas Television Commercial Collection consists of 226 television commercials for products including dishwashing soap, beer, cigarettes, soft drinks, and breakfast cereals. The collection also includes a short 1954 film demonstrating the DuMont Electronicam, a camera designed for simultaneous live broadcast and film recording. There is also an oral history interview conducted with Stanley Lomas in 1990. Supporting documentation includes memoranda about the use of television in advertising, photographs, articles by or about Stanley Lomas, and an abstract of the oral history interview.

Arrangement

The collection is arranged in two series.

Series 1: Supporting Documentation, 1947-1990

Series 2: Audiovisual, 1950-1990

Subseries 2.1: Television Commercials, 1950-1956

Subsubseries 2.1.1: Reel 1

Subsubseries 2.1.2: Reel 2

Subseries 2.2: Oral History

Names and Subject Terms

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

Subjects:

- Athletes -- 1950-1960 -- United States
- Baseball players -- 1950-1960 -- United States
- Beer -- 1950-1960 -- United States
- Broadcast advertising
- Carbonated beverages -- 1950-1960 -- United States
- Celebrities -- 1950-1960 -- United States
- Cereals, prepared -- 1950-1960 -- United States
- Cigarettes -- advertising -- 1950-1960 -- United States
- Soap -- 1950-1960 -- United States
- Television advertising -- 1950-1960 -- United States
- Television cameras -- 1950-1960 -- United States

Types of Materials:

- Commercials

Names:

- Coca-Cola Company
- Colgate-Palmolive Company
- DuMont
- Heston, Charlton
- Keith, Brian, 1921-1997
- Moore, Garry, 1915-1993

R.J. Reynolds Tobacco Company
Wayne, John, 1907-1979

Container Listing

Series 1: Supporting Documentation, 1947-1990

Box 1, Folder 1 Interview with Stanley Lomas: Abstract, 1990 April 17

Box 1, Folder 2 Photographs, 1948-1950

Box 1, Folder 3 Memoranda About Television Advertising

Box 1, Folder 4 Research and Advertising Proposals (AT&T)

Box 1, Folder 5 Articles, 1950-1987

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Series 2: Audiovisual Materials, 1950-1956

Subseries 2.1: Television Commercials

Video AC0342-
MV0001

Reel 1, 1950-1956

Notes: Digital reference copy available in the Smithsonian Institution
Digital Access Management System (DAMS).

William Esty Company Advance Test, 1954

Notes: Demonstration of the Dumont Electronicam.

Camel cigarettes

Winston cigarettes

Notes: Winston's first television commercial.

Fab detergent

Fab detergent

Fab detergent

Vel detergent

Vel detergent

Coca Cola

Coca Cola

Pacquin's hand cream

Pacquin's hand cream

Cue shampoo

Cue shampoo

Cue shampoo

Prestone Anti-Freeze

Prestone Anti-Freeze

Sugar Jets, 1954

Coca Cola - John Wayne

Eveready batteries

Ballentine beer

Vel beauty soap

Vel dish soap

Camel cigarettes - Skeets Coleman, Test Pilot

Camel cigarettes - baseball players

Rapid Shave

Winston cigarettes - Gary Moore

Winston cigarettes

Camel cigarettes - William Holden

Camel cigarettes - Billy Pierce, Chicago White Sox

Camel cigarettes - Bill Hoelt, Detroit Tigers

Camel cigarettes - Joe Collins, New York Yankees

Camel cigarettes - Johnny Logan, Milwaukee Braves

Camel cigarettes - Whitey Lockman, New York Giants

Camel cigarettes - Ted Kluszewski, Cincinnati Reds

Camel cigarettes - Harvey Kuenn, Detroit Tigers

Camel cigarettes - Red Schoendienst, St. Louis Cardinals

Camel cigarettes - Harvey Haddix, St. Louis Cardinals

Camel cigarettes - "Doberman" from Phil Silvers

Camel cigarettes

Camel cigarettes - Doberman

Camel cigarettes

Camel cigarettes - Doberman

Camel cigarettes

Camel cigarettes

Camel cigarettes - Doberman

Camel cigarettes

Camel cigarettes - Billy Pierce, Chicago White Sox

Camel cigarettes - Joe Collins, New York Yankees

Camel cigarettes - Willard Nixon, Boston Red Sox

Camel cigarettes - Willard Nixon, Boston Red Sox

Camel cigarettes - Bob Grim, New York Yankees

Camel cigarettes - Richie Ashburn, Philadelphia Phillies

Camel cigarettes - Whitey Lockman

Camel cigarettes - Yogi Berra, Ted Kluszewski, Johnny Logan, Warren Spahn, Jackie Jensen, Early Wynn, Red Schoendienst

Camel cigarettes - James Daly

Camel cigarettes - Bob Grim, New York Yankees

Camel cigarettes - Richie Ashburn, Philadelphia Phillies

Camel cigarettes - Bill Hoft, Detroit Tigers

Camel cigarettes

Camel cigarettes

Camel cigarettes - Eddie Robinson, Chicago White Sox

Camel cigarettes - Allie Reynolds, New York Yankees

Camel cigarettes - Johnny Pesky, Boston Red Sox

Camel cigarettes - Phillies ball player

Camel cigarettes - Clem Labine, Brooklyn Dodgers

Camel cigarettes - Soldiers

Camel cigarettes - Princeton University house party

Camel cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Rapid Shave - Randy Merriman

Pink Liquid Vel

Camel cigarettes - Howell Conant, deep sea diver

Camel cigarettes - Phil Silvers

Camel cigarettes - Marge and Gower Champion

Camel cigarettes

Camel cigarettes

Cavalier cigarettes - Mike Stokey, My Friend Irma

Camel cigarettes - Richard Carlson, Hollywood actor

Camel cigarettes - "More doctors smoke Camels"

Camel cigarettes - Vivian Blaine

Camel cigarettes - Anne Jeffries and Bob Sterling at the Brown Derby, Hollywood

Camel cigarettes

Camel cigarettes

Camel cigarettes - Howell Conant, deep sea diver

Camel cigarettes - Howell Conant, deep sea diver

Camel cigarettes - Howell Conant, deep sea diver

Camel cigarettes - Howell Conant, deep sea diver

Camel cigarettes

Camel cigarettes - Skeets Coleman

Camel cigarettes - Tyrone Power

Camel cigarettes - Tyrone Power

Camel cigarettes - Tyrone Power

Camel cigarettes - baseball stars

Ballantine beer - Red barber

Camel cigarettes - Red Barber

Camel cigarettes - June Havoc

Camel cigarettes - John Wayne

Coca Cola - Ralph Flanagan, band leader

Coca Cola

Coca Cola - John Wayne

Eveready batteries

Ben Gay

Vel detergent

Vel detergent

Fab detergent

Rapid Shave

Cavalier cigarettes

Cavalier cigarettes

Cavalier cigarettes

Camel cigarettes - Lanny Ross

Camel cigarettes - Patrice Munsell, Richard Carlson, Dorothy Kirsten, and John Wayne

Camel cigarettes - Eva Gabor

Pacquin's lotion

Prince Albert tobacco

Video AC0342-
MV0002

Reel 2, 1950-1956

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Ballantine beer

Camel cigarettes

Camel cigarettes

Camel cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes

Cavalier cigarettes

Cavalier cigarettes

Prince Albert tobacco

Prince Albert tobacco

Camel cigarettes - Rex Marshall

Camel cigarettes - Patrice Munsell, Dorothy Kirsten, John Wayne

Fab detergent

Eveready batteries

Pacquins lotion

Rapid Shave

Camel cigarettes - Richard Carlson

Camel cigarettes - Bob Dixon

Camel cigarettes - Your Show of Shows

Camel cigarettes - soldiers

Camel cigarettes - "More doctors smoke Camel"

Camel cigarettes - doctors

Camel cigarettes - doctors

Camel cigarettes - doctors

Camel cigarettes - Princeton University house party

Camel cigarettes - Bob Lemon, Cleveland Indians

Camel cigarettes - Yankees game

Camel cigarettes - New York Yankees

Camel cigarettes - Jerry Coleman, New York Yankees

Camel cigarettes - Hank Bauer, New York Yankees

Camel cigarettes - Hank Bauer, New York Yankees

Camel cigarettes - Enos Slaughter, Kansas City Royals

Camel cigarettes - Warren Spahn, Milwaukee Brewers

Camel cigarettes - Red Schoendienst, St. Louis Reds

Camel cigarettes - Jackie Jensen, Boston Red Sox

Camel cigarettes - You'll Never Get Rich

Camel cigarettes - You'll Never Get Rich

Camel cigarettes - You'll Never Get Rich

Camel cigarettes - Brian Keith

Camel cigarettes - Brian Keith

Camel cigarettes - Brian Keith

Camel cigarettes - Brian Keith

Camel cigarettes - Brian Keith

Camel cigarettes - You'll Never Get Rich, Phil Silvers

Camel cigarettes - Bob Lemon, Cleveland Indians

Camel cigarettes - Mike Garcia, Cleveland Indians

Winston cigarettes

Winston cigarettes

Winston cigarettes

Winston cigarettes - Gary Moore and Robert Cummings

Winston cigarettes

Winston cigarettes - I've Got a Secret, Robert Cummings

Winston cigarettes

Winston cigarettes - Garry Moore and Robert Cummings

Winston cigarettes

Winston cigarettes - New York Yankees

Winston cigarettes

Camel cigarettes- Charlton Heston

Camel cigarettes - Your Show of Shows

Camel cigarettes - The Camel Camera

Flamingo Orange Juice, 1953

Flamingo Orange Juice, 1953

Camel cigarettes

Camel cigarettes

Cavalier cigarettes

Camel cigarettes - Camel Movie Hour, 1952

Camel cigarettes - Camel Movie Hour, 1952

Camel cigarettes - Camel Movie Hour, 1952

Camel cigarettes - Camel Movie Hour, 1952

Camel cigarettes

Camel cigarettes - Camel Camera

Camel cigarettes - Ralph Bellamy

Camel cigarettes - Camel cross

Camel cigarettes - Joke commercial, 1952

Camel cigarettes - Charlton Heston and others

Camel cigarettes

Camel cigarettes

Camel cigarettes -Rock Hudson

Camel cigarettes - Dennis O'Keefe and others

Coca Cola - John Wayne, Ralph Flanagan, Pete Collins and Phil Rizzuto,
1953

Fab detergent

Fab detergent

Prestone Anti-Freeze

Vel detergent

Pacquins lotion

Coca Cola - John Wayne

Box 2	Stanley Lomas Oral History, New York City , 1990-04-17 2 Cassette tapes
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Box 2	Lomas Collection, Rolls 1-8, Tape 1 of 2, 1990-06-12 2 Videocassettes (VHS) (Duration: 2:00:00)
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Box 2	Lomas Collection, Rolls 9-14, Tape 1 of 2, 1990-06-12
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	1 Videocassettes (VHS)
Box 2	Lomas Collection, Rolls 9-14, Tape 2 of 2, 1990-06-12 1 Videocassettes (VHS)
Box 2	Lomas Collection, Rolls 9-14, 1990-06-12 1 Videocassettes (VHS) (Duration: 2:00:00)
Box 2	Works created for national TV, 1990-06-12 1 Videocassettes (VHS) (Duration: 15:00) Notes: Includes: AT & T Reach Out Strategy Northeastern Bell-Chess Ford/Rolls Royce The White One Luna Philip Morris Mealmakers-Birdseye Kool-Aid Warp-it-Up Cookery Campbell
Box 1, Folder 6	Works created for national TV, 1990-06-12 1 Videocassettes (VHS) Notes: Includes: AT & T Reach Out Strategy Northeastern Bell-Chess Ford/Rolls Royce The White One Luna Philip Morris Mealmakers-Birdseye Kool-Aid Warp-it-Up Cookery Campbell
Box 1, Folder 7	Bernstein Project, Stanley A. Lomas, New York City (researcher copy), 1990-04-17 2 Cassette tapes
Box 2	Bernstein Project, Stanley A. Lomas, New York City , 1990-04-17 3 Sound tape reels

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