



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Ann and Thomas
Damigella Collection, 1951-1997

NMAH.AC.0583

Mimi Minnick. Film inventory prepared by Anna Wirz, August 1997

September 1997

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Ann and Thomas Damigella Collection
Identifier:	NMAH.AC.0583
Date:	1951-1997
Extent:	17 videocassettes (vhs) 38 motion picture films 1.25 Cubic feet (4 boxes)
Creator:	Damigella, Ann. Damigella, Thomas
Language:	English Collection is in English.
Summary:	Film, sound recordings and documentary material relating to the history of Tupperware home parties and the Damigella Tupperware distributorship in Everett, Massachusetts.

Administrative Information

Acquisition Information

The collection was donated to the Archives Center of the National Museum of American History by Ann and Thomas Damigella in July 1997.

Related Materials

Tupperware may also be found in the Museum's artifactual holdings, in the former Division of Domestic; contact Jennifer Oka at (202) 357-2308. Researchers interested in the history of Tupperware should also consult the Earl Tupper (AC#470) and Brownie Wise (AC#509) Collections in the Archives Center.

Processing Information

Mimi Minnick, September 1997

Film inventory prepared by Anna Wirz, August 1997; revised by Wendy Shay, September 1997.

Preferred Citation

Ann and Thomas Damigella Collection, 1951-1997, Archives Center, National Museum of American History

Restrictions

Collection is open for research.

Terms Governing Use and Reproduction

Most items have copyright and/or trademark restrictions. Tupperware films: Most duplication and use of films in commercial and non-commercial productions requires written permission from the Tupperware Corporation. See repository for details.

Biographical / Historical

Ann and Tom Damigella already had experience selling Stanley Home Products when they encountered Tupperware in 1947. Mr. and Mrs. Damigella foresaw great possibilities with the new product, and immediately decided to add Tupperware to the line of products they offered door to door. In 1950, they attended the first "round table" meeting with Earl Tupper (inventor of Tupperware), Brownie Wise (who perfected Tupperware's home party sales system) and sixteen to twenty other Tupperware distributors from around the country. The Damigellas quickly became some of the top Tupperware sales people in the country; in 1952 they were awarded a Cadillac as one of the top six movers of Tupperware in North America. Self-proclaimed Tupperware people, their son, Tom Damigella, Jr., and son-in-law, Jon Nelson, followed them into the business, making the Damigella Distributorship the oldest and among the most successful distributorships in the country -- the distributorship has been in the top 25 in sales every year since the early 1960s. Tom, Jr. manages the distributorship since his father's retirement in 1994; Jon Nelson went on to become one of Tupperware's regional vice-presidents.

Scope and Contents

Because of their long affiliation with Tupperware, the Damigellas have amassed a significant collection of archival documentation and memorabilia relating to the history of Tupperware, and particularly to the sales practices and sales force training methods of this highly successful, widely emulated, international corporation.

The collection includes film, sound recordings and printed material relating to Tupperware sales practices and methods of sales force motivation and control.

Arrangement

The collection is arranged in ten series. Within each series, materials are arranged chronologically.

Series 1: CATALOGS, 1957-1997

Series 2: GAMES AND DEMONSTRATION GUIDES, 1965-1990

Series 3: ADVERTISING, 1970-1980

Series 4: TUPPERWARE INTERNATIONAL, 1960-1990

Series 5: RECRUITMENT, DEALERSHIP AND MANAGERSHIP, 1960-1995. Proscriptive and motivational literature about working for Tupperware. Series 6: SOUND RECORDINGS, 1953; 1977-78

Series 7: *OUR WORLD* MAGAZINE, 1976-1991. Sales force magazine, containing demonstration, recruitment and sales advice; product information; and profiles of successful dealers, managers and distributors.

Series 8: JUBILEE PUBLICATIONS, 1967-1982. Publications reviewing and highlighting Jubilee, the annual sales force gathering in Orlando, Florida.

Series 9: DAMIGELLA DISTRIBUTORSHIP AND TUPPERWARE HISTORICAL MATERIALS, 1960-1991. News clippings, research reports, and other background information about Tupperware and the Damigella distributorship, including a chronology compiled by Tom Damigella, Jr. and material assembled by the son of Stanley Home Products and Tupperware salesman Norman Squires relating to his contributions to or innovation in the home party plan.

Series 10: MOVING IMAGES, 1951-1991. 54 16mm films and 2@ VHS videotapes. Film and video mastering and duplication were made possible by a gift from Tupperware International.

There are six subseries.

Subseries 1: Promotional/Motivational Films, 1960-1992. Contains promotional and motivational films featuring activities organized by the company to bring dealers and distributors together, usually with statements from Tupperware executives. Contains product promotion films introducing new Tupperware to the sales force. Contains Jubilee films showcasing the annual celebration, showing award ceremonies, games, music and entertainment (including appearances by Anita Bryant, Waylon Jennings and Pat Boone).

Subseries 2: Training Films, 1952-1997. Includes step-by-step guides to planning Home Parties, learning sales techniques, demonstrating products, and introducing new sales promotions. One film gives tips on safe driving to and from the Tupperware parties, for managers using cars leased by the distributorship for their use.

Subseries 3: Corporate Films, 1958-1992. Includes films showing product development from design to end result as well as discussions of business strategies.

Subseries 4: Commercials, 1983-1994. Presents new products; emphasizes effectiveness and efficiency of using Tupperware.

Subseries 5: Home Movies, 1951-1997. Includes home movies shot by Tupperware distributors Tom and Ann Damigella. This material includes tributes to the Damigellas.

Subseries 6: Acquired Films, 1961. Non-Tupperware films acquired by the Damigellas.

Names and Subject Terms

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

Subjects:

Direct selling -- 1950-2000
Plastic container industry -- 1950-2000
Product demonstrations -- 1950-2000
Sales -- Plastic containers -- 1950-2000

Types of Materials:

Motion pictures (visual works)
Sound recordings

Names:

Tupperware (Firm).
Tupperware Home Parties.
Tupperware International.

Container Listing

Series 1: Catalogs, 1957-1997

- Box 1, Folder 1 Polyware Home Parties, Christmas, 1957
[Image\(s\)](#)
- Box 1, Folder 1 "The modern way to shop for your houseware needs...The Tupperware Home Party Way". 4-page brochure, circa 1950s.
- Box 1, Folder 1 "Tupperware, A Household Word in Homes Everywhere!" Booklet with Christmas insert, 1957
[Image\(s\)](#)

Tupperware / a Household Word in Homes Everywhere! [reproduced color photograph], 1957

1 Item (Ink on paper.; 10" x 8".)

[Image\(s\): Tupperware / a Household Word in Homes Everywhere!](#)
[\[reproduced color photograph\].](#)

Tupperware (Firm)., Creator

Cover of Tupperware catalogue showing a woman in her kitchen with cabinets filled with Tupperware containers; photographer unidentified.

Local Numbers

01058303.tif (AC Scan)

In Box 1, Folder 1.

Topic: Kitchens -- 1950-1960
 Plastic containers

Genre/ Photographs -- 1950-1960 -- Reproductions
Form: Sales catalogs -- 1950-1960

Tupperware everywhere! [Reproductions of color photographs], 1957
1 Item (10" x 8".)

[Image\(s\): Tupperware everywhere! \[Reproductions of color photographs\].](#)

Tupperware (Firm)., Creator

Reproductions of five color photographs of Tupperware containers in kitchen and at a picnic, from page 4 of catalog, "Tupperware: A Household Word in Homes Everywhere." Photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper.

Local Numbers

01058304.tif (AC Scan)

In Box 1, Folder 1.

Names: Tupperware (Firm).
 Topic: Picnicking
 Plastic containers
 Genre/ Form: Photographs -- 1950-1960 -- Color -- Reproductions
 Sales catalogs -- 1950-1960

- Box 1, Folder 1 "Tupperware, " 8-page brochure, circa 1960s
[Image\(s\)](#)
- Box 1, Folder 1 "Tupperware," 6-page brochure, circa 1960s
[Image\(s\)](#)
- Box 1, Folder 1 "Tupperware," 54-page catalogue, circa 1960s
[Image\(s\)](#)
- Box 1, Folder 1 "You Can Grow It the Tuppercraft Way" catalogue for Tupperware planters, 1981
- Box 1, Folder 1 "Tupperware Home Parties," 44-page catalogue, 1981
[Image\(s\)](#)

Tupperware, A Household Word in Homes Everywhere! [brochure], 1957
1 Item (Ink on paper.; 10" x 8.25".)

[Image\(s\): Tupperware, A Household Word in Homes Everywhere! \[brochure\].](#)

Tupperware (Firm)., Creator

Page 30: "A Tupperware Career. Put Yourself in the Tupperware Picture."
 Page contains four reproductions of black-and-white photographs and one reproduction of a color photograph, with text. The pictures show women who sell Tupperware, and are arranged and captioned to look like a scrapbook page.

Local Numbers

01058313.tif (AC Scan, p. 30 of brochure)

In Box 1, Folder 1.

Topic: Tupperware Home Parties -- 1950-1960
 Genre/ Form: Advertisements -- 1950-1960
 Brochures -- 1950-2000
 Photographs -- 1950-1960 -- Reproductions

- Box 1, Folder 1 "Ultra 21 Ovenware," 8-page brochure, 1985
[Image\(s\)](#)
- Box 1, Folder 2 "The Tupperware Collection" catalogue, 1986-1990
- Vol. 1, No. 1, Summer 1986
 - Vol. 2, No. 1 Winter/Spring 1987 with insert
 - Vol. 2, No. 2, Summer 1987
 - Vol. 2, No. 3, Fall 1987
 - Vol. 3, No. 3, Fall 1988

- Holiday 1989
- Vol. 4, No. 1, Winter/Spring 1989
- Winter/Spring 1990
- Summer 1990

Box 1, Folder 2 "Tupperware" catalogue, 1990-1997

- Fall 1990
- Winter/Spring 1991
- Summer 1991
- Fall 1991
- Winter/Spring 1992
- Fall/Holiday 1992
- Winter/Spring 1993
- Fall 1996
- Spring 1997

Box 1, Folder 2 "Tupper Wave" collection, undated

Box 1, Folder 2 "We're Rockin'" sales brochure, Sept. 16-Oct. 19, 1996

Box 1, Folder 2 "It's Spring" sales brochure, Feb. 24-March 29, 1997

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Series 2: Games and Demonstration Guides, 1965-1990 (not inclusive)

- | | |
|-----------------|--|
| Box 1, Folder 3 | "Tupperware Know How Guide", circa 1972
Image(s) |
| Box 1, Folder 4 | "Tupperware Know How Demonstration Guide", 1980, undated
Image(s) |
| Box 1, Folder 5 | "Tupperware Know How Guide" (two versions), 1983 |
| Box 1, Folder 6 | Sales aid "Warranty Identification" for loose-leaf binder, circa 1990 |
| Box 1, Folder 7 | "Tupperware Party Games", circa 1965 |

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Series 3: Advertising, circa 1970-1980 (not inclusive)

- | | |
|-----------------|---|
| Box 1, Folder 8 | 6 advertising mats [3 refer to "Mrs. America's kitchen," 2 refer to co-sponsor Minute Maid, and 1 to "Tupperware...the nicest thing that could happen to your kitchen!"], ca. 1970s |
| Box 1, Folder 8 | Tearsheet of Christmas ad that appeared in "Better Homes and Gardens, ca. 1970 |
| Box 1, Folder 8 | Advertising Mat Proofs, 2 copies, ca. 1970 |
| Box 1, Folder 8 | "Tupperware Planting System--Editorial information for media people", ca. 1980 |

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Series 4: Tupperware International, 1960-1990

- Box 1, Folder 9 "Frische zwischen Gestern und Heute. Tupperware in Deutschland." Published in conjunction with Tupperware exhibit at the European Design Center in Brussels, 1978
- Box 1, Folder 9 "Tupperware," 6-page brochure, Italian, ca. 1960s
- Box 1, Folder 9 "Tupperware," 6-page brochure, United Kingdom, ca. 1960s
- Box 1, Folder 9 "Tupperware and You" flyer, United Kingdom, ca. 1990

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Series 5: Recruitment, Dealership and Managership , circa 1960-1995

- Box 2, Folder 1 "Formula for Success" Tupperware University, 1965
- Box 2, Folder 1 "Your Opportunity Kit Check List", 1970
- Box 2, Folder 1 "Tupperware Top 40" dealer incentives program, ca. 1975
- Box 2, Folder 1 "Tupperware, Pot of Golden Knowledge", 1972
- Box 2, Folder 2 "Tupperware Key Dealer Program" year round consistent sales performance, 1972
- Box 2, Folder 3 "New Vanguard" fact sheet, 1973
- Box 2, Folder 3 "Bonds of Friendship" manager promotion, 1973
- Box 2, Folder 3 "New Tuppershare" leadership award program, 1973
- Box 2, Folder 4 "Tupperware Main Street News," Vol. XXV, May 3, 1976
- Box 2, Folder 4 "Tupperware and You," with "Your Dealer Guide, Damigella Dist." insert, 1976
[Image\(s\)](#)
 [Eleventh Annual PTA Dinner with display of food in Tupperware containers : reproduced color photograph], 1977
1 Item (Ink on paper.; 11" x 8".)
[Image\(s\): \[Eleventh Annual PTA Dinner with display of food in Tupperware containers : reproduced color photograph\].](#)
 Tupperware (Firm)., Creator
 Reproduced color photograph of families in a school gymnasium with a table covered with foods in Tupperware containers; from back cover of "Your Dealer Guide." Photographer unidentified.
- Local Numbers
 02058306 (AC Scan)
- In Box 2, Folder 4.
- Topic: Dinners and dining -- 1970-1980
 Parents' and teachers' organizations
 Plastic containers
- Genre/ Form: Photographs -- 1970-1980 -- Reproductions
 Sales catalogs -- 1970-1980
- Culture: African Americans
- Box 2, Folder 5 "You're in the Company of Friends" book of poetry published for Tupperware, 1978
- Box 2, Folder 5 "You can always tell a Tupperware lady" poem, 1979

- Box 2, Folder 6 "Recruiting, the Sharing Process" by Sherle Adams. Speical edition for Tupperware, 1987
- Box 2, Folder 6 Grassroots Research: "Tupperware Sales, Products, and Recruiting", 1991
- Box 2, Folder 7 Executive Manager Vehicle Program/Dodge Caravan, 1995
- Box 2, Folder 7 "Tupperware for You" magazine, July/August, November/December 1995, and March/April 1996
- Box 2, Folder 8 "Help Wanted" flyer comparing "store job" and "Tupperware job", undated
- Box 2, Folder 8 "Six Points of Pride", undated
- Box 2, Folder 8 "We're Selling Tupperware" song, undated

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Series 6: Sound Recordings, 1953; 1977-78

- Box 2, Folder 8 "A Hunting We Will Go--Tupperware Home Parties" 33-1/3 rpm record, 1953
- Box 2, Folder 8 "We've Got the Spirit!" 33-1/3 rpm record, 1977
- Box 2, Folder 8 "Tupperware, The Company of Friends" tape cassette, ca. 1978

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Series 7: "Our World" National Magazine for the People of Tupperware , 1976-1991

Box 3, Folder 1

"Our World" National Magazine for the People of Tupperware , April and Aug/
Sept. 1978, March and June 1979, February 1980, February 1976, November
1977

[Image\(s\)](#)

A Cupboard Story (complete with a happy Tupperware ending) [reproduced
color photograph], [ca. 1980-1990]
1 Item (Ink on paper.; 10.5" x 16.75".)

[Image\(s\): A Cupboard Story \(complete with a happy Tupperware ending\)
\[reproduced color photograph\].](#)

Tupperware (Firm)., Creator

Reproduced color photograph of girl sitting on kitchen counter surrounded by
Tupperware; image from Tupperware's Our World magazine. Photographer
unidentified.

Local Numbers

02058303.tif (AC Scan)

In Box 3, Folder Our World.

Topic: Kitchens -- 1980-1990
 Plastic containers

Genre/
Form: Photographs -- 1980-1990 -- Color -- Reproductions
 Sales catalogs -- 1980-1990

Box 3, Folder 2

"Our World" National Magazine for the People of Tupperware , January and
November 1981, March and 1984, February and May 1983, January, February,
March, April, May, June, and December 1982

Box 3, Folder 3

"Our World" National Magazine for the People of Tupperware , March and
October 1985, February and November 1989, April/May, July, Aug/Sept.,
December 1988, Aug/Sept. 1986

Box 3, Folder 4

"Our World" National Magazine for the People of Tupperware , Jan/Feb. and
March/April 1991

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Series 8: Jubilee Publications, 1967-1982

Box 3, Folder 5	"Tupperware Jubilee" and "Tupperware Sentinel" magazine, 1967
Box 3, Folder 5	"Cinderella Jubilee 1968" and "Tupperware Sentinel" magazine, 1968 Jubilee
Box 3, Folder 5	"Tupperware Wonderland Jubilee", 1970
Box 3, Folder 6	"Our Jubilee", 1971
Box 3, Folder 6	"Jubilee", 1974
Box 3, Folder 6	"Star Spangled Jubilee", 1976
Box 3, Folder 6	"Our Jubilee", 1977
Box 3, Folder 6	"Big Top Jubilee", 1978
Box 3, Folder 6	"Out of this World Jubilee", 1979
Box 3, Folder 6	"Funtasia Jubilee", 1982

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Series 9: Damigella Distributorship/Tupperware Historical Material

Box 4, Folder 1	Newsclippings: Damigella Distributorship, 1960; 1981; 1987
Box 4, Folder 2	Newsclippings: Tupperware, 1960; 1989-1996; n.d.
Box 4, Folder 3	Unpublished manuscript [dissertation?]: "Part Two: Dating the Tupperware party"; "Part Three: Courting of the Tupperware Corporation", undated
Box 4, Folder 4	Correspondence [with attachments] in re: Norman Squires and the origins and development of the home party plan, ca. 1938-1990
Box 4, Folder 5	Correspondence in re Damigella Distributorship attendance at Jubilee, 1967
Box 4, Folder 6	Damigella Distributorship dealer newsletter, announcements, etc.
Box 4, Folder 7	photographs, undated
Box 4, Folder 8	script and slides for Tupperware's Jubilee tribute to Damigella distributorships, 1991

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Series 10: Moving Images, 1951-1991

Subseries 10.1: Promotional/Motivational Films, 1960-1992

- Box OF 583.1, Folder
RV 583.1
- The Wizard of Ours, c. 1963
16mm color composite optical track print, 952 feet
- Wizard of Oz characters (Dorothy is Dorothy Dealer, a Tupperware character) go down the road to the castle; various prizes presented by Dorothy and Co. (according to the amount of Tupperware sold) e.g. \$100.00 Group gets a tea cart or jewel case; \$150.00 Group gets AM-FM Radio or blender; \$200.00 Group gets tape recorder or watch, etc. Full credits.
- Box OF 583.2, Folder
RV 583.2
- Rally Round the Flag 1974, circa 1973
1 motion picture film
16mm color composite optical track print, 240 feet
- Promotional film made in late 1973 to introduce the January 1974 "Rally 'Round the Flag" promotion in which Tupperware America competed with Tupperware Europe, Asia, and Africa to see which group could hold the most parties during a single week in January 1974. Depicts Tupperware employees constructing an American flag out of red, white, and blue Tupperware bowls.
- Box Master Videos,
Item AC0583-
MV0003;
Reel AC0583-
OF0003
- Rally Round the Flag-Forward Ho 1975, circa 1974
1 motion picture film
16mm color composite optical track print, 280 feet
- Reviews the January 1974 sales contest and looks back at the year's accomplishments. Also proposes another sales contest for one week in January 1975. Dealers who hold 5 parties during the designated week will receive a commertive jug and tumbler set with flags on them. Interspersed commentary by Tupperware executive.
- Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)**
- Box OF 583.4, Folder
RV583.4
- Let Freedom Ring, c. 1975
16mm color composite optical track print, 504 feet
- Depicts freedom symbols - bell, statues (Lincoln, Statue of Liberty), sailing ships, US flag - as well as nature shots (sunset, sun through trees); interspersed with commentary by Tupperware executives.
- Box OF 583.5, Folder
RV 583.5
- Tupperware Shows the Way, c. 1977
16mm color composite optical track print, 218 feet
- Begins with patterns and film title shown in various designs, then slogans (e.g. 'To be the best in all the world / is the game we're gonna win / spread the word to ev'ryone / let the contest begin' etc.). From 70 feet onwards a Western spoof: The Magnificent Seven are summoned after cowboy sees a 'Wanted: The T.E.A.M. Gang' sign; story interspersed with silent-type titles.
- Box OF 583.6, Folder
RV 583.6
- A Banner Year - Tupperware 1980, c. 1979
16mm color composite optical track print, 305 feet
- Preparation and making of banner from colourful paper signed by dealers; comments by Joe Hara.

- Box OF 583.7, Folder
RV 583.7
- Tupperware 1982 Wonderyear, c. 1981
16mm color composite optical track print, 590 feet
- Tour around the world (Singapore, Australia, Germany, U.K. etc.): international distributors' offices/meetings/events shown. Towards the end of film: building skyscraper towers out of pink Tupperware bowls as a ceremony to celebrate the year.
- Box OF 583.8, Folder
RV 583.8
- Tupperware 1983, c. 1982
16mm color composite optical track print, 399 feet
- Celebrating the year by sending up a hot-air balloon (with banner "a colorful world" and international flags on it) and vast numbers of color party balloons. Film shows preparations done in the night before the launch: blowing up balloons, getting hot-air balloon ready. Commentary by Tupperware executive.
- Box OF 583.9, Folder
RV 583.9
- 1985 Theme of the Year, c. 1984
16mm color composite optical track print, 555 feet
- Preparation for and celebration of Tupperware 1984. Introduction of new ovenware (microwavable) products as a sales incentive. Celebration in stadium: bands, cheerleaders and huge composite (i.e. every person holds up a cardboard square) smiling face/Tupperware logo/world map/slogan "now we're cooking!".
- Box RV 583.10, Folder
OF 583.10
- Big Wide Wonderful World of Tupperware, c. 1986
16mm color composite optical track print, 515 feet
- Huge globe built from Tupperware lids; song and dance by Tupperware executives; comments by Bill Jackson, Doug Martin, Allan Nagle, Gaylin Olson, and Tupperware representatives from all over the world.
- Box OF 583.11, Folder
RV 583.11
- Up With Tupperware 1988, [c. 1987]
16mm color composite optical track print, 475 feet
- Begins with sunrise scenes, then at beach ("Tupperware hits the beach" sign). "World's largest stunt kite" is flown as a sign of the "dedication of Tupperware's dealers and managers around the world". Various interviews with Bill Jackson, Allan Nagle, Doug Martin, and others; discussion of strategy and business.
- Box OV 583.12, Folder
RV 583.12
- Tupperware, an American Tradition, c. 1986
½" videocassette, c. 17:50 mins.
- Parallel drawn between Miss America contest and crowning of Nr. 1 Tupperware manager each year. Sound bites by various Nr. 1 managers; Gaylin Olson emcees. Miss America 1986 comments on Tupperware tradition. Second part: Larry Cambron introduces the "Friendly Family Feud" (i.e. east vs. west coast competitions).
- Box OF 583.13, Folder
RV 583.13
- Follow The Rainbow, c. 1988
16mm color composite optical track print, 395 feet
- Promotional film for 1989: procession of international flags interspersed with comments by Doug Martin, Gaylin Olson, Allan Nagle, Ennio Perucchini, Gerald Tozer, Dick Johnson, Bill Jackson. Huge rainbow made from Tupperware bowls signed by salespeople from around the world; song and dance under the rainbow.

- Box OF 583.14, Folder
RV 583.14 Sunshine's Comin' Our Way, c. 1989
16mm color composite optical track print, 310 feet
Sunrises and sunsets around the world; comments from Tupperware executives; song and dance praising Tupperware.
- Box OF 583.15, Folder
RV 583.15 Tupperware - Fun in '91, c. 1990
16mm color composite optical track print, 171 feet
Using a county fair theme shows the fun of being part of the Tupperware family and challenges all its members, worldwide, to host 1 million parties in January 1991.
- Box OF 583.16 , Folder
RV 583.16 Micro Steamer, c. 1992
16mm color composite optical track print, 329 feet
Presentation of the new microsteamer interspersed with remarks by Tim Coffey, Product Director.
- Box OF 583.17, Folder
RV 583.17 Space Capades Jubilee, c. 1960
16mm color composite optical track print, 918 feet
Covering the Jubilee: arrivals, award ceremony, stage shows (guest star Edgar Bergen), paint-by-numbers flags of Ike and Mamie Eisenhower, speeches throughout (Glenn Bump, Pat Tahaney, Bill Redman, Mrs. America, Jack McCall, Tony Ponticelli, Fred Strahl, and others), presentation of sales prizes, games, mini rocket launch, fireworks.
- Box OF 583.18, Folder
RV 583.18 Arabian Nights Jubilee, c. 1962
16mm color composite optical track print, 1058 feet
1961 Orlando Jubilee: speeches, music, indoor and outdoor events, fireworks.
- Box OF 583.19, Folder
RV 583.19 Land of Ours Jubilee, c. 1964
16mm color composite optical track print, 1418 feet
Documenting the Jubilee: awards, speeches, singers & entertainers (special guest stars include Anita Bryant), Wizard of Oz characters on stage, fireworks. Whole event interspersed with scenes (at home) of two women looking through magazine that covers the Jubilee. Full credits.
- Box OF 583.20, Folder
RV 583.20 Wonderland Jubilee, c. 1970
16mm color composite optical track print, 829 feet
Documenting the Jubilee which had an Alice in Wonderland theme : arrival of guests, stage shows (with Alice in Wonderland characters), speeches, music and singers, fireworks.
- Box OF 583.21, Folder
RV 583.21 Strike It Rich - 1974 Jubilee, c. 1973
16mm color composite optical track print, 649 feet
Western spoof: cowgirl Essie wants to strike it rich, does so by selling Tupperware. Prizes are presented according to amount of gold nuggets (i.e. Tupperware products) sold.
- Box OF 583.22, Folder
RV 583.22 1974 Gold Rush Jubilee, c. 1974
16mm color composite optical track print, 359 feet
Stage shows, music and singers (guest star Pat Boone), games, awards, fireworks. Credits at end: Bob Haymes Productions.

- Box OF 583.23, Folder
RV 583.23 1981 Tupperware on the Go, c. 1980
16mm color composite optical track print, 778 feet
Patterns and slogans at beginning of film, then Big Parade Jubilee: music, speeches, cheer leading.
- Box OF 583.24, Folder
RV 583.24 The Tupperware Jubilee Story 1954-1980, c. 1981
16mm color composite optical track print, 374 feet
Retrospective of the Jubilees from 1954-1980.
- Box OF 583.25, Folder
RV 583.25 Tupperware - A Way of Life, c. 1981
16mm color composite optical track print, 670 feet
Waylon Jennings in performance at the Big Country Jubilee; demonstration at a Tupperware party; further Jubilee events: music, stage shows, fireworks.
- Box OF 583.26, Folder
RV 583.26 Good Times Roll - Homecoming Jubilee, c. 1986
16mm color composite optical track print, 575 feet
August 1986 Jubilee in Orlando, Florida: stage shows, light shows, music. Film begins with morning scene (alarm clock, getting up, coffee), then title: "Tupperware - for free catalogue, call..."

Subseries 10.2: Training Films

- Box OF 583.27, Folder
RV 583.27 A Tupperware Home Party, c. 1952
Introduction by Brownie Wise, holds up "Know How" booklet. Then: "Welcome to Tupperware Party with Marge Rogers" sign; Rogers demonstrates how to hold a Tupperware party and highlights specific Tupperware products.

16mm color composite optical track print, 1526 feet
- Box OF 583.28, Folder
RV 583.28 TupperAware - Safe Driving Thru Driver Awareness, c. 1977
Advice on how to avoid road accidents; tips on safe driving.

16mm color composite optical track print, 415 feet
- Box OV 583.29, Folder
RV 583.29 Trade Up and Save, 1980s
Presents new sales deal (valid for five weeks): customers get 25% savings on Tupperware if they bring in their old storage containers (such as margarine or deli tubs) in exchange; also tells how to get customers to buy an entire set. Jennie Halloran and Bob Ulrich emcee.

½" videocassette, c. 12:10 mins.
- Box OV 583.30, Folder
RV 583.30 Tuppertoys Tips, 1980s
Presents Tuppertoys: their safety features, how they function, what kids can learn etc.

½" videocassette, c. 17:40 mins.
- Box OV 583.31, Folder
RV 583.31 Party Planning, c. 1980
Tupperware manager explains planning to new hostess recruit; another manager explains how to round up friends, plan mailing list. Video must be a copy; beginning is recorded over with speech and video is cut off at end.

- ½" videocassette, c. 32: 25 mins.
- Box OV 583.32, Folder
RV 583.32 Ultra 21 Training Blitz, c. 1985
Gaylin Olson and Muppet-like figure present new Ultra 21 ovenware. Francine Watkins comments on six new videos for distributors, managers and dealers:
½" videocassette, c. 75 mins.
- Box OV 583.33, Folder
RV 583.33 Demo Ideas - Tupperware Filmed Demos Video, 4/21/88
Tips for salespeople on demonstrating. New products demo. Manager Sharon demonstrates barbeque products by a swimming pool. Manager Diane demonstrates a juice pitcher.
½" videocassette, c. 11 mins.
- Box OV 583.34, Folder
RV 583.34 Custom Kitchen Planning Training Video, c. 1988
Step-by-step guide to organizing a customer's kitchen with Modular Mates. Manager Patty Wilson is shown the ropes by "fairy-godmanager" Sharon. Steps include:
½" videocassette, c. 39:15 mins.
- Box OV 583.35, Folder
RV 583.35 Pay with Order, c. 1988
Francine Watkins interviews managers Jeanette Anderson and Lynne Baker; discussion about new 'pay with order' system (i.e. you pay as soon as you order Tupperware). Second interview with distributor Nan Simonsen on the merits of 'pay with order'.
½" videocassette, c. 1h
- Box OF 583.36, Folder
RV 583.36 Call-A-Dating Sessions - Ringing Up Unit Success, c. 1989
Managers, salespeople, dealers (Francine Watkins, Donna Grijalva, Amy Bailey, and others) at a table discussing and answering sales technique questions over the phone.
16mm color composite optical track print, 711 feet
- Box OF 583.37, Folder
RV 583.37 Dating: The Service Approach, c. 1991
Full title credits: "Dating: The Service Approach - Special Report - The Sales Force Perspective". Distributors, managers, consultants (Debbie Gillis, Cindy Montgomery, Cindy Walloch, Terry Robertson, Judy Ciesla) on selling strategies: 1) Connect with the customer, 2) Suggest further services, 3) Listen and respond, 4) Offer alternatives, 5) Close.
16mm color composite optical track print, 468 feet
- Box OV 583.38, Folder
RV 583.38 Product Demos, c. 1997
Presents Counter Savers: Tupperware storage products for kitchen if you have limited counter space. Gives recipe for Impressions Refrigerator Cake (from the Impressions range of Tupperware). Presents Modular Mates Super Ovals containers. Explains steps for a successful party when demonstrating the Counter Savers and Modular Mates.

½" videocassette, c. 16:35 mins.

Subseries 10.3: Corporate Films, 1958-1992

- Box Master Video, Item AC05083-MV0039; [Tupperware Corporate Footage], circa 1958
1 *motion picture film*
- Reel AC05083-OF0039 Shows production of Tupperware, various factory shots, from design to product. Scenes in kitchen with woman using Tupperware. Discussion between Hamer Wilson, Gary MacDonald and Justin Dart [?]. Depiction of Tupperware event with speeches. Scene of Tupperware Home Party. Credits missing.
- Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS).
- Box OV 583.40, Folder RV 583.40 The Modular Mates Story, c. 1983
History of food containers for preservation; history of Tupperware. Product development of Modular Mates from design to finished product.
- ½" videocassette, c. 10:25 mins.
- Box OF 583.41, Folder RV 583.41 Ultra 21 - The Beginning, c. 1984
Shows Tupperware offices, designs, building, products, production (machinery). Appearances by Joe Hara, Phil Grasso, Bill Fahey, John Ansley and others.
- 16mm color composite optical track print, 732 feet
- Box OF 583.42, Folder RV 583.42 Bowls of Our Lives, c. 1988
Shows production steps: strategy, concepts, development, designs, prototype, research, refined, decisions, forecasting, production. Includes production shots (machinery) and production numbers. Interspersed with animated bowls.
- 16mm color composite optical track print, 352 feet
- Box OF 583.43, Folder RV 583.43 Bright Horizons with Tupperware 1993, c. 1992
Discussion of business strategies and numbers; planning the year. Credits: "A look ahead with Gus English and Larry Cambron."
- 16mm color composite optical track print, 289 feet

Subseries 10.4: Commercials, 1983-1994

- Box OV 583.44, Folder RV 583.44 Stack Cooking, 1980s
Busy housewife can cook whole meal in microwave with Tupperware Cookware System.
- ½" videocassette, c. 3 mins.
- Box OV 583.45, Folder RV 583.45 Rock 'n Serve, 1980s
Demo of Rock n' Serve range.

½" videocassette, c. 2:55 mins.

- Box OF 583.46, Folder
RV 583.46 Company of Friends, c. 1983
Three commercials depicting women gathering for Tupperware Parties.
Commercials repeated once in same order.

16mm color composite optical track print, 169 feet
- Box OV 583.47, Folder
RV 583.47 Tupperware Home Parties Ultra 21 "Reactions '85", c. 1985
Deluxe Tumblers commercial.

½" videocassette, 30 secs.
- Box OF 583.48, Folder
RV 583.48 1988 Up Beat Sessions, c. 1987
Product demos: One woman in kitchen, one next to swimming pool, one in
living room, and man at office.

16mm color composite optical track print, 309 feet
- Box OV 583.49, Folder
RV 583.49 Today's Great Kitchen Jubilee 1994, c. 1994
Presents Tupperware kitchen tools and gadgets.

½" videocassette, c. 3:50 mins.

Subseries 10.5: Home Movies, 1951-1997

- Box OF 583.50, Folder
RV 583.50 First THP Conference, Miami 1951 & Tupperware Picnic 1954, c. 1951/1954
1) Ann Damigella and various people figured; no actual conference footage.
Ends at 208 feet.

16mm color silent print, 410 feet
- Box OF 583.51, Folder
RV 583.51 Canada THP Conference 1952, c. 1952
Ann and Tom [?] Damigella at and around hotel area; swimming pool;
landscapes, waterfall. At end: four children (one girl, three boys) together and
each separately on steps. No actual conference footage.

16mm color silent print, c. 250 feet
- Box OV 583.52, Folder
RV 583.52 Recognition given to Ann and Tom Damigella - Happy New Year '93
Tupperware Distributor Conference, c. 1993
Tribute to the Damigellas. Introductory speech; film sequence showing
newspaper clips, photos etc. of the Damigellas' past 46 years; speeches by
the Damigellas and their family.

½" videocassette, c. 24:25 mins.
- Box OV 583.53, Folder
RV 583.53 Thomas M. Damigella: Reflections - 50 Years in Tupperware, 5/16/97
Celebration of Damigella's 50 years at Tupperware. Shows guests arriving,
greeting, mingling; speeches during dinner.

½" videocassette, c. 2 hrs 17 mins.

Subseries 10.6: Acquired Films, May 14, 1905

Box OF 583.54, Folder MARINELAND Promotion, NBC Television, c. 1961
RV 583.54

Promotes an upcoming television program about Marineland featuring Lloyd Bridges and many of the Marineland attractions.

16mm black-and-white composite optical track print, 80 feet

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