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Guide to the Reddy Kilowatt Records

NMAH.AC.0913

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2008

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Reddy Kilowatt Records
Date:	1926-1999
Identifier:	NMAH.AC.0913
Creator:	Northern States Power Company Hooks, Benjamin, Dr. Xcel Energy Reddy Communications, Inc. (Creator) Reddy Kilowatt, Inc. Gofman, John W. Commoner, Barry, 1917- Collins, Ashton B. (Creator)
Extent:	30 Cubic feet (119 boxes)
Language:	Collection is in English. Some of the materials are in Dutch, French, Japanese, Korean, Portuguese, and Spanish.
Summary:	The records document the development and use of Reddy Kilowatt, a cartoon figure trademark created in 1926 by Ashton B. Collins, Sr. More than 150 investor-owned electric utilities in the United States and at least twelve foreign countries licensed the use of the Reddy Kilowatt trademark. The records include a wide range of textual and visual materials and sound and moving image recordings.

Administrative Information

Acquisition Information

Donated to the Archives Center by Xcel Energy in 2005.

Related Materials

Related Archival Materials: See Louisan E. Mamer Rural Electrification Administration papers, 1927-2002 (AC0862).

Related Artifacts: The Division of Information Technology and Communications holds artifacts related to this collection (Accession #: XXXX-XXXX).

Processing Information

Series 8, Audio-Visual Materials, 1939-1989, processed by Alexis Ainsworth (intern), 2007; textual records processed by Samantha Richert (intern), 2008; supervised by Wendy Shay, audio-visual archivist and Alison L. Oswald, archivist.

Preferred Citation

Reddy Kilowatt Records, 1926-1999, Archives Center, National Museum of American History

Restrictions

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Researchers must use reference copies of audio-visual materials. Reference copies are ½ inch VHS, audio cassette, or compact disc. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow. There are no reference copies on VHS or DVD for the filmstrips, and the Archives Center does not have a filmstrip projector.

Technical Access: Titles on Beta Max video tape and all picture and audio elements for Original Film (OF) 913.7 cannot be viewed. Viewing the film and filmstrip portion of collection requires special appointment.

Conditions Governing Use

Collection items are available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions.

Biographical / Historical

Ashton B. Collins, Sr. (1885-1976), the commercial manager of Alabama Power Company, created the trademark character Reddy Kilowatt in 1926 in an attempt to humanize electric utility service for marketing and other corporate communications purposes. Reddy Kilowatt first appeared publicly at the 1926 Alabama Electrical Exposition in a display for the Alabama Power Company, which also ran supporting newspaper advertisements. The original figure had five arms to illustrate the many capabilities of electric service. Though Collins originated the idea of Reddy Kilowatt, he asked an engineer from the company's drafting department, Dan Clinton, to create a usable sketch of the character. After the exposition, Collins retained the copyrights to Reddy Kilowatt. In 1932, he recruited a friend, Dorothea Warren, to develop several sketches of Reddy Kilowatt in an attempt to sell what Collins called "The Reddy Kilowatt Program." At the time, Collins was employed by Edison Electrical Institute to travel the country promoting electrical household cooking appliances. He used the opportunity to network with electric utility managers and to promote his idea of using Reddy Kilowatt to humanize electric service in the home. Collins convinced his first clients in 1933. By the end of 1934, at least six other electric utility companies had adopted the "Reddy Kilowatt Program." Subscribers to the Reddy Kilowatt Service received sheets of clip art for use in advertisements. The mechanism for this distribution was called a "mat service." The Reddy Kilowatt mat service was the backbone of the licensee program from the 1930s until the late 1960s. The mat service offered various poses of Reddy Kilowatt to be included in advertisements for the licensee companies, as well as complete advertisements to which the licensee companies could simply add their name. Another publication, *Reddy News*, was soon developed to reinforce the program. Published biannually, it was sent to licensee companies to provide ideas about ways to use the Reddy Kilowatt trademark. As the mat service evolved, the Reddy Kilowatt figure found many uses. Common themes were the benefits of electrical appliances for farms and homes, safety, and holidays. The descriptions of electrical appliances emphasized gender roles in alluding to the potential new freedom for women from household chores. Farm-oriented advertisements underscored increased farm productivity through electrical innovations such as incubators and automated milking machines. As electric usage increased, the mat service added advertisements pointing out the need for updated wiring in order to maintain safety. More mundane concerns included electric service issues such as power outages, vandalism and timely bill payment. A wide variety of Reddy Kilowatt holiday poses became available, ranging from the Easter Bunny to President's Day and Halloween. Christmas was especially well illustrated, accenting the possibility of electrical appliances as gifts. The Reddy Kilowatt Service was only available to investor-owned utilities, and the mat service reflected this by emphasizing the benefits of this economic structure. Other economic themes included the inexpensiveness of electric service and payment of taxes by investor-owned utilities. The service also began to express a specific political agenda in response to public ownership of

utilities and rural electrification cooperatives. Bolstered by post-World War II anti-communist sentiments, the Reddy Kilowatt Service began issuing advertisements promoting free enterprise which linked public and co-operative utilities with the road to socialism. In 1950, Collins launched the Grass Roots Impact Plan, a comprehensive advertising plan incorporating these themes. Ashton Collins consistently emphasized to his licensees the need to begin the consumer education process early. Youth education was a clear priority for the Reddy Kilowatt Service and was even included in Collins's initial "Reddy Remarks" program via a bedtime story booklet. Licensee companies sponsored Reddy Kilowatt Youth Clubs in the late 1940s, inspired by Collins's speeches emphasizing the importance of youth programming. In the mid-1960s, Reddy Kilowatt, Inc., developed a comprehensive youth program for client companies that incorporated youth education with capitalist economic values. Collins developed a supporting slide presentation titled "Fission, Fertility, and the Future." Tailored to an audience of business executives, the presentation emphasized the importance of reaching youth during a period of social upheaval in order to protect the interests of investor-owned utilities. Film and television programs developed by the company also reflected the emphasis on youth outreach. Since the company's business revolved around a cartoon character, the transition into animation seemed fairly simple. Reddy Kilowatt, Inc., entered into a partnership with Walter Lantz Productions to produce *Reddy Made Magic*, a 1946 cartoon about the history of electricity. However, producing audio-visual media turned out to be too expensive and the experiment with animation remained limited. In 1957, Collins tested the waters again by contracting for a commercial with Terrytoons, a low-budget animation company and, in 1959, the company hired John Sutherland to update *Reddy Made Magic* for the atomic age. *The Mighty Atom* recycled the historical sequence from the previous film and added a new sequence promoting the use of atomic energy. Collins already had used the cheaper media of filmstrips and slide presentations for business presentations, and this format also was incorporated into the youth program. Licensee companies were encouraged to use Reddy Kilowatt in their own sponsorship of radio and television programs, and some used Reddy Kilowatt in locally produced commercials. Ashton Collins was an aggressive and skillful promoter of Reddy Kilowatt, and the range of the program was not limited to the United States. Collins began registering his trademarks in prospective markets early on, and soon received trademarks in Canada (1934), Argentina (1937), Great Britain (1938), and Mexico (1938). Trademarks were also granted in Australia, Barbados, Kenya, Mexico, South Korea, Venezuela and the Netherlands Antilles. Though no official list of international licensee companies is available, materials within the collection indicate lively usage of Reddy Kilowatt in South America and Australia. Ashton Collins, Sr. was married in 1931 to Mrs. Ashton Collins, Sr. They had two sons, Ashton, Jr., and Beatty. Each member of the family became involved in the business over time, though that was not required by Ashton Collins, Sr., at any time. After the two boys left home, Mrs. Collins began volunteering at the office; her work included filing, photocopying, and assembling indexes and scrapbooks. After his release from the Air Force, Ashton Collins, Jr., approached his father about working in the company. Ashton Collins, Sr., met with him over the course of a day and outlined a program for him to work his way up through the company. Collins, Jr., agreed and began work in the mailroom. In 1962, he became president of the company and his father became chairman of the Board of Directors. Beatty Collins's involvement in the company was limited to service on the Board of Directors. By the late 1960s, the business climate for investor-owned utilities had changed significantly. Public concern over the environmental impact of power plants resulted in greater scrutiny of new plant construction, particularly in regard to nuclear energy facilities. Electric utilities no longer desired to sell increased output, as building new plants became too costly to justify their expense. The Reddy Kilowatt Program reflected these changes in several ways. An environmental program was developed to help electric utilities navigate their way through the increasingly complicated public and business climate. This included a number of services specifically targeted toward the issue of atomic power such as consumer advertising meant to demonstrate the minimal output of radioactive waste and a low-profile consulting service focusing on atomic plant siting issues. As companies moved away from blanket advertising for electric usage, the Reddy Kilowatt character was relegated to children's programming. As Ashton Collins, Sr.'s, influence in the company began to wane, the youth program moved away from economic education and shifted to conservation issues and electrical safety. The company changed its name to Reddy Communications, Inc., at some point before 1982 and began to market itself as an information clearinghouse and consulting service. In 1998, the company was bought by Northern States Power, which had recently become a wholly-owned subsidiary of Xcel Energy.

Scope and Contents

The collection consists of approximately thirty cubic feet of material created or compiled by Ashton Collins, Sr., and the Reddy Kilowatt Service; Reddy Kilowatt, Inc.; and Reddy Communications, Inc. Materials include publications, advertisements, clip art, photographs, drawings, sketches, correspondence, small artifacts, ephemera, and audio-visual material. It is divided into eight series: Series 1, Background Materials, 1926-1977; Series 2, Ashton Collins, Sr., Materials, 1926-1974; Series 3, Client Services and Publications, 1935-1999; Series 4, Advertising Materials, 1939-1997; Series 5, Scrapbooks, 1935-1960; Series 6, Copyright, Trademark and Other Legal Materials, 1926-1994; Series 7, Reference Materials, 1926-1992; Series 8, Audio-Visual Materials, 1939-1989.

Throughout its history, the Reddy Kilowatt firm was particularly thorough in keeping records of its publications and services. In addition to materials generated by the company itself, there is a significant amount of material accumulated through efforts in market and legal research activities. Particular strengths of the collection include a wide variety of Reddy Kilowatt publications and ephemera; trademark and legal files; files kept on other trademark characters; audio-visual materials; and materials relating to the public debate over atomic energy. The audio-visual materials are unusual because of the amount of textual documentation retained. There is also a significant portion of material documenting the company's involvement in the 1964-1965 World's Fair. The collection is also particularly rich in correspondence and memoranda. The reach of possibilities involving the appearance of the Reddy Kilowatt character in a variety of poses, media, and merchandise should not be underestimated.

Series 1, Background Materials, 1926-1977

This series is divided into three subseries: Subseries 1, Articles of Incorporation, 1953; Subseries 2, Histories and Origins of Reddy Kilowatt, 1926-1977; and Subseries 3, Reddy Remarks, 1935-1936. Series 8, subseries 6, consists of five hours of oral history interviews with Mrs. Ashton Collins Sr. and her son Ashton Collins Jr.

Subseries 1, Articles of Incorporation, 1953, contains the packet of legal information mailed to licensees including the certificate of incorporation, Collins's letter of transmittal, a summary of the corporate structure, the joint tenancy agreement, the corporate by-laws, and copies of a filing with the Securities and Exchange Commission (SEC). The packet also includes the *Reddy Kilowatt Guide Book*, which directed licensee companies on correct and incorrect methods of depicting Reddy Kilowatt. Upon incorporation, Collins retained 80 percent of the company's stock; the remaining 20 percent was available only to Reddy Kilowatt licensees. The Reddy Kilowatt Service begun by Ashton Collins, Sr., in 1934, was wholly owned by him until the formation of Reddy Kilowatt, Inc., in 1953.

Subseries 2, Histories and Origins of Reddy Kilowatt, 1926-1977, contains a variety of documents that illustrate the origins and development of both the Reddy Kilowatt character and the company that promulgated his use. A photo album and newspaper clippings from the First Alabama Electrical Exposition document the first appearance of Reddy Kilowatt. Newspaper clippings, graphics, and ephemera from 1926 to 1934 illustrate the adoption of Reddy Kilowatt into advertising use by a handful of eastern and southern electric utilities. Files of press clippings spanning 1937 to 1977 consist largely of utility company newsletters and articles from trade publications. Correspondence is also included. The press clipping files document a carefully developed and tightly controlled company mythology about the emergence of the Reddy Kilowatt character and the success of Collins's endeavors.

Subseries 3, Reddy Remarks, 1935-1936, includes promotional materials that describe Collins's advertising program to prospective clients as well as a series of newspaper advertisements from three electric utilities. This subseries represents Ashton Collins's initial attempt to design an entire advertising program in conjunction with promoting a trademark figure.

Series 2, Ashton Collins, Sr., Files, 1926-1974

This series is divided into four subseries: Subseries 1, Correspondence, 1926-1964; Subseries 2, Speeches, 1942-1974; Subseries 3, Articles, 1933-1951; and Subseries 4, Miscellaneous, 1933; 1953.

Subseries 1, Correspondence, 1926-1964, includes letters discussing Collins's original attempts to set up the Reddy Kilowatt program, as well as Collins's later revitalization of the Reddy Kilowatt/lighting bolt connection. Also included

are thank you letters following the Edison Electrical Institute's tribute to Collins and a few holiday cards. Collins's correspondence is also distributed throughout the collection in conjunction with specific topics.

Subseries 2, Speeches, 1942-1974, includes transcripts and notes from speeches given by Collins to various electrical industry forums. Subjects include trends in the electrical consumer market, political situations involving electric utilities, and recommendations for electric utility advertising. Themes include calls for action against government regulation of public utilities and the need for specific advertising directed toward youth and women. Correspondence and event programs are included, as well as a reference file containing material about public speaking and relevant issues in the electrical industry.

Subseries 3, Articles, 1933-1951, contains seven short editorials submitted to *Electrical World* in 1933 and two articles written by Collins for investor-oriented magazines (1947 and 1951).

Subseries 4, Miscellaneous, 1933; 1953, contains a hotel bill and a sheet of the Reddy Kilowatt letterhead used by Ashton Collins.

Series 3, Client Services and Publications, 1935-1999, encompasses the range of publications and services provided to licensees of the Reddy Kilowatt trademark. Publications range from clip art illustrations to detailed program guides. Services include wiring certification, portable talking figures for exhibition, comprehensive advertising plans, access to demographic surveys, special informational mailings, and access to trademark merchandise. The first seven subseries are publications arranged alphabetically; the remaining eight subseries are specific service programs, also arranged alphabetically: Subseries 1, Clip Art, 1936-1978; Subseries 2, *Communications in Environment/Youth*, 1971-1972; Subseries 3, *Reddy Bulletin*, 1935-1964; Subseries 4, *Reddy Kilowatt Activities*, 1934-1935; Subseries 5, *Reddy Kilowatt Ink*, 1986-1993; Subseries 6, *Reddy Kilowatt's Review*, 1936-1940; Subseries 7, *Reddy News*, 1942-1999; Subseries 8, Environmental Program, 1960-1974; Subseries 9, Grass Roots Impact Plan, 1950-1952; Subseries 10, Reddy-Items Merchandise, 1947-1994; Subseries 11, Reddy Kilowatt Talking Figure, 1949-1970; Subseries 12, Reddy Kilowatt Youth Program, 1938-1987; Subseries 13, Reddy Wiring Program, 1955-1963; Subseries 14, Special Executive Mailings, 1950-1994; and Subseries 15, Subject Files, 1952-1988.

Subseries 1, Clip Art, 1936-1978, includes mat service sheets, original sketches, and layout boards. The mat service sheets were sent regularly to client companies for use in advertisements. They include Reddy Kilowatt in a variety of poses and activities meant to illustrate a wide variety of uses for electricity as well as the benefits of investor-owned utilities. Subjects include but are not limited to household appliances, farm uses, atomic energy, national defense, electric rates, power outages, safety, voting, famous Americans, holidays, the New York World's Fair (both 1939 and 1964-1965), and the Beatles. One noteworthy theme is the potential of electrical appliances to alleviate household chores, specifically targeted toward women. The sketches included in the subseries originate from Ray Crosby, longtime art director for Reddy Kilowatt. Included among the layout boards are the original designs for a series of 1940s advertisements concerning American mobilization for war. The subseries also contains the Reproduction Proof Index, which cross-references a detailed list of subjects with corresponding service sheet numbers. The index incorporates mat service sheets from approximately 1955 to the indexes' publication dates, 1970-1972.

Subseries 2, *Communications in Environment/Youth*, 1971-1972, contains issues of the newsletter, *Communications in Environment/Youth*, and related correspondence. *Communications in Environment/Youth* informed client companies of issues of public concern related to utility companies, including environmental issues, and provided information about successful public programs. These include topics such as plant siting, interactions with public school systems, information about nuclear plant safety, efforts to switch to recycled paper, and youth safety programs. The correspondence includes internal memoranda discussing connections between youth culture and environmental concerns, and promotional letters sent to client companies.

Subseries 3, *Reddy Bulletin*, 1935-1964, contains issues of the *Reddy Bulletin*, a promotional device for the Reddy Kilowatt Program and a means to communicate industry-wide information. It contains advertisements for Reddy Kilowatt merchandise, comic books, films, television commercials and other promotional materials. Promotional merchandise includes items such as ashtrays, balloons, candy, soap, decals, patches, scorebooks, notepads, aprons, canning labels, pens, safety posters, dishes, coasters, clocks, playing cards, poker chips, bill inserts, calendars, billboards, correspondence cards, and plywood display figures. Examples of many of the items were

included with the *Reddy Bulletin*. Where possible, these items have been left in situ. The Reddy Bulletin also includes general information relevant to electric utility advertising executives.

Subseries 4, *Reddy Kilowatt Activities*, 1934-1935, contains issues of the earliest client-oriented publication from the Reddy Kilowatt Service. A one-page sheet, *Reddy Kilowatt Activities* described usage of the Reddy Kilowatt trademark by the initial licensees of Reddy Kilowatt.

Subseries 5, *Reddy Kilowatt Ink*, 1986-1993, contains issues of the quarterly newsletter, *Reddy Kilowatt Ink*. Begun in 1986, the newsletter included two pages of clip-art along with suggestions for use in advertisements. It filled the former function of *Reddy News*, which was reformatted into a magazine-style industry publication in the 1970s.

Subseries 6, *Reddy Kilowatt's Review*, 1936-1940, contains issues of *Reddy Kilowatt's Review*, which combined advertisements by licensees with commentary by Ashton Collins. Anecdotes of consumer response to Reddy Kilowatt and testimonials from clients appear sporadically.

Subseries 7, *Reddy News*, 1942-1999, contains issues of *Reddy News* and a thorough index. Initially, *Reddy News* was a collection of advertisements by clients, released biannually. It was meant to stimulate advertising ideas among licensee companies and included explanatory copy that underscored the goals of the Reddy Kilowatt Program. *Reddy News* was reformulated in the 1970s as a bi-monthly trade publication focused on the business concerns of investor-owned utilities, though examples of advertisements were still included. The hand-written index was compiled by Mrs. Collins, Sr., and cross-references detailed subject headings with *Reddy News* issues from 1942 to 1970.

Subseries 8, Environmental Program, 1960-1974, includes consumer brochures, clip art, and a program guide titled *Environment: A Reddy Kilowatt Program*. There is also a notable 1973 study, "Public Acceptance of Nuclear Power-Analysis and Approaches," compiled by Reddy Kilowatt, Inc., and released only to client companies. This series represents Reddy Kilowatt, Inc.'s response to increased public scrutiny of the environmental impact of power plants in the 1960s and 1970s, especially atomic energy facilities. More information about the public relations strategies developed by Reddy Kilowatt, Inc., in relation to atomic energy is contained in Series 4, Advertising Materials, 1939-1997; Subseries 1, Bernard J. Bachem Files, 1959-1980. The firm's market research on the public debate concerning atomic energy is reflected in a series of audio recordings located in two sub-subseries located in Series 8, Audio-Visual Materials, 1939-1989; Subseries 4, Sub-subseries 3, News Programs, 1976-1979 and Sub-subseries 4, Speeches, 1975-1980, undated.

Subseries 9, *Grass Roots Impact Plan*, 1950-1952, contains a series of brochures, clip art and promotional documents. The Grass Roots Impact Plan was an advertising program designed to "fight creeping socialism" by promoting the benefits of investor-owned utilities. The plan also promoted the use of atomic energy. The brochures were mailed out to participating companies in intervals to be kept in a binder for a complete program guide.

Subseries 10, Reddy-Items Merchandise, 1947-1994, includes catalogs, supplier information and publicity material related to the Reddy-Items Merchandise Program. Reddy Kilowatt, Inc., contracted for a wide variety of merchandise items to distribute through its client companies. There is little information or correspondence within the collection about the actual process of ordering such materials. The catalogs provide an overview of merchandise available for specific years. Interested researchers may wish to refer to the artifact collection for actual examples of Reddy-Items merchandise and to examine the *Reddy Bulletin*, used primarily to advertise these products to clients. See Series 3, Client Services and Publications, 1935-1999, Subseries 3, *Reddy Bulletin*, 1935-1964.

Subseries 11, Reddy Kilowatt Talking Figure, 1949-1970, consists of correspondence, design proposal, design specifications, display kit instructions and publicity materials related to a three-dimensional Reddy Kilowatt figure used at expositions and fairs. The figure was wired to an external microphone and speaker, so that the figure could talk to the audience and answer questions. A script is included with the display kit instructions, along with explanatory photographs. Multiple photographs of the figure in use are included with the textual materials.

Subseries 12, Reddy Kilowatt Youth Program, 1938-1987, includes a program guide, presentation binder, promotional materials, pen and ink illustrations, poetry, documentation of two Reddy Kilowatt youth clubs, business presentation scripts, and a government anti-communist brochure. The "Mother Juice" rhymes illustrate Ashton Collins, Sr.'s early interest in focusing advertising attention on youth populations in order to inculcate appreciation

of electricity and its applications. The confluence of the baby boom and the post World War II anti-communism movement made this focus a mainstay of the Reddy Kilowatt Program, providing Collins with an opportunity to combine capitalist economic values with consumer electricity usage. The script for "Fission, Fertility, and the Future" spells out Collins's reasoning behind his interest in influencing youth populations, and the accompanying program guide and presentation binder illustrate the mechanics of his youth-oriented advertising plan for electric utilities. Of particular note is the 1964 survey of adults and adolescents testing for trademark recognition and attitudes about electricity. The survey was commissioned by Reddy Kilowatt, Inc., and performed by Gilbert Youth Research Organization in five cities across the United States. Another notable item in the subseries is *Communist Target--Youth*, a 1960 report by J. Edgar Hoover to the House Committee on Un-American Activities.

Subseries 13, Reddy Wiring Program, 1955-1959, includes brochures, ephemera, and photographs related to the Reddy Wiring Program. This program promoted a specific standard of electrical wiring in new homes. Participating builders were then allowed to designate their products as "Medallion" or "Gold Medallion" homes.

Subseries 14, Special Executive Mailings, 1950-1994, consists of letters and press releases sent to a list of advertising and public affairs executives of Reddy Kilowatt client companies. Topics include, but are not limited to, requests for information, legal updates, personnel changes, promotions of specific advertising programs, and reprints of articles.

Subseries 15, Subject Files, 1952-1998, are arranged alphabetically by subject heading. Subjects include, but are not limited to, sports trophies, ventriloquist acts, brochures about the 1976 Bicentennial, consumer information brochures, and the Annual Report competition. Of note is the 1953 *Artist Guide*, which explains the particulars of drawing Reddy Kilowatt.

Series 4, Advertising Materials, 1939-1997, is divided into three subseries: Subseries 1, Bernard J. Bachem Files, 1959-1980; Subseries 2, Business Advertising, 1940-1997; and Subseries 3, Client Advertising, 1939-1977.

Subseries 1, Bernard J. Bachem Files, 1959-1980, consists of files generated and maintained by Bernard J. Bachem, the vice-president in charge of audio-visual media and the Reddy Kilowatt Environmental Program from approximately 1958 to 1972. The files are arranged alphabetically by subject heading. Topics include production and syndication of television commercials, nuclear energy public relations strategies, radio scripts, and the *Reddy and Mr. Toot* children's show. Of note is a file of correspondence with Terrytoons, which contracted with Reddy Kilowatt, Inc., to produce television commercials.

Subseries 2, Business Advertising, 1940-1997, consists of brochures and presentation materials developed for advertising to business clients. The subseries includes several "presentation binders" used at meetings with potential clients to describe the Reddy Kilowatt Program. In 1940, Ashton Collins, Sr., began collecting testimonials from executives at licensee companies for use in approaching new clients. These became a mainstay of his business advertising approach until the 1960s, when the company began developing a series of glossy brochures. Slide-shows and filmstrips also became a key advertising tool; scripts and related memoranda are contained within this subseries, and are also found in Series 8, Audio-Visual Materials, 1939-1989, Subseries 1, Supplementary Materials, 1945-1984; and Subseries 5, Filmstrips, 1939-1984.

Subseries 3, Client Advertising, 1939-1977, contains advertisements created by licensees of the Reddy Kilowatt trademark. Materials are organized alphabetically by subject and include newspapers, bill inserts, notices, brochures, employee handbooks, annual reports, comic strips, signs and posters. More examples of client advertisements can be found in Series 3, Client Services and Publications, 1935-1999, Subseries 3, *Reddy News*, 1942-1999.

Series 5, Scrapbooks, 1935-1960, undated, consists of eight scrapbooks: Plant Openings, Publicity, Reddy on Display, Reddy Made Magic, Transportation, Use of Reddy on Trucks; and Reddy news Launchings. The Plant Openings, 1948-1949, details when a plant opened and contains the associated advertising for the plant dedication typically with photographic collages. The Publicity Scrapbook, 1935-1950, contains newspaper clippings about Reddy Kilowatt and articles from trade publications such as the *Advertisers Digest*. Reddy on Display Scrapbook, 1948, depicts window displays of Reddy Kilowatt at various public service and gas companies across America. The Reddy Kilowatt Scrapbook tells the story of Reddy Kilowatt's daily activities starting at 6 a.m. and ending at 2 a.m. The Reddy Made Magic Scrapbook, 1948, contains publicity for the Technicolor motion picture film, *Reddy Made*

Magic, which tells the story of electricity. The majority of the publicity consists of announcements for the showing of the film. The Transportation Scrapbook, 1947, contains advertising for electric and gas powered buses, trolleys, and trams. Reddy Kilowatt is cast as the servant for electricity, gas, and transportation. Use of Reddy on Trucks Scrapbook, undated, consists of black-and-white photographs of electric companies using the Reddy Kilowatt logo and clippings from the *Reddy Bulletin* of trucks. Reddy News Launchings Scrapbook, 1942-1960, consists of pages from the *Reddy News* presumably used for developing news releases.

Series 6, Copyright, Trademark and Other Legal Materials, 1926-1994, is divided into six subseries: Subseries 1, Copyright Materials (general), 1926-1953; Subseries 2, Trademark Materials (general), 1932-1953; Subseries 3, United States Trademarks, 1933-1989; Subseries 4, Foreign Trademarks, 1937-1994; Subseries 5, Reddy Kilowatt v. Mid-Carolina et al., 1937-1976; Subseries 6, Trademark Character Files, 1937-1976; and Subseries 7, Reference Materials, 1945-1980.

Subseries 1, Copyright Materials (general), 1926-1953, contains general copyright information and compiled lists of copyrights for various Reddy Kilowatt activities, such as the *Reddy News*, Reddytoons, and bulletins, and correspondence between the Alabama Power Company and the Library of Congress Copyright Office about copyrighting the basic figure and name of Kilowatt and such prefixes as "Reddy," "Happy," and "Handy." The Alabama Power Company initiated this correspondence in 1926 to protect its symbolic character "Reddy Kilowatt" for appliance sales and general advertising.

Subseries 2, Trademark Materials (general), 1932-1953, includes general correspondence about trademarks, trademarks not granted, trademark renewals and re-publication, trademark assignments, and infringements cases. The trademark assignment file also contains a patent assignment (United States patent # 2,349,706) from Ashton B. Collins to Reddy Kilowatt, Inc. The patent is for a display device designed primarily to hold advertising matter. The infringement materials relate to improper uses of Reddy Kilowatt and clients seeking permission or clarification on the proper use of the trademark.

Subseries 3, United States Trademarks, 1933-1989, consists primarily of registered trademarks, certificates of renewal, correspondence about the registration process with the United States Patent Office and examples of the trademark being used by Reddy Kilowatt, Inc. The bulk of the correspondence is from C.A. Snow and Company, registered patent attorneys, and Louise M. Bender, corporate secretary for Reddy Kilowatt, Inc. Examples of the trademarks are found in the *Reddy News*, "clip sheets" of trademark symbols, on business letterhead, stickers, playing cards, calendars and other ephemera. Trademark file #651,768, contains a copy of the *Reddy Kilowatt Handbook of Trademark Usage*, 1958. This handbook was intended to guide electric light and power companies licensed to use Reddy Kilowatt trademarks. Trademark file #827,151, contains a small binder of Reddy Kilowatt small appliance advertisements, 1938 to 1965, not inclusive. This subseries is arranged chronologically by registered trademark number.

Many of the materials in this series were filed under the provisions of the Lanham Act, named for Representative Fritz G. Lanham of Texas, passed on July 5, 1946, and signed into law by President Harry Truman to take effect "one year from its enactment," on July 5, 1947. The Lanham Act is found in Title 15 of the U.S. Code and contains the federal statutes governing trademark law in the United States. The Act prohibits a number of activities, including trademark infringement, trademark dilution, and false advertising.

Subseries 4, Foreign Trademark Materials, 1937-1994, consists of registered trademarks, correspondence and examples of the Reddy Kilowatt trademarks in foreign countries such as Australia, Barbados, Mexico, Kenya, the Netherland Antilles and South Korea. The Kenya file contains specific information about trademark law and policies in Kenya. Several publications of note are *Law of Kenya Trademarks Ordinance Chapter 506*, 1962; *The Merchandise Marks Ordinance Chapter 505*, 1963, detailing the specific Kenyan laws and information on the electricity industry in Kenya; the East African Power and Lighting Company's *The East African Power and Light Company, Directors Report and Accounts*, 1965; and *The Power Supply Industry in Kenya*, 1966.

Subseries 5, *Reddy Kilowatt v. Mid-Carolina et al.*, 1926-1960, includes correspondence and legal documents related to the trademark infringement lawsuit filed by Reddy Kilowatt, Inc., against Mid-Carolina Electric Cooperative and the National Rural Electric Cooperative Association (NRECA). The lawsuit was filed in 1953 and resolved by Judge Harry E. Watkins in 1956. The subject of the dispute was "Willie Wiredhand," an advertising trademark

character used by the NRECA. Reddy Kilowatt, Inc., alleged that the character was drawn similarly to Reddy Kilowatt and used in comparable ways, thus confusing consumers' ability to discern between the two. Judge Watkins's decision hinged on the legal boundaries drawn between service areas of investor-owned utilities and electric cooperatives. Because electric cooperatives were prevented from competing for investor-owned consumer audiences, Judge Watkins deemed that the trademarks also were not in competition. Ashton Collins, Sr., was greatly disappointed by the decision, and this is reflected in the post-decision correspondence files. Other files of note concern consumer surveys in South Carolina and Iowa commissioned by Reddy Kilowatt, Inc., with the aim of finding evidence to bolster the lawsuit; depositions from participants are included in the files. Ashton Collins, Sr.'s affidavit and documentation of the Willie Wiredhand trademark also are included in the subseries.

Subseries 6, Trademark Character Files, 1937-1976, contains the reference files developed by Ashton Collins, Sr., and Reddy Kilowatt, Inc. concerning other trademark characters. The correspondence reflects an interest in factors leading to success of other trademark characters as well as an active concern with trademarks that might infringe on Reddy Kilowatt's success. Files include early characters such as the Chesapeake and Ohio Railroads' Chessie the Cat and Borden's Elsie the Cow. A large file on Smoky Bear contains advertisements including Reddy Kilowatt. Files that reflect infringement concerns include Willing Water, Bill Ding, Mr. Wirewell, and Genie.

Subseries 7, Reference Materials, 1945-1980, contains files developed on topics relating to non-character corporate trademarks. Materials include brochures, articles, advertisements, publications and correspondence. Files on efforts by Xerox Corporation, Coca-Cola Company and Dow Chemical Company to regulate language about their trade names are included. Other notable files include Bakelite advertisements and a file of correspondence and articles concerning Isadore Warshaw, who testified on behalf of the NRECA during the Reddy Kilowatt v. Mid-Carolina et al., hearings.

Series 7, Reference Materials, 1926-1992, consists of general files maintained by Reddy Kilowatt, Inc., for internal reference. It is divided into five subseries: Subseries 1, Client Use of Services, 1977-1984; Subseries 2, New York World's Fair, 1938-1939, 1961-1966; Subseries 3, Subject Files, 1940-1992; Subseries 4, Testimonials, 1939-1977; and Subseries 5, Empty Binders, 1926-1987.

Subseries 1, Client Use of Services, 1977-1984, consists of files maintained during the incarnation of the company as Reddy Communications, Inc. During this period, the firm was emphasizing its usefulness as an information clearinghouse for the electric utility industry. These files include monthly reports on client use of services as well as more detailed reports on steps taken to meet client requests for information.

Subseries 2, New York World's Fair, 1938-1939; 1961-1966, contains files largely accumulated during the participation of Reddy Kilowatt, Inc., in the 1964-1965 New York World's Fair, with some documentation surviving from the 1938-1939 New York World's Fair. Reddy Kilowatt was used prominently in "Tower of Light," the investor-owned electric utility exhibit. The 1964 exhibit included a musical show which met with some initial criticism and was revised for the 1965 fair to become "Holiday with Light." Materials include press releases from production companies and Reddy Kilowatt, Inc., scripts, photographs and production documents for the shows; correspondence with the production company; and electrical industry trade publications.

Subseries 3, Subject Files, 1940-1992, includes files on unique uses of Reddy Kilowatt, Reddy Kilowatt-themed apparel, verses written by consumers, World War II-era advertisements, and files used by company staff for market research.

Subseries 4, Testimonials, 1939-1977, contains letters from executives at licensee companies attesting to the benefits of receiving the Reddy Kilowatt Service. The letters were occasionally edited and compiled for use in business presentations.

Subseries 5, Empty Binders, 1926-1987, includes the original binders and albums used for presenting Reddy Kilowatt programs.

Series 8, Audio-Visual Materials, 1939-1984, undated

The series is divided into five subseries: Supplementary Materials, 1945-1984; Animation Cels, 1946; 1985; Moving Images, 1940s-1989; Audio, 1946-1980; and Filmstrips, 1939-1984.

Subseries 1, Supplementary Materials, 1945-1984, contains scripts, production documents, promotional materials, correspondence and memoranda related to the audio-visual materials in this series. Of particular note are the files containing production documents and correspondence related to *The Mighty Atom*. These files track the decision-making process within Reddy Kilowatt, Inc., concerning the inclusion of previous footage from *Reddy Made Magic*. Other materials relating to this subseries may be found in Series 4, Advertising Materials, 1939-1997, Subseries 1, Bernard J. Bachem Files, 1959-1980.

Subseries 2, Animation Cels and Sketches, 1946; 1985, contains mylar animation cels and paper sketches used in the production of *Reddy Made Magic* and the "Adventure Kid" television commercial.

Subseries 3, Moving Images, 1940s-1989, contains all film (excluding the filmstrips) and video in the collection and is organized chronologically. The films and videos include animated educational films, commercials, television shows, home movies, an informal instructional video, and an employee appreciation video.

Subseries 4, Audio, 1946-1980, undated This series contains all the audio (excluding those items associated with filmstrips) and is divided into 5 subseries.

Sub-subseries 1, Music, 1954-1960, undated, contains Reddy Kilowatt theme songs and promotional music used by Reddy Communications and is organized chronologically, with undated materials last.

Sub-subseries 2, Promotional, 1946-1979, undated, consists of promotional audio such as radio commercials and informational spots. The items are organized chronologically, with undated materials last.

Sub-subseries 3, News Programs, 1976-1979, consists of recordings on cassette tapes. The cassette tapes are organized chronologically.

Sub-subseries 4, Speeches, 1975-1980, undated, contains recordings of speeches and presentations given by important figures in and outside of the electrical industry. The items are organized chronologically, with undated materials last.

Sub-subseries 5, Corporate Interviews, circa 1974-1977, consists of informal interviews conducted by Reddy Communications, Inc. employees. The interviews are organized chronologically.

Sub-series 6, Oral Histories, 1983, consists of five hours of audio cassette recordings with Mrs. Ashton Collins, Sr. and Ashton Collins, Jr. at the initial stages of collection acquisition. The oral histories were conducted by John Fleckner, Archivist with the Archives Center, National Museum of American History. Topics discussed include biographical information about Ashton Collins, Sr.; the early history of the Reddy Kilowatt Service; Mrs. Ashton Collins, Sr.'s experiences in the Reddy Kilowatt, Inc. office; her participation in electric industry conventions; Cuba's ousting of Reddy Kilowatt; and the transition in the company's services during the late 1960s and early 1970s.

Sub-subseries 7, Reference CDs, consists of all reference copies made of the audio. Multiple titles are contained on each disc.

Subseries 5, Filmstrips, 1939-1984, consists of filmstrips and their associated audio and elements (negatives, A and B roll, etc.), paired together by title. The filmstrips are organized chronologically.

Arrangement

Collection is arranged into eight series.

Series 1, Background Materials, 1926-1977

Subseries 1.1, Articles of Incorporation, 1953

Subseries 1.2, Histories and Origins of Reddy, 1926-1977

Subseries 1.3, Reddy Remarks, 1935-1936

Series 2, Ashton Collins, Sr., Materials, 1926-1974, undated

Subseries 2.1, Correspondence, 1926-1964

Subseries 2.2, Speeches, 1942-1974, undated

Subseries 2.3, Articles, 1933-1951

Subseries 2.4, Miscellaneous, 1933; 1953

Series 3, Client Services and Publications, 1935-1999, undated

Subseries 3.1, Clip Art, 1936-1978, undated

Subseries 3.2, *Communications in Environment/Youth*, 1971-1972

Subseries 3.3, *Reddy Bulletin*, 1934-1941; 1943-1964

Subseries 3.4, *Reddy Kilowatt Activities*, 1934-1935

Subseries 3.5, *Reddy Kilowatt Ink*, 1986-1993

Subseries 3.6, *Reddy Kilowatt's Review*, 1936-1940

Subseries 3.7, *Reddy News*, 1942-1965, 1959-1972, 1978-1988, 1993-1999

Subseries 3.8, Environmental Program, 1960-1974

Subseries 3.9, Grass Roots Impact Plan, 1950-1952

Subseries 3.10, Reddy-Items Merchandise, 1947-1995

Subseries 3.11, Reddy Kilowatt Talking Figure, 1949-1970, undated

Subseries 3.12, Reddy Kilowatt Youth Program, 1936-1987

Subseries 3.13, Reddy Wiring Program, 1955-1963, undated

Subseries 3.14, Special Executive Mailings, 1950-1994

Subseries 3.15, Subject Files, 1952-1998, undated

Series 4, Advertising Materials, 1939-1997

Subseries 4.1, Bernard J. Bachem Files, 1959-1980

Subseries 4.2, Business Advertising, 1940-1997

Subseries 4.3, Client Advertising, 1939-1977

Series 5, Scrapbooks, 1935-1960, undated

Series 6, Copyright, Trademark and Other Legal Materials, 1926-1994

Subseries 6.1, Copyright Materials (general), 1926-1953

Subseries 6.2, Trademark Materials (general), 1932-1981, undated

Subseries 6.3, United States Trademarks, 1930-1994

Subseries 6.4, Foreign Trademark Materials, 1937-1998

Subseries 6.5, Reddy Kilowatt v. Mid-Carolina et al., 1926-1960

Subseries 6.6, Trademark Character Files, 1937-1976, undated

Subseries 6.7, Reference Materials, 1945-1980

Series 7, Reference Materials, 1926-1992

Subseries 7.1, Client Use of Services, 1977-1984

Subseries 7.2, New York World's Fair, 1938-1939; 1961-1968

Subseries 7.3, Subject Files, 1940-1992

Subseries 7.4, Testimonials, 1934-1977

Subseries 7.5, Empty Binders, 1926-1987

Series 8, Audiovisual Materials, 1939-1989, undated

Subseries 8.1, Supplementary Materials, 1945-1984, undated

Subseries 8.2, Animation Cels and Sketches, 1946; 1985

Subseries 8.3, Moving Images, 1940s-1989

Subseries 8.4, Audio, 1946-1980, undated

Names and Subject Terms

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

Subjects:

- Anti-communist movements -- United States
- Baby boom generation
- Electricity -- History
- Industrial films
- Nuclear energy
- Public utilities
- Trademarks
- World War, 1939-1945

Types of Materials:

- Advertisements -- 20th century
- Animated cartoons
- Audiotapes
- Cartoons (humorous images) -- 20th century
- Coloring books
- Comic books
- Filmstrips
- Letters (correspondence) -- 20th century.
- Memorandums
- Motion pictures (visual works) -- 20th century
- Photographs -- 20th century
- Promotional literature
- Reports
- Scrapbooks -- 20th century
- Speeches

Names:

- New York World's Fair (1939-1940 : New York, N.Y.)
- New York World's Fair (1964-1965)

Container Listing

Series 1: Background Materials, 1926-1977

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Subseries 1.2: Histories and Origins of Reddy, 1926-1977

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Box 96, Folder 1	First Alabama Electrical Exposition (newspapers), 1926
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Box 1, Folder 3	Early graphics and advertising copy, circa 1926, 1933
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Box 1, Folder 4	Ephemera, 1926-1927
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Box 1, Folder 5	Alabama Power Company advertisements, 1926-1927, 1934
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Box 1, Folder 10	Press clippings, 1937-1952
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Box 2, Folder 13	Responses to Edison Electrical Institute tribute, 1964

Subseries 2.2: Speeches, 1942-1974, undated

Box 2, Folder 14	Chronology, 1942-1950
Box 2, Folder 15	Untitled, 1942 June (meeting wartime demands)
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Box 2, Folder 17	"Electrical Renaissance," 1943 May
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Box 2, Folder 19	"Looking Ahead to Advertising," 1945 May
Box 2, Folder 20	"Penny Ante," 1945 September
Box 2, Folder 21	"The Four-Year Pre-Selling Plan," 1945
Box 3, Folder 1	"Kisses for All Cinderellas," 1946 February
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Box 3, Folder 4	"Selling Ourselves," 1948 September
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Box 3, Folder 6	"Today's Youthful Sales Approach for Tomorrow's Electric Industry," 1949 October

Box 3, Folder 7	"Because," 1950 June
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Box 3, Folder 10	"How It's Being Done," 1953 June
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Box 3, Folder 12	"Our Power Plants Are Not for Sale," 1959 October-1960 March
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Box 107, Folder 3	"Adventure Kid" cels (Scene 5, F1-F37), 1985
Box 107, Folder 4	"Adventure Kid" cels (Scene 6, M1-M24; FL1-FL6; HC), 1985
Box 108, Folder 1	"Adventure Kid" cels (Scene 7, E1-E43), 1985
Box 108, Folder 2	"Adventure Kid" cels (Scene 7, H1-H6; HC-OK), 1985
Box 108, Folder 3	"Adventure Kid" cels (Scene 7, T1-T51), 1985
Box 108, Folder 4	"Adventure Kid" cels (Scene 8, KF1-KF39), 1985

Box 108, Folder 5	"Adventure Kid" cels (Scene 8, SL1-SL28), 1985
Box 101, Folder 2	"Adventure Kid" cut-out animation cels, 1985
Box 106, Folder 1	"Adventure Kid" sketches, 1985
Box 105, Folder 1	Reddy Made Magic animation sketches (H1-H19; 10A-26A; miscellaneous unnumbered), circa 1946
Box 105, Folder 2	Reddy Made Magic animation sketches (R1-22; R135-149), 1946
Box 105, Folder 3	Reddy Made Magic animation cels (R23-R39; M1-M17; E1-3), 1946
Box 105, Folder 4	Reddy Made Magic animation cels (R40-R89), 1946
Box 105, Folder 5	Reddy Made Magic animation cels (R90-R134), 1946

8.3: Moving Images, 1940s-1989

Reel OF 913.1 Una Noche con K-Listo, 1940s-1950s
 Notes: 16 mm color/black & white camera original reversal, 478 ft
 Corporate Creator: Cubana de Electricidad?
 Content Description: Spanish titles. Film of annual party held by Cubana de Electricidad (Cuban Electricity Co.) at the Club Cubaneleco in Havana, meant to raise money to build a large pool in Cuba. Includes film of separate visit to Havana at the end, possibly in 1949.

Reddy Made Magic (French), 1946
 Notes: Alternate Title: Reddy le Magicien
 16 mm color composite optical track print, 450 ft
 Copyright: 1946
 Corporate Creator: Reddy Kilowatt, Inc.
 Producer: Walter Lantz Productions
 Content Description: Animated. Audio in French. Reddy Kilowatt interacts with scientists in the past to tell the history and evolution of our knowledge about electricity. Scientists featured: Thales of Miletus, William Gilbert, Otto Von Geuricke, Stephen Gray, Pieter van Musschenbroek, Benjamin Franklin, Michael Faraday, Samuel Morse, Alexander Graham Bell, Charles Brush, Thomas Edison. Describes how electricity can benefit the viewer.

Reel OF 913.2 Reddy Made Magic (French), 1946

Reel RF 913.2 Reddy Made Magic (French), 1946

Reddy Made Magic (Portuguese), 1946

Notes: 16 mm color composite optical track print, 400 ft

Alternate Title: A Magica Do Fastica

Copyright: 1946

Corporate Creator: Reddy Kilowatt, Inc.

Producer: Walter Lantz Productions

Content Description: Animated. English audio with Portuguese subtitles. Reddy Kilowatt interacts with scientists in the past to tell the history and evolution of our knowledge about electricity. Scientists featured: Thales of Miletus, William Gilbert, Otto Von Geuricke, Stephen Gray, Pieter van Musschenbroek, Benjamin Franklin, Michael Faraday, Samuel Morse, Alexander Graham Bell, Charles Brush, Thomas Edison. Describes how electricity can benefit the viewer.

Reel OF 913.3 Reddy Made Magic (Portuguese), 1946

Reel RF 913.3 Reddy Made Magic (Portuguese), 1946

Reel OF 913.4 Reddy Made Magic (Spanish), 1946

Notes: Alternate Title: La Magia de Kilowattito Su Servidor Electrico

16 mm color composite optical track print, 410 feet

Copyright: 1946

Corporate Creator: Reddy Kilowatt, Inc.

Producer: Walter Lantz Productions

Content Description: Animated. Audio and some titles in Spanish. Reddy Kilowatt interacts with scientists in the past to tell the history and evolution of our knowledge about electricity. Scientists featured: Thales of Miletus, William Gilbert, Otto Von Geuricke, Stephen Gray, Pieter van Musschenbroek, Benjamin Franklin, Michael Faraday, Samuel Morse, Alexander Graham Bell, Charles Brush, Thomas Edison. Describes how electricity can benefit the viewer.

Reel OF 913.5 [Miami, Florida and Havana, Cuba], 1948-1955

Notes: 16 mm color/black & white camera original reversal, 300 feet

Corporate Creator: Cubana de Electricidad?

Content Description: Seven segments of film, possibly depicting a luncheon held by Cubana de Electricidad at Veradera Beach.

Reel OF 913.6 Good Use of Reddy, circa 1952

Notes: 16 mm black & white composite variable density, 250 feet

Corporate Creator: Reddy Kilowatt, Inc., and Duquesne Light Company

Content Description: Eight commercials featuring home appliances and Reddy Kilowatt. Commercials 1 and 2 present electricity as a bargain and demonstrate how it can work for the consumer, 3 and 4 feature the electric oven, 5 and 6 feature the electric dryer, and 7 and 8 feature the electric range.

[Reddy Kilowatt TV Spot], circa 1957

Notes: 35 mm black & white picture elements; 35 mm sound elements

7a: 35 mm silent black & white positive cut work print,
75 feet

7b: 35 mm silent black & white negative, 75 feet, made from
7a

7c: 35 mm silent black & white negative, 60 feet, made from
7a

7d: 35 mm optical track (audio only) negative, 70 feet

7e: 35 mm optical track (audio only) negative, 60 feet

7f: 35 mm optical track (audio only) positive, 70 feet, made
from 7d

Corporate Creator: Reddy Kilowatt, Inc.

Producer: Terrytoons

Content Description: Animated commercial featuring a housewife who is upset with her stove. Reddy Kilowatt magically turns the stove into a new electric stove and describes the conveniences it offers. Originally labeled as #556.

Reel OF 913.7a [Reddy Kilowatt TV Spot], circa 1957

Reel OF 913.7b [Reddy Kilowatt TV Spot], circa 1957

Reel OF 913.7c [Reddy Kilowatt TV Spot], circa 1957

Reel OF 913.7d [Reddy Kilowatt TV Spot], circa 1957

Reel OF 913.7e [Reddy Kilowatt TV Spot], circa 1957

Reel OF 913.7f [Reddy Kilowatt TV Spot], circa 1957

The Mighty Atom, 1959

Notes: 16 mm color composite optical track print, 600 feet

¾ inch U-Matic

½ inch VHS

Copyright: 1959

Corporate Creator: Reddy Kilowatt, Inc.

Producer: John Sutherland, historical sequence by Walter Lantz Productions

Content Description: Animated. Uses historical sequence from *Reddy Made Magic*. The film also describes how electricity is generated, including nuclear power, and how electricity is sent to the consumer from the power plant. Provides examples of electricity used in space exploration, factories, homes, offices, or farms.

Content Description: Animated. Uses historical sequence from *Reddy Made Magic*. The film also describes how electricity is generated, including nuclear power, and how electricity is sent to the consumer from the power plant. Provides examples of electricity used in space exploration, factories, homes, offices, or farms.

Reel OF 913.8	The Mighty Atom, 1959
Reel RF 913.8	The Mighty Atom, 1959
Box 109, Item OV 913.8	The Mighty Atom, 1959
Box 110, Item RV 913.8	The Mighty Atom, 1959

The Mighty Atom (French), 1959

Notes: Alternate Title: Le Prodigieux Reddy Kilowatt

16 mm color composite optical track print, 680 feet

Copyright: 1959

Corporate Creator: Reddy Kilowatt, Inc.

Producer: John Sutherland, historical sequence by Walter Lantz Productions

Content Description: Animated. French audio and titles. Uses historical sequence from *Reddy Made Magic*. The film also describes how electricity is generated, including nuclear power, and how electricity is sent to the consumer from the power plant. Provides examples of the use of electricity in space exploration, factories, homes, offices, or farms. Note: OF 913.9 originally labeled as "French (Canada)" and RF 913.9 originally labeled as "French (Belgium)" but no difference between the two has been found.

Reel OF 913.9	The Mighty Atom (French), 1959
Reel RF 913.9	The Mighty Atom (French), 1959
The Mighty Atom (Spanish), 1959	

	Notes:	Alternate Title: El Portenso Atomo 16 mm color composite optical track print, 650 feet Copyright: 1959 Corporate Creator: Reddy Kilowatt, Inc. Producer: John Sutherland, historical sequence by Walter Lantz Productions Content Description: Animated. Spanish audio and titles. Uses historical sequence from <i>Reddy Made Magic</i> . The film describes how electricity is generated, including nuclear power, and how electricity is sent to the consumer from the power plant. Provides examples of the use of electricity in space exploration, factories, homes, offices, or farms.
Reel OF 913.10		The Mighty Atom (Spanish), 1959
Reel RF 913.10		The Mighty Atom (Spanish), 1959
Reel OF 913.11		The Mighty Atom (Portuguese), 1961
	Notes:	Alternate Title: Do Âmbar ao Átomo 16 mm color composite optical track print, 650 feet Copyright: 1961 Corporate Creator: Reddy Kilowatt, Inc. Producer: John Sutherland, historical sequence by Walter Lantz Productions Other Credits: Content Description: Animated. Portuguese audio and titles. Uses historical sequence from <i>Reddy Made Magic</i> . In addition, the film describes how electricity is generated, including nuclear power, and how electricity is sent to the consumer from the power plant. Provides examples of the use of electricity in space exploration, factories, homes, offices, or farms.
Reel OF 913.12; Reel RF 913.12		The Constant Miracle, 1967
	Notes:	16 mm color composite optical track print, 730 feet Copyright: 1967 Corporate Creator: Reddy Kilowatt, Inc. Producer: Marathon International Productions, Inc. Executive Producer: Konstantin Kalser Director: Ken Baldwin Animators: Dan Hunn, Ron Fritz Narrator: Bill Mason Narrative Author: Jim Wooley Music: Hale Rood

Content Description: The film discusses how electricity companies are helping people and their communities. It describes how companies are getting involved with their communities through environmental efforts and community revitalization. It also discusses new technology and ingenuity used to enhance efficiency and convenience in electric companies and their operations. The film also addresses nuclear power and describes the positive effects it will have on the industry. It features the use of Reddy Kilowatt as a logo/symbol for the power company.

Reel OF 913.13

The Constant Miracle (Extended Version), 1967

Notes: 16 mm color composite optical track print, 1080 feet

Copyright: 1967

Corporate Creator: Reddy Kilowatt, Inc.

Producer: Marathon International Productions, Inc.

Executive Producer: Konstantin Kalser

Director: Ken Baldwin

Animators: Dan Hunn, Ron Fritz

Editor: Jim Wooley

Narrator: Bill Mason

Narrative Author: Alexander Klein

Music: Hale Rood

Content Description: This film addresses the same topics as *The Constant Miracle* but provides more detail on each subject. Some topics that are elaborated upon are conservation/ environmental efforts, electricity and transportation, electricity and the megalopolis, and the positive aspects of nuclear power.

Reel OF 913.14

The Reddy Kilowatt Show, 1973

Notes: 16 mm color composite optical track print, 786 feet

Corporate Creator: Minnesota Power and Light and WSDM-TV

Content Description: Live action. Six episodes, Reddy Kilowatt and a Mr. Toot (a clown) talk about electricity. Episode topics: Pollution causes and solutions, the sun and the life cycle, water pollution and fish, air pollution, electrostatic generators, and the water cycle and pollution.

[Reddy Communications Manual], 1980s

Notes: ¾ inch U-Matic, about 45:00

½ inch VHS, about 45:00

Corporate Creator: Reddy Communications, Inc.

Content Description: Edward Shay (?), Vice President of Reddy Communications Energy Communications Services, provides an

overview of the company and how they can help the electric utility industry. Services such as editorial materials, graphic and design services, and information research services are discussed. Includes separate video of examples of speeches on energy related topics and a panel discussion.

Box 109, Video OV 913.15	[Reddy Communications Manual], 1980s
Box 110, Video RV 913.15	[Reddy Communications Manual], 1980s
Box 109, Video OV 913.16	Power Behind the Switch, circa 1982 Notes: Beta Max, 14:20 Corporate Creator: Reddy Communications, Inc.
	Energy Dollars and Cents, 1983 Notes: ¾ inch U-Matic, 14:30 ½ inch VHS, 14:30 Copyright: 1983 Corporate Creator: Reddy Communications, Inc. Content Description: The video discusses energy companies and their economics in an understandable manner.
Box 109, Video OV 913.17	Energy Dollars and Cents, 1983
Box 110, Video RV 913.17	Energy Dollars and Cents, 1983
	Watt's Up - Safety Around Electricity, 1984 Notes: ¾ inch U-Matic, 9:39 ½ inch VHS, 9:39 Copyright: 1984 Corporate Creator: Reddy Communications, Inc. Content Description: The video may have been made from a filmstrip. The video discusses facts about electricity, including electricity safety and precautions. Same content as 913.56.
Box 109, Video OV 913.18	Watt's Up - Safety Around Electricity, 1984
Box 110, Video RV 913.18	Watt's Up - Safety Around Electricity, 1984

The Adventure Kid, 1985

Notes: ¾ inch U-Matic, 0:30
½ inch VHS, 0:30
Copyright: 1985
Corporate Creator: Reddy Communications, Inc.
Content Description: Animated television spot. Reddy Kilowatt teaches an adventurous boy about the dangers of electricity in the home.

Box 109, Video OV
913.19 The Adventure Kid, 1985

Box 110, Video RV
913.19 The Adventure Kid, 1985

The Video for the 25-Year Employee Dinner, 1989
Notes: ½ inch VHS, 5:20
Corporate Creator: Houston Lighting and Power Company.
Content Description: This video was made to recognize the company's 25-year employees by highlighting major events in 1964 and how the world and the company have changed over 25 years.

Box 109, Video OV
913.20 The Video for the 25-Year Employee Dinner, 1989

Box 110, Video RV
913.20 The Video for the 25-Year Employee Dinner, 1989

Subseries 8.4: Audio, 1946-1980, undated

Subseries 8.4.1: Music, 1954-1966, undated

Reddy Kilowatt Polka, 1954
Notes: 78 RPM 7 inch vinyl disc, 4:00
Side 1: Voice and Music, Side 2: Music Only
Copyright: 1954
Corporate Creator: Reddy Kilowatt, Inc.
Content Description: Polka version of the Reddy Kilowatt Theme Song. See reference CD 1 for reference copy.

Box 111, Disk OD
913.21 Reddy Kilowatt Polka, 1954

Box 111, Disk RD
913.21 Reddy Kilowatt Polka, 1954

Reddy Kilowatt Theme Song, 1960

Notes: 45 RPM vinyl disc, 4:00
Audio cassette tape, 2:10 (contains side 1 only)

Side 1:

1. Music and Lyrics
2. Music only

Side 2:

1. Music only
2. Music only

Copyright: 1960

Corporate Creator: Reddy Kilowatt, Inc.

Content Description: The Reddy Kilowatt Theme Song, which is used in many of the Reddy Kilowatt cartoons. See reference CD 1 for reference copy.

Box 111, Disk OD
913.22

Reddy Kilowatt Theme Song, 1960

Box 111, Disk RD
913.22

Reddy Kilowatt Theme Song, 1960

Box 112, Cassette
RTC 913.22

Reddy Kilowatt Theme Song, 1960

Box 111, Tape OT5
913.23

Reddy Kilowatt Song, undated

Notes: 5 inch open reel audio tape, mono, 1:10

Content Description: Bouncy jingle that describes Reddy Kilowatt as "the other man in your life" who can help in the home. See reference CD 1 for reference copy.

Box 112, Cassette
OTC 913.24

Little Reddy Kilowatt, undated

Notes: Audio cassette tape, 3:50

Artist: Ed Raney

Copyright: owned by BMI

Content Description: Country Christmas song about Reddy Kilowatt and Santa Claus

Box 111, Disk OD
913.57

Mustang Sally/Good Lovin', 1966

Notes: 45 RPM vinyl disc, 5:48

Artists: The Young Rascals

Copyright: owned by BMI

Content Description: Rock songs

Album cover and related correspondence is contained in Series 4, Advertising Materials, Subseries 1, Bernard J. Bachem Files
See reference CD 3 for reference copy.

England Swings/Good Old Days, 1965
Notes: 45 RPM vinyl disc, 4:08
Artist: Roger Miller
Copyright: owned by BMI
Content Description: Country songs
Album cover and related correspondence is contained in Series 4, Advertising Materials, Subseries 1, Bernard J. Bachem Files
See reference CD 3 for reference copy.
Pepco Is People, undated
33 1/3 RPM disc, unknown running time
Narrator: Valerie Simpson
Corporate Creator: Potomac Electric Power Company
Content Description: Sixty second message for radio. Text on the disc reads "Working on the problems we all have in common."
Note: The disc format is a promotional "soundsheet," not playable on available archive equipment.

Box 111, Disk OD 913.58 England Swings/Good Old Days, 1965

Box 111, Disk OD 913.59 England Swings/Good Old Days, 1965

Bay-hay Bee Doll, 1966
Notes: 45 RPM vinyl disc, unknown
Artists: The Swingers
Corporate Creator: J.C. Penney Company
Content Description: Pop song about the swinging girl wearing bell-bottom jeans. Includes a version of the song with vocals and an instrumental version.
Album cover and related correspondence is contained in Series 4, Advertising Materials, Subseries 1, Bernard J. Bachem Files
See reference CD 3 for reference copy.

Box 111, Disk OD 913.60 Bay-hay Bee Doll, 1966

Subseries 8.4.2: Promotional, 1946-1979, undated

Spots and Reddy Kilowatt Polka, 1946

Notes: 33 1/3 RPM vinyl disc

Audio cassette tape, 12:40

Vocals: Walter Tetley (Polka only)

Content Description: Four radio spots followed by a number of different arrangements of the *Reddy Kilowatt Polka*.Box 115, Disk OD
913.25

Spots and Reddy Kilowatt Polka, 1946

Box 112, Cassette
RTC 913.25

Spots and Reddy Kilowatt Polka, 1946

Holiday With Light presented at the Tower of Light, New York World's Fair, 1965

Notes: 33 1/3 RPM vinyl disc

Artists: Kenny Delmar, Russell Nype, The Dick Williams Singers

Copyright: 1965

Corporate Creator: New York World's Fair 1964, 1965
CorporationContent: Songs from the musical show, *Holiday With Light*, presented at the Tower of Light Pavilion at the 1965 New York World's Fair. The Pavilion was sponsored by investor-owned electric utility companies.

Promotional copy and public release copy are included.

Album sleeve is contained in Series 7, Reference Materials, Subseries 2, New York World's Fair, 1938-1939; 1961-1966

See reference CD 3 for reference copy.

Box 111, Disk OD
913.61-1

Holiday With Light presented at the Tower of Light, New York World's Fair, 1965

Box 111, Disk OD
913.61-2

Holiday With Light presented at the Tower of Light, New York World's Fair, 1965

Box 111, Disk RD
913.61-2

Holiday With Light presented at the Tower of Light, New York World's Fair, 1965

Box 112, Cassette
OTC 913.26

Willard and Rafert, 1960-1970s?

Notes: Audio cassette tape, 5:50

Corporate Creator: Rural Electric Cooperative

Producer: Triad Productions

Content Description: Three radio spots, about 0:60 each, featuring characters Willard and Rafert promoting the Rural Electric Cooperative. They encourage the use of electricity over oil, stating

that it is patriotic. The spots discuss oil conservation, oil delivery, and BTU's.

Box 111, Tape OT5
913.62

IP#2490, Illinois Power Company; Tape Assembly for January, 1974

Notes: 5-inch open reel audio tape, 4:39

Corporate Creator: Illinois Power Company

Producer: The Harpham Company

Content Description: Four radio spots for the Illinois Power Company. The first three spots promote conservation of energy by planning for full loads in the washing machine, opening refrigerators and ovens only when necessary, and reducing hot water use. The fourth spot announces the opening of a new recreation facility in Illinois due to the large cooling lake that will be created by constructing a new nuclear power plant.

See reference CD 4 for reference copy.

Help Us Help You, December 5, 1978

Notes: Audio cassette tape, 6:10

Corporate Creator: Detroit Edison Company

Content Description: Five radio spots about a program offered to help customers who cannot pay their bills. Roy Ross is mentioned on original label, probably creator, producer, or narrator.

Focus on Energy, Cuts 1-24, circa 1979

Audio cassette tape, 54:15

Corporate Creator: Gulf Power Company Public Relations Department

Content Description: Two minute radio spot that provides an opportunity for electric companies to defend themselves in a manner that mimics news programs. The 24 segments address a number of issues such as nuclear power, nuclear waste, energy efficient appliances, stealing electricity, and many more.

Box 112, Cassette
OTC 913.27

Help Us Help You, December 5, 1978

Box 112, Cassette
OTC 913.28

Help Us Help You, December 5, 1978

Subseries 8.4.3: News Programs, 1976-1979

Box 112, Cassette
OTC 913.29

Three General Electric Resigned Engineers, February 9, 1976

Notes: Audio cassette tape, 2:00

Creator: KCBS AM

Content Description: News report about three former General Electric nuclear engineers and calls for investigations by the Nuclear

Regulatory Commission into their claims. The engineers argued that nuclear power was unsafe and that problems were not being properly reported.

Box 112, Cassette
OTC 913.30

NOVA, Nuclear Safety and Radiation, February 23, 1977
Notes: Audio cassette tape, 55:00

Alternate Title: Incident at Brown's Ferry

Creator: WGBH Boston

Content Description: Audio from a *NOVA* episode that details the March 1975 fire at Brown's Ferry, a large Alabama nuclear power plant. It describes how this accident almost resulted in a catastrophic release of radiation.

Box 112, Cassette
OTC 913.31

Let's Find Out, Westchester County Proposition #1, November 4, 1979
Notes: Audio cassette tape, 25:00

Creator: WCBS, New York

Content Description: Weekly news interview program that discussed Westchester County Proposition #1. The program debates the proposition, which addresses whether or not the county should purchase the assets of Con-Edison and therefore have a publicly run utility service. Alfred Delbello, Westchester County executive, argues for the proposition, while Ralph Wineshanken, attorney for the citizens' committee against the takeover, argues against it.

Subseries 8.4.4: Speeches, 1975-1980, undated

Box 112, Disk OTC
913.32

Dr. John W. Gofman at Carmel Nuclear Clinic, January 30, 1975
Notes: Audio cassette tape, 1:05:25

Corporate Creator: Reddy Communications, Inc.

Content Description: Speech by Dr. John W. Gofman followed by a question and answer session. Dr. Gofman opposes nuclear power and supports alternative energy sources. He defends his criticism of the nuclear power industry.

Box 112, Cassette
OTC 913.33

[David E. Pesonen/Barry Commoner Testimonies], December 10, 1975
Notes: Audio cassette tape, 1:35:00

Testimonies before a committee (? California for Nuclear Kick-Start), addressing nuclear power in California. Pesonen discusses the California Nuclear Safeguard Initiative along with other issues relating to nuclear power. Side two of the tape contains the testimony of biologist Barry Commoner to the same committee. He believes nuclear power is a mistake and cannot live up to the public's expectations, as it is based on untested assumptions.

Dr. Norman C. Rasmussen, TAEF Presentation, February 10, 1976
Notes: Audio cassette tape, 1:06:15

Corporate Creator: Reddy Communications, Inc.

Content description: Speech given by MIT professor Norman C. Rasmussen followed by a question and answer session. He discusses nuclear power, safety, and risks, and asks if we can make the nuclear plants safe enough. Possibly at the Taiwan Atomic Energy Forum.

1977 NARUC Convention 1

Audio cassette tape, 1:01:30

Creator: National Association of Regulatory Utility Commissioners

Content Description: Tape from the National Association of Regulatory Utility Commissioners Convention in 1977. In The President's Address, "The Energy Ride," the president describes how the government is on an expensive path in relation to electrical utilities. In the presidential address it is argued that federal regulations are hurting the industry and raising utility rates and that states should be in charge of their own regulations. In the Washington Report, Paul Rogers reports on the association's relations with the White House and Congress. He discusses the Carter Energy Bill, the Dingle Bill and other legislation related to the electric utility industry. Also contains speech by Arthur H. White, of the consulting firm Yankelovich, Skelly and White. He discusses the lack of credibility in American business and how that relates to the utility industry. He also suggests how to get better and more effective public involvement in setting rates and regulations. Followed by question and answer session.

1977 NARUC Convention 2

Audio cassette tape, 1:02:20

Creator: National Association of Regulatory Utility Commissioners

Content Description: Part 1 of the audio recording of a panel on utility rate making at the National Association of Regulatory Utility Commissioners Convention. Lee M. Cassidy serves as the moderator. Panelist Charlie Sitchety, the Wisconsin commission chairman, discusses time-of-use pricing, followed by Dr. Irwin Steltzer, the President of National Economic Research Associates Inc., who discusses rate structure revision as a federal or state problem. John Little then addresses how to measure the impact of issues on regulatory requirements and then Joe Bennon, the President of Associated Utility Services, discusses his six principles/objectives that he believes rate-making should have. Bennon's presentation is continued on *1977 NARUC Convention 3*(OTC 913.37).

1977 NARUC Convention 3

Audio cassette tape, 46:25

Creator: National Association of Regulatory Utility Commissioners

Content Description: Part 2 of the audio recording of a panel on utility rate making at the National Association of Regulatory Utility

	Commissioners Convention. This tape contains the continuation of the presentation by Joe Bennon. Next, Bob Uler, the Executive Director of the Electric Utility Rate Design Study, discusses resolution 9, rate design and load control, and research for 1978. This is followed by a panel question and answer session.
Box 112, Cassette OTC 913.34	Dr. Norman C. Rasmussen, TAEF Presentation, February 10, 1976
Box 112, Cassette OTC 913.35	Dr. Norman C. Rasmussen, TAEF Presentation, February 10, 1976
Box 112, Cassette OTC 913.36	Dr. Norman C. Rasmussen, TAEF Presentation, February 10, 1976
Box 112, Cassette OTC 913.37	Dr. Norman C. Rasmussen, TAEF Presentation, February 10, 1976
Box 112, Cassette OTC 913.38	<p>Rowe Nuclear Conversion Campaign 1, October 2, 1980</p> <p>Notes: Audio cassette tape, 1:05:15</p> <p>Corporate Creator: Reddy Communications, Inc.</p> <p>Content Description: Public meeting held in Buckland, Massachusetts, in support of closing the Yankee Rowe nuclear power plant. Includes a number of speeches given by concerned members of the community as well as representatives from the power plant. Many speakers were worried that the age of the plant could lead to an accident similar to that at Three Mile Island. Much of the meeting is held in a question and answer format. Continued on OTC 913.39.</p>
	<p>Rowe Nuclear Conversion Campaign 2, October 2, 1980</p> <p>Notes: Audio cassette tape, 25:30</p> <p>Corporate Creator: Reddy Communications, Inc.</p> <p>Content Description: Continuation of Rowe Nuclear Conversion Campaign 1 (OTC 913.38). Public meeting held in Buckland, Massachusetts, in support of closing the Yankee Rowe nuclear power plant. Includes a dramatic performance with songs about the problems of nuclear power plants.</p> <p>Dr. Benjamin Hooks at EEI Conference, June 1980</p> <p>Audio cassette tape, unknown length</p> <p>Content Description: Speech given by Dr. Benjamin Hooks, chairman of the National Association for the Advancement of Colored People (NAACP), at the Edison Electrical Institute Conference in Chicago.</p> <p>[Rick Morgan Speech], undated</p> <p>Audio cassette tape, 46:55</p> <p>Content Description: Recording of a speech given by Richard E. Morgan discussing the environmental impact of power plants and</p>

utility rates in the industry. This speech is directed towards electric utility companies and those who manage them.

Box 112, Cassette
OTC 913.39

Rowe Nuclear Conversion Campaign 2, October 2, 1980

Box 112, Cassette
OTC 913.40

Rowe Nuclear Conversion Campaign 2, October 2, 1980

Box 113, Cassette
OTC 913.41

Rowe Nuclear Conversion Campaign 2, October 2, 1980

Subseries 8.4.5: Corporate Interviews, circa 1974-1977

Box 113, Cassette
OTC 913.42

[Mr. Freeman Interview], circa 1974-1977

Notes: Audio cassette tape, 1:00:00

Corporate Creator: Reddy Communications, Inc.

Content Description: Side 1 contains interview with Mr. Freeman (first name unknown) discussing oil companies, their customers, and oil prices. Informal interview meant to be used to provide information to utility management and consumers and possibly have excerpts published in a newsletter. Side 2 contains end of Freeman interview and new interview with unknown nuclear physicist. Nuclear safeguards and public perception in relation to Karen Silkwood and the Kerr-McGee power plant are discussed.

Box 113, Cassette
OTC 913.43

[Carl Pope/Leon Billings Interviews], circa 1975-1976

Notes: Audio cassette tape, side 1, 32:00, side 2, 35:30

Corporate Creator: Reddy Communications, Inc.

Content Description: Set of telephone interviews addressing the clean air act and emission controls. Informal interviews used to provide information to utility management and consumers, and possibly have excerpts published in a newsletter. Side 1 contains the interview with Carl Pope, future executive director of the Sierra Club. Side 2 contains the interview with biologist Leon G. Billings.

Box 113, Cassette
OTC 913.44

[John [?]/William Bibb Interviews], circa 1975

Notes: Audio cassette tape, 1:32:00

Interviewer: Pat Lynn

Corporate Creator: Reddy Kilowatt, Inc.

Content Description: Side 1 contains interview with John (last name unknown). Informal interview meant to be used to provide information to utility management and consumers and possibly to be partially published in a newsletter. Pat Lynn asks about emission controls and energy independence. (Contains similar questions to Pope

and Billings interview, OTC 913.43.) John [?] interview taped over presentation (possibly by William Bibb) addressing electricity rates and public relations. Discusses how to effectively inform the public about the nuclear power industry in relation to events like that at Brown's Ferry. Presentation continued on side 2.

Subseries 8.4.6: Oral Histories, 1983

Scope and Contents: Audio cassette tapes, 5 hours

Interviewer: John Fleckner, Archivist, National Museum of American History, Archives Center

Content Description: Interview and conversations with Mrs. Ashton Collins, Sr. and Ashton Collins, Jr. at the initial stages of collection acquisition. Topics include biographical information about Ashton Collins, Sr.; the early history of the Reddy Kilowatt Service; Mrs. Ashton Collins, Sr.'s experiences in the Reddy Kilowatt, Inc. office; her participation in electric industry conventions; Cuba's ousting of Reddy Kilowatt; and the transition in the company's services during the late 1960s and early 1970s.

Box 113, Cassette
OTC 913.63-1 Oral Histories, 1983

Box 113, Cassette
OTC 913.63-2 Oral Histories, 1983

Box 113, Cassette
OTC 913.63-3 Oral Histories, 1983

Box 113, Cassette
OTC 913.63-4 Oral Histories, 1983

Box 113, Cassette
OTC 913.63-5 Oral Histories, 1983

Subseries 8.4.7: Reference CDs, undated

Box 118, Disk RCD 1 Reddy Kilowatt Theme Music
Notes: 1. OT5 913.23 (Reddy Kilowatt Song)
2. OD 913.21 (Reddy Kilowatt Polka)- Voice and Music
3. OD 913.21 (Reddy Kilowatt Polka)- Music only
4. OD 913.22 (Reddy Kilowatt Theme Song)- Voice and Music, Music only
5. OD 913.22 (Reddy Kilowatt Theme Song)- Music only, Music only

Box 118, Disk RCD 2 The Story of Reddy Kilowatt
Notes: 1. OD 913.50 (English)- Side 1
2. OD 913.50 (English)- Side 2
3. OD 913.48 (Spanish)

- Box 118, Disk RCD 3 Reddy Kilowatt Power/Other Promotional Records
Notes:
1. OD 913.45, Side 1
 2. OD 913.45, Side 2
 3. OD 913.57, Side 1
 4. OD 913.57, Side 2
 5. OD 913.58, Side 1
 6. OD 913.58, Side 2
 7. OD 913.60, Side 1
 8. OD 913.60, Side 2
 9. (flub)
 10. OD 913.61-1, Side 1
 11. OD 913.61-1, Side 2
 12. OD 913.61-2, Side 1
 13. OD 913.61-2, Side 2

Illinois Power Company Commercials

- | | |
|---------------------|--|
| Box 118, Disk RCD 4 | OT5 913.62
Notes: Interview with Mrs. Ashton Collins, Sr., and Ashton Collins, Jr. |
| Box 118, Disk RCD 5 | OTC 913.63-1 |
| Box 118, Disk RCD 6 | OTC 913.63-2 |
| Box 118, Disk RCD 7 | OTC 913.63-3 |
| Box 118, Disk RCD 8 | OTC 913.63-4 |
| Box 118, Disk RCD 9 | OTC 913.63-5 |

Subseries 8.5: Filmstrips, 1939-1984

Subseries 8.5.1: Reddy Kilowatt Power, 1939

Scope and Contents: 35 mm black & white single-frame filmstrip, 72 frames;
10 inch vinyl disc, 33 1/3 RPM, 20:00;
Audio cassette tape, 21:00
Producer: Ashton B. Collins, Sr.

Content Description: This filmstrip encourages businessmen to make greater use of electricity in regular business activities. It describes how electricity can help businesses work better and earn

greater profits. In addition, it outlines West Penn Power's programs and services. See reference CD 3 for reference copy of audio.

Box 114, Roll OFS
913.45 Reddy Kilowatt Power, 1939

Box 119, Disk OD
913.45 Reddy Kilowatt Power, 1939

Box 113, Cassette
RTC 913.45 Reddy Kilowatt Power, 1939

8.5.2: The Evolutionary Answer to the Public Relations Problem of the Electric Industry, 1949

Notes: 35 mm black & white single-frame filmstrip, 93 frames

16 inch vinyl disc, 33 1/3 RPM

Copyright: 1949

Corporate Creator: Reddy Kilowatt

Content Description: Possibly narrated by Ashton B. Collins, Sr. Provides analysis of industry's public relations problem and a grass-roots solution in the form of Reddy Kilowatt licensing to business-managed utility companies. Describes programs and services offered by the company and how it can help them gain public support. Notes that Reddy can help get support (in the form of votes) opposing government controlled utilities. Youth programs are also encouraged.

Box 114, Roll OFS
913.46 The Evolutionary Answer to the Public Relations Problem of the Electric Industry, 1949

Box 119, Disk OD
913.46 The Evolutionary Answer to the Public Relations Problem of the Electric Industry, 1949

Subseries 8.5.3: The Grass Roots Impact Plan, 1950

Scope and Contents: 35 mm black and white single-frame filmstrips, 94 frames;

16 inch vinyl disc, 33 1/3 RPM

Copyright: 1950

Corporate Creator: Reddy Kilowatt

Content Description: Possibly narrated by Ashton B. Collins, Sr. Discusses the company's Grass Roots Impact Plan, which is meant to help utility companies with their local public relations. States companies need grass roots action with emotional ties (with the help of Reddy Kilowatt). Suggests trademarked cartoon characters can add popularity to products and can appear in newspapers, on bills, and on trucks, all as a logo for the utility company. This plan is meant to help keep government out of the local utility companies, and the narrator claims that government involvement in business is socialism.

Box 114, Roll OFS
913.47 The Grass Roots Impact Plan, 1950

Box 115, Roll RFS
913.47 The Grass Roots Impact Plan, 1950

Box 119, Disk OD
913.47 The Grass Roots Impact Plan, 1950

8.5.4: The Story of Reddy Kilowattito, 1959

Scope and Contents: 33 1/3 RPM vinyl discs, 15:30

Audio cassette tape, 15:30

Copyright: 1959

Corporate Creator: Reddy Kilowatt

Content Description: Spanish. This tape was meant to promote the company's services to other power companies. It is probably audio for a filmstrip. This is the Spanish version of *The Story of Reddy Kilowatt*, however, we do not have the corresponding filmstrip. See reference CD 2 for reference copy of audio.

Box 119, Disk OD 913.48	The Story of Reddy Kilowattito, 1959
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Box 119, Disk RD 913.48	The Story of Reddy Kilowattito, 1959
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Box 113, Cassette RTC 913.48	The Story of Reddy Kilowattito, 1959
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Subseries 8.5.5: [Basic Story (Japanese)], 1960's?

Scope and Contents: 7 inch open reel audio tape, 7 ½ IPS

Content Description: Audio in Japanese. It is possibly a Japanese version of *The Story of Reddy Kilowatt*, but we do not have the corresponding filmstrip. Currently unable to translate. This tape may have been developed to promote the company's services to other power companies.

Box 111, Tape OT7 913.49	[Basic Story (Japanese)], 1960's?
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Subseries 8.5.6: The Story of Reddy Kilowatt, 1963

Scope and Contents: 35 mm color single-frame filmstrips, 166 frames;

33 1/3 RPM vinyl discs, 30:00;

OD 913.50: 33 1/3 RPM 16 inch vinyl disc

RD 913.50: 33 1/3 RPM 10 inch vinyl disc, (2 copies)

Audio cassette tape, 30:00

Copyright: 1963

Corporate Creator: Reddy Kilowatt, Inc.

Narrator: Ashton B. Collins, Sr.

Content Description: This filmstrip promotes the company's services to other power companies. Narrated by the creator of Reddy Kilowatt, Ashton B. Collins, the filmstrip describes how he created Reddy Kilowatt. He suggests that the cartoon can be used to help electric companies interact with their customers, creating a softer image for the respective company. Collins describes

how Reddy Kilowatt can be used in sales programs for brand names and products. He specifically mentions the Cuban Electric Company and their annual party (Una Noche con K-Listo), which is documented in OF 913.1. Collins also notes that the character can be used in conjunction with youth clubs to create relationships with future customers. He describes further customer interaction with Reddy through letters and stories. See reference CD 2 for reference copy of audio.

Box 114, Roll OFS 913.50	The Story of Reddy Kilowatt, 1963
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Box 115, Roll RFS 913.50	The Story of Reddy Kilowatt, 1963
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Box 119, Disk OD 913.50	The Story of Reddy Kilowatt, 1963
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Box 119, Disk RD 913.50 (2)	The Story of Reddy Kilowatt, 1963
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Box 113, Cassette RTC 913.50	The Story of Reddy Kilowatt, 1963
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Subseries 8.5.7: Reddy for the Surging 70's 1, 1969

Scope and Contents: 35 mm color single-frame filmstrips, 91 frames
Copyright: 1969
Corporate Creator: Reddy Kilowatt, Inc.

Content Description: This filmstrip advertising the Reddy Kilowatt program, encourages companies to appeal to children through youth programs and environmental action. It also notes that Reddy Kilowatt can provide a personal contact/relationship with customers. It also contains examples of how Reddy's image can be used on merchandise, bills, trucks, and uniforms. Reddy can also help make utility rates more palatable and can help teach about safety. Similar content to *Reddy for the Surging 70's 2* (913.52).

Box 114, Roll OFS 913.51	Reddy for the Surging 70's 1, 1969
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Box 115, Roll RFS 913.51	Reddy for the Surging 70's 1, 1969
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Subseries 8.5.8: Reddy for the Surging 70's 2, 1969

Scope and Contents: 35 mm color single-frame filmstrips, 118 frames
Copyright: 1969
Corporate Creator: Reddy Kilowatt, Inc.

Content Description: This filmstrip presents highlights of the Reddy Kilowatt program to utility companies. It describes the importance of symbols in advertising and notes that Reddy Kilowatt can help utility companies acquire a friendlier and softer image. The flexibility of the Reddy Kilowatt image is also addressed, and it can help strengthen companies against municipal

takeovers. Interaction with local youths is also encouraged. Similar content to *Reddy for the Surging 70's 1* (913.51).

Box 114, Folder OFS Reddy for the Surging 70's 2, 1969
913.52

Subseries 8.5.9: Electricity: Power Behind the Switch, 1982

Scope and 35 mm color single-frame filmstrips, 80 frames

Contents: 7 inch open reel audio tape, 7 ½ IPS

Audio cassette tape, 18:30

Corporate Creator: Reddy Communications, Inc.

Copyright: 1982

Content Description: Educational filmstrip meant for 7th grade and above that teaches about all aspects of electricity including generating electricity, fuel sources (coal, oil, natural gas, and uranium), electrical transmission and distribution, environmental and economic trade-offs, and the wise use of electricity. Seven (7) inch open reel audio tape contains two copies of the audio track spliced together. Track one includes 50 hertz tones, while track two includes 1 khz tones.

Box 114, Folder OFS Electricity: Power Behind the Switch, 1982
913.53

Box 115, Folder RFS Electricity: Power Behind the Switch, 1982
913.53

Box 111, Tape OT7 Electricity: Power Behind the Switch, 1982
913.53

Box 113, Cassette Electricity: Power Behind the Switch, 1982
RTC 913.53

Subseries 8.5.10: Energy Dollars & Cents, 1983

Scope and 35 mm color single-frame filmstrips, 80 frames;

Contents: Audio cassette tapes, 18:00;

35 mm color filmstrip elements:

54a: 35 mm single-frame negative loop, A roll, 79 frames

54b: 35 mm single-frame positive, length, 80 frames

54c: 35 mm single-frame positive, 80 frames

54d: 35 mm double-frame negative loop, "\$ & ¢" image, 25 frames

54e: 35 mm double-frame positive, "\$ & ¢" image, 25 frames

54f: 35 mm double-frame negative loop, 80 frames

54g: 35 mm double-frame positive, 80 frames

Corporate Creator: Reddy Communications, Inc.

Copyright: 1983

Content Description: The filmstrip discusses the economics of the energy industry in an understandable manner. This includes explanations of how electricity is generated, how utilities make money and set rates, and who profits from these activities.

Box 114, Folder OFS 913.54	Energy Dollars & Cents, 1983
Box 115, Folder RFS 913.54	Energy Dollars & Cents, 1983
Box 113, Cassette OTC 913.54	Energy Dollars & Cents, 1983
Box 113, Cassette RTC 913.54	Energy Dollars & Cents, 1983
Box 116, Roll OFS 913.54a	Energy Dollars & Cents, 1983
Box 114, Roll OFS 913.54b	Energy Dollars & Cents, 1983
Box 114, Roll OFS 913.54c	Energy Dollars & Cents, 1983
Box 116, Roll OFS 913.54d	Energy Dollars & Cents, 1983
Box 114, Roll OFS 913.54e	Energy Dollars & Cents, 1983
Box 116, Roll OFS 913.54f	Energy Dollars & Cents, 1983
Box 114, Roll OFS 913.54g	Energy Dollars & Cents, 1983

Subseries 8.5.11: 24 Pieces of Art, circa 1983

Scope and Contents: 35 mm color double-frame silent filmstrip elements:

- 55a. 35 mm double-frame negative, 23 frames
- 55b. 35 mm double-frame positive, 23 frames
- 55c. 35 mm double-frame negative loop, 23 frames
- 55d. 35 mm double-frame positive, 23 frames

Corporate Creator: Reddy Communications, Inc.

Content Description: Probably meant for internal presentation discussing electricity rate cases and communication.

Box 114, Roll OFS
913.55a 24 Pieces of Art, circa 1983

Box 114, Roll OFS
913.55b 24 Pieces of Art, circa 1983

Box 116, Roll OFS
913.55c 24 Pieces of Art, circa 1983

Box 115, Roll OFS
913.55d 24 Pieces of Art, circa 1983

Subseries 8.5.12: Watt's Up - Safety Around Electricity, 1984

Scope and Contents: 35 mm color single-frame filmstrips, 40 frames;
7 inch open reel audio tape, 15 ips
35 mm color filmstrip elements:
56a: 35 mm single-frame negative loop, A roll, 39 frames
56b: 35 mm single-frame positive (made from a), 39 frames
56c: 35 mm single-frame negative (continuous roll of 3 filmstrips), 120 frames
56d: 35 mm single-frame negative loop, 40 frames
56e: 35 mm single-frame positive, 40 frames
56f: 35 mm double-frame negative loop, A roll, 39 frames
56g: 35 mm double-frame negative loop, B roll, 1 frame
Copyright: 1984
Corporate Creator: Reddy Communications, Inc.
Content Description: Contains same content as 913.18. The filmstrip discusses facts about electricity, including how it works, electricity safety, and precautions.

Box 115, Roll OFS
913.56 Watt's Up - Safety Around Electricity, 1984

Box 115, Roll RFS
913.56 Watt's Up - Safety Around Electricity, 1984

Box 111, Folder OT7
913.56 Watt's Up - Safety Around Electricity, 1984

Box 113, Cassette
RTC 913.56 Watt's Up - Safety Around Electricity, 1984

Box 116, Roll OFS
913.56a Watt's Up - Safety Around Electricity, 1984

Box 115, Roll OFS
913.56b Watt's Up - Safety Around Electricity, 1984

Box 115, Roll OFS
913.56c Watt's Up - Safety Around Electricity, 1984

Box 116, Roll OFS
913.56d Watt's Up - Safety Around Electricity, 1984

Box 115, Roll OFS
913.56e Watt's Up - Safety Around Electricity, 1984

Box 116, Roll OFS
913.56f Watt's Up - Safety Around Electricity, 1984

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