



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Hills Bros. Coffee Company, Incorporated Records

NMAH.AC.0395

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2020

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Hills Bros. Coffee Company, Incorporated Records
Identifier:	NMAH.AC.0395
Date:	1856-1989, undated
Extent:	65 Cubic feet
Creator:	Hills Bros. Coffee, Inc.
Language:	English Collection is in English. Some materials in Spanish.
Summary:	Printed advertisements, scrapbooks, correspondence, marketing research, radio commercial scripts, photographs, proof sheets, reports, newspaper clippings, magazine articles, television commercial storyboards, blueprints, legal documents, and audiovisual materials primarily documenting the history, business practices, and advertising campaigns of the Hills Bros. Coffee Company, Incorporated. Collection documents the professional and private lives of the Hills family; insight into the cultivation, production, and selling of coffee; and construction of the San Francisco-Oakland Bay Bridge.

Administrative Information

Acquisition Information

These records were donated to the Archives Center, National Museum of American History by Hills Bros. Coffee Company, Incorporated.

Related Materials

Archives Center, National Museum of American History

AC0059 NW Ayer Advertising Agency Records

AC0060 Warshaw Collection of Business Americana

AC0500 Landor Design Collection

AC0411 Charles W. Trigg Papers

Division of Cultural History, National Museum of American History

Artifacts include coffee packaging, Golden Gate International Exposition sampling cups and saucers, a bowling shirt, and coffee cans.

Processing Information

Processed by Grace Meyer, volunteer, 1996; Deirdre Ryan, intern, 1996; and Vanessa Broussard-Simmons, archivist, 1996.

Preferred Citation

Hills Bros. Coffee Company, Incorporated Records, 1856-1989, Archives Center, National Museum of American History, Smithsonian Institution.

Restrictions

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Biographical / Historical

draft

Scope and Contents

The collection consists of printed advertisements, scrapbooks, correspondence, marketing research, radio commercial scripts, photographs, proof sheets, reports, newspaper clippings, magazine articles, television commercial storyboards, blueprints, legal documents, and audiovisual materials. These materials primarily document the history, business practices, and advertising campaigns of Hills Bros. Coffee Company, Incorporated. Correspondence, genealogies, and home movies reveal a more domestic and social Hills family while company records document business activities outside of the home. Company records also provide insight into the cultivation, production, and selling of coffee, and the company's technological responses to the changes in the coffee trade, and consumer consumption demands. Of interest is the company's participation in social and cultural events including the Panama Pacific International Exposition in 1915, and the Golden Gate International Exposition in 1939. In addition, the collection includes the company's documentation of the construction of the San Francisco-Oakland Bay Bridge in 1936. The collection is arranged into thirteen series.

Arrangement

The collection is arranged into thirteen series.

Series 1, Hills Family Papers, 1856-1942, undated

Subseries 1.1, Austin Herbert Hills, Sr. Papers, 1856-1875, undated

Subseries 1.2, Austin Herbert Hills, Jr. Papers, 1875-1923

Subseries 1.3, Herbert Gray Hills Correspondence, 1923-1942

Series 2, Background Materials, 1896-1988, undated

Series 3, Coffee Reference Files, 1921-1980, undated

Subseries 3.1, Hills Bros. Coffee Company Literature, 1921-1976, undated

Subseries 3.2, Coffee Industry Literature, 1924-1980, undated

Series 4, Advertising Materials, circa 1890s-1987, undated

Subseries 4.1, Scrapbooks, 1906-1978, undated

Subseries 4.2, Historical Albums, 1911-1967

Subseries 4.3, Ephemera, 1890s-1987

Subseries 4.4, Portfolios, 1919-1985, undated

Subseries 4.5, Proof sheets, 1922-1968

Subseries 4.6, Advertising Forms, 1922-1971, undated

Subseries 4.7, Newspaper and Magazine Advertising, 1926-1971, undated

Subseries 4.8, Sampling Campaigns, 1928-1941

Subseries 4.9, General Files, 1923-1978, undated

Subseries 4.10, NW Ayer Advertising Agency, 1943, 1958

Subseries 4.11, Foote, Cone & Belding Advertising Agency, 1963-1968, undated

Series 5, Photographs, 1882-1973, undated

Subseries 5.1, Employees, 1882-1961, undated

Subseries 5.2, Division Offices, 1924-1931, undated

Subseries 5.3, Facilities and Vehicles, 1927-1973, undated

Subseries 5.4, Advertising, 1925-1959, undated

Subseries 5.5, Sales, circa 1921-1939, undated

Subseries 5.6, Packaging, 1884-1969, undated

Subseries 5.7, Grocery Store Displays, circa, 1901-1935

Subseries 5.8, Store Tests, 1938

Subseries 5.9, Window and Wall Displays, 1928, 1930, 1934

Subseries 5.10, Publicity, 1933-1936, undated

Subseries 5.11, Miscellaneous, 1898-1949, undated

Subseries 5.12, Coffee and Tea Industry, 1900s-1947, . undated

Series 6, Sales and Marketing Records, 1906-1989, undated

Subseries 6.1, Bulletins for Salesmen, 1912-1969

Subseries 6.2, Division Bulletins and General Letters, 1925-1927

Subseries 6.3, Correspondence, 1919-1989

Subseries 6.4, Conventions and Meetings, 1915-1971

Subseries 6.5, Salesmen Materials, 1906-1973, undated

Subseries 6.6, Reports and Studies, 1941-1978

Subseries 6.7, Marketing Research, 1956-1978, undated

Subseries 6.8, Pricing Information, 1949-1965

Series 7, Employee Records, 1934-1966

Series 8, Accounting and Financial Records, 1903-1960, undated

Series 9, Office Files, 1915-1970, undated

Subseries 9.1, General, 1915-1969, undated

Subseries 9.2, T. Carroll Wilson Correspondence, 1941-1970

Series 10, San Francisco-Oakland Bay Bridge Materials, 1933-1986, undated

Subseries 10.1, Background Information, 1933-1986, undated

Subseries 10.2, Photographic Materials, 1933-1936, undated

Series 11, Golden Gate International Exposition Materials, 1915-1940, undated

Subseries 11.1, Coffee Theater, circa 1939

Subseries 11.2, Exposition Attendance, 1915-1940

Subseries 11.3, Correspondence, 1937-1940, undated

Subseries 11.4, Construction, 1937-1940, undated

Subseries 11.5, Blueprints, 1937-1939

Subseries 11.6, *Behind the Cup*, 1937-1940, undated

Subseries 11.7, Newspaper Cooperation, 1939

Subseries 11.8, Solicitations and Replies, 1938-1940

Subseries 11.9, Miscellaneous, 1938-1940

Series 12, World War II Materials, 1939-1949, undated

Subseries 12.1, Production and Quotas, 1942-1946

Subseries 12.2, Rationing, 1939-1946

Subseries 12.3, Containers and Closures, 1942-1949, undated

Subseries 12.4, Appeals, 1948

Subseries 12.5, Advertising Campaigns, 1942, undated

Subseries 12.6, Machinists' Strike Scrapbooks, 1945-1946

Series 13, Audio Visual Materials, 1930-1984, undated

Subseries 13.1, Moving Images, 1930-1966

Subseries 13.1.1, Television Commercials, 1951-1984

Subseries 13.1.2, Television Programs, 1951-1967

Subseries 13.1.3, Promotional Materials, 1939-1977

Subseries 13.1.4, Hills Bros. Activities, 1930-1962

Subseries 13.1.5, Miscellaneous Film and Video, 1938-1966

Subseries 13.2, Sound Recordings, 1934-1967, undated

Subseries 13.2.1, Radio Commercials, 1941-1967, undated

Subseries 13.2.2, Radio Programs and Other Broadcasts, 1934-1956, undated

Subseries 13.2.3, Cardboard Discs, 1941-1960; undated.

Names and Subject Terms

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

Subjects:

Coffee

Container Listing

Series 1: Hills Family Papers, 1856-1942, undated

Consists of material relating to Austin H. Hills Sr., Austin Herbert Hills Jr., and Herbert Gray Hills. Austin Herbert Hills Sr. was the father of founders of the company Austin Herbert Hills Jr. and Reuben Wilmarth Hills. Herbert Gray Hills was the son of Austin Herbert Hills Jr. In addition, there are home movies that were created in 1933 by members of the Hills family. The series is arranged into three subseries: Subseries 1.1, Austin Herbert Hills, Sr. papers, Subseries 1.2, Austin Herbert Hills, Jr. papers, and Subseries 1.3, Herbert Gray Hills correspondence.

Subseries 1.1: Austin H. Hills, Sr. Papers, 1856-1875; undated

Contains material relating to the business affairs of Austin Hills Sr. a ship builder by trade who opened a butter, eggs, and cheese business in 1863. Materials include correspondence and accounting ledgers relating to the partnership of Hills, Rice & Company. In addition, there is an article from the *Daughters of the American Revolution Magazine* about Harriet Heal Hills (Mrs. Austin H. Hills). Mrs. Hills joined the Oakland chapter in 1904 and remained a highly active member most of her life. Her father was John Heal, who served as corporal in the Continental Army. The materials are arranged in chronological order.

Box 1, Folder 1	Accounting ledger for Hills, Rice & Company, 1856-1858
Box 1, Folder 2	Accounting ledgers, 1856-1875
Box 1, Folder 3	Correspondence, 1860, 1867
Box 1, Folder 4	Accounting ledger for Hills, Rice & Company, undated
Box 1, Folder 5	National Society Daughters of the American Revolution, magazine article about Harriet Heal Hills, undated
Box 1, Folder 6	Stencil pattern and random notes, undated

Subseries 1.2: Austin Herbert Hills, Jr. Papers, 1875-1923

Includes incoming and outgoing correspondence relating to business and personal matters. Materials were maintained in alphabetical order by the last name of the recipient or sender and then in chronological order as it was organized by Mr. Hills. In addition, there is an accounting ledger for Austin Hill's dairy business prior to the creation of the Hills Bros. Coffee Company.

Box 1, Folder 7	Accounting ledger for dairy business, 1875-1876
Box 1, Folder 8	Incoming correspondence a, 1913-1917
Box 1, Folder 9	Incoming correspondence b, 1913-1917

Box 1, Folder 10	Incoming correspondence c, 1913-1917
Box 1, Folder 11	Incoming correspondence d, 1913-1917
Box 1, Folder 12	Incoming correspondence e, 1913-1917
Box 1, Folder 13	Incoming correspondence f, 1913-1917
Box 1, Folder 14	Incoming correspondence g, 1913-1917
Box 1, Folder 15	Incoming correspondence h, 1913-1917
Box 1, Folder 16	Incoming correspondence i-j, 1913-1917
Box 1, Folder 17	Incoming correspondence k, 1913-1917
Box 1, Folder 18	Incoming correspondence l, 1913-1917
Box 1, Folder 19	Incoming correspondence m, 1913-1917
Box 1, Folder 20	Incoming correspondence n-o, 1913-1917
Box 1, Folder 21	Incoming correspondence p, 1913-1917
Box 1, Folder 22	Incoming correspondence r, 1913-1917
Box 2, Folder 1	Incoming correspondence s, 1913-1917
Box 2, Folder 2	Incoming correspondence t, 1913-1917
Box 2, Folder 3	Incoming correspondence u-v, 1913-1917
Box 2, Folder 4	Incoming correspondence w, 1913-1917
Box 2, Folder 5	Incoming correspondence y, 1913-1917
Box 2, Folder 6	Incoming correspondence miscellaneous, 1913-1917
Box 2, Folder 7	Incoming correspondence a, 1921-1923
Box 2, Folder 8	Incoming correspondence b, 1921-1923
Box 2, Folder 9	Incoming correspondence c, 1921-1923

Box 2, Folder 10	Incoming correspondence d 1, 1921-1923
Box 2, Folder 11	Incoming correspondence e, 1921-1923
Box 2, Folder 12	Incoming correspondence f, 1921-1923
Box 2, Folder 13	Incoming correspondence g, 1921-1923
Box 3, Folder 1	Incoming correspondence h, 1921-1923
Box 3, Folder 2	Incoming correspondence j, 1921-1923
Box 3, Folder 3	Incoming correspondence k, 1921-1923
Box 3, Folder 4	Incoming correspondence l, 1921-1923
Box 3, Folder 5	Incoming correspondence m, 1921-1923
Box 3, Folder 6	Incoming correspondence n, 1921-1923 Image(s)
Box 3, Folder 7	Incoming correspondence o, 1921-1923
Box 3, Folder 8	Incoming correspondence p, 1921-1923
Box 3, Folder 9	Incoming correspondence r, 1921-1923
Box 3, Folder 10	Incoming correspondence s, 1921
Box 3, Folder 11	Incoming correspondence t-u, 1921
Box 3, Folder 12	Incoming correspondence w, 1921
Box 3, Folder 13	Incoming correspondence y, 1921
Box 3, Folder 14	Outgoing correspondence, 1909-1912
Box 3, Folder 15	Outgoing correspondence a, 1915-1916
Box 3, Folder 16	Outgoing correspondence b, 1915-1916
Box 3, Folder 17	Outgoing correspondence c, 1914-1915

Box 3, Folder 18	Outgoing correspondence d, 1915-1916
Box 3, Folder 19	Outgoing correspondence e, 1915-1916
Box 3, Folder 20	Outgoing correspondence f, 1914-1916
Box 3, Folder 21	Outgoing correspondence g, 1915-1916
Box 3, Folder 22	Outgoing correspondence h, 1913-1919
Box 3, Folder 23	Outgoing correspondence i, 1915-1916
Box 3, Folder 24	Outgoing correspondence j, 1914
Box 3, Folder 25	Outgoing correspondence k, 1913-1916
Box 3, Folder 26	Outgoing correspondence l, 1913-1916
Box 4, Folder 1	Outgoing correspondence m, 1913-1919
Box 4, Folder 2	Outgoing correspondence n, 1913-1916
Box 4, Folder 3	Outgoing correspondence o, 1913-1916
Box 4, Folder 4	Outgoing correspondence p, 1913-1919
Box 4, Folder 5	Outgoing correspondence r, 1913-1915
Box 4, Folder 6	Outgoing correspondence r, 1916-1919
Box 4, Folder 7	Outgoing correspondence s, 1913-1919
Box 4, Folder 8	Outgoing correspondence t, 1914-1916
Box 4, Folder 9	Outgoing correspondence u, 1913-1919
Box 4, Folder 10	Outgoing correspondence v, 1916-1918
Box 4, Folder 11	Outgoing correspondence w, 1913-1919
Box 4, Folder 12	Outgoing correspondence a, 1921-1923

Box 4, Folder 13	Outgoing correspondence b, 1921-1923
Box 5, Folder 1	Outgoing correspondence c, 1921-1923
Box 5, Folder 2	Outgoing correspondence d, 1921-1923
Box 5, Folder 3	Outgoing correspondence e, 1921-1923
Box 5, Folder 4	Outgoing correspondence f, 1921-1923
Box 5, Folder 5	Outgoing correspondence g, 1921-1923
Box 5, Folder 6	Outgoing correspondence h, 1921-1923
Box 5, Folder 7	Outgoing correspondence i, 1922
Box 5, Folder 8	Outgoing correspondence j, 1921-1923
Box 5, Folder 9	Outgoing correspondence k, 1921-1923
Box 5, Folder 10	Outgoing correspondence l, 1921-1923
Box 5, Folder 11	Outgoing correspondence m, 1921-1923
Box 5, Folder 12	Outgoing correspondence n, 1921-1923
Box 5, Folder 13	Outgoing correspondence o, 1920-1923
Box 5, Folder 14	Outgoing correspondence p, 1921-1923
Box 5, Folder 15	Outgoing correspondence r, 1921-1923
Box 5, Folder 16	Outgoing correspondence s, 1921-1923
Box 5, Folder 17	Outgoing correspondence t, 1921-1923
Box 5, Folder 18	Outgoing correspondence u, 1922-1923
Box 5, Folder 19	Outgoing correspondence w, 1921-1923
Box 5, Folder 20	Outgoing correspondence y, 1923

Subseries 1.3: Herbert Gray Hills Correspondence, 1923-1942

Consists of handwritten notes, letters, and telegrams relating to annual stockholders' meetings, golf tournaments, merchandise shipments, company meeting programs, and advertising. The materials are arranged in chronological order as they were maintained by Mr. Hills.

Box 5, Folder 21	Correspondence, 1923
Box 5, Folder 22	Correspondence, 1933
Box 5, Folder 23	Correspondence, 1934
Box 5, Folder 24	Correspondence, 1935
Box 5, Folder 25	Correspondence, 1936
Box 5, Folder 26	Correspondence, 1937
Box 5, Folder 27	Correspondence, 1938
Box 5, Folder 28	Correspondence, 1938
Box 5, Folder 29	Correspondence, 1939
Box 5, Folder 30	Correspondence, 1939
Box 5, Folder 31	Correspondence, 1940
Box 5, Folder 32	Correspondence, 1940
Box 5, Folder 33	Correspondence, 1941
Box 5, Folder 34	Correspondence, 1941
Box 5, Folder 35	Correspondence, 1942

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Series 2: Background Materials, 1896-1994; undated

Contains material relating to the Hills family and the history of the coffee company including unpublished chronologies, historical sketches, newspaper clippings, presentations written by T. Carroll Wilson, and magazine articles. There is also a genealogy of the Hills family dating from 1602-1950. One of the more interesting histories is the informal memoirs of Frank Veirs, Jr., who began as a plant employee and later became a factory superintendent. Veirs maintained detailed notes on the company's activities dating from 1896 to 1946. These notes are personal in nature but also relate to the history of the company. Reminiscences of daily routines, the management styles of the Hills brothers and company loyalty among employees are major themes throughout his writings. In 1948, NW Ayer Advertising Agency created *the Hills of San Francisco* which commemorates the twenty-fifth anniversary of its service to Hills Bros. Coffee, Incorporated. Limited copies of this publication were distributed to Hills Bros. top executives. The 1967 publication of *A Background Story of Hills Bros. Coffee, Incorporated* was designed by Walter Landor and Associates and based on a slide presentation created by T. Carroll Wilson. The original script and slides are included among these materials. In addition, there are local newspaper clippings on the history of the family and the company dating from 1922 to 1931. In 1988, Hill Bros. Company, Incorporated hired History Associates to create a catalogue of artifacts and archival materials in its holdings. With the assistance of T. Carroll Wilson, key items were chosen and described in the catalogue. Materials are arranged in chronological order.

Box 6, Folder 1	Genealogy of Hills family, undated
Box 6, Folder 2	Notes and informal memoirs of Frank B. Veirs, Jr. based on association with Austin and Reuben Hills and Hills Bros., Company, Incorporated, July 1896-February 1946
Box 6, Folder 3	Behind the Cup, 1928
Box 6, Folder 4	Newspaper clippings and magazine articles, 1930-1994; undated
Box 6, Folder 5	Articles about T. Carroll Wilson, 1942-1967
Box 6, Folder 6	Letter to George M. Finely about the history of Hills Bros., 1945
Box 6, Folder 7	T. Carroll Wilson's file on the background of the Hills Bros. Coffee Company, 1948-1964
Box 6, Folder 8	The Hills of San Francisco, historical presentation of the company's background prepared by NW Ayer & Son, Incorporated to commemorate twenty five years of working with the company, 1948
Box 6, Folder 9	Seventy Years Ago..., reproduction of advertisement in the 50th anniversary issue of Sunset Magazine, 1948 May
Box 6, Folder 9	Seventy four Years of Coffee Quality...A Condensed History of Hills Bros. Coffee, Incorporated, 1952
Box 6, Folder 10	Historical sketches, 1957; undated

- Box 6, Folder 11 Chronological review of Hills Bros. Coffee presented by T. Carroll Wilson to Foote, Cone & Belding Advertising Agency, 1965
- Box 6, Folder 12 A Background Story of Hills Bros. Coffee Company, Incorporated, 1878-1966 as presented by T. Carroll Wilson at Philadelphia District Sales Meeting, 1966 September 9
- Box 6, Folder 13 Slides for A Background Story of Hills Bros. Coffee Company, Incorporated, 1878-1966 as presented by T. Carroll Wilson at Philadelphia District Sales Meeting, set one, 1966 September 9
- Box 6, Folder 14 Slides for A Background Story of Hills Bros. Coffee Company, Incorporated, 1878-1966 as presented by T. Carroll Wilson at Philadelphia District Sales Meeting, set two, 1966 September 9
- Box 7, Folder 1 Notes on Hills Bros. Coffee Company, Incorporated firsts, 1972
- Box 7, Folder 2 Chronologies Of Hills Bros. Coffee Company, Incorporated -- Highlights in History, 1988, 1988
- Box 7, Folder 3 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section one, packaging, 1988
- Box 7, Folder 4 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section two, advertising, 1988
- Box 7, Folder 5 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section two, advertising, 1988
- Box 7, Folder 6 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three education and promotion, 1988
- Box 7, Folder 7 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion, 1988
- Box 7, Folder 8 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion, 1988
- Box 7, Folder 9 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion, 1988
- Box 7, Folder 10 Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion, Norman Rockwell, 1988

Box 7, Folder 11	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section three, education and promotion, 1988
Box 7, Folder 12	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four, photography, 1988
Box 7, Folder 13	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four, photography, 1906, 1988
Box 7, Folder 14	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four photography, 1988
Box 7, Folder 15	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section four, photography of trademark, 1988
Box 7, Folder 16	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, section six miscellaneous
Box 8, Folder 1	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, color photocopy, 1988
Box 8, Folder 2	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, black and white photocopy, 1988
Box 8, Folder 3	Catalogue of archives prepared by Oral History Associates with assistance from T. Carroll Wilson, black and white copy, 1988
Box 8, Folder 4	Fact sheets, undated

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Series 3: Coffee Reference Files, 1921-1980; undated

Materials relating to the cultivation, packaging, distribution, advertising, marketing, and consumption of coffee primarily in the United States. The materials provide an in-depth analysis of the history of the coffee trade and Hills Bros. company's unique position in its development. The series is arranged into two subseries: Subseries 1, Hills Bros. Coffee company literature, and Subseries 2two, Coffee industry literature.

Subseries 3.1: Hills Bros. Coffee Company, 1921-1976; undated

Includes publications created by the company for promotional and educational use. Such materials provide a significant amount of information on both the history of the coffee industry, and the history of Hills Bros. Coffee Company. Important publications include a copy of *Behind the Cup* (1928) which outlines the history of Hills Bros. from the establishment of the Arabian Coffee and Spice Mills to the building of the home office and plant on Harrison Street in 1926. This publication was also used as a companion piece to the film of the same title and was created by the NW Ayer Advertising Agency. Hills Bros. Coffee Company publications relating to the coffee trade include a 1922 booklet entitled *Cultivation and Preparation of Coffee and Tea* which was distributed widely to teachers and schools. *The Art of Entertaining*, another NW Ayer Advertising Agency creation, was designed to educate the consumer about coffee with tips on entertaining and coffee recipes. In addition, there is a series of inspirational books written by Coleman Cox for Hills Bros. which was distributed to its employees. Several presentations written by T. Carroll Wilson for professional meetings and publications are also included among these materials. The materials are arranged in chronological order.

Box 8, Folder 5	Inspirational books distributed by Hills Bros. and written by Coleman Cox for employees and distributors, 1921-1932
Box 8, Folder 6	Helpful Suggestions for Increasing the Sale of a Profitable Line of Goods, 1921
Box 8, Folder 7	Cultivation and Preparation of Coffee and Tea, 1922
Box 8, Folder 8	Do you Sell to Restaurants?, 1922
Box 8, Folder 9	Hills Bros. Red Can Coffee: What it will do for a Restaurant, 1923
Box 8, Folder 10	Art of Entertaining, 1926
Box 8, Folder 11	Word of Mouth Advertising and What it will do for a Restaurant, 1926
Box 8, Folder 11	How to Make and Flavor with Hills Bros. Coffee, 1930
Box 8, Folder 12	A Story About Coffee that should be read by everyone who loves that delicious fragrant beverage, 1931
Box 8, Folder 13	Coffee: How Its Grown and How to Make It, 1932
Box 8, Folder 14	Use the Hills Bros. Coffee Guide, 1934

Box 8, Folder 15	Simple Method A, 1936
Box 8, Folder 16	How To Make Good Coffee, 1940
Box 8, Folder 16	Good Coffee is Assured in Wartime; Standards maintained by uniform roast of finest coffees obtainable, 1944
Box 8, Folder 17	Art of Coffee Making, 1948
Box 8, Folder 18	Two Cups for a Nickel, 1954
Box 8, Folder 19	Prominent Roasters and Brands list compiled by T. Carroll Wilson, 1954 July 9
Box 8, Folder 20	T. Carroll Wilson's presentation at the National Coffee Association Convention, 1955 October
Box 8, Folder 20	It's Good to be back in Maine, 1966 July 7
Box 8, Folder 21	Coffee by T. Carroll Wilson reprint from Encyclopedia Britannica, 1972
Box 8, Folder 22	Origin of Vacuum-Packed Coffee and Development of the Vacuum Coffee Can prepared for seventy fifth anniversary issue Tea and Coffee Trade Journal by T. Carroll Wilson Vice President and Director Hills Bros. Coffee Incorporated, 1976 September
Box 8, Folder 23	Coffee by Merylyn Hills (authored by T. Carroll Wilson), undated
Box 8, Folder 23	Five Essential Rules For Coffee Making, undated
Box 8, Folder 24	It's "The Drink" to the Arabs-To us it's "Coffee"- and its Blending Roasting and Packing is one of the West's Great Industries, undated
Box 8, Folder 25	Necessity Is Often the Mother of Invention...
Box 8, Folder 26	Story of Coffee from Seed to Cup The, undated
Box 8, Folder 27	Union Forever: Hills Bros. and MJB Why?, undated

Subseries 3.2: Coffee Industry and Others Publishers, 1924 1980; undated

Consist of publications including articles, annuals, convention proceedings, pamphlets, and books. Topics of discussion include major growers, coffee roasting and packaging, the history of coffee as a consumer product, marketing, distribution, and recipes. These materials help place the company and its major developments in the field in historical perspective. The majority of the publications was created by the Pan American Coffee Bureau but also includes material from Coffee Industries of America,

National Coffee Association, Federation of Coffee Growers of Colombia, American Coffee Bureau, Associated Coffee Industries of America and the Bureau of Coffee Information. Materials are arranged in chronological order.

- Box 9, Folder 1 Coffee Club Joint Coffee Trade Publicity Committee volume four number four, 1924 February
[Image\(s\)](#)
- Box 9, Folder 2 Addresses by Charles H. Bain on coffee, 1925, 1929
- Box 9, Folder 3 Coffee Problem" Journal of the American Dietetic Association volume six number one compliments of Bureau of Coffee Information, 1930-06
- Box 9, Folder 4 What flavor measurement Reveals about keeping Coffee Fresh" Bureau of Coffee Information New York
- Box 9, Folder 5 Articles, 1931-1967
- Box 9, Folder 6 National Federation of Coffee Growers of Columbia materials, 1932-1949
- Box 9, Folder 7 Pacific Coffee Association materials, 1934, 1938
- Box 9, Folder 8 Proceedings of the Annual Convention Associated Coffee Industries of America, 1936
- Box 9, Folder 9 Proceedings of the Annual Convention Associated Coffee Industries of America, 1937
- Box 9, Folder 10 Proceedings of the Annual Convention Associated Coffee Industries of America, 1938
- Box 9, Folder 11 Now that is what I call a good coffee by Byron MacFadyen,, 1938
- Box 9, Folder 12 Pan American Coffee Bureau materials, 1938-1967
- Box 9, Folder 13 National Coffee Association materials, 1941-1961
- Box 9, Folder 14 Coffee Annuals, 1942-1945
- Box 10, Folder 1 National Coffee Association Pan American Coffee Bureau New York, 1945-1947
- Box 10, Folder 2 Coffee Annuals, 1946-1948

Box 10, Folder 3	Proceedings of the Annual Convention Associated Coffee Industries of America, 1948, 1949
Box 10, Folder 4	Coffee Annuals, 1949-1951
Box 10, Folder 5	Coffee Annuals, 1952-1954
Box 10, Folder 6	Amazing Secret of the Coffee Bean San Francisco Dwight Edwards Company, 1954.
Box 10, Folder 7	Encyclopedia Britannica Film Guide, 1954.
Box 10, Folder 8	Federal Trade Commission Economic Report on the Investigation of Coffee Prices July 30 1954. Washington DC: United States Government Printing Office 1954.
Box 11, Folder 1	Coffee Facts. Tea and Coffee Trade Journal Company New York, 1954.
Box 11, Folder 2	Coffee Annuals, 1955-1956
Box 11, Folder 3	Coffee Annuals, 1957-1958
Box 11, Folder 4	Coffee Drinking in the United States Pan American Coffee Bureau Winter New York, 1958-1974
Box 11, Folder 5	Coffee Annuals, 1959-1960
Box 11, Folder 6	Coffee Annuals, 1961-1962
Box 11, Folder 7	Coffee Annuals, 1963
Box 12, Folder 1	International Coffee Agreement International Coffee Organization London England, 1968
Box 12, Folder 2	Coffee: The World Cup The Promotion Fund of the International Coffee Organization London England, 1979 Image(s)
Box 12, Folder 3	America's Favorite Drink Associated Coffee Industries of America New York, undated
Box 12, Folder 4	Coffee Chronology, 1940-1941, undated
Box 12, Folder 5	Coffee From Tree to Cup: An Educational Exhibit Illustrating cultivation roasting and brewing Bureau of Coffee Information New York, undated

Box 12, Folder 6	Coffee Survey Series, undated
Box 12, Folder 7	Facts about Coffee. The Coffee Brewing Center, undated
Box 12, Folder 8	National Coffee Association materials, undated
Box 12, Folder 9	There Is No Substitute for Good Coffee Coffee Brewing Institute, undated
Box 12, Folder 10	Miscellaneous, 1937

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Series 4: Advertising Materials, circa, 1890s-1987, undated

Comprises the largest series in the collection and includes scrapbooks, advertising cards, postcards, letterhead stationery, labels, proof sheets, advertising forms, portfolios, printed advertisements, newspaper advertising schedules, television commercial storyboards, and packaging. Researchers can trace the evolution of Hills Bros. advertising campaigns using a variety of formats promoted through newspaper, magazine, radio, and television. In addition, there are materials that document the decision-making process. Records show the amount of money allocated on an annual basis for advertising and budget proposals. This information supports evidence of the percentage of advertising costs versus the total overall operating budget. Correspondence between Hills Bros. and NW Ayer Advertising Agency provides insight into the client and advertising agency relationship. The series is arranged into eleven subseries: Subseries 4.1, Scrapbooks, Subseries 4.2, Historical albums, Subseries 4.3, Ephemera, Subseries 4.4, Portfolios, Subseries 4.5, Proof sheets, Subseries 4.6, Advertising forms, Subseries 4.7, Newspaper and magazine advertising, Subseries 4.8, Sampling campaigns, Subseries 4.9, General files, Subseries 4.10, NW Ayer Advertising Agency, and Subseries 4.11, Foote, Cone & Belding Advertising Agency.

Subseries 4.1: Scrapbooks, 1906-1978, undated

Consists of seven volumes documenting the company's products and packaging. Six of the scrapbooks are conventionally sewn and are relatively small compared to the scrapbooks referred to by the company as its historical albums in subseries two. These volumes contain circulars, labels, postcards, advertising cards, and printed advertisements for teas and spices in addition to coffee. The other scrapbook contains newspaper clippings documenting the introduction of the company's high yield coffee in 1978. All scrapbooks are in good condition and the contents remain securely attached to the pages. Given the sound condition of the volumes, the only preservation measure that was taken was to box them. The scrapbooks are arranged by the number assigned to them by the company and then in chronological order.

Box 13, Folder 1	Circulars, 1906, 1907; undated
Box 13, Folder 2	Labels, 1906; undated
Box 14, Folder 1	Labels, one, AQ, numbers 1-407, undated
Box 14, Folder 2	Labels, two, numbers 4078-4405, undated
Box 15, Folder 1	Labels, three, circa 1914-1918
Box 15, Folder 2	Labels, undated
Box 16	High yield coffee, 1978

Subseries 4.2: Historical Albums, 1911-1967

Contain scrapbooks created by the company which provide an overview and rich resource of visual materials arranged in chronological order. The earlier volumes were created by one of the Hills brothers then later by other employees. The albums contain a variety of materials such as paperboard boxes, pamphlets, metal cans, newspaper clippings, photographs, printed advertisements, streetcar advertisements, and labels. These albums present several preservation concerns. Many of the materials

in the albums are partially loose or detached from the scrapbook pages. Some of the oversized items are folded to fit inside the scrapbooks and show signs of deterioration. The size of the volumes makes it extremely difficult to handle and transport them and structurally the volumes could not support the contents. Based on the assumption that these volumes are valuable research tools, the recommendation was to disassemble the scrapbooks. Still maintaining the original order of the volumes, the pages were numbered, and only fifty pages were housed per box. Loose materials were sleeved and kept in order. Most of the materials in these scrapbooks can be found in other parts of the collection.

Box 17	volume one, 1911-1912
Box 18	volume one, 1911-1912
Box 19	volume one, 1911-1912
Box 20	volume one, 1911-1912 Image(s)
Box 21	volume one, 1911-1912
Box 22	volume two, 1922-1924
Box 23	volume two, 1922-1924
Box 24	volume two, 1922-1924
Box 25	volume two, 1922-1924
Box 26	volume two, 1922-1924
Box 27	volume three, 1925-1930
Box 28	volume three, 1925-1930
Box 29	volume three, 1925-1930
Box 30	volume three, 1925-1930
Box 30A	volume three, 1925-1930
Box 31	volume three, 1925-1930
Box 32	volume three, 1925-1930
Box 33	volume three, 1925-1930

Box 34	volume four, 1931-1932
Box 35	volume five, 1932-1934
Box 36	volume five, 1932-1934
Box 37	volume five, 1932-1934
Box 38	volume six, 1935-1938
Box 39	volume six, 1935-1938
Box 40	volume six, 1935-1938
Box 41	volume seven, 1938-1940
Box 42	volume seven, 1938-1940
Box 43	volume seven, 1938-1940
Box 44	volume seven, 1938-1940
Box 45	volume eight, 1940-1942
Box 46	volume eight, 1940-1942
Box 47	volume eight, 1940-1942
Box 48	volume eight, 1940-1942
Box 49	volume eight, 1940-1942
Box 50	volume nine, 1943-1948
Box 51	volume nine, 1943-1948
Box 52	volume nine, 1943-1948
Box 53	volume nine, 1943-1948
Box 54	volume nine, 943-1948

Box 55	volume ten, 1949-1953
Box 56	volume ten, 1949-1953
Box 57	volume ten, 1949-1953
Box 58	volume ten, 1949-1953
Box 59	volume eleven, 1954-1960
Box 60	volume eleven, 1954-1960
Box 61	volume eleven, 1954-1960
Box 62	volume twelve, 1961-1967
Box 63	volume twelve, 1961-1967
Box 64	volume twelve, 1961-1967

Subseries 4.3: Ephemera, circa 1890s-1987; undated

Comprises some of the earliest forms of material. These materials are also found in the scrapbooks and historical volumes and consist of advertising cards, advertising forms, artwork, business cards, envelopes, handbills, record cards, letterhead stationery, postcards, labels, and point of purchase displays. In addition, packaging and advertisements for products sold by the company before they became exclusively involved in the coffee industry are also included. Materials are arranged in alphabetical order by type.

Box 65, Folder 1	Advertising cards, undated
Box 65, Folder 2	Advertising forms, undated
Box 65, Folder 3	Arab trademark, undated
Box 82, Folder 1	Arab trademark artwork, undated
Box 156, Folder 1	Arab trademark artwork, undated
Box 157	Artwork, undated
Box 77, Folder 1	Artwork for cans, undated
Box 65, Folder 4	Business cards, undated

Box 71, Folder 1	Coffee can artwork, undated
Box 65, Folder 5	Dance card for Joseph Sudy Orchestra, undated
Box 65, Folder 5	Directions for making Hills Bros. coffee in an urn, undated
Box 65, Folder 6	Envelopes, undated
Box 65, Folder 7	Grocers' materials relating to selling Hills Bros. Coffee, undated
Box 65, Folder 8	Ice Hills Bros. Coffee advertisements, 1935
Box 65, Folder 9	Instructions for making coffee, 1922, undated
Box 65, Folder 10	Labels, 1939
Box 84, Folder 11	Point of purchase materials, 1966-1967
Box 65, Folder 11	Letterhead stationery, undated
Box 65, Folder 12	Little Red Can song, undated
Box 65, Folder 13	Original designs, undated
Box 65, Folder 14-15	Point of purchase materials, undated
Box 82, Folder 2	Point of purchase materials, undated
Box 77, Folder 2	Point of purchase materials, undated
Box 77, Folder 3	Point of purchase materials, undated
Map-folder 7	Point of purchase materials, undated
Box 65, Folder 16	Postcards, undated
Box 65, Folder 17	Premium offers, 1961; undated
Box 65, Folder 18	Printed advertisements for Arabian Coffee Mills, undated
Box 65, Folder 19	Printed advertisements for various Hills Bros. coffee products, 1987; undated

[Image\(s\)](#)

Box 65, Folder 20	Promotion for new lid, undated
Box 65, Folder 21	Record cards, undated
Box 65, Folder 22	Recipes using Hills Bros. Coffee, 1959
Box 65, Folder 23	Competitor's materials, 1923; undated
Box 82, Folder 7	Store hours kit, undated

Subseries 4.4: Advertising Portfolios, 1919-1985; undated

Packets of material created by the company for retailer grocers. Salesmen utilized these portfolios as a means of introducing advertising campaigns and showing grocers how well supported the products were. The portfolios often included printed advertisements; instructions for window and store displays; price lists; suggested stocking requirements and/or guidelines; schedules for newspaper, radio or television coverage; advertising forms; story boards; illustrations of colorful outdoor advertisements; coupons and premiums, and literature explaining the theme of each campaign. Researchers will find these materials useful in understanding product advertising from the point of view of the retail grocer. The materials document Hills Bros. suggestions for selling their products, display methods and customer satisfaction techniques. Materials are arranged in chronological order.

Box 66, Folder 1	Advertising Portfolios, 1919
Box 66, Folder 2	Advertising Portfolios, 1921
Box 66, Folder 3	Advertising Portfolios, 1922
Box 66, Folder 4	Advertising Portfolios, 1925
Box 66, Folder 5	Advertising Portfolios, 1928
Box 66, Folder 6	Advertising Portfolios, 1929
Box 66, Folder 7	Advertising Portfolios, 1930
Box 67, Folder 1	A Little at a Time, 1930
Box 84, Folder 1	A Little at a Time, 1930
Box 67, Folder 2	A Little at a Time, 1931
Box 84, Folder 2	A Little at a Time, 1931

Box 67, Folder 3	A Little at a Time, 1932
Box 68, Folder 1	A Little at a Time, 1932
Box 68, Folder 2	A Little at a Time, 1932
Box 68, Folder 3	A Little at a Time, 1932, January-February
Box 84, Folder 3	A Little at a Time, 1932
Box 69, Folder 1	A Little at a Time, (Winter/Spring) and Three Outstanding Values, 1933
Box 84, Folder 4	A Little at a Time, (Winter/Spring) and Three Outstanding Values, 1933
Box 69, Folder 2	Coffee Floater (Fall) and Bargain Counter (Spring), 1934
Box 83, Folder 1	Coffee Floater (Fall) and Bargain Counter (Spring), 1934
Box 69, Folder 3	Missing Moments (Fall) and Coffee Floater, (Spring), 1935
Box 69, Folder 4	Iced Coffee (Summer), 1935
Box 84, Folder 5	Iced Coffee (Summer), 1935
Box 80, Folder 1	Thinks...Says (Fall) and Taking Pictures (Spring), 1936
Box 84, Folder 6	Thinks...Says (Fall) and Taking Pictures (Spring), 1936
Box 70, Folder 1	Thinks...Says (Fall) and Taking Pictures (Spring), 1937
Box 80, Folder 2	Pleasant Memories (Fall) and Talking Walls (Spring), 1937
Box 84, Folder 7	Pleasant Memories (Fall) and Talking Walls (Spring), 1937
Box 70, Folder 1	Pleasant Memories (Fall) and Talking Walls (Spring), 1938
Box 80, Folder 3	Sweetest of All Sounds (Fall) and Old Proverbs (Spring), 1938
Box 70, Folder 2	Sweetest of All Sounds (Fall) and Old Proverbs (Spring), 1939 February
Box 71, Folder 3	Sweetest of All Sounds (Fall) and Old Proverbs (Spring), 1939

Box 80, Folder 4	Overheard it at Treasure Island (Fall) and To a Woman Every Day It's Expo Day (Spring), 1939
Box 83, Folder 2	Overheard it at Treasure Island (Fall) and To a Woman Every Day It's Expo Day (Spring), 1939
Box 80, Folder 5	Now That's What I Call Good Coffee, 1940
Box 80, Folder 6	Now That's What I Call Good Coffee, 1941
Box 71, Folder 3	Now That's What I Call Good Coffee, 1941
Box 77, Folder 4	Now That's What I Call Good Coffee, 1941
Box 84, Folder 8	Now That's What I Call Good Coffee, 1941
Box 83, Folder 3	Wartime Information, 1942
Box 83, Folder 4	Coffee is a Good Veteran of Many Wars, 1943
Box 83, Folder 5	Wartime Packaging, 1944
Box 80, Folder 7	Coffee Exclusively, 1945
Box 83, Folder 6	Hills Bros. Coffee is back, 1946
Box 81, Folder 1	Quality Story (Spring) Some Like It Hot...Some Like it Cold (Summer) and Everybody likes Hills Bros. Coffee (Fall), 1947
Box 83, Folder 7	Everybody likes Hills Bros. Coffee, 1947
Box 83, Folder 8	Everybody likes Hills Bros. Coffee, 1948
Box 81, Folder 2	Special Foods (Fall) and Good Together (Spring), 1949
Box 83, Folder 9	Everybody likes Hills Bros. Coffee, 1949
Box 81, Folder 3	Make Friends (Fall) Everywhere...People are Saying (Spring) and Everybody likes Hills Bros. Coffee", 1950
Box 83, Folder 10	Make Friends, 1950
Box 70, Folder 3	Make Friends, 1951

Box 84, Folder 9	Make Friends, 1951
Box 81, Folder 4	Make Friends (Spring), 1952
Box 83, Folder 11	Everybody likes Hills Bros. Coffee, 1952
Box 84, Folder 10	Everybody likes Hills Bros. Coffee, 1952
Box 81, Folder 5	Everybody likes Hills Bros. Coffee, 1956
Box 81, Folder 5	Everybody likes Hills Bros. Coffee, 1957
Box 81, Folder 6	Everybody likes Hills Bros. Coffee, 1958
Box 77, Folder 5	Everybody likes Hills Bros. Coffee, 1959
Box 82, Folder 3	Everybody likes Hills Bros. Coffee, 1959
Box 70, Folder 4	Everybody likes Hills Bros. Coffee, 1961
Box 70, Folder 5	Everybody likes Hills Bros. Coffee, 1968
Box 70, Folder 6	Everybody likes Hills Bros. Coffee, 1970
Box 70, Folder 7	Everybody likes Hills Bros. Coffee, 1975
Box 70, Folder 8	Everybody likes Hills Bros. Coffee, 1976
Box 70, Folder 9	Everybody likes Hills Bros. Coffee, 1978
Box 70, Folder 10	Everybody likes Hills Bros. Coffee, 1985

Subseries 4.5: Proof Sheets, 1922-1968

Comprise of black and white copies, created by NW Ayer & Sons Advertising Agency, of advertisements that appeared in magazines or journals. Each proof sheet contains publication title, location, and date. Changing messages and shifts in consumer markets are documented in the storylines. Researchers should also consult the NW Ayer Advertising Agency Records. Materials are arranged in chronological order.

Box 141, Folder 1	Proof sheets, 1919
Box 70, Folder 11	Proof sheets, 1922

Box 70, Folder 12	Proof sheets, 1923
Box 141, Folder 2	Proof sheets, 1924
Box 143, Folder 1	Proof sheets, 1924
Box 147, Folder 1	Proof sheets, 1924
Box 147, Folder 2	Proof sheets, 1924-1925
Box 70, Folder 13	Proof sheets, 1925
Box 143, Folder 2	Proof sheets, 1925
Box 141, Folder 3	Proof sheets, 1926
Box 141, Folder 4	Proof sheets, 1926
Box 143, Folder 3	Proof sheets, 1926
Box 143, Folder 4	Proof sheets, 1926
Box 147, Folder 3	Proof sheets, 1926
Box 141, Folder 5	Proof sheets, 1927
Box 141, Folder 6	Proof sheets, 1927
Box 143, Folder 5	Proof sheets, 1927
Box 143, Folder 6	Proof sheets, 1927
Box 147, Folder 4	Proof sheets, 1927
Box 147, Folder 5	Proof sheets, 1927
Box 141, Folder 7	Proof sheets, 1928
Box 143, Folder 7	Proof sheets, 1928
Box 147, Folder 6	Proof sheets, 1928
Box 141, Folder 8	Proof sheets, 1929

Box 141, Folder 9	Proof sheets, 1929
Box 143, Folder 8	Proof sheets, 1929
Box 143, Folder 9	Proof sheets, 1929
Box 147, Folder 7	Proof sheets, 1929
Box 147, Folder 8	Proof sheets, 1929
Box 70, Folder 14	Proof sheets, 1930
Box 143, Folder 10	Proof sheets, 1930
Box 147, Folder 9	Proof sheets, 1930
Box 141, Folder 10	Proof sheets, 1931
Box 143, Folder 11	Proof sheets, 1931
Box 144, Folder 1	Proof sheets, 1931
Box 147, Folder 10	Proof sheets, 1931
Box 142, Folder 1	Proof sheets, 1932
Box 70, Folder 15	Proof sheets, 1932
Box 144, Folder 2	Proof sheets, 1932
Box 147, Folder 11	Proof sheets, 1932
Box 70, Folder 16	Proof sheets, 1933
Box 144, Folder 3	Proof sheets, 1933
Box 70, Folder 17	Proof sheets, 1934
Box 142, Folder 2	Proof sheets, 1934
Box 144, Folder 4	Proof sheets, 1934

Box 70, Folder 18	Proof sheets, 1935
Box 142, Folder 3	Proof sheets, 1935
Box 144, Folder 5	Proof sheets, 1935
Box 70, Folder 19	Proof sheets, 1936
Box 142, Folder 4	Proof sheets, 1936
Box 70, Folder 20	Proof sheets, 1937
Box 77, Folder 6	Proof sheets, 1937-1938
Box 70, Folder 21	Proof sheets, 1938
Box 142, Folder 5	Proof sheets, 1938
Box 144, Folder 6	Proof sheets, 1938
Box 147, Folder 12	Proof sheets, 1938
Box 70, Folder 22	Proof sheets, 1940
Box 144, Folder 7	Proof sheets, 1941
Box 142, Folder 6	Proof sheets, 1942
Box 144, Folder 8	Proof sheets, 1942
Box 144, Folder 9	Proof sheets, 1943
Box 142, Folder 7	Proof sheets, 1944
Box 144, Folder 10	Proof sheets, 1944
Box 70, Folder 23	Proof sheets, 1945
Box 70, Folder 24	Proof sheets, 1946
Box 144, Folder 11	Proof sheets, 1946
Box 70, Folder 25	Proof sheets, 1947

Box 142, Folder 8	Proof sheets, 1947
Box 144, Folder 12	Proof sheets, 1947
Box 70, Folder 26	Proof sheets, 1948
Box 144, Folder 13	Proof sheets, 1948
Box 70, Folder 27	Proof sheets, 1949
Box 144, Folder 14	Proof sheets, 1949
Box 144, Folder 15	1Proof sheets, 949
Box 70, Folder 28	Proof sheets, 1950
Box 144, Folder 16	Proof sheets, 1950
Box 142, Folder 9	Proof sheets, 1951
Box 144, Folder 17	Proof sheets, 1951
Box 145, Folder 1	Proof sheets, 1951
Box 70, Folder 29	Proof sheets, 1952
Box 145, Folder 2	Proof sheets, 1952
Box 145, Folder 3	Proof sheets, 1952
Box 70, Folder 30	Proof sheets, 1953
Box 145, Folder 4	Proof sheets, 1953
Box 147, Folder 13	Proof sheets, 1953
Box 70, Folder 31	Proof sheets, 1954
Box 145, Folder 5	Proof sheets, 1954
Box 145, Folder 6	Proof sheets, 1954

Box 70, Folder 32	Proof sheets, 1955
Box 70, Folder 33	Proof sheets, 1965
Box 147, Folder 14	Proof sheets, 1965
Box 145, Folder 7	Proof sheets, 1966
Box 147, Folder 15	Proof sheets, 1967
Box 70, Folder 34	Proof sheets, 1968
Box 145, Folder 8	Proof sheets, 1968
Box 145, Folder 9	Proof sheets, 1968
Box 145, Folder 10	Proof sheets, 1969
Box 145, Folder 11	Proof sheets, 1970
Box 145, Folder 12	Proof sheets, 1970
Box 145, Folder 13	Proof sheets, 1971
Box 147, Folder 16	Proof sheets, 1971
Box 142, Folder 10	Proof sheets, 1974
Box 145, Folder 14	Proof sheets, 1976
Box 142, Folder 11	Proof sheets, undated
Box 142, Folder 12	Proof sheets, undated
Box 145, Folder 15	Proof sheets, undated
Box 145, Folder 16	Proof sheets, undated
Box 147, Folder 17	Proof sheets, undated

Subseries 4.6: Advertising Forms, 1922-1971; undated

Consists of in-store wall posters, window displays, or point of purchase cardboard forms used to sell products. Noted artists such as Norman Rockwell created some of the materials which are graphically

interesting and colorful. The advertising forms are numbered, and some are dated. In addition, a scrapbook containing advertising forms, electrotypes, mats, and multi-graph plates are also found among these materials. Series five contains photographs of some of the advertising forms with information relating to intended use. Materials are arranged first by size and then in order by the assigned number.

Box 71, Folder 1	Advertising forms, numbers 1-40
Box 71, Folder 2	Advertising forms, numbers 41-89
Box 82, Folder 8	Advertising forms, numbers 70, 1950
Box 71, Folder 3	Advertising forms, numbers 90-115
Box 71, Folder 4	Advertising forms, numbers 116-200
Box 71, Folder 5	Advertising forms, numbers 201-300
Box 71, Folder 6	Advertising forms, numbers 301-699
Box 71, Folder 7	Advertising forms, numbers 700-1100
Box 71, Folder 8	Advertising forms, miscellaneous
Box 79	Scrapbook, 1923; undated
Box 146, Folder 1	Scrapbook, numbers 4-26
Box 146, Folder 2	Scrapbook, numbers 27-40
Box 146, Folder 3	Scrapbook, numbers 40-59
Box 146, Folder 4	Scrapbook, numbers 60
Box 146, Folder 5	Scrapbook, numbers 61-79
Box 146, Folder 6	Scrapbook, numbers 80-99
Box 146, Folder 7	Scrapbook, numbers 100-174
Box 146, Folder 8	Scrapbook, numbers 175-200
Box 146, Folder 9	Scrapbook, numbers 300-500

Box 146, Folder 10	Scrapbook, numbers 599-999
Box 146, Folder 10	Scrapbook, numbers 1000 and above
Map-folder 2	Scrapbook, number C2, 1958
Map-folder 2	Scrapbook, numbers 63-77A
Map-folder 3	Scrapbook, numbers 82-102A
Map-folder 4	Scrapbook, numbers 102T-183, 1930-1937
Map-folder 5	Scrapbook, numbers 1019-1034, 1941, undated
Map-folder 8	Scrapbook, numbers 17-85, 1951, undated
Map-folder 9	Scrapbook, numbers 7, 62, 100, 1926; undated
Map-folder 10	Scrapbook, numbers 128-146, 1932-1935
Map-folder 11	Scrapbook, numbers 179-1000, unnumbered, 1952-1957; undated
Map-folder 12	Scrapbook, numbers 52-600, 1929-1963; undated
Map-folder 13	Scrapbook, numbers 25, 83, unnumbered, 1923, 1928; undated
Map-folder 14	Scrapbook, numbers 5, undated
Map-folder 15	Scrapbook, unnumbered, undated

Subseries 4.7: Newspaper and Magazine Advertising Information, 1926-1971; undated

Contain schedules for advertisements prepared by NW Ayer & Sons Advertising Agency for the Chicago, Denver, Kansas City, Los Angeles, Minneapolis, Portland, and San Francisco offices. The schedules provide useful information, for both newspaper and magazine advertisements, including publication title, cost, and time frame. Advertising estimates also prepared by NW Ayer document the management of printed advertisements, noting where they appeared, the date, length of publication and cost. Hills Bros. correspondence to salesmen and grocers discuss advertising campaigns and suggest ways to sell more coffee. In addition, there are recapitulations of newspaper advertising costs and circulation for the Chicago, Denver, Los Angeles, Minneapolis, Portland, and San Francisco offices. Other materials include a report, typescripts of newspaper advertisements, dealer materials for coffee guide newspaper advertisements, press releases, mailers to dealers, samples of newspaper advertisements for the Chicago market and newspaper advertising circulation for the mid-west market. Materials are arranged in chronological order.

Box 72, Folder 1	Estimates for newspaper and magazine advertising, 1926
Box 72, Folder 2	Estimates for newspaper and magazine advertising, 1927
Box 72, Folder 3	Coffee data Illinois, Indiana, Iowa, Michigan and Wisconsin, 1927
Box 72, Folder 4	Newspaper advertisements reports, 1927
Box 72, Folder 5	Typescripts of newspaper advertisements, 1927
Box 119, Folder 1	Schedules for newspaper advertisements, Denver, Kansas City, and Los Angeles divisions, 1927
Box 119, Folder 2	Schedules for newspaper advertisements Minneapolis Portland and San Francisco divisions, 1927
Box 72, Folder 6	Estimates for newspaper and magazine advertising, 1928
Box 72, Folder 7	Schedules for newspapers advertisements, 1928
Box 72, Folder 8-9	Memorandum bills, 1928
Box 72, Folder 10	Correspondence from Hills Bros., 1928 June-1930 August
Box 120, Folder 1	Schedules for newspaper advertisements, 1928
Box 120, Folder 2	Schedules for newspaper advertisements, 1928
Box 72, Folder 11	Schedules for newspaper advertisements, 1928-1931
Box 120, Folder 3	Schedules for newspaper advertisements, 1929
Box 120, Folder 4	Schedules for newspaper advertisements, 1929
Box 120, Folder 5	Schedules for newspaper advertisements, 1929
Box 72, Folder 12	Schedules for newspaper advertisements, 1929 January- February
Box 72, Folder 13	Schedules for newspaper advertisements, 1929 February-April
Box 72, Folder 14	Schedules for newspaper advertisements, 1929 April-May
Box 72, Folder 15	Schedules for newspaper advertisements, 1929 May-June

Box 72, Folder 16	Schedules for newspaper advertisements, 1929 July-August
Box 72, Folder 17	Schedules for newspaper advertisements, 1929 September
Box 75, Folder 1	Schedules for newspaper advertisements, 1929 October-November
Box 75, Folder 2	Schedules for newspaper advertisements, 1929 November
Box 75, Folder 3	Schedules for newspaper advertisements, 1929 December
Box 121, Folder 1	Schedules for newspaper advertisements, 1930
Box 121, Folder 2	Schedules for newspaper advertisements, 1930
Box 75, Folder 4	Schedules for newspaper advertisements, 1930 January
Box 75, Folder 5	Correspondence from Hills Bros., 1930-1936
Box 75, Folder 6	Schedules for newspaper advertisements, 1931
Box 121, Folder 3	Schedules for newspaper advertisements, 1931
Box 119, Folder 3	Newspaper advertising coverage for all divisions, 1931 December
Box 75, Folder 7	Schedules for newspaper advertisements, 1931-1932
Box 75, Folder 8	Schedules for newspaper advertisements, 1931-1932
Box 75, Folder 9	Schedules for newspaper advertisements, 1932
Box 75, Folder 10	Schedules for newspaper advertisements, 1932
Box 121, Folder 4	Schedules for newspaper advertisements, 1932
Box 121, Folder 5	Schedules for newspaper advertisements, 1932
Box 75, Folder 11	Estimates for newspaper and magazine advertisements, 1932
Box 75, Folder 12	Memorandum bills, 1932
Box 75, Folder 13	Schedules for newspaper advertisements, 1932-1933

Box 75, Folder 14	Memorandum bills, 1933
Box 75, Folder 15	Schedules for newspaper advertisements, 1933
Box 121, Folder 6	Schedules for newspaper advertisements, 1933
Box 147, Folder 18	Newspaper advertisements, 1933
Box 119, Folder 4	Schedules for newspaper advertisements Chicago Denver Kansas City and Los Angeles divisions, 1934
Box 119, Folder 5	Schedules for newspaper advertisements Minneapolis Portland and San Francisco divisions, 1934
Box 76, Folder 1	Dealer materials for coffee guide newspaper advertisement, 1934
Box 76, Folder 1	Summary of coffee guide distribution, 1935 August
Box 76, Folder 2	Typescripts of newspaper advertisements, 1936
Box 76, Folder 3	Typescripts of newspaper advertisements Fall, 1936
Box 76, Folder 4	Press releases for newspaper advertisements, 1937
Box 76, Folder 5	Information relating to newspaper advertisements, 1937-1938
Box 76, Folder 6	Information relating to newspaper advertisements, 1938
Box 76, Folder 7	Newspaper advertising schedules for divisions, 1938 February
Box 76, Folder 8	Correspondence and notices to grocers relating to newspaper advertisements, 1938
Box 147, Folder 19	Newspaper advertisements, 1938
Box 147, Folder 20	Newspaper advertisements, 1938
Box 76, Folder 9	Information about newspaper advertising, Advertising Facts, volume one, number nineteen, 1939
Box 84, Folder 13	Materials mailed to dealers about newspaper advertisements, 1951-1952
Box 76, Folder 10	Samples of newspaper advertisements for Chicago markets, 1971

Box 76, Folder 11	City and county circulation of newspaper advertisements, undated
Box 76, Folder 12	Newspaper advertng circulation of Midwest market, undated
Box 119, Folder 6	Recapitulation of newspaper advertising costs and circulation, Chicago division, undated
Box 119, Folder 7	Recapitulation of newspaper advertising costs and circulation, Denver division, undated
Box 119, Folder 8	Recapitulation of newspaper advertising costs and circulation, Los Angeles division, undated
Box 119, Folder 9	Recapitulation of newspaper advertising costs and circulation, Minneapolis division, undated
Box 119, Folder 10	Recapitulation of newspaper advertising costs and circulation, Portland division, undated
Box 119, Folder 11	Recapitulation of newspaper advertising costs and circulation, San Francisco division, undated
Box 76, Folder 13	Miscellaneous

Subseries 4.8: Sampling Campaigns, 1928-1941

Consists primarily of materials related to the sampling campaign conducted in the fall of 1941. The plan for the campaign was developed by the Reuben H. Donnelley Corporation and consisted of mailings and home-to-home coffee distribution. Sampling territories were divided into three geographical locations. Section one, the Michigan campaign, consisted of Detroit and its suburbs including Wayne County, and the cities of Jackson, Ann Arbor, Ypsilanti, Pontiac, Port Huron, Lansing, Flint, Saginaw, Bay City, and Midland. Section two, the Ohio, and Indiana campaign included Cleveland and its suburbs, Toledo, and suburbs (including Adrian and Monroe, Michigan), Indianapolis and suburbs, and Fort Wayne. Section three, North Dakota, Minnesota, and upper Michigan peninsula campaign included the towns around Fargo and Grand Forks, North Dakota from Houghton, and Calumet, down to Escanaba and over to Sault Ste. Marie in the upper Michigan peninsula. The procedures for conducting the campaign; information relating to sampling territories; shipping schedules for coffee samples from the warehouse in Edgewater, New Jersey; notes relating to sampling figures; instructions for carriers; letters and booklets to grocers; radio announcements; coffee grams; pages from telephone directories for Grand Rapids, Michigan, Peoria, Illinois and Milwaukee, Wisconsin and an article from the *Detroit News Booster* are included among the materials. In addition, there is a small amount of material related to sampling campaigns conducted from 1928-1934. Materials are arranged in chronological order.

Box 73, Folder 1	Information relating to the distribution of cards and samples, 1928-1934
Box 73, Folder 2-3	Procedures for sampling campaigns conducted by Reuben Donnelley Corporation, 1941

Box 73, Folder 4	Information relating to sampling territories, 1941
Box 73, Folder 5	Information relating to Grand Rapids Michigan, 1941
Box 73, Folder 6	Shipping schedules of half pound coffee samples from warehouse in Edgewater, New Jersey, 1941
Box 73, Folder 7	Notes relating to sampling figures, 1941
Box 73, Folder 8	Instructions for carriers, 1941
Box 73, Folder 9	Letters to grocers, 1941
Box 73, Folder 10	Booklets for grocers, 1941
Box 73, Folder 11	Radio announcements, 1941
Box 73, Folder 12	Coffee grams, numbers 1-8, 1941
Box 73, Folder 13	Coffee grams, numbers 1-8, 1941
Box 73, Folder 14	Coffee grams, numbers 1-14, undated
Box 74, Folder 1	Coffee grams, numbers A1-11, undated
Box 74, Folder 2	Coffee grams, numbers A1-11, undated
Box 74, Folder 3	Coffee grams, numbers A1-11, undated
Box 74, Folder 4	Coffee grams, numbers A1-26, undated
Box 74, Folder 5	Telephone directories, Grand Rapids, Michigan, 1941
Box 74, Folder 6	Telephone directories, Grand Rapids, Michigan, A, 1941
Box 74, Folder 7	Telephone directories, Grand Rapids, Michigan, An-Be, 1941
Box 74, Folder 8	Telephone directories, Grand Rapids, Michigan, Be-Bo, 1941
Box 74, Folder 9	Telephone directories, Grand Rapids, Michigan, Br-Bu, 1941
Box 74, Folder 10	Telephone directories, Grand Rapids, Michigan, Bu-CI, 1941

Box 74, Folder 11	Telephone directories, Grand Rapids, Michigan, Cl-Da, 1941
Box 74, Folder 12	Telephone directories, Grand Rapids, Michigan, Da-De, 1941
Box 74, Folder 13	Telephone directories, Grand Rapids, Michigan, De-EI, 941
Box 74, Folder 14	Telephone directories, Grand Rapids, Michigan, EI-Fr, 1941
Box 74, Folder 15	Telephone directories, Grand Rapids, Michigan, Fr-Gr, 1941
Box 74, Folder 16	Telephone directories, Grand Rapids, Michigan, Gr-Ha, 1941
Box 74, Folder 17	Telephone directories, Grand Rapids, Michigan, Ha-Hi, 1941
Box 74, Folder 18	Telephone directories, Grand Rapids, Michigan, Hi-Ir, 1941
Box 74, Folder 19	Telephone directories, Grand Rapids, Michigan, Ir-Ke, 1941
Box 74, Folder 20	Telephone directories, Grand Rapids, Michigan, Ke-La, 1941
Box 74, Folder 21	Telephone directories, Grand Rapids, Michigan, La-M, 1941
Box 74, Folder 22	Telephone directories, Grand Rapids, Michigan, Ma-Mc, 1941
Box 74, Folder 23	Telephone directories, Grand Rapids, Michigan, Mc-Mu, 1941
Box 74, Folder 24	Telephone directories, Grand Rapids, Michigan, Mu-O, 1941
Box 74, Folder 25	Telephone directories, Grand Rapids, Michigan, Os-Pl, 1941
Box 74, Folder 26	Telephone directories, Grand Rapids, Michigan, Pl-Ri, 1941
Box 74, Folder 27	Telephone directories, Grand Rapids, Michigan, Ri-Sc, 1941
Box 74, Folder 28	Telephone directories, Grand Rapids, Michigan, Sc-Sm, 1941
Box 74, Folder 29	Telephone directories, Grand Rapids, Michigan, Sm-St, 1941
Box 74, Folder 30	Telephone directories, Grand Rapids, Michigan, St-Tr, 1941
Box 74, Folder 31	Telephone directories, Grand Rapids, Michigan, Tr-Va, 1941
Box 74, Folder 32	Telephone directories, Grand Rapids, Michigan, Va-Wa, 1941

Box 74, Folder 33	Telephone directories, Grand Rapids, Michigan, Wa-Wi, 1941
Box 74, Folder 34	Telephone directories, Grand Rapids, Michigan, Wi-Z, 1941
Box 76, Folder 14	Telephone directories, Peoria, Illinois, A-Z, 1941
Box 76, Folder 15	Names and addresses, Milwaukee, Wisconsin, 1941
Box 76, Folder 16	Telephone directories, Milwaukee, Wisconsin, A-Sc, 1941
Box 76, Folder 17	Telephone directories, Milwaukee, Wisconsin, Sc-Z, 1941
Box 82, Folder 4	Article Detroit News Booster, 1941 September

Subseries 4.9: General Files, 1923-1978; undated

Includes the history of the National Broadcasting Company (NBC) advertising, correspondence from the advertising department, scrapbook of competitor's instant coffee advertisements, reports, television advertising history literature, advertising plans for ground and instant coffee, budget proposals, outdoor advertising; radio scripts for commercials, advertising plans for instant coffee, and dealers information on radio and television advertisements. The materials are arranged in chronological order.

Box 82, Folder 5	Information on coffee advertising based on real coffee facts, 1923
Box 78, Folder 1	History of NBC Advertising, 1930-1952
Box 78, Folder 2	Correspondence relating to advertising, 1932-1949
Box 84, Folder 12	Jig saw puzzle advertisements, 1933
Box 78, Folder 30	Print advertising, 1936
Box 156, Folder 2	Print advertising, 1944
Box 78, Folder 3	Memorandum re: original vacuum pack excerpts of letters written by the advertising department, 1948
Box 84, Folder 15	Special occasion advertisements, 1950
Box 139, Folder 1	Scrapbook of competitor's instant coffee advertisements, San Francisco Call Bulletin, 1951-1958
Box 139, Folder 2	Scrapbook of competitor's instant coffee advertisements, San Francisco Examiner, 1951-1958

Box 156, Folder 3	Outline of merchandising, sales promotion activity, 1930-1952 with correlation bar chart and cross reference to advertising report, 1952 October
Box 78, Folder 4	Ground and instant Hills Bros. Coffee, Incorporated television advertising history, 1953-1966
Box 78, Folder 5	Advertising plan for Ground and Instant Coffee, 1957 January
Box 78, Folder 6	Advertising budget proposal, 1960
Box 78, Folder 7	Print advertising, 1962-1965
Box 78, Folder 8	Print advertising, 1962-1965
Box 78, Folder 9	Print advertising for special products, 1962-1966
Box 78, Folder 10	Print advertising for special products, 1962-1966
Box 78, Folder 11	Outdoor advertising, 1962-1966
Box 78, Folder 12	Outdoor advertising, 1962-1966
Box 78, Folder 13	Print advertising, 1963-1967
Box 78, Folder 14	Print advertising, 1963-1967
Box 78, Folder 15	Print advertising for the trade, 1963-1967
Box 85, Folder 1	Print advertisements, 1963-1967
Box 78, Folder 16	Print advertising for the military, 1966-1967
Box 78, Folder 17	Print advertising for the military, 1966-1968
Box 85, Folder 2	Scripts for radio commercials, 1967-1968
Box 84, Folder 14	Print advertisements, 1967-1968
Box 138	Advertising plans for instant coffee, 1968
Box 156, Folder 2	Print advertisin, 1969

- Box 78, Folder 18 High yield television advertising packet, 1978
- Box 78, Folder 19 Materials for dealers relating to radio and television advertising, undated
- Box 82, Folder 6 Materials relating to electrotypes and mats, undated

Subseries 4.10: NW Ayer Advertising Agency, 1958

Contain scrapbooks created by the agency in 1958 for the television program *Shirley Temple's Storybook*. This program was a series of sixteen hour-long children's programs on National Broadcasting Company (NBC). Hills Bros. Coffee sponsored the programs which included *Beauty and the Beast*, *Rumpelstiltskin*, *Nightingale*, *Legend of Sleepy Hollow*, *Dick Whittington and his Cat*, *Land of Green Ginger*, *Sleeping Beauty*, *Rip Van Winkle*, *Little Lame Prince*, *Magic Fishbone*, *Wild Swans*, *Hiawatha*, *Rapunzel*, *Ali Baba*, *Emperor's New Clothes*, and *Mother Goose*. The scrapbooks were assembled in the order that the programs aired and included clippings for the public and the trade. In addition, there is a menu for an event for Hills Bros. and NW Ayer employees in 1943. The materials are arranged in chronological order.

- Box 78, Folder 29 Hills Bros. Coffee Company, Incorporated and NW Ayer & Son, Incorporated, menu for event, 1943
- Box 148 Beauty and the Beast, Shirley Temple's Storybook, 1958 January-February
- Box 148 Rumpelstiltskin, Shirley Temple's Storybook, 1958 January-February
- Box 148 General clippings, 1958 January-February
- Box 149 Nightingale, The Shirley Temple's Storybook, 1958 February-March
- Box 149 Legend of Sleepy Hollow, Shirley Temple's Storybook, 1958 February- March
- Box 149 General clippings, 1958 February-March
- Box 149 Trade clippings, 1958 February-March
- Box 150 Dick Whittington and his Cat, Shirley Temple's Storybook, 1958 March-April
- Box 150 Land of Green Ginger, Shirley Temple's Storybook, 1958 March-April
- Box 150 General clippings, 1958 March-April
- Box 151 Sleeping Beauty, Shirley Temple's Storybook, 1958 May-July
- Box 151 Rip Van Winkle, Shirley Temple's Storybook, 1958 May-July

Box 152	Little Lame Prince, Shirley Temple's Storybook, 1958 July-August
Box 152	Magic Fishbone, Shirley Temple's Storybook, 1958 July-August
Box 152	General clippings, 1958 July-August
Box 152	Trade clippings, 1958 July-August
Box 153	Wild Swans, The Shirley Temple's Storybook, 1958 September-October
Box 153	Hiawatha, Shirley Temple's Storybook, 1958 September-October
Box 153	Rapunzel, Shirley Temple's Storybook, 1958 September-October
Box 153	General clippings, 1958 September-October
Box 153	Trade clippings, 1958 September-October
Box 154	Ali Baba, Shirley Temple's Storybook, 1958 November-December
Box 154	Emperor's New Clothes, Shirley Temple's Storybook, 1958 November-December
Box 154	Mother Goose, Shirley Temple's Storybook, 1958 November-December
Box 154	General clippings, 1958 November-December
Box 154	Trade clippings, 1958 November-December

Subseries 4.11: Foote, Cone & Belding Advertising Agency, 1963-1968; undated

Consist of advertising campaign materials created by the agency for various Hills Bros. coffee products. The materials include printed advertisements, radio commercial scripts, and television storyboards. The bulk of this subseries is storyboards created for television commercials to advertise instant coffee from 1965-1967. These materials are arranged in alphabetical order by title. In addition, there are also consumer reports for competitor brands including, Butter-Nut, Chase & Sanborn, Folgers, Maxim, Maxwell, MJB, Nescafe, Tasters Choice and, Yuban. These materials are arranged in alphabetical order by the name of the company.

Box 85, Folder 1	Print advertisements, 1963-1967
Box 85, Folder 2	Scripts for radio commercials,, 1967-1968
Box 85, Folder 3	Storyboard for television commercial, "Automatic Dip", undated

Box 85, Folder 3 Storyboard for television commercial, "Best Way", HB67-S0148-60, 1967 May

Box 85, Folder 3 Storyboard for television commercial, "Blending", undated

Box 85, Folder 3 Storyboard for television commercial, "Blow Torch", HB65-G271R, 1965
September

Box 85, Folder 3 Storyboard for television commercial, "Blowtorch Jingle", HB65-G381, 1965
November

Box 85, Folder 3 Storyboard for television commercial, "Brown Derby", HB66-SO16-60, 1966
February

Box 85, Folder 3 Storyboard for television commercial, "Bunsen Burner", HB-65-G269, 1965
October

Box 85, Folder 3 Storyboard for television commercial, "Chess", HB-67-GR164-60, 1967 May

Box 85, Folder 3 Storyboard for television commercial, "Combo", HB-66-GR94-60, 1966
September

Box 85, Folder 3 Storyboard for television commercial, "Duck Hunter", HB-65-G-245, undated

Box 85, Folder 3 Storyboard for television commercial, "End of the Line", ndated

Box 85, Folder 4 Storyboard for television commercial, "Extra Rich Cups", HB-66-GR-123-60,
1966 November

Box 85, Folder 4 Storyboard for television commercial, "Extra Rich Jingle", HB-66-GR104-60,
966 November

Box 85, Folder 4 Storyboard for television commercial, "Family Snapshot", undated

Box 85, Folder 4 Storyboard for television commercial, "Family Tasting", undated

Box 85, Folder 4 Storyboard for television commercial, "Firehouse", undated

Box 85, Folder 4 Storyboard for television commercial, "Football Game", undated

Box 85, Folder 4 Storyboard for television commercial, "Frog Kansiter", HB-67-GR140-20, 1967
January

Box 85, Folder 4 Storyboard for television commercial, "Golfers", HB-65-G-244, undated

Box 85, Folder 4 Storyboard for television commercial, "Good News", HB-67-GR156-20, 1967 April

Box 85, Folder 4 Storyboard for television commercial, "Hills Family", undated

Box 85, Folder 4 Storyboard for television commercial, "Homemade Doughnuts", HB-67-GR200-60, 1967 December

Box 85, Folder 4 Storyboard for television commercial, "Involvement", HB-65-G-248, undated

Box 85, Folder 4 Storyboard for television commercial, "Just Slightly Richer Cups", HB-66-GR120-60, 1966 November

Box 85, Folder 4 Storyboard for television commercial, "Just Slightly Richer Cups" , HB-67-GR188-60, 1967 August

Box 85, Folder 4 Storyboard for television commercial, "Ladies", HB-67-GR155-20, 1967 April

Box 85, Folder 4 Storyboard for television commercial, "Loading Dock"

Box 85, Folder 4 Storyboard for television commercial, "Lodge", HB-65-G273, October 1965

Box 85, Folder 4 Storyboard for television commercial, "Lodge Jingle", HB-66-GR90-20, August 1966

Box 85, Folder 4 Storyboard for television commercial, "Marge Next Door", HB-65-G-246

Box 85, Folder 4 Storyboard for television commercial, "Mother and Kids"

Box 85, Folder 5 Storyboard for television commercial, "Multiple Kansiter", HB-67-GR128-20, January 1967

Box 85, Folder 5 Storyboard for television commercial, "New Paper", HB-67-177-20, July 1967

Box 85, Folder 5 Storyboard for television commercial, "New Paper Cups", HB-67-GR194-60, August 1967

Box 85, Folder 5 Storyboard for television commercial, "Newlyweds"

Box 85, Folder 5 Storyboard for television commercial, "Old Lady"

Box 85, Folder 5 Storyboard for television commercial, "One-Two-Three", HB-65-G-247

Box 85, Folder 5 Storyboard for television commercial, "Painting Room"

Box 85, Folder 5	Storyboard for television commercial, "Policeman"
Box 85, Folder 5	Storyboard for television commercial, "Policeman"
Box 85, Folder 5	Storyboard for television commercial, "Rueben Hill's Apprenticeship"
Box 85, Folder 5	Storyboard for television commercial, "Sharpest Tongue in the Coffee Busy"
Box 85, Folder 5	Storyboard for television commercial, "Shop"
Box 85, Folder 5	Storyboard for television commercial, "Skier"
Box 85, Folder 5	Storyboard for television commercial, "Skiers", HB-66-GR106-60, December 1966
Box 85, Folder 5	Storyboard for television commercial, "Snowball", HB-67-GR205-60, December 1967
Box 85, Folder 5	Storyboard for television commercial, "Three Maidens Bring their Coffee for Rueben Hills' Approval", undated
Box 85, Folder 5	Storyboard for television commercial, "Wallpaper", undated
Box 85, Folder 5	Storyboard for television commercial, "What's Going On?", HB-65-I-286RI, 1965 November
Box 85, Folder 5	Storyboard for television commercial, "Zap", HB-67-GR154-20, 1967 April
Box 85, Folder 6	Butter-Nut Coffee, 1967-1968 Image(s)
Box 85, Folder 7	Butter-Nut Instant Coffee, 1967
Box 85, Folder 8	Chase and Sanborn Coffee, 1967
Box 85, Folder 9	Chase and Sanborn Instant Coffee, 1967
Box 85, Folder 10	Folger's Coffee, 1967
Box 85, Folder 11	Folger's Instant Coffee, 1967
Box 85, Folder 12	Maximum Instant Coffee, 1967-1968

Box 85, Folder 13	Maxwell House Coffee, 1967
Box 85, Folder 14	Maxwell House Instant Coffee, 1967
Box 85, Folder 15	MJB Coffee, 1967
Box 85, Folder 16	MJB Instant Coffee, undated
Box 85, Folder 17	Nescafe' Coffee, 1967
Box 85, Folder 18	Taster's Choice Coffee, 1967
Box 85, Folder 19	Yuban Coffee, 1967
Box 85, Folder 20	Yuban Instant Coffee, 1967

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Series 5: Photographs, 1882-1973; undated

Documents advertising, company activities, office buildings and plants, packaging, grocery store displays, window and wall displays, employees, and the coffee trade. Company photographer, Ken P. Allen, is credited with creating many of the images. Most of the photographs are labeled and have negatives. Information relating to some of the photographs can also be found in other portions of the collection. The series is arranged into twelve subseries: Subseries 5.1, Employees, Subseries 5.2, Division offices, Subseries 5.3, Facilities and vehicles, Subseries 5.4, Advertising, Subseries 5.5, Sales, Subseries 5.6, Packaging, Subseries 5.7, Grocery store displays, Subseries 5.8, Store tests, Subseries 5.9, Window and wall displays, Subseries 5.10, Publicity, Subseries 5.11, Miscellaneous, and Subseries 5.12, Coffee and tea industry.

Subseries 5.1: Employees, 1882-1961; undated

Documents the activities of company employees consisting of factory workers, salesmen, and executives. Company executives include Austin Hills, Reuben Hills, Edward E. Hills, Herbert Gray Hills, Leslie W. Hills, and T. Carroll Wilson. Several photographs were created for company publications. Activities include female employees in the preparedness parade, company basketball team, groundbreaking ceremony, salesmen conventions, managers' meetings, and coffee testing. The materials are arranged in chronological order.

Box 86, Folder 1	Office factory and selling force Hills Bros. Arabian Coffee and Spice Mills, 1882
Box 86, Folder 2	Employees, 1903
Map-folder 1	Salesmen convention, 1913
Box 86, Folder 3	Employees, 1914-1918
Map-folder 1	Salesmen convention, 1915
Box 97, Folder 1	Salesmen convention dinner, 1917
Map-folder 1	Salesmen convention, 1921
Map-folder 1	Salesmen convention, 1923
Box 86, Folder 4	Austin and Reuben Hills at ground breaking ceremony, 1926
Box 86, Folder 5	Basketball teams, 1926-1933
Box 83, Folder 12	Salesmen convention, 1927
Box 97, Folder 2	Factory workers, 1929
Box 86, Folder 6	Coffee convention special, 1929

Box 97, Folder 2	Coffee convention special, 1929
Box 83, Folder 12	Salesmen convention, 1929
Box 86, Folder 7	Inspecting samples of green coffee beans, 1931
Box 83, Folder 12	Salesmen convention, 1931
Box 97, Folder 3	Salesmen convention, 1931 December 14-17
Box 97, Folder 3	Sales convention golf tournament award 1931
Box 86, Folder 8	Employees, 1931-1937
Box 86, Folder 9	Factory workers, 1931-1944; undated
Box 86, Folder 10	Coffee tasting, 1931-1976; undated
Box 97, Folder 4	Division managers golf tournament, 1935
Box 97, Folder 4	Division managers meeting, 1935 August 23
Box 86, Folder 11	T. Carroll Wilson, 1937-1939
Box 86, Folder 11	Ken Allen, 1938-1939 Image(s)
Box 86, Folder 12	T. Carroll Wilson, 1942-1948
Box 86, Folder 13	"A" award ceremony, 1945
Box 86, Folder 14	Employees,, 1945-1946
Box 86, Folder 15	Edward E. Hills, Herbert Gray Hills and Leslie W. Hills,, 1948; undated
Box 97, Folder 5	Salesmen meeting,, 1949 April 21-23
Box 86, Folder 16	T. Carroll Wilson,, 1950-1956
Box 86, Folder 17	Employees,, 1953-1959
Box 97, Folder 5	Sunburst meeting, Los Angeles division, 1955 January

Box 97, Folder 5	Sunburst meeting, Denver division, 1955
Box 86, Folder 18	T. Carroll Wilson, 1961
Box 97, Folder 6	T. Carroll Wilson, undated
Box 86, Folder 19	Employees inspecting ground coffee, undated
Box 97, Folder 5	Employees with Hills Bros. coffee can, undated
Box 86, Folder 20	Red coats, undated
Box 86, Folder 21	Peter M. Boyle, Los Angeles Division, undated
Box 86, Folder 22	Unidentified, undated

Subseries 5.2: Division Offices and Buildings, 1924-1931; undated

Include images of Hills Bros. offices across the country, including Butte, Chicago, Denver, El Paso, Kansas City, Los Angeles, Milwaukee, Phoenix, Portland, Salt Lake City, San Francisco, Seattle, Spokane, and Wichita. These photographs document both the workstations of the region and company personnel in their work environment. The interior and exterior of the division offices are also shown. There is one image of an unidentified office. Materials are arranged in alphabetical order by the name of the city in which the offices are located.

Box 86, Folder 23	Butte, Montana, undated
Box 86, Folder 24	Chicago, Illinois, undated
Box 86, Folder 25	Denver, Colorado, 1934
Box 86, Folder 26	El Paso, Texas, 1931
Box 86, Folder 27	Kansas City, Missouri, undated
Box 86, Folder 28	Los Angeles, California, 1925-1960
Box 86, Folder 29	Milwaukee, Wisconsin, undated
Box 86, Folder 30	Minneapolis, Minnesota, undated
Box 86, Folder 31	Park Ridge, Illinois, undated
Box 86, Folder 32	Phoenix, Arizona, undated

Box 86, Folder 33	Portland, Oregon, 1929; undated
Box 86, Folder 34	Salt Lake City, Utah, undated
Box 86, Folder 35	San Francisco,, 1924-1925; undated
Box 87, Folder 1	Seattle, Washington, 1957; undated
Box 87, Folder 2	Spokane, Washington, 1931
Box 87, Folder 3	Wichita, Kansas, 1931
Box 87, Folder 4	Office, unidentified, undated

Subseries 5.3: Facilities and Vehicles, 1927-1973; undated

Materials primarily document the work environment and social spaces for many of the plant and factory workers. Subjects include female employees engaged in work; machinery used for transporting bags of green coffee into the warehouse, controlled roasting, vacuum packing, and granulation control; trucks; company cafeteria; and exhibits for employees. The architectural design, construction, and outside views of the Edgewater plant are also found among these materials. The materials are arranged in chronological order.

Box 87, Folder 5	Cafeteria, 1927
Box 87, Folder 6	Factories and machinery, 1931-1939; undated
Box 87, Folder 7	Vehicles, 1932
Box 87, Folder 8	Exhibits for employees, 1938-1968; undated
Box 87, Folder 9	Exhibits for employees, 1938-1968; undated
Box 87, Folder 10	Exhibits for employees, 1938-1968; undated
Box 87, Folder 11	Edgewater plant architect design, 1939
Box 87, Folder 12	Edgewater plant construction, 1939-1940
Box 97, Folder 8	Exhibits for employees, 1968; undated
Box 87, Folder 13	Plant, 1973
Box 97, Folder 7	Factory, undated

Box 97, Folder 9 Factories and machinery, undated

Box 87, Folder 14 Vehicles, undated

Subseries 5.4: Advertising, 1925-1959; undated

[Image\(s\)](#)

Includes images of logos, designs, displays, and illustrations used by the company throughout the years. There are images of the Arab trademark photographed in various settings. Many of the images have negatives. Most of the materials are dated and are arranged in chronological order.

Box 87, Folder 15 Advertising forms and point of purchase displays, 1925-1931

Box 87, Folder 16 Advertising forms, 1927-1932; undated

Box 87, Folder 17 Outdoor advertising, 1929, 1959

Box 87, Folder 18 Outdoor advertising for other products, undated

Box 87, Folder 19 Food show exhibits, 1931

Box 87, Folder 20 Food show exhibits, 1932

Box 87, Folder 21 Food show exhibits, 1933

Box 87, Folder 22 Food show exhibits, 1934

Box 87, Folder 23 Food show exhibits, 1935

Box 87, Folder 24 Food show exhibits, 1936

Box 87, Folder 25 Newspaper advertisements, 1940

Box 87, Folder 26 Medal award for newspaper campaign advertising and selling award, 1940

Box 88, Folder 1 Advertising illustrations, 1959

Box 83, Folder 13 Arab trademark, undated

Box 88, Folder 2 Arab trademark, undated

Box 88, Folder 3 Arab trademark, undated

Box 88, Folder 4	Advertising service cards and displays installed by advertising service men, undated
Box 88, Folder 5	Advertising and cans displays, undated
Box 88, Folder 6	Floor stand advertising form number 7, undated
Box 88, Folder 7	Advertising form number 217, undated
Box 97, Folder 10	Advertising forms, undated
Box 88, Folder 8	Food show exhibits, undated
Box 88, Folder 9	Coffee guide advertisements, undated
Box 88, Folder 10	Miscellaneous, 1931; undated
Box 88, Folder 11	Food show exhibits negatives, undated
Box 88, Folder 12	Negatives, undated
Box 88, Folder 13	Negatives, undated
Box 88, Folder 14	Negatives, undated

Subseries 5.5: Sales, 1921-1939; undated

Consist of materials maintained by the company for use in sales presentations. Included among these materials is an incomplete set of plates from a jobber portfolio for the mid-west area dating from 1921-1922. There are negatives of sales maps dating from 1931-1939 and telephones. Materials are arranged in chronological order.

Box 88, Folder 15	Portfolio for jobber presentation Midwest area, 1921-1922
Box 88, Folder 16	Sales maps, 1931
Box 88, Folder 17	Sales maps, 1932
Box 88, Folder 18	Sales maps negatives, 1933
Box 88, Folder 19	Sales maps negative, 1939
Box 89, Folder 1	Sales maps negative, undated

Box 89, Folder 2 Telephone negatives, undated

Subseries 5.6: Packaging, 1884-1969; undated

Includes both photographic prints and negatives of containers used by Hills Bros. to prepare and store coffee products. There are images of boxes, cans, glass jars, coffee guides and coffee pots. An evolution of packaging design as it relates to historical events is evident throughout the images. Of note are prints of the Hills Bros. coffee cans in the paintings by artist Fred Machetanz dating from 1969. The materials are arranged in chronological order.

Box 89, Folder 3 Coffee can standard Java, circa 1884-1894

Box 89, Folder 3 Coffee pots prints and negatives, 1932

Box 89, Folder 4 Coffee Guide prints and negatives, 1934

Box 89, Folder 5 Returns per box negatives, 1936-1937

Box 89, Folder 6 Pressure in one pound can print and negative, 1940

Box 89, Folder 7 American Can Company negatives, 940

Box 89, Folder 8 Hills Bros. coffee cans in paintings by artist Fred Machetanz, 1969

Box 89, Folder 9 Coffee cans prints and negatives, undated

Box 83, Folder 14 Coffee cans, undated

Box 97, Folder 11 Coffee cans, undated

Box 89, Folder 10 Glass jars prints and negatives, undated

Subseries 5.7: Grocery Store Displays, circa 1901 1935

Contains images created by company photographer, Ken Allen to document Hills Bros. coffee displays around the country. Some of the photographs were used in broadsides entitled "Interesting Grocery Stores" and "Before and After." The broadsides were created from 1928-1933, with the retail grocer as the target audience. Photographs are identified by the name of the store and location. Most of the prints have negatives and correspondence granting Hills Bros. permission to publish the photographs. Materials are arranged in alphabetical order by the name of the grocery store.

Box 89, Folder 11 Adlong Market, Los Angeles, California, undated

Box 89, Folder 12 Albert, E. W., San Marino, California, undated

Box 89, Folder 13 Allen, Dewey, San Bernardino, California, undated

Box 89, Folder 14	Altieri's Market, Burlingame, California, undated
Box 89, Folder 15	Anderson, A. W., & Son, San Francisco, California, undated Image(s)
Box 89, Folder 16	Anton, M., Santa Ana, California, undated
Box 89, Folder 17	Appleton Grocery Company, Berkeley, California, 1929
Box 89, Folder 18	Ariza's, Mrs. R., Grocery, Los Angeles, California, 1929
Box 89, Folder 19	Babbitt Brothers Trading Company, South Rim of the Grand Canyon on the Colorado, 1929
Box 89, Folder 20	Bach, J., 1932
Box 89, Folder 21	Bailey Brothers & Company, Clarksburg, West Virginia, undated
Box 89, Folder 22	Bainbridge Brothers, Fort Bragg, California, undated
Box 89, Folder 23	Baker, Robert W., Sparks, Nevada, 1933
Box 89, Folder 24	Barile & Casaglia, San Francisco, California, undated
Box 89, Folder 25	Bartholomew, Freddie, Grocery Store Displays, 1935
Box 89, Folder 26	Basket Grocery, San Francisco, California, undated
Box 89, Folder 27	Baugh, W. E., Bisbee, Arizona, 1929
Box 89, Folder 28	Bavard Brothers' Store, Juneau, Alaska, 1929
Box 89, Folder 29	Beatty, Arthur, Chicago, Illinois, 1933
Box 89, Folder 30	Berg & Langland, Everett, Washington, 1929
Box 89, Folder 31	Bernhardt, W. J., San Jose, California, 1929
Box 89, Folder 32	Berthiaume Brothers, Superior, Wisconsin, 1933
Box 89, Folder 33	Blank, Robert, Los Angeles, California, 1929

[Image\(s\)](#)

Box 89, Folder 34	Boelkins, C. H., & Sons, Muskegon Heights, Michigan, 1929
Box 89, Folder 35	Buck's Grocery, Kalispell, Montana, 1933
Box 89, Folder 36	Buck's Grocery, Kalispell, Montana, 1933
Box 89, Folder 37	Buck's Grocery, Kalispell, Montana, 1933
Box 89, Folder 38	Bungalow Grocery, 1Boulder, Colorado, 929
Box 89, Folder 39	Buono's Market, San Diego, California, 1933
Box 89, Folder 40	Burr, A. W., Rockford, Illinois, undated
Box 89, Folder 41	Cardoza, M. V., San Rafael, California, 1933
Box 89, Folder 42	Carlsbad Caverns, 1Carlsbad, New Mexico, 932
Box 89, Folder 42	Cash, Isaiah, Grocery, Feather River Canyon, California, undated
Box 89, Folder 43	Charlson & Son, Galesburg, Illinois, undated
Box 89, Folder 44	Chimes Market, Oakland, California, 1934
Box 89, Folder 45	Chopin, Fred E., Parsons, Kansas, undated
Box 90, Folder 1	Coblentz & Schwabacher, Santa Maria, California, 1929
Box 90, Folder 2	Coblentz & Schwabacher, Santa Maria, California, 1929
Box 90, Folder 3	Columbia Grocery, Bellingham, Washington, undated
Box 90, Folder 4	Conant's Grocery, Reno, Nevada, undated
Box 90, Folder 5	Conway's Grocery & Market, Springfield, Missouri, 1929
Box 90, Folder 6	Curry's Grocery, Hartford, Michigan, 1931
Box 90, Folder 7	Deluxe Market, Gallup, New Mexico, undated
Box 90, Folder 8	Dickinson's Food Store, Lewiston, Idaho, 1933

Box 90, Folder 9	Diehl Grocery Company, Santa Barbara, California, 1929
Box 90, Folder 10	Dietrich Brothers, Walla Walla, Washington, undated
Box 90, Folder 11	Drumright Service Café, Drumright, Oklahoma
Box 90, Folder 12	Dunphy, J. L. Sacramento, California, 1929
Box 90, Folder 13	Eckman, George, Davenport, Iowa, 1929
Box 90, Folder 14	Edmondson, Charles H., Mexico?
Box 90, Folder 15	El Parvenir Grocery, Los Angeles, California
Box 90, Folder 16	Embee Store, San Francisco, California
Box 90, Folder 17	Farra Brothers, El Cerrito,
Box 90, Folder 18	Farrell Market, Bennington, Kansas
Box 90, Folder 19	Faudet & Weiss, Johnstone
Box 90, Folder 20	Fitzsimmons Stores
Box 90, Folder 21	Florio & Vizzolini, Pleasanton, California
Box 90, Folder 22	Foppiano, A. A., Vallicita, California
Box 90, Folder 23	Franco Brothers, San Jose, California
Box 90, Folder 24	Freitas Brothers Store, Fresno, California, 1933
Box 90, Folder 25	Fremont Grocery, Albuquerque, Mexico, 1929 Image(s)
Box 90, Folder 26	Garman Grocery, North Platte, Nebraska
Box 90, Folder 27	Gary, Hugh, Sanitary Market, Tulsa, Oklahoma, 1928
Box 90, Folder 28	Geisman's Grocery, Seattle, Washington, 1934
Box 90, Folder 29	Gerrish Brothers Public Market, Seattle, Washington, 1929

Box 90, Folder 30	Gershgol's Market, Duluth, Minnesota, 1929 Image(s)
Box 90, Folder 31	Gettel, M. J., Seattle, Washington, 1929
Box 90, Folder 32	Giovanazzi, J. A., Company, San Diego, California, 1933
Box 90, Folder 33	Giovanazzi, J. A., Company, San Diego, California, 1933
Box 90, Folder 34	Glessman, T. A., Public Market, Long Beach, California, undated
Box 90, Folder 35	Gonzales, Jose, Downey, California, 1929
Box 90, Folder 36	Goodman Tidball Mercantile Company, McGill, Nevada, undated
Box 90, Folder 37	Gorberg, Benjamin L., Los Angeles, California, 1929
Box 90, Folder 38	Graham, H. Craig, Chanuto, Kansas, undated
Box 90, Folder 39	Grand Central Market, Salt Lake City, Utah, 1933
Box 90, Folder 40	Grand Central Market, Salt Lake City, Utah, 1933
Box 90, Folder 41	Great Atlantic & Pacific Tea Company, Los Angeles, California, undated
Box 90, Folder 42	Greenebaum, J., & Company, 1867
Box 90, Folder 43	Green Frog Food Market, Madera, California, 1933
Box 90, Folder 44	Green Frog Food Market, Madera, California, 1933
Box 90, Folder 45	Greenough Company, Incorporated, Spokane, Washington
Box 90, Folder 46	Greenough Company, Incorporated, Spokane, Washington
Box 90, Folder 47	Grimm's Grocery, Louisville, Kentucky, undated
Box 90, Folder 48	Gruender, Ed, Milwaukee, Wisconsin, 1933
Box 90, Folder 49	Gunter, L. E., Reno, Nevada
Box 90, Folder 50	Haddad's Market, Hollywood, California, undated

Box 90, Folder 51	Hadeler Brothers, San Francisco, California, undated
Box 90, Folder 52	Hamiltons, Incorporated, San Diego, California, 1929
Box 90, Folder 53	Hamiltons, Incorporated, San Diego, California, 1929
Box 90, Folder 54	Hammes, A. C., La Crosse, Wisconsin, undated
Box 90, Folder 55	Hanagge, F. R., Austin, Minnesota, 1933
Box 90, Folder 56	Harvey's, W. H., Store, Fort Bridger, Wyoming, 1929
Box 90, Folder 57	Hattem's Market, Los Angeles, California, 1929
Box 90, Folder 58	Herring, L., Mrs., Parlier, California, 1930
Box 91, Folder 1	Hillebrandt, William H., San Francisco, California, 1930
Box 91, Folder 2	Holtman and Nelson, Minneapolis, Minnesota, undated
Box 91, Folder 3	Hommel Brothers, Madison, Wisconsin, 1929
Box 91, Folder 4	Hurowitz, Phillip, 1933
Box 91, Folder 5	Jarmer Brothers, Milwaukee, Wisconsin, 1929
Box 91, Folder 6	Jarmer Brothers, Milwaukee, Wisconsin, 1929
Box 91, Folder 7	Jenssen, H. P. C., San Francisco, California, undated
Box 91, Folder 8	John, M., & Son, 1933
Box 91, Folder 9	Johnston, E. J., Ventura, California, 1929
Box 91, Folder 10	Joyce Pruit Company, Artesia, New Mexico, 1933
Box 91, Folder 11	K. & W. Grocers, Incorporated, Missoula, Montana, 1933
Box 91, Folder 12	Kaland's Ideal Grocery, San Diego, California, 1933
Box 91, Folder 13	Kamp Brothers, Oklahoma City, California, undated

Box 91, Folder 14	Kilpatric & Sons, Chico, California, 1933
Box 91, Folder 15	Kilpatric & Sons, 1Chico, California, 933
Box 91, Folder 16	Kirkland, E. L., San Francisco, California, undated
Box 91, Folder 17	Kirtland, & Norberg, Pullman, Washington, undated
Box 91, Folder 18	Kroemer, J. E., St. Paul, Minnesota, undated
Box 91, Folder 19	Krotz, F., & Son, Lincoln, Illinois
Box 91, Folder 20	Lackmann's Market, San Francisco, California, 1934
Box 91, Folder 21	Lake, E. A., & W. Johnson, Port Townsend, Washington, 1933
Box 91, Folder 22	Larberg's Food Store, Incorporated, Auburn, Washington, 1933
Box 91, Folder 23	Lehmann, J. L., & Sons, Downers Grove, Illinois, 1932
Box 25, Folder 1	Lehmann, J. L., & Sons, Downers Grove, Illinois, 1932
Box 91, Folder 24	Levy Brothers, Burlingame, California, 1929
Box 91, Folder 25	Linder Hardware Company, Tulare, California, 1930
Box 91, Folder 26	Lockhart, J. F., Denver, Colorado, 1933
Box 91, Folder 27	Love, Jack, Des Moines, Iowa, 1933
Box 91, Folder 28	Lucerne Store, Proprietor, George E. Duvall, Lucerne, Colorado
Box 91, Folder 29	Lung, F. Sam, Company, Yuma, Arizona, 1929
Box 91, Folder 30	Lung, F. Sam, Company, Yuma, Arizona, 1929
Box 91, Folder 31	Marenco & Smith, San Francisco, California, 1934
Box 91, Folder 32	Mariani's, C., Store, San Francisco, California, 1933
Box 91, Folder 33	Market Spot, Los Angeles, California, undated
Box 91, Folder 34	Marr, E. A., Tulsa, Oklahoma, undated

Box 91, Folder 35	Massie, G., San Francisco, California, 1933 Image(s)
Box 91, Folder 36	Masten, J. W., Coloma, California, 1929
Box 91, Folder 37	Matthews, H. C., San Francisco, California 1929
Box 91, Folder 38	May Company Market, Los Angeles, California, 1930
Box 91, Folder 39	May Company Market, Los Angeles, California, 1930
Box 91, Folder 40	Mc Daniels Food Market, Wilmar, California, undated
Box 91, Folder 41	McDowell, W. D. & Son, 1Ellensburg, Washington, 933
Box 91, Folder 42	McGrath, John, Jr., Virginia City, Nevada, 1929
Box 91, Folder 43	McIver
Box 91, Folder 44	Medina, J. G., Los Angeles, California, undated
Box 91, Folder 45	Michael, L. E., 1Spokane, Washington, 933
Box 91, Folder 46	Mission Store, Oasis Station, California, 1929
Box 91, Folder 47	Montecito Store, Santa Barbara, California
Box 91, Folder 48	Moore' Store, Craigmont, Idaho, undated
Box 91, Folder 49	Moser, J. D., Store, Grand Junction, Colorado, 1931
Box 91, Folder 50	Murphy's, J. F., Austin, Nevada, undated
Box 91, Folder 51	Mutual Stores, Incorporated, Oakland, California, undated
Box 91, Folder 52	National Kanteen, San Francisco, California, 1929
Box 91, Folder 53	National Tea Company, Minneapolis, Minnesota, undated
Box 91, Folder 54	Nelson, A. M., Richmond, Virginia, undated
Box 91, Folder 55	Northern Commercial Company, Circle, Alaska, undated

Box 91, Folder 56	Nurway Grocery
Box 91, Folder 57	Olson Mercantile Company, Chanute, Kansas, 1933
Box 91, Folder 58	Olson, Theodore,, 1929
Box 91, Folder 59	O'Neill Company, Cordova, Alaska, 1929
Box 91, Folder 60	Palmquist, A. M., Sioux Falls, South Dakota, 1933
Box 91, Folder 61	Paolini, Charles, San Francisco, California, undated
Box 91, Folder 62	Parish, J. E., Oakland, California, undated
Box 91, Folder 63	Parma Company, Incorporated, Santa Barbara, California, 1929
Box 91, Folder 64	Patton' Kenilworth Grocery, Phoenix, Arizona, 1933
Box 91, Folder 65	Phelps Dodge Mercantile Company, Morenci, Arizona
Box 91, Folder 66	Piels Store, Belvidere, Illinois, 1931
Box 91, Folder 67	Piggly Wiggly, San Francisco, California, 1929
Box 91, Folder 68	Portland Public Market, Portland, Oregon, 1934
Box 91, Folder 69	Post and Gatty, Solomons, Alaska, 1931
Box 91, Folder 70	Pyles, George R., Lincoln, Nebraska, 1933
Box 91, Folder 71	Quigley, W. D., Drive In Market & Grocery, Hollywood, California, undated
Box 92, Folder 1	Ralph's Grocery Company, Los Angeles, California, 1930
Box 92, Folder 2	Rea, Thomas H., & Company, Bozeman, Montana, 1933
Box 92, Folder 3	Reardon's Grocery, St. Paul, Minnesota
Box 92, Folder 4	Reder, Joseph, Olympia, Washington, undated
Box 92, Folder 5	Redman [Redmond] & Greenhagen, Los Angeles, California, 1929

[Image\(s\)](#)

Box 92, Folder 6	Richardson's Market, Alhambra, California, 1929
Box 92, Folder 7	Robinson, J. H., & Sons, San Francisco, California, 1932
Box 92, Folder 8	Robinson, J. J., Fresno, California, 1934
Box 92, Folder 9	Rogers, John, Tillanook, Oregon, 1935
Box 92, Folder 10	Roloff, C. L., Milwaukee, Wisconsin, undated
Box 92, Folder 11	Rosser, William R., Des Moines, Iowa, 1933
Box 92, Folder 12	Rossi, A., & Company,, 1933
Box 92, Folder 13	Roth, A. A., Russell, Kansas, undated
Box 92, Folder 14	Rotoserve Market, Los Angeles, California, 1933
Box 92, Folder 15	Russell, George, Company, Echo, Nevada, undated
Box 92, Folder 16	Sale Brothers & Boyh, Beverly Hills, California, 1929
Box 92, Folder 17	San Ysidro Commercial Company, San Ysidro, California, undated
Box 92, Folder 18	Schafer & Vinton, Portland, Oregon, 1929
Box 92, Folder 19	Schmechel, J., Seattle, Washington, 1929
Box 92, Folder 20	Schmidt, E. A., St. Paul, Minnesota, 1933
Box 92, Folder 21	Schnabel Brothers, Spokane, Washington, 1931
Box 92, Folder 22	Schneider's, C. B., Store, Yakima, Washington
Box 92, Folder 23	Selby, V. H., Boise, Idaho, 1933
Box 92, Folder 24	Selby, V. H., Boise, Idaho, 1933
Box 92, Folder 25	Self Service Grocery, Great Falls, Montana, 1929
Box 92, Folder 26	Service Cafe, Stillwater, Oklahoma, 1933

Box 92, Folder 27	Sgro, Peter, Citizen's Market, Springfield, Illinois, 1933
Box 92, Folder 28	Shemming, H. J., Denver, Colorado, 1929
Box 92, Folder 29	Sherman Grocery, San Francisco, California, undated
Box 92, Folder 30	Sholar & Sholar, Bakersfield, California, 1933
Box 92, Folder 31	Sipes Self Serving Stores, Tulsa, Oklahoma, 1929
Box 92, Folder 32	Slattery, Mr. and Mrs., Muscatine, Iowa, 1929
Box 92, Folder 33	Solari, A., Columbia, California, 1929
Box 92, Folder 34	Steiner, A., Galt, California, 1935
Box 92, Folder 35	Steinfeld, Albert, & Company, Tucson, Arizona, 1929
Box 92, Folder 36	Stohr, A. C., Lame Deer, Montana, 1929
Box 92, Folder 37	Sutherland, George N., Elko, Nevada, 1933
Box 92, Folder 38	Sweet, S., & Company, Visalia, California, 1929
Box 92, Folder 39	Tandet & Weiss, San Francisco, California, undated
Box 92, Folder 40	Taylor, Monte, Joplin, Missouri, 1907
Box 92, Folder 41	Tena, Genara, Los Angeles, California, 1929 Image(s)
Box 92, Folder 42	Tesack Benson Company, Seattle, Washington, undated
Box 92, Folder 43	Thompson, Claire S., Bellflower, California, 1910
Box 92, Folder 44	Thompson, John, Grocery, Denver, Colorado, 1929
Box 92, Folder 45	Tongass Trading Company, Ketchikan, Alaska, 1930
Box 92, Folder 46	Tower Grocery, Lewiston, Idaho, 1929
Box 92, Folder 47	Treat, N. B., Seattle, Washington, 1929

Box 92, Folder 48	Tunstad, L. P., Seattle, Washington
Box 92, Folder 49	Unzelman Brothers, Everett, Washington, 1929
Box 92, Folder 50	Van Eaton, C. S., Sioux City, Iowa, 1933
Box 92, Folder 51	Vasquez, D. M., Los Angeles, California
Box 92, Folder 52	Vaught & Hughes, Pendleton, Oregon, 1929
Box 92, Folder 53	Venegas, El, Yuma, Arizona, 1929
Box 92, Folder 54	Vogt and Williamson, Lincoln, California, 1924
Box 92, Folder 55	Walker, George R., Schoolcraft, Michigan, 1930
Box 92, Folder 56	Walstrom, C. R., Portland, Oregonundated
Box 92, Folder 57	Weitzel, W. B., San Diego, California, 1933
Box 93, Folder 1	Welter Brothers, Perham, Minnesota, 1929
Box 93, Folder 2	West, John, Chehalis, Washington, undated
Box 93, Folder 3	Williams, Andrew, Stores, Incorporated, Burlingame, California, 1933
Box 93, Folder 4	Wreden Grocery Company, San Francisco, California, 1932
Box 93, Folder 5	Young's Market Company, Incorporated, Los Angeles, California, 1929
Box 93, Folder 6	Young's Market Company, Incorporated, Los Angeles, California, 1929
Box 93, Folder 7	Zaitz, Frank, Mercantile Company, Leadville, Colorado, 1929
Box 93, Folder 8	Nenana Alaska grocery store transportation, 1929
Box 93, Folder 9	Store interiors, 1912-1932 Image(s)
Box 93, Folder 10	Blyth and Fargo, 1933
Box 93, Folder 11	Brizard A. Incorporated, 1929

Box 93, Folder 12	Matanuska Valley Pioneer, 1935
Box 93, Folder 13	Progressive Grocer, Butterwick Publishing Company, 1929
Box 93, Folder 14	Worth & Company, 1933
Box 93, Folder 15	Grocery Stores displays, 1933 January
Box 97, Folder 13	Grocery Stores displays, undated
Box 93, Folder 16	Miscellaneous file, 1933
Box 93, Folder 17	Store interiors, 1938-1950s; undated Image(s)
Box 93, Folder 18	Store interiors, undated
Box 93, Folder 19	Store exteriors, 1919-1932; undated
Box 97, Folder 12	Store exteriors, undated
Box 93, Folder 20	Use of Hills Bros. thermometer in grocery store, 1972
Box 93, Folder 21	Grocery store negatives, 1934-1935; undated
Box 93, Folder 22	Grocery store negatives, 1935
Box 93, Folder 23	Grocery store negatives, undated
Box 93, Folder 24	Grocery store negatives, undated
Box 94, Folder 1	Grocery store negatives, undated
Box 94, Folder 2	Grocery store negatives, undated
Box 125, Folder 2	Grocery store negatives, undated

Subseries 5.8: Store Tests, 1938

Consists of photographs, negatives, reports, and drawings from merchandising tests conducted in grocery stores in California, Arizona, Oregon, Missouri, and Minnesota. Before and after photographs document improvements in floor displays. Reports on the corresponding sales figures used to promote Hills Bros. merchandising service in retail grocery stores are also included among the materials. The materials were maintained in the order that they were created by the company.

	San Diego, California, series a, number one
Box 94, Folder 4	Los Angeles, California, series a, number, two
Box 94, Folder 5	Los Angeles, California, series a, number three
Box 94, Folder 6	Brea, California, series a, number, four
Box 94, Folder 7	Glendale, California, series a, number, five
Box 94, Folder 8	Phoenix, Arizona, series a, number, six
Box 94, Folder 9	Los Angeles, California, series a, number, seven
Box 94, Folder 9	Los Angeles, California, series a, number, seven a
Box 94, Folder 10	Los Angeles, California, series a, number, eight
Box 94, Folder 10	Los Angeles, California, series a, number, eight a
Box 94, Folder 11	San Diego, California, series a, number, nine
Box 94, Folder 11	San Diego, California, series a, number, nine a
Box 94, Folder 12	Ventura, California, series a, number, ten
Box 94, Folder 13	Sunland, California, series a, number, eleven
Box 94, Folder 14	San Diego, California, series a, number, twelve
Box 94, Folder 15	San Francisco, California, series b, number, one,, 1938
Box 94, Folder 16	San Francisco, California, series b, number, two,, 1938
Box 94, Folder 17	Stockton, California, series b, number, three,, 1938
Box 94, Folder 18	San Francisco, California, series b, number, four
Box 94, Folder 18	San Francisco, California, series b, number, four a
Box 94, Folder 19	Oakland, California, series b, number, five

Box 94, Folder 20	San Francisco, California, series b, number, six
Box 94, Folder 21	San Francisco, California, series b, number, seven
Box 94, Folder 22	San Francisco, California, series b, number, eight
Box 94, Folder 22	San Francisco, California, series b, number, eight a
Box 94, Folder 23	San Francisco, California, series b, number, nine
Box 94, Folder 24	Portland, Oregon, series c, number, one
Box 94, Folder 25	Portland, Oregon, series c, number, two
Box 94, Folder 26	Denver, Colorado, series d, number, one
Box 94, Folder 27	Greeley, Colorado, series d, number, two
Box 94, Folder 28	Kansas City, Missouri, series e, number, one,, 1938
Box 94, Folder 29	Minneapolis, Minnesota, series f, number, one
Box 94, Folder 30	Minneapolis, Minnesota, series f, number, two, 1938
Box 94, Folder 31	Minneapolis, Minnesota, series f, number, three, 1938
Box 94, Folder 32	Chicago, Illinois, series g, number, one, 1938

Subseries 5.9: Window and Wall Displays

[Image\(s\)](#)

Includes images documenting the installations of window and wall displays. The displays were created by the advertising department in San Francisco and given to advertising service representatives as patterns for the installations. Advertising service representatives operated throughout the entire marketing area from the Pacific Coast to Chicago. It was customary to visit every grocery store at least once a year. Representatives offered to install a window display or wall display free of cost to the store. The materials are arranged by number and include some duplicates.

Box 95, Folder 1	Numbers 1-12, 14-15
Box 95, Folder 2	Numbers 16, 18, 26, 29-32, 34-39
Box 95, Folder 3	Numbers 40-43, 45-56

Box 95, Folder 4	Numbers 57-72
Box 95, Folder 5	Numbers 73-88
Box 95, Folder 6	Numbers 90-97, 101, 103
Box 95, Folder 7	Numbers 1-9, 16-17, 19, 30, 32, 34-36, duplicates
Box 95, Folder 8	Numbers 43, 45, 47-60, duplicates
Box 95, Folder 9	Numbers 61-63, 65-76, duplicates
Box 95, Folder 10	Numbers 77-88, 92-94, 97-101, duplicates
Box 95, Folder 11	Miscellaneous

Subseries 5.10: Publicity, 1933-1936; undated

Include photographs and correspondence maintained by the company for publicity purposes. A large portion of the photographs consist of Hollywood movie stills with scenes using Hills Bros. coffee, primarily from the 1930s. There is a substantial amount of material on Metro-Goldwyn-Mayer Studios, Incorporated polar expedition in 1933 to produce the movie *Eskimo*. Based on the novel of the same name by Peter Freuchen, a Scandinavian surveyor, the movie chronicles his experiences charting the North Arctic Zone for use in maps put out by the Danish government. The Metro-Goldwyn-Mayer Studios, Incorporated crew was sent above the Arctic Circle to film the production using natives. A supply of Hills Bros. coffee was included among the food provisions to last the crew for a year. Photographs of the expedition and movie stills were later used by Hills Bros. for advertising in grocery stores. In addition, there is also a newspaper article from the *Citizen News* dated January 1934 that discusses the adventures of the cast and crew of *Eskimo*. The materials are arranged in chronological order.

Box 95, Folder 12	Alaska Weekly, Frank Cotter, 1933
Box 95, Folder 13	Best Screwdriver, The, movie still, 1936
Box 95, Folder 14	Blind Date, movie still, 1934
Box 95, Folder 15	Boulder Lodge, Bishop, California, 1929
Box 95, Folder 16	Business Is a Pleasure, Warner Brothers, movie still, 1934
	Elliott-Burroughs-Tarzan Expedition, Malay Peninsula, California Zoological Society, 1937
Box 95, Folder 18	Eskimo, Metro-Goldwyn-Mayer Studios, Incorporated, movie still, 1933

Box 95, Folder 19	Eskimo, Metro-Goldwyn-Mayer Studios, Incorporated, movie still, 1933
Box 96, Folder 1	Frizzy Night, movie still, undated
Box 96, Folder 2	Healer The, movie still, 1935
Box 96, Folder 3	Hello Prosperity, movie still, 1934
Box 96, Folder 4	His Weak Moment Fox Movie Exchange, 1933
Box 96, Folder 5	Hoi Polloi Columbia Production movie stills, 1935
Box 96, Folder 6	Holly Mackerel, movie still, 1934
Box 96, Folder 7	Husk movie still R. K. O. Pictures, undated
Box 96, Folder 8	Igloo Restaurant, 1934
Box 96, Folder 9	Jim Burke's Bag, Columbia Production, 1935
Box 96, Folder 10	Lady of New York, Columbia Production, 1935
Box 96, Folder 11	Little Miss Nobody, movie stills, 1936
Box 96, Folder 12	Love Before Breakfast, movie still, 1936
Box 96, Folder 13	Love Past Thirty, movie still, 1933
Box 96, Folder 14	Mary Burns Fugitive, Paramount Studios, movie still, 1935
Box 96, Folder 15	Mid-Week Pictorial, 1933 October 7
Box 96, Folder 16	Music Goes Round, The, Columbia Production, movie still, 1936
Box 96, Folder 17	Nine O' Clock Town, Columbia Production, movie still, undated
Box 96, Folder 18	No More Women, movie still, 1934
Box 96, Folder 19	Rainmakers, The, movie still, 1935
Box 96, Folder 20	San Francisco Police Department, undated
Box 96, Folder 21	She Made Her Bed, movie still, 1934

Box 96, Folder 22 Straight From the Heart, Universal Pictures, movie still, 1935

Box 96, Folder 23 Transient Lady, movie still, 1935

Box 96, Folder 24 Unidentified movie still, 1934

Subseries 5.11: Miscellaneous, 1898-1949; undated

Comprises of a random mix of images, including the return of troops from the Spanish American War on Market Street; Boeing Air Transportation, Incorporated; Frank Goss from the Columbia Broadcasting System (CBS); Fresno Bee National Recovery Administration; Infants' Choir; Kinner Airplane and Motor Corporation, Ltd.; gold miners with hot coffee by the camp fire; and Fred N. Palmiter. The materials are arranged in chronological order.

Box 97, Folder 14 Lower Market Street, return of troops from Spanish American War, 1898

Box 97, Folder 15 Gold miners extoling the merits of hot coffee in the fire camp, Rough and Ready in Oh Susanna!, 1949

Box 96, Folder 25 Boeing Air Transportation, Incorporated, undated

Box 96, Folder 26 Columbia Broadcasting System, Frank Goss, undated

Box 96, Folder 27 Fresno Bee National Recovery Administration Pictures, 1933

Box 96, Folder 28 Infants' Choir, undated

Box 96, Folder 29 Kinner Airplane and Motor Corporation, Ltd., 1935

Box 96, Folder 30 Palmiter, Fred N., undated

Subseries 5.12: Coffee and Tea Trade, 1900s-1947; undated

Contain photographic prints and negatives relating primarily to the cultivation, growth, and processing of green coffee. A number of these images document women laborers from Guatemala and El Salvador examining, hand picking and sorting coffee beans. The photographs were created to illustrate the production process in the 1930s. A photograph of Mr. and Mrs. C. H. Brown on a coffee buying trip in the 1900s is also included among the materials. There are photographs of coffee mills and Hills Bros. Company's participation in food shows. In addition, there are some images relating to the tea trade, including the loading of tea in Asia. Materials are arranged in chronological order.

Box 96, Folder 31 Mr. and Mrs. C. H. Brown on coffee buying trip, 1900s

Box 83, Folder 15 Images for Behind the Cup, 1928

Box 96, Folder 32	Hills Bros. images documenting the coffee trade, 1929-1931
Box 96, Folder 33	Hills Bros. images documenting the coffee trade, 1931
Box 83, Folder 16	Hills Bros. images documenting the coffee trade, 1931
Box 97, Folder 16	Still images for Behind the Cup film, 1938
Box 96, Folder 34	National Restaurant Association Convention, Cleveland, Ohio, 1945
Box 96, Folder 35	National Coffee Association meeting, Yosemite National Park, 1947 September
Box 96, Folder 36	Bickford, C. E., undated
Box 97, Folder 17	Coffee plant, undated
Box 96, Folder 37	Coffee beans, undated
Box 96, Folder 38	Examining coffee beans, undated
Box 96, Folder 39	Loading tea on boats in Asia, undated
Box 96, Folder 40	Pan American Conference Bureau images documenting the coffee trade, undated
Box 96, Folder 41	Miscellaneous, undated

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Series 6: Sales and Marketing Records , 1906-1989, undated

Consists of material created by the company to communicate with its sales force. Bulletins and correspondence make up the bulk of these materials. There are also materials that were used by salesmen daily while conducting business in the field. Some of the activities of the sales department, including meetings and conventions are also documented. In addition, market research, reports, and studies inform the sales department about the coffee industry and consumer consumption. The series is arranged into eight subseries: Subseries 6.1, Bulletins for salesmen, Subseries 6.2, Division bulletins and general letters, Subseries 6.3, Correspondence, Subseries 6.4, Conventions, and meetings, Subseries 6.5, Salesmen materials, Subseries 6.6, Reports and studies, Subseries 6.7, Marketing research and, Subseries 6.8, Pricing information.

Subseries 6.1: Bulletins for Salesmen, 1912-1969

Contains announcements that were created and distributed by the company to keep the sales force informed about sales activities. Some of the earlier bulletins contain quotes by Reuben Hills. As the primary means of communication from management to the sales force, this body of materials is rather extensive and documents issues, concerns, advertising, sales methods, and pricing structures. Eventually the bulletin system was phased out due to extensive use of telephone and computer communication. The San Francisco division has some of the earliest bulletins. The materials are arranged first in alphabetical order by division or city and then in chronological order.

Box 98, Folder 1	Chicago, 1928 1931
Box 98, Folder 2	Chicago, 1932-1938
Box 98, Folder 3	Chicago, 1939
Box 98, Folder 4	Chicago, 1940
Box 98, Folder 5	Chicago, 1941
Box 98, Folder 6	Chicago, 1942
Box 98, Folder 7	Chicago, 1944
Box 98, Folder 8	Chicago, 1947
Box 98, Folder 9	Chicago, 1947-1952
Box 98, Folder 10	Chicago, 1949-1954
Box 98, Folder 11	Chicago, 1953-1958
Box 99, Folder 1	Chicago, 1958 1964
Box 99, Folder 2	Chicago, 1954-1960

Box 99, Folder 3	Chicago, 1961-1964
Box 99, Folder 4	Cleveland, 1963 1964
Box 99, Folder 5	Denver, 1928 1931
Box 99, Folder 6	Denver, 1932 1938
Box 99, Folder 7	Denver, 1939
Box 99, Folder 8	Denver, 1940
Box 99, Folder 9	Denver, 1941
Box 99, Folder 10	Denver, 1944
Box 99, Folder 11	Denver, 1947
Box 99, Folder 12	Denver, 1947-1950
Box 100, Folder 1	Denver, 1950-1953
Box 100, Folder 2	Denver, 1955-1958
Box 100, Folder 3	Denver, 1959-1960
Box 100, Folder 4	Denver, 1961-1964
Box 100, Folder 5	Detroit, 1949 1954
Box 100, Folder 6	Detroit, 1955-1958
Box 100, Folder 7	Detroit, 1959-1964
Box 100, Folder 8	Kansas City, 1928 1931
Box 101, Folder 1	Kansas City, 1932-1938
Box 101, Folder 2	Kansas City, 1939
Box 101, Folder 3	Kansas City, 1940

Box 101, Folder 4	Kansas City, 1941
Box 101, Folder 5	Kansas City, 1942
Box 101, Folder 6	Los Angeles, 1928-1931
Box 101, Folder 7	Los Angeles, 1932-1938
Box 101, Folder 8	Los Angeles, 1939
Box 101, Folder 9	Los Angeles, 1940
Box 101, Folder 10	Los Angeles, 1941
Box 101, Folder 11	Los Angeles, 1942
	Los Angeles, 1944
Box 101, Folder 13	Los Angeles, 1947
Box 101, Folder 14	Los Angeles, 1947-1953
Box 102, Folder 1	Los Angeles, 1954-1958
Box 102, Folder 2	Los Angeles, 1959-1964
Box 102, Folder 3	Minneapolis, 1928-1931
Box 102, Folder 4	Minneapolis, 1932-1938
Box 102, Folder 5	Minneapolis, 1939
Box 102, Folder 6	Minneapolis, 1940
Box 102, Folder 7	Minneapolis, 1941
Box 102, Folder 8	Minneapolis, 1942
Box 102, Folder 9	Minneapolis, 1944
Box 102, Folder 10	Minneapolis, 1947
Box 102, Folder 11	Minneapolis, 1947-1953

Box 102, Folder 12	Minneapolis, 1953-1958
Box 103, Folder 1	Minneapolis, 1958-1961
Box 103, Folder 2	Minneapolis, 1962-1964
Box 103, Folder 3	Northwest, 1958-1961
Box 103, Folder 4	Northwest, 1962-1964
Box 103, Folder 5	Portland, 1928-1931
Box 103, Folder 6	Portland, 1932-1938
Box 103, Folder 7	Portland, 1939
Box 103, Folder 8	Portland, 1940
Box 103, Folder 9	Portland, 1941
Box 103, Folder 10	Portland, 1942
Box 103, Folder 11	Portland, 1944
Box 103, Folder 12	Portland, 1947-1949
Box 103, Folder 13	Portland, 1950-1952
Box 104, Folder 1	Portland, 1954-1957
Box 104, Folder 2	San Francisco, 1912
Box 104, Folder 3	San Francisco, 1913
Box 104, Folder 4	San Francisco, 1914
Box 104, Folder 5	San Francisco, 1915
Box 104, Folder 6	San Francisco, 1916
Box 104, Folder 7	San Francisco, 1917

Box 104, Folder 8	San Francisco, 1918
Box 104, Folder 9	San Francisco, 1919
Box 104, Folder 10	San Francisco, 1920
Box 104, Folder 11	San Francisco, 1921
Box 104, Folder 12	San Francisco, 1922
Box 104, Folder 13	San Francisco, 1923
Box 105, Folder 1	San Francisco, 1924
Box 105, Folder 2	San Francisco, 1924
Box 105, Folder 3	San Francisco, 1925
Box 105, Folder 4	San Francisco, 1925
Box 105, Folder 5	San Francisco, 1926
Box 105, Folder 6	San Francisco, 1927-1928
Box 105, Folder 7	San Francisco, 1929-1930
Box 106, Folder 1	San Francisco, 1931-1932
Box 106, Folder 2	San Francisco, 1933-1934
Box 106, Folder 3	San Francisco, 1934-1935
Box 106, Folder 4	San Francisco, 1936-1937
Box 106, Folder 5	San Francisco, 1938-1940
Box 106, Folder 6	San Francisco, 1941-1942
Box 107, Folder 1	San Francisco, 1943-1945
Box 107, Folder 2	San Francisco, 1946-1949
Box 107, Folder 3	San Francisco, 1948-1953

Box 107, Folder 4	San Francisco, 1949-1951
Box 107, Folder 5	San Francisco, 1952-1954
Box 107, Folder 6	San Francisco, 1955-1956
Box 107, Folder 7	San Francisco, 1957-1958
Box 108, Folder 1	San Francisco, 1959-1963
Box 108, Folder 2	San Francisco, 1964
Box 108, Folder 3	San Francisco, 1968-1969
Box 108, Folder 4	San Francisco index

Subseries 6.2: Division Bulletins and General Letters, 1925-1927

Includes the correspondence that was distributed to the different divisional regions, including Denver, Kansas City, Los Angeles, Minneapolis, Portland, and Salt Lake City. These materials were created for the salesmen and provide information on progress reports, goals of the company, and sales techniques. The materials are arranged in alphabetical order by division and then in chronological order.

Box 108, Folder 5	Denver, 1927
Box 108, Folder 6	Kansas City, 1925
Box 108, Folder 7	Kansas City, 1926:1-30
Box 108, Folder 8	Kansas City, 1926:31-69
Box 108, Folder 9	Kansas City, 1927
Box 108, Folder 10	Los Angeles, 1926
Box 108, Folder 11	Los Angeles, 1927
Box 108, Folder 12	Minneapolis, 1927
Box 108, Folder 13	Portland, 1926
Box 108, Folder 14	Portland, 1927

Box 108, Folder 15 Salt Lake City, Utah, 1926

Box 108, Folder 16 Salt Lake City, Utah, 1927

Subseries 6.3: Correspondence, 1919-1989

Consists of general letters to sales representatives, memos, and management letters. The materials primarily document sales activities but also include the perspective of the entire company. Letters discuss trading in the green coffee market, special promotions, divisional sales performance, dealer coffee inventories, and policy changes. In 1962, the name of the management letters was changed however, the company maintained the same format. The letters are arranged in chronological order.

Box 109, Folder 1 General letters to sales representatives, 1919-1951

Box 109, Folder 2 Aydelotte correspondence, 1925-1934

Box 109, Folder 3 Memos, 1939-1950

Box 109, Folder 4 Division and sales managers letters, 1953-1989

Box 109, Folder 5 Monday Management Letters, December 3, 1956- February 25, 1957

Box 109, Folder 6 Monday Management Letters, March 4-April 8, 1957

Box 109, Folder 7 Monday Management Letters, April 15-July 1, 1957

Box 109, Folder 8 Monday Management Letters, July 8-September 23, 1957

Box 109, Folder 9 Monday Management Letters, September 30-November 25, 1957

Box 109, Folder 9 Memo to sales representatives, 1959 June 11

Box 109, Folder 10 Weekly Management Letters, December 5, 1962-March 27, 1963

Box 109, Folder 11 Weekly Management Letters, April 4-June 26, 1963

Box 109, Folder 12 Weekly Management Letters, July-August 28, 1963

Box 109, Folder 13 Weekly Management Letters, September 4-November 27, 1963

Subseries 6.4: Conventions and Meetings, 1915-1971

Comprises of programs and menus from sales conventions dating from 1915-1943. These materials provide valuable information about the activities at the sales conventions and include the location and agenda for each meeting. There are some song books that were used at the conventions. (See series

five for photographs of the sales conventions). There is also information from divisional managers' meetings which include new sales and marketing strategies and date from 1935-1956. In addition, materials from a NED sales meeting, a district sales meeting in Philadelphia, Pennsylvania in 1966, and a sales meeting and marketing presentation in Buffalo, New York in 1971 are also found among the materials. The materials are arranged in chronological order.

Box 110, Folder 1	Sales convention program and menu, 1915 August 7
Box 110, Folder 1	Sales convention program and menu, 1917 August 10
Box 110, Folder 2	Sales convention program and menu, 1919 August 9
Box 110, Folder 3	Sales convention program and menu, 1923 May 26
Box 110, Folder 4	Sales convention program and menu, 1923 November 24
Box 110, Folder 4	Sales convention program and menu, 1926 February 3-4
Box 110, Folder 4	Sales convention program and menu, 1926 February 5
Box 110, Folder 5	Sales convention program and menu, 1927 December 14-15
Box 110, Folder 6	Sales convention program and menu, 1929 December 17-18
Box 110, Folder 6	Sales convention program and menu, 1929 December 20
Box 110, Folder 7	Sales convention materials, 1931
Box 110, Folder 7	Sales convention program and menu, 1931 December 15-16
Box 110, Folder 7	Sales convention program and menu, 1931 December 17
Box 110, Folder 8	Division Managers meeting, 1935
Box 110, Folder 9	Division Managers meeting, 1936 December
Box 110, Folder 10	Division Managers meeting, 1940 December 10
Box 110, Folder 11	Division Managers meeting, 1941 December 1-18
Box 110, Folder 12	Division Managers meeting San Francisco California, 1941 December
Box 110, Folder 13	Divisional Meetings, 1956 June 2

- Box 110, Folder 14 Sales convention program and menu, 1943 November 24
- Box 110, Folder 14 NED sales meeting, 1965
- Box 110, Folder 15 District sales meeting Philadelphia Pennsylvania, 1966
- Box 110, Folder 16 Sales meeting and marketing presentation Buffalo New York, 1971

Subseries 6.5: Salesmen's Materials, 1906-1973; undated

Provides valuable information about the tools that informed the sales force. It includes material given to salesmen upon employment and information needed to conduct daily business transactions in the field. Some of the earliest materials are a salesman's notebook dating from 1906, and a sales department territory book for the western region dating from 1907-1908. There are also reference and instruction books dating from 1912-1949. Instruction books were created to provide tips and instructions on how to improve sales performance. Materials relating to salaries date from 1925-1937 and contain information on most of the sales representatives presented in yearly earnings. There are a substantial number of price lists, pocket sized cards containing prices of various products, carried by each sales representative, dating from 1925-1969. An order form book, order forms, and delivery forms also carried by the sales representatives are included among the materials. In addition, there are monthly sales standings dating from 1931-1935, instructions on the pickup and disposition of unsalable coffee, a 1973 sales presentation, and the territorial arrangement of the city of Chicago in 1930. Materials are arranged in chronological order.

- Box 111, Folder 1 Notebook, 1906
- Box 111, Folder 2 Sales department territory book western region, 1907-1908
- Box 111, Folder 3 Reference book, 1912
- Box 111, Folder 4 Salaries, 1925-1937
- Box 111, Folder 5 Price lists, 1925-1930
- Box 111, Folder 6 Instruction book, 1928
- Box 111, Folder 7 Territorial arrangement for city of Chicago, 1930 August
- Box 111, Folder 8 Monthly sales standings, 1931-1935
- Box 111, Folder 9 Price lists, 1931-1940
- Box 111, Folder 10 Instruction book, 1937
- Box 111, Folder 11 List of letters from salesmen relating to Old Proverbs campaign spring, 1938

Box 111, Folder 12	Instruction book, 1941
Box 111, Folder 13	Instruction book, 1941
Box 112, Folder 1	Price lists, 1941-1946
Box 112, Folder 2	Selling and merchandising of carton coffee pickup and disposition of unsalable coffee, 1944
Box 112, Folder 3	Price lists, 1947-1949
Box 112, Folder 4	Instruction book, 1949
Box 112, Folder 5	Price lists, 1950-1954
Box 112, Folder 6	Price lists, 1955-1959
Box 112, Folder 7	Price lists, 1960-1969
Box 82, Folder 9	Sales presentation, 1973
Box 112, Folder 8	Requisition for samples advertising matter or stationery forms, undated
Box 112, Folder 9	Order form book, undated
Box 112, Folder 10	Order forms, undated
Box 112, Folder 11	Delivery forms, undated

Subseries 6.6: Reports and Studies, 1912-1978

Materials inform the company about the sales of the various coffee products by division, territory, or state. Included is a study that compares the sales of ground and instant coffee by division, and an exploratory study concerning consumer attitudes toward freeze-dried coffee. In addition, two studies from the 1970s relating to sales force capacity and high yield coffee can be found among the materials. The materials are arranged in chronological order.

Box 156, Folder 4	Sales of blue and red can by divisions, 1912-1935
Box 112, Folder 12	Territory statistics, 1941
Box 112, Folder 13	Reports produced in the tabulation department, 1950
Box 112, Folder 14	Reports produced in the tabulation department, 1953

Box 112, Folder 15	Summary of sales by state and report of sales, 1955-1956
Box 113, Folder 1	Summary of sales by state and report of sales, 1957-1958
Box 78, Folder 20	Comparison of sales by divisions for ground and instant coffee, 1960 February
Box 113, Folder 2	An Exploratory Study-- Consumer Attitudes Toward Freeze Dried Coffee, August/September 1968
Box 113, Folder 3	Hills Bros. Sales Force Capacity Study, 1971 April 15
Box 113, Folder 4	Report on High Yield Coffee, 1978 January

Subseries 6.7: Marketing Research, 1956-1978; undated

Consists of reports, research studies, and surveys created by the company and outside organizations relating to various aspects of the coffee trade and consumer market. Subjects include criteria for label design, packaging, types of coffee consumed, brand images, how advertising affects consumption, and marketing plans. In addition, there is a study investigating the economic and financial aspects of the United States coffee industry created in 1978 and an undated copy of the Brazilian coffee performance marketing plan. The materials are arranged in chronological order.

Box 113, Folder 5	Introductory Marketing of Instant Hills Bros. Coffee, 1956-1957 October
Box 113, Folder 6	Agreement with Hills Bros. Coffee Incorporated for the Marketing research on Instant and ground coffee, 1957
Box 113, Folder 7	Coffee Preferences & Brand Images Among West Coast Consumers:, February 11, 1958- March 10, 1958
Box 113, Folder 8	Summary of Decaffeinated Coffee, 1960
Box 113, Folder 9	Criteria for Label Design and Market: Strategy for Decaf Study, 1960
Box 114, Folder 1	Instant Coffee Packaging & Coffee Drinker Attitudes, 1960
Box 114, Folder 2	Brand Image Study: Hills Bros. Ground and Instant, 1965 December
Box 114, Folder 3	Fall Marketing Program: Ground Coffee, 1975
Box 114, Folder 4	Freeze Dried Coffee, 1975 April 18
Box 114, Folder 5	United States Coffee Industry: A Marketing Economic & Financial Investigation, March 1978

Box 114, Folder 6 Brazilian Coffee Performance Marketing Plan, undated

Subseries 6.8: Pricing Information, 1949-1965

Contains correspondence, press releases, and company memos relating primarily to coffee importation and pricing. There is correspondence between Hills Bros. and the Office of Price Stabilization relating to regulations from the federal government concerning the exchange rate of green coffee and coffee prices to the consumers. The materials are arranged in chronological order.

Box 114, Folder 7 Correspondence, 1949-1953

Box 114, Folder 8 Coffee imports and pricing, 1950

Box 114, Folder 9 Correspondence, 1954

Box 114, Folder 10 Correspondence, 1955-1959

Box 96, Folder 42 Correspondence, 1961-1965

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Series 7: Employee Records, 1934-1967; undated

Documents the service and retirement of workers on every level of employment at the company. One executive level document consists of a 1934 list of upper management, including names, dates of employment, and length of service. Another list documents retirement dates, birth dates, and employment dates for all employees participating in the retirement plan from 1953-1959. A photograph of a silver plate commemorating Eugene F. Hoelter's fiftieth anniversary with the company in 1967 is also included among these materials. Employee guides from the 1960s provide information on the company's perception of its position in the coffee industry, short histories, organizational charts, and employee benefits. In addition, instructions for employees at the Edgewater, New Jersey plant, and Herbert Grey Hills' company identification card and exhibitor's employee pass are also found among the materials. Materials are arranged in chronological order.

Box 115, Folder 1	Executive employee service record, 1934
Box 78, Folder 21	Employee identification cards for Herbert Gray Hills, 1942; undated
Box 78, Folder 22	Retirement plans for employees, 1953 January 1
Box 78, Folder 23	Retirement dates dates of birth and dates of employment for active employees of the company who were participants under the retirement plan for, 1953-1959
Box 78, Folder 24	Office employee guide, 1960 August 1
Box 78, Folder 25	Office employee guide, circa 1960, 1961
Box 78, Folder 26	Office employee guide, undated
Box 78, Folder 27	Photograph of silver plate commemorating the fiftieth anniversary of Eugene F. Hoelter's with Hills Bros. Coffee Incorporated, 1967 October 17
Box 78, Folder 28	Information and general instructions for plant employees Edgewater New Jersey undated

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Series 8: Accounting and Financial Records, 1903-1960; undated

Comprises some of the earliest materials from the company that were not destroyed in the 1906 fire and documents the sale of other products such as tea. There is a distributor's notebook dating from 1903-1904 with a 1925 letter inside the volume. Record books dating from 1904 provide information relating to coffee stock distribution, and tea distribution and pricing. Coffee acquisition ledgers dating from 1906-1917 are grouped according to the kind of coffee bean and state the general region or seaport from which the beans originate, including Ecuador, Mexico, Costa Rica, El Salvador, and Guatemala. There is one exception, which is listed by stock number and contains mixed-kind categories. The ledgers provide stock numbers, mark, quantity, location of coffee bean purchases, date of purchases, costs, and grades. Entries are not consistently in chronological order. There are also ledgers maintained by the company that record information relating to retail grocers and how much they purchased from the company, including product types, prices, and quantities. Analysis of expense account records date from 1917-1921. A tea acquisition ledger dating from 1920-1923 is divided into groups including, natural leaf, Darjeeling, Ceylon, Java, and Oolong. Information about stock numbers, mark, quantities, invoice weight, house weight, and where the tea was purchased can be obtained through these records. In addition, there are financial statements dating from 1959-1960 and an undated coffee stock book. Materials are arranged in chronological order.

Box 117, Folder 1	Distributor notebook, 1903-1904 with a letter enclosed, 1925
Box 116	Accounting ledger, 1904
Box 116	Accounting ledger, 1905
Box 116	Accounting ledger, 1906
Box 117, Folder 2	Coffee acquisition ledger, Santos, 1906, 1910-1914
Box 117, Folder 3	Coffee acquisition ledger, Ecuador and Mocha, 1907, 1911-1915
Box 117, Folder 4	Coffee acquisition ledger, Mexican, 1908, 1910-1917
Box 117, Folder 5	Coffee acquisition ledger, mixed, 1911-1915
Box 117, Folder 6	Coffee acquisition ledger, Costa Rica, 1911-1916
Box 117, Folder 7	Coffee acquisition ledger, Sundry or [Borgata/Sundry], 1911-1916
Box 117, Folder 8	Coffee acquisition ledger, 1911-1916
Box 117, Folder 9	Coffee acquisition ledger, 1911-1916
Box 117, Folder 10	Coffee acquisition ledger, Salvador, 1911-1917
Box 117, Folder 11	Coffee acquisition ledger, Guatemala, 1912-1916

Box 117, Folder 12	Coffee acquisition ledger, mixes in annex, 1913-1914
Box 117, Folder 13	Coffee acquisition ledger, Santos, 1915-1917
Box 115, Folder 2	Accounting ledger, 1915-1930
Box 122, Folder 1	Analysis of expense accounts, 1917-1918
Box 122, Folder 2	Analysis of expense accounts, 1918-1919
Box 122, Folder 3	Analysis of expense accounts, 1918-1919
Box 122, Folder 4	Analysis of expense accounts, 1919-1920
Box 122, Folder 5	Analysis of expense accounts, 1919-1920
Box 122, Folder 6	Analysis of expense accounts, 1920-1921
Box 122, Folder 7	Analysis of expense accounts, 1920-1921
Box 117, Folder 14	Tea acquisition ledger, 1920-1925
Box 118, Folder 1	Coffee ledger, 1925-1926
Box 156, Folder 5	Ledger, 1940-1941
Box 118, Folder 2	Financial statements, 1959 May 31-1960 May 3
Box 122, Folder 8	Analysis of expense accounts, undated
Box 122, Folder 9	Analysis of expense accounts, undated
Box 115, Folder 3	Coffee stock book, undated

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Series 9: Office Files, 1915-1986; undated

Consists of material including court documents, correspondence, manuals, maps, and images primarily relating to the business and social activities of the company. There are also reference materials about the coffee industry, retailer grocers trade and packaging. The series is divided into two subseries: Subseries 1, General materials and, Subseries 2, T. Carroll Wilson correspondence.

Subseries 9.1: General, 1915-1986; undated

Comprises of material documenting the legal, packaging, sales and promotional activities of the company beginning with its participation in the Panama Pacific International Exposition in 1915. At the exposition Hills Bros. installed and operated the first automatic machine created to vacuumed-pack coffee. Other materials from the expo include rules and regulations governing the delivery, location, installation, maintenance, and transportation of exhibits and merchandise. The Museum's Division of Cultural History has some of the artifacts relating to the exposition.

Legal records, including court documents for the Federal Trade Commission versus Hills Bros. Company case in 1925 and the United States Department of Justice, Anti-Trust Investigation, 1948, are included among the materials. There is correspondence granting Hills Bros. exclusive rights to use "Hot Coffee" for radio and advertising purposes and information relating to the company's cooperation with the National Recovery Administration, President's Reemployment Agreement. In addition, there is correspondence collected by the company relating to rumors, religion, and race dating from 1958-1964.

Packaging materials dating from 1931-1969 primarily document the history and uses of various types of containers used by Hills Bros. for its products and labels. Included among these materials are a paper written by Ralph Vilas discussing the historical evidence of vacuum packaging from 1931-1934, correspondence and photographs of packaging for the "Blue Brand," an article discussing the selling and merchandising of carton coffee, memos and newspaper clippings relating to vacuum packing, a paper discussing the tinplate used in can making, requirements for packaging, and information relating to the coffee can using an Ansel Adams' photograph.

In the 1930s Hills Bros. created the *Arab Chronicle* and *Broadsides* which, were primarily distributed to retail grocers. These publications were the size of newspapers and folded to about one-sixth of a page for mailing. They consisted of photographs, advertisements, information relating to new advertising campaigns, advice to increase sales, and news of events around the world. In addition to the final copies there are also drafts of the articles for each issue.

Promotional materials relating to a coffee house created in 1958 by the company at Disneyland in Anaheim, California can also be found. The coffee house operated as a restaurant for several years and provided a sandwich-type menu with its coffee products. It was also used as a facility for taste-testing by the marketing research department.

In the 1960s Hills Bros. owned and operated three vans known as Hillsmobiles. The Hillsmobiles were used for promotion sales in various communities. The vans would ride through the neighborhoods distributing free samples of coffee. Included among the materials are letters, memos, and manuals for the promotion and operation of the Hillsmobiles as well as photographs, images, and negatives of the vehicles.

Random materials include a Gertz Bros. Company catalogue dating from 1925, information about Chase and Sanborn coffee, maps illustrating where to go in New England, a marketing map of the United States used as a practical aid for economic sales and advertising, and information about St. Augustine's oldest store museum. Materials in this series are arranged in chronological order.

Box 123, Folder 1

Universal Exposition, 1915

Box 118, Folder 3	Federal Trade Commission vs. Hills Bros. Coffee Company Incorporated, 1925 January
Box 118, Folder 4	Federal Trade Commission vs. Hills Bros. Coffee Company Incorporated, 1925 January
Box 123, Folder 2	Gertz Bros. & Company catalogue, 1925 January
Box 118, Folder 5	Coupon returns, 1926
Map-folder 16	Map of where to go in New England, 1927
Box 118, Folder 6	Brief explanation of the marketing map of the United States, 1928
Map-folder 15	Marketing map of the United States: A practical aid to economic sales and advertising, 1928
Box 118, Folder 7	Sealers log book, 1931
Box 123, Folder 3	Rights granted to Hills Bros. to "Hot Coffee" song from publisher and owner of copyright from musical score of operatta "Oh Susanna!", 1931
Box 123, Folder 4	Plant tour, 1931
Box 118, Folder 8	Historical and other data on vacuum packaging written by Ralph Vilas, 1931-1934
Box 118, Folder 8	Charter banquet menu of the Pacific Coast Coffee Association arranged by the Joint Coffee Committee of organization on behalf of the San Francisco Coffee Roasters' Association and the Green Coffee Association of the San Francisco Chamber of Commerce, 1932 February 27
Box 84, Folder 16	Newspaper article about new store openings, 1932-1933
Box 118, Folder 9	Arab Chronicle Hoefler Asiatic Expedition, 1932
Box 118, Folder 10	National Recovery Administration President's Reemployment Agreement and Hills Bros. cooperation, 1933
Box 115, Folder 5	National Recovery Administration President's Reemployment Agreement and Hills Bros. cooperation, 1933
Box 84, Folder 18	National Recovery Administration newspaper article The Post Inquiry, 1933 October

Box 118, Folder 11	Jig-saw puzzle campaign, 1933
Box 118, Folder 12	Jig-saw puzzle campaign correspondence, 1933
Box 156, Folder 6	Jig-saw puzzle campaign, 1933
Box 155, Folder 2	Arab Chronicle, 1933 April
Box 118, Folder 13	Arab Chronicle Lela Wetz, 1933 July
Box 118, Folder 14	Arab Chronicle, 1933 September
Box 155, Folder 1	Arab Chronicle, 1933 September
Box 155, Folder 3	Materials for the grocery trade,, 1933
Box 84, Folder 17	Newspaper articles relating to MGM production of Eskimo movie,, 1933
Box 147, Folder 21	Publicity materials for MGM production of Eskimo movie,, 1933
Box 118, Folder 15	Certificates of print registrations, 1934
Box 118, Folder 16	Article relating to coffee guide Modern Plastics, 1935 July
Box 118, Folder 17	Report of personally conducted sale, 1936 January 25
Box 118, Folder 18	Chase and Sanborn information, 1937
Box 156, Folder 7	Chase and Sanborn information, 1937
Box 155, Folder 4	Super Market Merchandising, 1937 December
Box 118, Folder 19	Blue can brand, 1940
Box 118, Folder 20	Selections from correspondence, 1941 September
Box 84, Folder 19	Sampling campaign, letters to grocers, 1941
Box 71, Folder 9	Louisville and Nashville Railroad timetable, 1943
Box 71, Folder 10	United States Department of Justice, Anti-Trust Investigation, 1948

Box 71, Folder 11	Science in Action television script, 1951
Box 71, Folder 12	Media cooperation, 1951-1952
Box 155, Folder 4	Trade Talk, 1952 October
Box 84, Folder 22	Map of portion of the Bohemian Grove Sonoma County California, 1953
Box 71, Folder 13	Shirley Temple's Storybook, 1958
Box 123, Folder 5	Correspondence relating to rumors religion and race, 1958-1964
Box 115, Folder 8	Hills Bros. coffee shop Disneyland California, 1959
Box 123, Folder 6	Hills Bros. coffee shop Disneyland California, 1959-1967
Box 71, Folder 14	Hillsmobile information, 1961-1966
Box 71, Folder 15	Menus, 1962; undated
Box 123, Folder 7	Hillsmobile operation manual Hills Bros. personnel, 1962-1965
Box 123, Folder 8	Hillsmobile operation manual Hillsmobile operators, undated
Box 123, Folder 9	Hillsmobile operation manual Manpower Incorporated, undated
Box 123, Folder 10	Hillsmobile images, undated
Box 115, Folder 6	Hillsmobile images, undated
Box 123, Folder 11	St. Augustine's Oldest Store Museum, 1963
Box 71, Folder 16	Procedure for reporting competitive activity, 1966
Box 123, Folder 12	Ansel Adams Yosemite canister, 1969
Box 155, Folder 7	Espresso summer and fall, 1986
Box 71, Folder 17	Summary of grocery dealers territory 48, undated
Box 123, Folder 13	Minimum resale price plan, undated
Box 123, Folder 14	Requirements for packaging materials for coffee, undated

Box 115, Folder 7	Packaging, undated
Box 123, Folder 15	Packaging, undated
Box 123, Folder 16	Packaging, undated
Box 155, Folder 5	Materials relating to grocery trade, undated
Box 155, Folder 6	Materials relating to grocery trade, undated
Box 155, Folder 8	Food and grocery manufacturers entitled to use blue eagle emblem,, undated
Map-folder 6	Artwork of Hills Bros. Coffee Company by John Stoll, undated
Map-folder 6	Illustration of the inside coffee plant, undated
Box 123, Folder 17	Miscellaneous materials, undated

Subseries 9.2: T. Carroll Wilson Correspondence and Papers, 1941-1970

Consists primarily of incoming and outgoing communication with the National Coffee Association. The materials date from April 7, 1941 to December 8, 1970. In addition, there is a certificate of merit presented to T.C. Wilson in recognition of his participation in an honors course in applied management. The materials are arranged in chronological order.

Box 123, Folder 18	Red book, 1925
Box 124, Folder 1	Incoming, 1941 April 9-1944 February 17
Box 124, Folder 2	Incoming, 1944 February 18-1945 December 26
Box 124, Folder 3	Incoming, 1945 December 27-1946 September 17
Box 124, Folder 4	Incoming, 1946 September 18-1947 August 20
Box 124, Folder 5	Incoming, 1947 August 21-1948 April 7
Box 124, Folder 6	Incoming, 1948 April 8-1948 December 29
Box 124, Folder 7	Outgoing, 1941 April 7-1943 September 9
Box 124, Folder 8	Outgoing, 1943 September 10-1944 October 17

Box 124, Folder 9	Outgoing, 1944 October 18-1947 November 5
Box 124, Folder 10	Outgoing, 1947 December 17-1948 December 27
Box 124, Folder 11	Outgoing, 1957 November 15-1970 December 8
Box 156, Folder 8	Certificate of merit presented to T.C. Wilson in recognition of participation in honors course in applied management, 1959

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Series 10: San Francisco Oakland Bay Bridge, 1933-1986; undated

Materials provide background information and an almost daily photographic account of the construction of the bridge. This documentation was the result of Leslie Hills' suggestion to place a camera mount on the parapet of the company building at the beginning of the construction. From this position company photographer Ken P. Allen captured on film the progress until its completion in 1936. The State Bridge Authority produced a movie in 1940 using the Hills Bros. materials. The series is arranged in two subseries: Subseries one is the textual records that provide background information on the construction of the bridge. Subseries two is the photographic materials documenting the construction.

Subseries 10.2: Background Information, 1936-1986; undated

Includes correspondence between Hills Bros., the State Department of Public Works, and the California Commission for the Golden Gate International Exposition in reference to Hills Bros. providing the state with the original negatives of its films. The two organizations used these materials to develop a motion picture film for the Golden Gate International Exposition. A list of the scenes for reels two and three, and a script of the movie are also included. In addition, there is a newspaper article from the *San Francisco Chronicle* dating from 1986. Materials are arranged in chronological order.

Box 96, Folder 43	Charles Henry Purcell, 1936
Box 96, Folder 44	Photographs, 1936-1937; undated
Box 96, Folder 45	Correspondence relating to Bay Bridge movie, 1938 December
Box 96, Folder 46	Scene list for reels two and three, 1938
Box 84, Folder 20	The Bridge that changed our Lives San Francisco Chronicle, 1986 September 17

Subseries 10.2: Photographic Materials, 1933-1936; undated

Consist of 8x10 and 4x5 black and white negatives documenting the construction of the Bay Bridge. Most of the negatives are dated. In addition, there are black and white photographs of the construction of the bridge and a photograph of chief engineer Charles Henry Purcell. The materials are arranged first by size and then by date in the order that they were created.

Box 125, Folder 3	Negatives 8x10, 1933 June 15-1935 March 8
Box 125, Folder 4	Negatives 8x10, 1935 March 18-1935 June 14
Box 125, Folder 5	Negatives 8x10, 1935 July 2-1935 August 12
Box 125, Folder 6	Negatives 8x10, 1935 August 12-1935 December 5
Box 125, Folder 7	Negatives 8x10, 1935 December 5-1936 January 30
Box 125, Folder 8	Negatives 8x10, 1936 January 30-1936 March 23

Box 125, Folder 9	Negatives 8x10, 1936 March 23-1936 September 14
Box 125, Folder 10	Negatives 8x10, 1936 September 14-1936 October 22
Box 125, Folder 11	Negatives 8x10, 1936 October 22-1936 October 29
Box 125, Folder 12	Negatives 8x10 air shots, undated
Box 125, Folder 13	Negatives 8x10 miscellaneous, undated
Box 125, Folder 14	Negatives 8x10 miscellaneous, undated
Box 126	Negatives 4x5, 1933 June 20-1935 June 14
Box 127	Negatives 4x5, 1935 June 14-1936 May 12
Box 128	Negatives 4x5, 1936 May 12-undated

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Series 11: Golden Gate International Exposition Materials, 1915-1940; undated

Documents the construction and management of the Arabian Theater which was located inside the Food Pavilion on Treasure Island. A color and sound version of the film *Behind the Cup: The Story of Hills Bros.* was created and shown in the theater. Materials include correspondence, blueprints, photographs, newspaper articles, forms, insurance documents, passes, and visitors' comments. Other materials relating to the Golden Gate International Exposition can be found in volume seven of the historical albums in series four, subseries two. The series is arranged into nine subseries: Subseries 11.1, Coffee theater, Subseries 11.2, Exposition attendance, Subseries 11.3, Correspondence, Subseries 11.4, Construction, Subseries 11.5, Blueprints, Subseries 11.6, *Behind the Cup*, Subseries 11.7, Newspaper cooperation, Subseries 11.8, Solicitations and replies, and Subseries 11.9, Miscellaneous materials. The materials are maintained in the order that the company created.

Subseries 11.1: Coffee Theater, 1939

Includes correspondence between Hills Bros. and NW Ayer relating to the creation of the murals in the theater. There are materials concerning script creation, production, promotion, and the success of the *Behind the Cup* film. In addition, information relating to theater staff, visitor comments and the general management of the theater are also found among these materials. The materials are maintained in the order that the company created.

Box 124, Folder 12	Theater Image(s)
Box 124, Folder 13	Murals
Box 124, Folder 14	Personnel Image(s)
Box 124, Folder 15	Visitor comments
Box 124, Folder 16	Scripts and articles
Box 129, Folder 1	Promotion Image(s)
Box 129, Folder 2	School visits
Box 129, Folder 3	Gifts to visitors

Subseries 11.2: Exposition Attendance, 1915-1940

Contains comparisons of the 1915 and 1939 attendance figures, statistics on paid and non-paid admission, operating period, average gate receipt, total paid and non-paid admissions. Daily attendance records document numbers for the fair, theater, monthly totals, and the weather. In addition, hourly attendance includes time, entrance, and cumulative totals. The materials are maintained in the order that the company created.

Box 129, Folder 4	Attendance, 1915
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Box 129, Folder 5	Attendance figures, 1939
Box 129, Folder 6	Attendance figures, 1939
Box 129, Folder 7	Attendance at Behind the Cup, 1939
Box 129, Folder 8	Attendance, 1940
Box 129, Folder 9	Attendance, 1940
Box 129, Folder 10	Attendance report Image(s)
Box 130, Folder 1	Attendance at Behind the Cup, 1940

Subseries 11.3: Correspondence, 1937-1940; undated

Consists of both incoming and outgoing communications between Hills Bros., and the Golden Gate International Exposition Company. These letters discuss permits, contracts and agreements, payment, approval for construction, regulations, applications of exhibit colors, and shipment procedures. The materials are maintained in the order that the company created.

Box 130, Folder 2	Construction, 1938-1940
Box 130, Folder 3	Passes, 1938-1940
Box 130, Folder 4	Special Events, 1938-1940
Box 130, Folder 5	Forms undated
Box 130, Folder 6	Exhibitor's Association, 1938-1939
Box 130, Folder 7	General correspondence, 1937-1939

Subseries 11.4: Construction, 1937-1940; undated

Comprises of information relating to the construction of the food and beverage facility. Correspondence and invoices relate to payments, removals, services, estimates, and furniture. Fire insurance documents contain information about the types of coverage, and public and regular liabilities. In addition, there is information relating to exhibitors' questionnaires and endorsements, cost of exhibit space, permission to dismantle forms, application for exhibit space, and an application for a construction permit. The materials are maintained in the order that the company created.

Box 130, Folder 8	Photographs, 1938
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Box 130, Folder 9	P. J. Walker Company, 1937
Box 130, Folder 10	Harry A. Thomsen, 1937-1939
Box 130, Folder 11	American Seating Company, 1938-1940 Image(s)
Box 130, Folder 12	Fire Protection Company, 938
Box 130, Folder 13	Insurance, 1938-1940
Box 130, Folder 14	Equipment, 1939-1940
Box 130, Folder 15	Regulations and forms, 1938-1940
Box 133, Folder 1	Costs, undated
Box 130, Folder 16	Miscellaneous correspondence, 1938-1940

Subseries 11.5: Blueprints, 1937-1939

Materials created by architect Harry A. Thompsen Jr., and include plans for the foundation, main floor, lobby, auditorium, front and side elevations, upper chenau, and the mezzanine. There are also plans for Vacationland, the health and education building and the science building. A small amount of material exists on the sandwich slide, prices of coffee, average revenue and expenses, coffee equipment, coffee making instructions, the production of sales, menu, inventory of cups and saucers, and the heating and ventilation system. A description of Threlkeld's restaurant and a history of the Threlkeld's Commissary Company are also included. The materials are maintained in the order that the company created.

Box 134, Folder 1	Auditorium including front & side elevators upper chenau and mezzanine floor plan, 1938
Box 134, Folder 2	Food and beverage plans, 1938
Box 134, Folder 3	Food and beverage plans used as exhibit A in permit applications, 1938
Box 134, Folder 4	Foundation plan including main floor plan lobby section thru lobby, 1938
Box 134, Folder 5	Ground Plans of Exposition, 1939 Image(s)
Box 134, Folder 5	Health Science and Education building, 1939
Box 134, Folder 6	Heating and ventilation system, 1938

- Box 134, Folder 7 Theatre chairs, 1938
- Box 134, Folder 8 Preliminary drawings Hills Bros. Theatre
- Box 134, Folder 9 Vacationland, 1939
- Box 134, Folder 9 Health and Education building, 1937
- Box 134, Folder 9 Science building, 1939

Subseries 11.6: Behind the Cup, 1937-1940; undated

Includes correspondence between Hills Bros. company executives and the Consulate General of El Salvador relating to filming in El Salvador and Guatemala for the *Behind the Cup* film. There are also newspaper clippings from San Salvador, a translation of the script, and a photograph of T. Carroll Wilson and Ken P. Allen. Other materials include correspondence between Ken Allen and T. Carroll Wilson, releases for photographs, camera reports, narration arrangements, and contracts. A copy of the *Behind the Cup* booklet, which was produced by the NW Ayer Advertising Agency, is also included. The materials are maintained in the order that the company created.

- Box 131, Folder 1 Preliminary preparations: suggestions for scenes, 1938
- Box 131, Folder 2 K. P. Allen El Salvador, 1938
- Box 131, Folder 3 Cinema Color Incorporated correspondence, 1938-1939
[Image\(s\)](#)
- Box 131, Folder 4 Costs, 1938-1940
- Box 131, Folder 5 Translation of script, 1939
- Box 131, Folder 6 Booklet, 1939
[Image\(s\)](#)
- Box 131, Folder 7 Correspondence,, 1938-1939
- Box 133, Folder 2 Script,, 1939
- Box 131, Folder 8 Suggestions for scenes,, 1937
- Box 131, Folder 9 General information, undated
[Image\(s\)](#)

Subseries 11.7: Newspaper Cooperation, 1939

[Image\(s\)](#)

Contains newspaper clippings relating to the showing of the *Behind the Cup* film in Chicago, Illinois; Denver, Colorado; Kansas City, Missouri; Los Angeles, California; Minneapolis, Minnesota; Portland, Oregon; and San Francisco, California. The materials are maintained in the order that the company created.

- Box 131, Folder 10 Chicago, Illinois, 1939
- Box 131, Folder 11 Denver, Colorado, 1939
- Box 131, Folder 12 Kansas City, Missouri, 1939
- Box 131, Folder 13 Los Angeles, California, 1939
- Box 131, Folder 14 Minneapolis, Minnesota, 1939
- Box 131, Folder 15 Portland, Oregon, 1939
- Box 131, Folder 16 San Francisco, California, 1939

[Image\(s\)](#)

Cover of "Newspaper Cooperation 1939" report with a photo of Hills Bros. Coffee Theatre at the Golden Gate International Exposition. color photoprint.]

Hills Bros. Coffee, Inc., Sponsor

Man and woman shown in archway. Mounted on oaktag with captions quoted in caption.

Subseries 11.8: Solicitations and Replies, 1938-1940

Comprises primarily of incoming correspondence to Hills Bros. with outgoing replies attached. In addition, there is information relating to the type of equipment or services available for use by Hills Bros. at the expo, business cards, postcards, and promotional materials. The materials are maintained in the order that the company created.

- Box 131, Folder 17 Solicitations and Replies, 1938
- Box 131, Folder 18 Solicitations and Replies, 1938-1939
- Box 132, Folder 1 No reply 2 (A), 1938-1939
- Box 132, Folder 2 No reply 2 (B), 1939-1940

Subseries 11.9: Miscellaneous, 1916-1940

Consists of a scrapbook including descriptions, images, business and industry participants list, brochures, general summaries, construction of buildings, government involvement in the expo,

personnel, and rules and regulations governing the transportation of exhibits. In addition, there is information relating to the sandwich slide, model freight cars, Treasure Island employees, and articles from the *San Francisco Chronicle*. The materials are maintained in the order that the company created.

Box 156, Folder 9	Gold Medal award, 1916
Box 84, Folder 21	Article, 1938
Box 132, Folder 3	Movie of fair, 1938-1940
Box 132, Folder 4	Guide Book, 1938-1940
Box 132, Folder 5	Sandwich slide, 1939-1940
Box 132, Folder 6	Model freight cars, 1939
Box 134, Folder 10-12	Articles San Francisco Chronicle, 1939 February
Box 133, Folder 3	Scrapbook, 1939-1940
Box 132, Folder 7	Threlkelo's, 1940
Box 132, Folder 8	Treasure Island employees, 1940

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Series 12: World War Two Materials, 1942-1949; undated

Documents the United States government's coffee rationing and wartime packaging requirements. The United States War Production Board issued regulations designed to control the use of metals during this period which greatly affected the coffee industry. These materials reflect the impact of rationing and regulations on the coffee industry and Hills Bros. in particular. The company's response to these measures is documented among these materials. The series is arranged into six subseries: Subseries 12.1, Production and quotas, Subseries 12.2, Rationing, Subseries 12.3, Containers and closures, Subseries 12.4, Appeals, Subseries 12.5, Advertising campaigns, and Subseries 12.6, Machinists strike scrapbooks.

Subseries 12.1: Production and Quotas, 1942-1946

Contains a compilation of correspondence, memos, and conservation orders from the War Production Board maintained in the files of Herbert Grey Hills and T. Carroll Wilson. These materials relate to production quotas of coffee for roasters; restrictions on manufacture, sale, and delivery of glass containers; price differential in relation to ceiling prices; small buyers and consumers accounts; and new accounts and the exchange of brands and sizes. A copy of the National Coffee Association Bulletin: *War Production Board, Conservation orders M135* and a copy of the red can brand quota plan dating from 1944-1946 are also included among these materials. Materials are arranged in chronological order.

Box 132, Folder 9	War Production Board Conservation Orders Herbert Gray Hills files, 1942
Box 132, Folder 10	War Production Board Conservation Orders T. Carroll Wilson files part one, 1942
Box 132, Folder 11	War Production Board Conservation Orders T. Carroll Wilson files part two, 1942
Box 135, Folder 1	War Production Board Conservation Orders part one, 1942
Box 135, Folder 2	War Production Board Conservation Orders part two, 1942
Box 135, Folder 3	National Coffee Association Bulletin: War Production Board Conservation order M135, 1942
Box 135, Folder 4	Conservation Order and Coffee Rationing miscellaneous forms, 1942
Box 135, Folder 5	Red Can Brand quota plan, 1944 October 3-1946 December 26
Box 135, Folder 6	Wartime Regulation T. Carroll Wilson files, 1946

Subseries 12.2: Rationing, 1939-1946

Consists primarily of correspondence, orders, instructions, and forms from the War Production Board concerning quotas for coffee distribution and production, allowable inventory and operating inventory, ration stamps or certificates, and army and navy re-orders. Post-rationing sales control and how it would affect or apply to consumers and the armed forces is also discussed. Materials are arranged in chronological order.

Box 135, Folder 7	Edgewater Plant, 1939-1945
Box 135, Folder 8	Coffee Rationing correspondence, 1942-1943
Box 136, Folder 1	Post Rationing Sales Control correspondence, 1942-1943
Box 136, Folder 2	Coffee Rationing instructions Herbert Gray Hills files, 1942-1943
Box 136, Folder 3	Coffee Rationing instructions and forms one, 1942-1943
Box 136, Folder 4	Coffee Rationing: instructions and forms two, 1942-1943
Box 136, Folder 5	Rationing information,, 1942-1943
Box 136, Folder 6	Coffee Rationing, instructions, 1943 April 27-1943 June 12
Box 137, Folder 1	Government Orders, California Quartermaster Depot rations,, 1944-1945
Box 137, Folder 2	War Food Administration Price Control, 1944-1946

Subseries 12.3: Containers and Closures, 1942-1949; undated

Comprises of government orders relating to quotas on size and standards for glass jars and closures, shipping containers, cans, and glass jar labels. Hills Bros. specifications based on these orders is also included. There are photographs of glass jar products, discussions on original artwork for labels, and considerations for packing and shipping. Materials are arranged in chronological order.

Box 137, Folder 3	Government Order L-103b, Glass Jars and Closures, 1942-1943
Box 137, Folder 4	Government Quotas of Containers, 1942 February 23-1943 October 18
Box 137, Folder 5	Government Order L-317, Shipping Containers, 1944 February 21-1945 March 16
Box 137, Folder 6	Government Order M-81: Cans, 1944 May 16-1949 March 19
Box 137, Folder 7	Glass Jar Labels, undated

Subseries 12.4: Appeals, 1948

Includes material compiled as a presentation to the United States Department of Commerce by the Packaging and Container Committee of the National Coffee Association. This presentation was submitted on April 22, 1948. It represents the National Coffee Association's attempt to use cans again.

Box 137, Folder 8	National Coffee Association Can Appeal, 1948
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12.5: Advertising Campaigns, 1942, undated

Contains correspondence relating to the "Gone with the Tin" advertising campaign. Included with the correspondence are announcements for the campaign, newspaper clippings, and positive feedback from the public attesting to Hills Bros. participation in winning the war while still providing customers with the best possible products. There is also information relating to the "Waste is a Fighting Word Today" advertising campaign, and positive customer feedback. In addition, there are some miscellaneous forms. Materials are arranged in chronological order.

Box 137, Folder 9	Correspondence relating to Gone With the Tin advertising campaign, 1942 March 31-1942 November 22
Box 137, Folder 10	Correspondence relating to Waste Is A Fighting Word Today, 1942 June
Box 137, Folder 11	Miscellaneous forms, undated

Subseries 12.6: Machinists Strike Scrapbooks, 1945-1946

Consists of three scrapbooks of press clippings covering the machinists' strike that occurred in San Francisco over more pay and fewer hours. Hills Bros. Coffee plant, which was identified as one of the big "fringe shops", was impacted by the strike. As a result, the company warned grocers and their customers not to expect large supplies of coffee. The scrapbooks are arranged in chronological order.

Box 140, Folder 1	Press clippings book one, 1945 December 10-1945 December 25
Box 140, Folder 2	Press clippings book two, 1946 February 26-1946 March 23
Box 140, Folder 3	Press clippings book three, 1946 March 23-1946 June 13

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Series 13: Audiovisual Materials, 1930-1984, undated

Includes

Subseries 13.1: Moving Images, 1930-1984

Documents television commercials and programs, promotional materials, and company activities. The company had an in-house photography and filming unit that began creating materials in the early 1930s. This effort resulted in a detailed documentation of the construction of the San Francisco-Oakland Bay Bridge (Bridging the Bay, 1938/39) and a promotional film that was shown at the Golden Gate International Exposition Fair (Behind the Cup, 1939). In addition, Hills Bros. became involved with television advertising in the early 1950s. The collection includes a substantial number of television commercials dating from 1951-1984, as well as television programs that were sponsored in part by Hills Bros., including Shirley Temples Storybook Theater (1958) and Meet Me at Disneyland (1962). The series is arranged in six subseries: Subseries 13.1, Television commercials, Subseries 13.2, Television programs, Subseries 13.3, Promotional materials, Subseries 13.4, Hills Bros. activities, Subseries 13.5, Miscellaneous film and video, and Subseries 13.6, Cardboard discs.

Subseries 13.1.1: Television Commercials, 1951-1984

Comprises of a representative sample of Hills Bros. television commercials beginning with their first efforts in the early 1950s. The commercials were created by a succession of advertising agencies, starting with NW Ayer, and including Doyle, Dane, Bernbach; Foote, Cone, and Belding; and Wells Rich Greene/West. Coffee products advertised include regular roast, instant, drip roast, high yield, and flavored "European Style" coffees.

Reel OF 395.3

[Television Commercials, Hills Bros. Coffee, circa 1951] (NW Ayer), circa 1951

1 Film reel

Compilation reel assembled by the Archives Center comprised of the following reels of Hills Bros. commercials produced by NW Ayer.

"Choose your coffee as you choose your friends"

1. [Dinner party]
2. [Camping]
3. [Boy meets girl, girl makes coffee]
4. [Dinner party] - short version
5. [Camping] - short version
6. [Boy meets girl, girl makes coffee] -short version

"Hills Bros. Coffee ... same hearty flavor cup after cup, pound after pound." (circa 1953).

Includes:

1. [What's the secret to a successful marriage?]
2. [A good cup of coffee to start the day on high]
3. [More coffee anyone?] "Richer, stronger, pound lasts longer" (circa 1952-1960)

1. [Cowboys]
2. [New Instant - Boat]
3. [... Join us in a good cup of coffee]
4. [First roundup (animated)]
5. [Gap' n' Gulch (animated)]

Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS). See Archives Center staff for details.

Reel OF 395.9

[Proposed Television Commercials, Hills Bros. Coffee, circa 1960]
1 Film reel (16mm black and white composite optical track print ; 930 feet)
Semi-animated storyboards (animatic) of proposed commercials by NW Ayer Advertising Agency. Includes several ideas that were used in finished commercials in the Hills Bros. Coffee collection including "Woman in the Kitchen", "Englishman", "Ranch Hands", "Gap 'n' Gulch", and "A Good Cup of Coffee." Jingles include "Head for the hills ... Hills Bros."

Reel OF 395.10

[Television Commercials - Freeze Dried Coffee, circa 1970] (Kine Air Lifts) , circa 1970
1 Film reel (16mm black and white composite optical track print ; approx. 600 feet)

A compilation reel of 9 commercials assembled to demonstrate competitors in the freeze dried market. Includes:

1. Maxim [Six Uses]
2. Taster's Choice [Fooler]
3. Folgers [Epic]
4. Butternut Freeze Dried
5. Maryland Club Freeze Dried
6. Manhattan Freeze Dried
7. Sanka Crystals
8. Brim Freeze Dried Coffee
9. Caffee Instant Coffee

Reference video in Box 1 RV.

Reel OF 395.11

[Television Commercials, Hills Bros. Coffee, 1965- 1966] (Foote, Cone, and Belding), 1965-1966
1 Film reel (16mm black and white composite optical track print ; 400 feet)
Compilation roll assembled by the Archives Center of black and white commercials produced by Foote, Cone, and Belding for Hills Bros. Coffee. The commercials are:

1. [Marge Next Door] 2. [Golfers] 3. [One-Two-Three] 4. [Brown Derby] (2-66)

Reference video in Box 1 RV.

Reel OF 395.14

[Television Commercials, Hills Bros. Coffee, circa 1970-1972] (Doyle, Dane, Bernbach) , circa 1970-1972

1 Film reel (16mm color composite optical track print ; 400 feet)

A compilation reel assembled by the Archives Center of three reels of commercials by Doyle, Dane, Bernbach, Incorporated for Hills Bros. Coffee. The first commercials are based on two slogans-- the first group of commercials-"When your name is on the can, you're picky about what goes inside"; the second group - "Hills Bros. Coffee -- its grounds for marriage." Titles include:

1. [Bean Buyer]
2. [The Blender]
3. [On the Docks]
4. [The Taster]
5. [Bunny and Wilma]
6. [Stan and Joe]
7. [The Proposal]

"What do you want most from coffee? That's what you get from Hills Bros."

- 1.[Skier]
- 2.[Policeman]
- 3.[Student]

"When your own name is on the jar, you're very picky about what goes inside."

Reel OF 395.14A

[Television Commercials, Hills Bros. Coffee, circa 1970] (Doyle, Dane, Bernbach), circa 1970

1 Film reel (16mm color composite optical track print ; (110 feet))

A compilation roll of television commercials by Doyle, Dane, Bernbach, Incorporated for Hills Bros. Coffee. Duplicates of four of the spots included in 395.14 [Television Commercials, Hills Bros. Coffee, circa 1970]. Titles are: 1. Bunny and Wilma

2. Stan and Joe
3. The Proposal
4. Bean Buyer
5. The Taster

Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS). See Archives Center staff for details.

Reel OF 395.15

[Television Commercials, Hills Bros. Coffee, circa 1965-1967] (Foote, Cone, and Belding), circa 1965-1967

1 Film reel (16mm color composite optical track print ; (800 feet))

Compilation roll, assembled by the Archives Center, of television commercials produced by Foote, Cone, and Belding for Hills Bros. Coffee. Included on the roll are:

1. [Blowtorch]
2. [Lodge]
3. [Bunsen Burner]
4. [What's Going On?]
5. [Wallpaper]
6. [Chess]
7. [Just Slightly Richer]
8. [Shop Revisited]
9. [Bunsen Burner] (10-65)
10. [Shop] (9-66)
11. [Skiers] (12-66)
12. [Extra Rich Cups] (11-66)
13. [Frog Kanister] (1-67)
14. [Multiple Kanister] (1-67)
15. [Mother and Kids]
16. [Old Lady]

Reference video in Box 1 RV.

Reel OF 395.16

[Television Commercials, Hills Bros. Coffee, 1966] (Foote, Cone, and Belding)

1 Film reel (16mm color optical track print; 100 feet)

Compilation roll, assembled by the Archives Center, containing two television commercials by Foote, Cone, and Belding for Hills Bros. Coffee.

The commercials are:

1. Interview 2. Just Slightly Richer (animatic)

Reel OF 395.17

[Television Commercials, Hills Bros. Coffee, 1966] (Foote, Cone, and Belding), 1965

1 Film reel (16mm color composite optical track print; 350 feet)

1. [Family Portrait]
2. [Mr. Cofer]
3. [Reuben Apprentice]
4. [Three Girls]
5. [Leader]

Reference video in Box 1 RV.

- Reel OF 395.20 Master Blend" , 1972
1 Film reel (16mm black and white optical track print ; 50 feet)
Kinescope (?) for General Foods Master Blend coffee.
- Reel OF 395.24 [Proposed Television Commercial, Hills Bros. Coffee, 1965] , 1965
1 Film reel (16mm black and white composite optical track print ; 60 feet)
Animatic (animated storyboard) for a proposed commercial based on the slogan "Four, four, four pounds at a time; Hills Bros. Coffee is roasted four pounds at a time." Probably created by Foote, Cone, and Belding for Hills Bros.
- Reel OF 395.33 Television Commercial, Hills Bros. Coffee] High Yield, undated
1 Film reel (16mm color composite optical track print; (25 feet))
Television commercial for Hills Bros. with the slogan "delicious for all coffee makers."
- Video OV 395.34 [Television Commercial, Hills Bros. Coffee, 1976] Newleyweds , 1976
1 videocassettes (u-matic) (Total Running time: (:30))
- Video OV 395.35 [Television Commercials, Hills Bros. Coffee, 1977-1981]
1 videocassettes (u-matic) (Total Running Time: (12:26))
Compilation reel of television commercials for Hills Bros.' European coffees.
- Video OV 395.36 [Television Commercials, Hills Bros. Coffee, 1982] , 1982
1 videocassettes (u-matic)
Compilation reel of television commercials for Hills Bros.' flavored coffees.
- Video OF 395.37 [Television Commercials, Hills Bros. Coffee, 1983] , 1983
1 videocassettes (u-matic) (Total RunningTime: (:30))
- Video OV 395.38 [Television Commercials, Hills Bros. Coffee, 1984] Romantic Moment ,
1984
1 videocassettes (u-matic) (Total Running Time: (:30))
- Video OV 395.38A Television Commercials, Hills Bros. Coffee, 1984] Romantic Moment ,
1984

1 videocassettes (u-matic) (Total Running Time: (:30))

- Video OV 395.39 [Television Commercials, Hills Bros. Coffee, 1984] "Lost Lake" and "Sure I Do"
1 videocassettes (u-matic) (Total Running Time: (2:30))
Commercials for high yield and decaf coffees.
- Video OV 395.40 Proposed Television Commercials, Hills Bros. Coffee, 1984]
1 videocassettes (u-matic) (Total Running Time: 2:50)
Photomatics of proposed Hills Bros. commercials for flavored, instant, and decaf coffees.
- Video OV 395.41 Television Commercials, Nutrasweet, 1984]
1 videocassettes (u-matic)
Commercials for Nutrasweet produced by Ogilvy and Mather

Subseries 13.1.2: Television Programs, 1951-circa 1980

Include programs that were sponsored, in part, by the company or that were related to it in some way. Major television sponsorship efforts resulted in several series including *Shirley Temple's Storybook Theater* (1958), *Meet Me at Disneyland* (1962), *Bat Masterson* (1959/60), and *Lead-off Man* (1964). Hills Bros. also provided consultation services for the program *Science in Action* (1951) as well as major funding for *NET Festival White House Red Carpet* (1967).

- Reel OF 395.4 Science in Action. Coffee - An 'Exotick' Drink. [1951], 1951
Episodes from the Science in Action were created by the California Academy of Sciences, sponsored by the American Trust Company, produced and broadcast, apparently on Thursday nights, at KGO-TV, the ABC affiliate in San Francisco (Channel 7). The host/narrator is Tom Grudy. Coffee - An Exotick Drink explores the history of coffee charting its beginnings as a drink, the processes of coffee production, coffee drinking around the world, and rules for making a "good" cup of coffee. Fairly early television style shot with one camera primarily showing the host/narrator as he sits behind a desk. Limited use of visuals includes a Hills Bros. employee discussing a coffee plant. Memorable line: "Medicine discovered caffeine, a beneficial drug in the coffee bean.
- Reel OF 395.5 Big Top, The. [1951 September], 1951-09
1 Film reel (16mm black and white composite optical track print (kinescope) ; (2,000 feet))
Broadcast: September 1, 1951 produced at WCAU - TV through the CBS Television Network. Sponsored by Sealtest Credits:

Ringmaster - Jack Sterling

Script - Robert Forrest

Director - Paul Ritts

Producer - Charles Vanda

Performers - Ed McMahon (clown)

Chris (Laffy) Keegen (clown)

This program is a kinescope recording of a one hour, live broadcast of Sealtest's BIG TOP, a regional program that was broadcast (nationwide) on Saturdays (in September 1951 it was broadcast live from 12:00 to 1:00). Sponsored by Sealtest, this program is essentially a few circus acts framed by numerous commercials for Sealtest products. This particular episode was a "salute to the Scouts," so the studio audience was comprised primarily of Boy Scout troops who parade around the studio at the opening of the show including at least one African-American troop.

Circus acts include a trampoline act; the Edwards Brothers, a balancing act; Professor (?), a wild animal trainer; a juggler; a female aerial act; an Olympic gymnast; and a clown act. Several things about the series and this particular episode are of interest. During the middle of the program the Ringmaster promotes TV Great Circus Show: The Big Top Comic Book, a companion comic book sold at newsstands and produced by Al Capp (of Mad Magazine fame). During the wild animal routine it is possible to see that cameras and camera men at work shooting the program. This segment includes excellent scenes of cameras in use.

For more information about THE BIG TOP series see Children's Television Part II, The First 35 Years, 1946-1981.

Reel OF 395.7

Shirley Temple's Storybook (series)

1 Film reel (16mm black and white composite optical track print, twelve titles ; (each 1600 feet))

Shirley Temple's Storybook, a series of 16 hour-long children's specials broadcast on NBC, apparently was sponsored, in part, by Hills Brothers Coffee. The films, which were broadcast throughout 1958, presented tales from the Brothers Grimm, Hans Christian Anderson, and Mother Goose, to name a few. Featured in these productions were a number of well-known performers including Shirley Temple, Agnes Morehead, John Raitt, E.G. Marshall, June Lockhart, Charlton Heston, and Jack Albertson. In addition, Shirley Temple introduced each "story" and provided comments at the commercial breaks and at the conclusion of each episode. The Archives Center holds thirteen episodes from the series. The commercials were removed from all of these episodes so it is difficult to gauge the extent of Hills Brothers' sponsorship of the series.

Reel OF 395.7.1

Beauty and the Beast, 1958-01-12

1 Film reel

Reel OF 395.7.2

Rumpelstiltskin, 1958-02-02

1 Film reel

Reel OF 395.7.3

Nightingale, The , 1958-02-23

1 Film reel

- Reel OF 395.7.4 Land of Green Ginger, The , 1958-03-18
1 Film reel
- Reel OF 395.7.5 Rip Van Winkle, 1958-04-08
- Reel OF 395.7.6 Sleeping Beauty, The , 1958-06-08
1 Film reel
- Reel OF 395.7.7 Magic Fishbone, The , 1958-08-19
1 Film reel
- Reel OF 395.8 Wild Swans, The 12 September 1958, 1958-09-12
1 Film reel
- Reel OF 395.7.9 Hiawatha, 1958-10-05
1 Film reel
- Reel OF 395.7.10 Rapunzel, 1958-10-27
1 Film reel
- Reel OF 395.7.11 Ali Baba and the Forty Thieves, 12 November 1958, 1958-11-12
1 Film reel
- Reel OF 395.7.12 Mother Goose, 1958-12-21
1 Film reel
- Reel OF 395.12 Meet Me at Disneyland [1962], 1962
1 Film reel (16mm black and white composite optical track print (kinescope) ; (1,600 feet))
Episode of television variety show broadcast for 13 weeks from Disneyland through KTTV in Los Angeles. This episode was hosted by Johnnie Jacobs and featured band music with the Disneyland Main Street Band (?), the Dapper Dans, The Firehouse Five plus 2, The 4 Calcettes (?), and songwriter Jimmy McHue. In addition, Walt Disney is briefly interviewed by Johnnie Jacobs and Fred McMurray plays the saxophone with one of the featured musical groups.

This episode includes commercials for Hills Bros. Coffee, Stouffers, Fritos, Ruffles Potato Chips, and Chicken of the Dea Tuna. The Hills Bros. commercials appear elsewhere in the Hills Brothers collection with the jingle "Richer, stronger, pound lasts longer" and the slogan "Head for the hills ... Hills Bros." and includes Hills Bros. Instant. The Stouffers, Fritos, and Ripples commercials are essentially still images (like magazine advertising) with voice-over narration. There is also a spot for the "World Entertainment Golf Championship, Sunday 2:00 pm."
- Reel OF 395.13 Lead Off Man [1964], 1964

1 Film reel (16mm black and white composite optical track print (Kinescope) ; (380 feet))

A pre-game show sponsored by Hills Bros. Coffee that featured interviews with baseball players. This episode (dated May 13, 1964 on the can) features an interview with the Los Angeles Dodger Frank Howard. Hills Bros. commercials are included in the broadcast as are commercials for Goldblatts department store and R. D. hair tonic. The show was broadcast on WTTW Chicago from Wrigley Field.

Reference video in Box 1 RV.

Reel OF 395.22

NET Festival. White House Red Carpet [1967], 1967
1 Film reel (16mm color optical track print ; (2,000 feet))

This 1967 program presents a behind-the-scenes look at the White House as President and Mrs. Lyndon B. Johnson host a state visit by the Japanese prime minister. Julia Child leads the tour which includes conversations with Liz Carpenter, Mrs. Johnson's press secretary, James Symington, Chief of Protocol, as well as the head housekeeper and the White House chef. The program includes scenes of the formal welcoming ceremony in the Rose Garden, preparations in the kitchen, Tony Bennet rehearsing for his appearance as the evening's entertainment, and the formal state dinner. White House Red Carpet was sponsored by Hills Bros. Coffee and produced for NET Festival by WGBH, Boston.

Attached to the end of White House Red Carpet is a short film by Stefan Sharff titled Improvisations. It documents a jazz work by alto saxophonist Giuseppe Logan with percussion provided by Milford Graves. This film was probably broadcast with White House Red Carpet to fill in the hour.

Video OV 395.42

Fight Back with David Horowitz , undated
1 videocassettes (u-matic)

A segment from a consumer-oriented television program in which high yield coffees are compared to regular coffees for taste, price, and value.

Subseries 13.1.3: Promotional Materials, 1939-1977

Contains material created by the company to promote their products and activities. Materials include two films of interest. *Behind the Cup: The Story of Hills Bros. Coffee* (1939), created for the Golden Gate International Exposition Fair, was produced in 35mm Cinecolor for theatrical screening. Also, of note are two short films probably produced for screening at a meeting of Hills Bros. employees. In the first Gene Barry, star of *Bat Masterson* and Hills Bros.' spokesman describes the next seasons plans for *Bat Masterson* and presents a portion of a proposed episode. In the second film Walt Disney talks about his company's plans for the next year including additions to Disneyland and planned episodes of *Walt Disney Presents*.

Reel OF 395.1

Behind the Cup: The Story of Hills Bros. Coffee, 1939., 1939
1 Film reel (16mm color composite optical track print ; (approx. 1,000 feet))

This film, produced for the 1939 World's Fair, depicts the processes involved with coffee production from growing and harvesting coffee, preparing the beans, shipping, developing blends, to packing and shipping coffee. Specifically, this film shows how Hills Bros. Coffee goes from plant

to cup with extensive scenes in the Hills Bros. San Francisco processing plant. It also includes scenes from coffee plantations in El Salvador.

Credits:

Narrator, Carroll Wilson, Hills Bros.

Photographer, Ken Allen

Special Effects, Ray Mercer

Original Score, Aaron Gonzalez

Song "Hot Coffee" sung by Hustwick and Stauffer

Copyright 1939, Hills Bros. Coffee

Reference video in Box 1 RV.

Reel OF 395.8

[Promotional Film-Hills Bros. Coffee. Bat Masterson and Walt Disney, circa 1960], circa 1960

1 Film reel (16mm black and white composite optical track print ; (855 feet))

These promotional films were produced for Hills Bros. employees probably to be shown at some sort of annual meeting. The two portions may have been separate films shown at separate times. They were donated to the Archives Center as a single film. In the first section Gene Barry, star of BAT MASTERSON and spokesman for Hills Bros., speaks to the employees of Hills Brothers about plans for the series in the coming year. Includes a partial episode of BAT MASTERSON in which the Hills Bros.' Coffee commercials are shown. The commercial jingles include "Richer, stronger, pound lasts longer" and "Head for the hills ... Hills Bros."

In the second section of this film Walt Disney speaks to Hills Brothers employees about Disney's plans for 1962 including the Hills Bros. Coffee Garden at Disneyland, new attractions at Disneyland, and excerpts from upcoming shows on the Disney television series including The Swamp Fox and Mochie and the Little League.

Reference video in Box 1 RV.

Reel OF 395.19

"New Answer to High Coffee Prices"

1 Film reel (16mm color composite optical track print ; (75 feet))

Promotional, informational film discussing Hills Brothers new roasting process which results in a higher coffee yield from each bean. The film is probably circa 1976.

Reel OF 395.29

[Century II Commissary Campaign, 1977], 1977

1 Film reel (16mm color composite optical track print ; 400 feet)

A sales film intended to get managers of military commissaries to stock Hills Bros. coffee The film is comprised primarily of still images and includes one Hills Bros. television commercial

Subseries 13.1.4: Hills. Bros. Activities, 1930-1962

Consists primarily of 16mm "home movie" documentation of activities as diverse as the 1941 Detroit Sampling Campaign, coffee production in El Salvador, and activities in the Hills Bros. processing plant.

- Reel OF 395.6 [Hills Bros. Coffee Processing Plant, circa 1930], circa 1930
1 Film reel (16mm B&W silent print ; (approximately 80 feet))
Film, presumably, of the Hills Bros. San Francisco processing plant. Includes scenes of bagging coffee beans, taste testing, testing beans. Matches a portion of the color footage in BEHIND THE CUP, although the edge code dates are not contemporary with production of BEHIND THE CUP.

Note: On the original box was written "During production of Behind the Cup in Plant. - San Francisco News by R.W. Hills Jr. 1930 edition, volume fifty reel one."
- Reel OF 395.2 [Detroit Sampling Campaign, 1941], 1941
1 Film reel (16mm color silent camera original reversal ; (approximately 400 feet))
A film documenting the Detroit sampling campaign in which red-coated Hills Bros. representatives walked through neighborhoods in Detroit distributing sample cans of Hills Bros. coffee. Hills Bros. entered the Detroit market in 1941 and the activities documented in this film were intended to introduce Detroit residents to Hills Bros. coffee.

Reference video in Box 1 RV.
- Reel OF 395.27 [Experimental Photography, 1942 or 1962], 1942 or 1962
1 Film reel (16mm black and white silent original reversal ; approx. 1,000 feet)
This footage of unknown origin looks at items of interest to Hills Bros. Coffee in extreme close-up. Includes images of a can of Hills Bros. Coffee being opened, coffee percolating, coffee being poured, and a full cup of coffee. A note on the can indicates a date of 1963.
- Reel OF 395.28, Item 1-6 [Travelogue: El Salvador, 1938], 1938
1 Film reel (16mm color silent camera original reversal)
Travel footage shot in El Salvador in 1938 by a Hills Bros. employee. The footage includes extensive scenes in and around a coffee plantation and documents coffee production from growing the plants through picking, washing, drying, and packing the beans. Much of this footage is similar to, if not the same as, material used in Behind the Cup. Additional scenes document activities in a city (San Salvador?) plaza as well as native traditions.
- Reel OF 395.32 [Hills Bros. Coffee: Misc. Scenes, 1946], 1946
1 Film reel (16mm color silent original reversal ; (approximately 350 feet))
Roll of miscellaneous shots of interest to Hills Bros. Coffee assembled by Archives Center staff. Shots include the "perfect" 1946 woman in a "perfect" 1946 kitchen serving Hills Brothers coffee to a man, a Hills Bros.

delivery truck making a delivery, dock and warehouse scenes, the blending process, and a woman typing a letter on Hills Bros. letterhead.

Subseries 13.1.5: Miscellaneous Film and Video, 1938-1966

Comprises of films relating to coffee, travelogues, and a substantial amount of film documenting the construction of the San Francisco Oakland Bay Bridge.

- Reel OF 395.21 Secret of Good Coffee, The [1960] , 1960
1 Film reel (16mm black and white optical track print ; (200 feet))
How to make a good cup of coffee presented by the Coffee Brewing Institute and produced by Vision Associates.
- Reel OF 395.23 Bridging the Bay [1938/39], 1938-1939
1 Film reel (16mm black and white optical track print ; (1145 feet))
Film produced by the State of California, Department of Public Works to commemorate the opening of the San Francisco-Oakland Bay Bridge. The film depicts all stages of building the bridge from the groundbreaking in 1933 to the completion a little more than three years later. Footage for the film came from Hills Brothers Coffee, Incorporated, United States Steel Corporation, Fox Movietone News, and News of the Day.

Reference video in Box 1 RV.
- Reel OF 395.25, Item Footage of the Construction of the San Francisco, Oakland Bay Bridge, 1-7
1933-1937], 1933-1937
1 Film reel (16mm black and white/tinted silent print/camera original reversal)
Footage, presumably shot by a Hills Bros. employee, documenting the construction of the San Francisco - Oakland Bay Bridge. The footage has been minimally edited and may represent early work towards a film about the construction of the bridge. Includes scenes documenting all stages in the construction process.
- Reel OF 395.26 Philadelphia Affair, The, 1966, 1966
1 Film reel (16mm color silent original reversal ; (650 feet))
- Reel OF 395.30 Travelogue: Upstate New York, 1964, 1964
1 Film reel (16mm color silent camera original reversal ; (approximately 300 feet))
Travel footage, presumably shot by a Hills Bros. employee, of the sights and supermarkets of upstate New York. On the can was written: Hills Bros. Coffee, Incorporated Travelogue Film BIRIS August 25-27, 1964.
- Reel OF 395.31 Home Movies, 1933
1 Film reel (16mm black and white silent original reversal ; (approximately 175 feet))
Home movies footage, perhaps of members of Hills Bros. family, apparently on summer holidays. Includes scenes of swimming, children

playing, people lounging in a resort-like setting. On the original film box was written: HG Hills Belv. Ruben 3

Subseries 13.2: Sound Recordings, 1934-1967, undated

Primarily includes tape and cardboard discs. The Subseries is arranged into three subseries: Subseries 13.2.1, Radio commercials, Subseries 13.2.2, Radio programs and other broadcasts, and Subseries 13.2.3, Cardboard discs. Reference cassette copies are available for the audio recordings.

Reference cassette copies are available for all of the audio recordings.

Subseries 13.2.1: Radio Commercials, 1941-1967, undated

Materials advertise Hills Bros. and Maxwell House coffee products. In addition, there is a commercial created for the Pan American Coffee Bureau.

- | | |
|------------------------|---|
| Disk AC0395-
OD0083 | Radio Commercial-Hills Bros.Coffee
<i>1 sound discs (lacquer)</i>
ProducedbyN.W.Ayer |
| Disk AC0395-
OD0084 | Radio Commercial-Hills Bros.Coffee
<i>1 sound discs (lacquer)</i>
Produced by NW Ayer. |
| Disk AC0395-
OD0086 | Spot Announcements-Hills Bros.Coffee, 1951
Introduction to the 1951 "Make Friends" advertising campaign includingthe
musical theme and one minute, twenty second, and fifteen secondsample
commercials. |
| Disk AC0395-
OD0087 | Radio Commercial-Hills Bros.Coffee, 1956
<i>1 sound discs (lacquer)</i>
Radio commercial introducing HillsBros. instant coffee.Produced by
N.W.Ayer. |
| Disk AC0395-
OD0088 | Radio Commercial-Maxwell House Coffee , 1941-04-10
<i>1 sound discs (lacquer)</i>
Radio commercials from Maxwell HouseCoffee Time with Frank
Morganand Fanny Brice as Baby Snooks. |
| Disk AC0395-
OD0089 | Radio Commercial - Hills Bros. Cofee, 1953 August 1 sound discs
(lacquer) , 1953-08
<i>1 sound discs (lacquer)</i>
Radio commercial for the "coffee guide" promotion-a free measuring scoop
inside each can of Hills Bros.Coffee. Producedby NW Ayer. |
| Disk AC0395-
OD0090 | Radio Commercial - Hills Bros. Coffee, 1953-08
<i>1 sound discs (lacquer)</i>
Same as AC0395-OD0089 |

- Disk AC0395-
OD0091 Radio Commercials - Hills Bros. Coffee, 1960-03-03
1 sound discs (lacquer)
Commercials for Hills Bros. Instant Coffee in a jumbo-size jar with information about the 25 cents off promotion. Produced by N.W. Ayer.
- Disk AC0395-
OD0094 Coffee Jingle - Pan American Coffee Bureau, 1957-01-31
1 sound discs (lacquer)
A jingle urging consumers to drink coffee to "Stay Alert, Stay Alive" during the holidays.
- Disk AC0395-
OD0095 Radio Commercial - Hills Bros. Coffee, 1958-01-15-9158-01-15
1 sound discs (lacquer)
Fifteen cents off promotion for Hills Bros. Instant Coffee. Produced by N.W. Ayer.
- Disk AC0395-
OD0096 Radio Commercial - Hills Bros. Coffee, 1959-08-18
1 sound discs (lacquer)
Commercial promoting the 25 cent off coupon for Hills Bros. being mailed to every household in Chicago.
- Disk AC0395-
OD0097 Hills Bros. Ground and Instant Spot, undated
1 sound discs (lacquer)
Commercials for Hills Bros. coffee and new instant coffee.
- Disk AC0395-
OD0098 Radio Commercials - Hills Bros. Coffee, undated
1 sound discs (lacquer)
Commercials from the "Hills Bros. coffee can make you feel like your old self again" campaign. Produced by Doyle, Dane, and Bernbach.
- Disk AC0395-
OD0092 Radio Commercials - Hills Bros. Coffee, undated
1 sound discs (lacquer)
Commercial for a 25 cent mail-in bonus offer.
- Disk AC0395-
OD0099 3 Radio Spots, undated
1 Sound disc
Commercials from the "what do you want most from coffee?" campaign. Produced by Doyle, Dane,
- Tape AC0395-
OT0001 Radio Commercials - What Do You Want Most From Coffee , undated
1 Sound tape reel
- Tape AC0395-
OT0003 Radio Commercial - Extra Rich, undated
1 Sound tape reel
- Tape AC0395-
OT0005 Unidentified, undated
1 Sound tape reel
Too fragile to play

Tape AC0395- OT0007	Unidentified, undated <i>1 Sound tape reel</i> Too fragile to play
Tape AC0395- OT0008	Radio Commercial - What Do You Want Most, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0006	Spanish Language Commercials for Hills Bros, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0009	Hills Bros. Cuts, undated <i>1 Sound tape reel</i> KTRB Modesto broadcast with Chester Smith, Phil Barber, and Virgil Risley
Tape AC0395- OT0010	Hills Bros. Jingle, undated <i>1 Sound tape reel</i> Jazz version without lyrics.
Tape AC0395- OT0011	Radio Commercials - 6 Cuts, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0012	Radio Commercial - Richer, Stronger, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0015	Radio Comercial - Hillsmobile, undated <i>1 sound tape</i>
Tape AC0395- OT0017	Radio Commercials, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0018	Hills Bros. Radio Spots, 1967 August 22 <i>1 Sound tape reel</i>
Tape AC0395- OT0020	Radio Commercials - Reheatable, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0021	Radio Commercial - \$.25 Premium, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0022	Radio Commercial, undated <i>1 Sound tape reel</i>
Tape AC0395- OT0023	Radio Commercial, undated <i>1 Sound tape reel</i>

