



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to Men & Women: Costume and Gender TV Commercials Collection

NMAH.AC.0529

NMAH Staff

1998

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Men & Women: Costume and Gender TV Commercials Collection
Date:	1988-1989.
Identifier:	NMAH.AC.0529
Creator:	National Museum of American History (U.S.) (Creator)
Extent:	2 Cubic feet (6 boxes)
Language:	English .

Administrative Information

Immediate Source of Acquisition

Transferred from the Office of Telecommunications in 2002.

Provenance

These commercials were gathered from the advertising firms who created them, for the purpose of research and possible inclusion in the exhibit "Men and Women: A History of Costume, Gender and Power" which was displayed at the National Museum of American History in 1989. The films were later transferred to the Archives Center.

Processing Information

Collection processed by NMAH Staff, 1998.

Preferred Citation

Men & Women: Costume and Gender TV Commercials Collection, 1988-1989, Archives Center, National Museum of American History.

Restrictions on Access

Unrestricted research access on site by appointment.,Unprotected films must be handled with gloves.

Terms Governing Use and Reproduction

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Scope and Contents

A collection of television advertisements, used in the research for and in some cases, in the exhibition "Men and Women: A History of Costume, Gender and Power". Both U-Matic and VHS video formats are included.

Arrangement

1 series.

General

Videotape cassettes, 3/4", U-Matic.

General

Videotape cassettes, 1/2", VHS.

Names and Subject Terms

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

Subjects:

- Broadcast advertising
- Costume -- advertising
- Exhibitions -- Washington (D.C.)
- Sex role in advertising
- Television advertising

Types of Materials:

- Commercials
- Videotapes -- 1980-1990

Names:

- Men and Women: A History of Costume, Gender and Power (Exhibition) (Washington, D.C.: 1989)