



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Stan Freberg Advertising Collection

NMAH.AC.0444

Mimi L. Minnick

1992

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# Table of Contents

Collection Overview .....	1
Administrative Information .....	1
Arrangement.....	2
Scope and Contents.....	2
Biographical / Historical.....	2
Names and Subjects .....	2
Container Listing .....	3
Series 1: Audiovisual, circa 1958-1991.....	3

## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Stan Freberg Advertising Collection
<b>Date:</b>	1958-1991
<b>Identifier:</b>	NMAH.AC.0444
<b>Creator:</b>	Freberg, Stan, 1926-
<b>Extent:</b>	0.3 Cubic feet (1 box)
<b>Language:</b>	English .
<b>Summary:</b>	Stan Freberg (1926-2015) was a writer, performer, and satirist who pioneered the use of comedy in radio and television commercials during advertising's creative revolution in the 1960s. The collection includes examples of his work including his radio and television shows as well as some of his best known television commercials.

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## Administrative Information

### Acquisition Information

Collection donated by Stan Freberg in 1991.

### Available Formats

*The Best of Stan Freberg*, 1958, digitized. See repository for details.

### Processing Information

Collection processed by Mimi Minnick, 1992

### Preferred Citation

Stan Freberg Advertising Collection, 1958-1991, Archives Center, National Museum of American History, Smithsonian Institution.

### Restrictions

The collection is open for research. Only reference copies may be used. Digital reference copy available in the Smithsonian Institution Digital Asset Management System (DAMS). See repository for details.

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## Biographical / Historical

Stan Freberg (1926-2015) was a writer, performer, and satirist who pioneered the use of comedy in radio and television commercials during advertising's creative revolution in the 1960s. The collection includes examples of his work including his radio and television shows as well as some of his best known television commercials.

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## Scope and Contents

The Stan Freberg Advertising Collection contains commercially available recordings of Freberg's radio series, "The Best of the Stan Freberg Shows" (1958), his satire, "Stan Freberg Presents the United States of America" (1961), and the New Stan Freberg Show (1991). It also includes a compilation reel of his television shows as well as commercials produced for Chung King, Jenos Pizza, and Encyclopedia Britannica among others during the 1960s.

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## Arrangement

The collection is arranged in one series.

### **Series 1: Audiovisual, 1958 -1991**

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## Names and Subject Terms

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

### Subjects:

- Broadcast advertising
- Radio -- advertising -- 1950-2000
- Radio programs
- Television advertising
- Television programs

### Types of Materials:

- Audiocassettes
- Commercials
- Compact discs
- Videotapes

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## Container Listing

### Series 1: Audiovisual, circa 1958-1991

Box 1, Video  
AC0444-OV0001

The Best of Stan Freberg, 1958 - 1958  
1 Videocassettes (U-matic)

Notes: Compilation of Stan Freberg's television shows and commercials created for and presented to the Smithsonian Institution by Stan Freberg.

**Digital copy available in the Smithsonian Institution Digital Asset Management System (DAMS)**

Box 1

The Best of the Stan Freberg Shows  
1 Sound discs (CD)

Notes: Commercial issue

Box 1

Stan Freberg Presents The United States of America, 1961 - 1961  
1 Sound discs (CD)

Notes: Commercial issue.

Box 1

The New Stand Freberg Show, 1991 November 5  
1 Sound cassette

Notes: Commercial ikssue

*[Return to Table of Contents](#)*