



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Central Film Service Collection

NMAH.AC.1247

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Central Film Service Collection
Date:	1924-1946
Identifier:	NMAH.AC.1247
Creator:	Central Film Service (Creator)
Extent:	1 Cubic foot
Language:	English .

Administrative Information

Acquisition Information

Donated by Ms. Lois Catts of Puyallup, Washington in October, 2011.

Processing Information

Collection processed by Wendy Shay, audiovisual archivist, 2016.

Preferred Citation

Central Film Service Collection, Archives Center, National Museum of American History, Smithsonian Institution.

Restrictions

Collection is open for research. Special handling and equipment may be required. Reference archivists will provide assistance.

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Scope and Contents

The Central Film Service Collection consists of more than 100 filmstrips made between 1924 and 1946. Made primarily for business use, the bulk of the collection describes and promotes products, industries, associations, and governmental agencies. Adults were the intended audience. Related scripts and audio recordings do not exist.

Arrangement

The collection is divided into seven series;

Series 1, Associations, 1926-1944

Series 2, Corporate and Products, 1929-1941

Series 3, Government, 1929-1943

Series 4, Health, 1933-1942 Series 5, Religious, 1942

Series 6, Sears, 1937-1941

Series 7, Training, 1924-1946

General

Filmstrips were an important educational tool from the 1920s through the early 1980s. Relatively short strips of 35mm films – about 10 – 30 frames-- with one image per frame, filmstrips functioned as a combination of motion picture film and slides. They told a story, usually educational, but were projected one frame at a time. Narration was provided by an instructor or speaker, either ad lib or reading from a script. By the 1950s, the narration was often provided by accompanying sound recordings, first on disc and later audio cassette. Each frame was explained or discussed and then the strip was advanced to the next image. A tell tale "beep" on the audio track told the viewer when to advance each frame. In educational settings filmstrips were often accompanied by brochures or served as additional illustrative materials connected with text books.

The Central Film Service Filmstrip Collection is distinctive in that most of the filmstrips were produced for use outside the classroom. The bulk of the collection describes and promotes products, industries, associations, and governmental agencies. Adults were the intended audience. The filmstrips were used as sales tools as well as for training. Commentary would have been provided by a salesman, manager, or a group leader. The collection contains no scripts or related documents so it isn't known how the filmstrips were shown or narrated.

The Central Film Service was located on Michigan Avenue in Chicago.

Names and Subject Terms

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

Subjects:

- Coal
- Ice cream industry
- Names, place -- Mississippi Valley
- Safety
- X-rays

Types of Materials:

- Filmstrips

Names:

- Borden's Farm Products Co. of Illinois
- Sears, Roebuck and Co.

Container Listing

Series 1: Associations, 1926-1944

Box 1	Carbonation the Life of a Soda Fountain, 1932 1 Film reel (35mm black and white filmstrip) Notes: Produced by the Merchandising Service Department of the Liquid Carbonic Association
Box 1	Making Ice Cream Produce Extra Profits, 1933 1 Film reel (35mm black and white filmstrip) Notes: Produced by the Marchandising Department of the Liquid Carbonic Corporation
Box 4	Making Ice Cream Pay Extra Profits 1 Film reel
Box 4	National Safety Council: Are Your Feet Killing You?, 1944 1 Film reel
Box 3	The Nation's Standard of Used Car Values, 1933 1 Film reel
Box 4	Products and Profits from Corn, 1937 1 Film reel
Box 4	Profits in Glass, 1937 1 Film reel
Box 3	Profits on Ice Cream (revised), 1938 1 Film reel (Nitrate)
Box 4	United Buyer's Corporation, 1935 1 Film reel (Vinegar syndrome)
Box 2	Whose Problem? Chicago Boys Club, 1926 1 Film reel (Negative, nitrate)

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Series 2: Corporate and Products, 1929-1941

Box 2	50 Million Years Later: The Story of Concentrated Coal, 1939 1 Film reel
Box 2	100% Cooperative Apartment Homes Development 1 Film reel
Box 4	Alamite, 1933 1 Film reel
Box 3	Applications of Sauerman Power Drag Scrapers 1 Film reel
Box 3	Borden, 1935 1 Film reel
Box 3	Borden, 1934 May 31 1 Film reel (Nitrate negative)
Box 5	Borden's, 1933 1 Film reel (35mm black and white filmstrip (nitrate negative))
Box 4	Bordens Selected Milk: Taste Will Tell 1 Photographic print
Box 3	Building Product Sales in National Tea Company Food Stores, 1933 1 Film reel
Box 3	Charter Starter Drive, 1933 1 Film reel (Nitrate)
Box 4	Charter Starter Drive 1 Film reel (Negative)
Box 2	Consolodated Bomber, 1941 1 Film reel
Box 5	Controlling Your Message with Audi Film Equipment (Partial), 1933 1 Film reel (35mm black and white filmstrip)
Box 1	Controlling Your Message with Audifilm Equipment, 1933 May 8 1 Film reel (35mm black and white filmstrip (nitrate))
Box 5	Fifteen Tons: Huebsch Manufacturing Company, 1939 1 Film reel
Box 3	Fuller and Sons Manufacturing Company, 1929

	1 Film reel
Box 4	Gemmer Worm and Roller Steering Gears, 1936 1 Film reel
Box 1	Hercules Stoker Selling, 1937-1938 1 Film reel (35mm black and white filmstrip)
Box 5	Hidden Gold, 1936 Notes: Carpets
Box 1	The Liquid Super Kleen Dishwashing Machine, 1934 July 20 1 Film reel (35mm black and white filmstrip (nitrate))
Box 2	Magic Freeze Ice Cream Powder, 1936 1 Film reel
Box 4	Manamar, 1936 1 Film reel
Box 1	Milk Goes Modern, 1936 1 Film reel (35mm black and white filmstrip)
Box 1	More Power To You, 1937 1 Film reel (35mm black and white filmstrip)
Box 2	National Tea Songs 1 Film reel (Nitrate)
Box 4	Objections Sustained, 1940 1 Film reel Notes: Paint
Box 5	One for the Money, 1937 1 Film reel Notes: Banking
Box 1	Ozite Rug Cushion: Its Story, circa 1938 1 Film reel (35mm black and white filmstrip (nitrate))
Box 5	Pathos News, 1932 1 Film reel
Box 5	Proxate, 1934 1 Film reel
Box 2	Ramco Dealer's Warrenty Plan, 1937 1 Film reel
Box 2	Ramco Silverware Premium Deal, 1939

	1 Film reel
Box 3	The Story of Wayland Coal, 1939 1 Film reel (Nitrate)
Box 1	The Story of a Wonderful Drink, 1936 1 Film reel (35mm black and white filmstrip) Notes: Some of the same images as in Milk Goes Modern.
Box 2	Suncheck Venetian Blinds, 1941 1 Film reel
Box 3	The Week Before Christmas, 1937 1 Film reel
Box 4	Wieland's Milk, 1933 1 Film reel (Nitrate negative)
Box 1	Window Shade Cloth in the Making, 1939 1 Film reel (35mm black and white filmstrip)
Box 4	Would You Pay More?, 1941 1 Film reel Notes: Banking
Box 1	Your Profit Range, 1937 1 Film reel (35mm black and white filmstrip) Notes: Cooking with electricity.

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Series 3: Government, 1929-1943

Box 1	Absent Without Leave, 1942 1 Film reel (35mm black and white filmstrip)
Box 5	American Farm Bureau Federation, 1929 1 Film reel
Box 4	Charts 1 Film reel
Box 1	Defense for Children of Mothers Working for Victory, 1942 1 Film reel (35mm black and white filmstrip (bad vinegar syndrome))
Box 3	Development of Inland Waterways in the Mississippi Valley, 1939 1 Film reel (Nitrate)
Box 3	Distribution of Wealth in Winnebago, Ogle, and Boone Counties, 1931 1 Film reel
Box 4	Federal Barge Line Operations, 1939 1 Film reel (Nitrate)
Box 4	P.U.D. Elections (Washington), 1943 1 Film reel
Box 3	Real Estate Charts, 1939 1 Film reel (Nitrate)
Box 4	River and Rail Terminals Operation by the Federal Barge Line, 1939 1 Film reel (Nitrate)
Box 1	Savings-Service-Satisfaction: Federal Barge Lines, 1939 1 Film reel (35mm black and white filmstrip (nitrate))
Box 2	Women...Soldiers of Production, 1942 1 Film reel
Box 1	Women Working for Victory, 1942 1 Film reel (35mm black and white filmstrip)

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Series 4: Health, 1933-1942

Box 1	Chiropractic, 1933 August 18 1 Film reel (35mm black and white filmstrip (nitrate))
Box 2	Chiropractic: Respiration, 1933 1 Film reel
Box 2	The Cold Bug, 1942
Box 1	The Digestive Tract, 1934 1 Film reel (35mm black and white filmstrip)
Box 2	Diseases Causing Embalming Difficulties, 1941 1 Film reel (Kodachrome)
Box 2	Food Keeps You Fit, 1942
Box 1	Growing Strong Teeth, 1936 1 Film reel
Box 4	Just What the Doctor Ordered, 1941 1 Film reel
Box 4	Leprosy, 1937 1 Film reel
Box 5	Overcoming Embalming Difficulties, 1941 1 Film reel
Box 2	Safely Yours, 1942 1 Film reel
Box 2	Take Care of Yourself, 1941 1 Film reel
Box 2	Stay On the Beam, 1942 1 Film reel
Box 3	Vitamin D, 1938 1 Film reel (Nitrate negative)
Box 1	X-Ray Diagnoses for Private Practice, circa 1937 1 Film reel
Box 4	The X-Ray: Searchlight for Medicine, 1933 1 Film reel

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Series 5: Religious, 1942

Box 1

Bringing Christ to Cross: The Thrilling Story of the Lutheran Hour, It's Growth and Blessing, 1942

1 Film reel (35mm color filmstrip)

Notes: Produced by the Lutheran Laymen's League

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Series 6: Sears, 1937-1941

Box 1	Bonded Cross Country Motor Oil, 1937 1 Film reel (35mm black and white filmstrip)
Box 1	Kenmore for 1940, 1940 1 Film reel (35mm black and white filmstrip)
Box 2	Sears Allstate Safety Tires and Tubes, 1939 1 Film reel
Box 3	Sears Heatmaster Roaster, 1940 1 Film reel
Box 1	Sears Heatmaster Toaster for 1941, 1941 1 Film reel (35mm color filmstrip)
Box 1	Sears Master Mix Paint, 1937 1 Film reel (35mm black and white filmstrip)
Box 1	Sear's Steel Drain Piston Ring Sets, 1939 1 Film reel (35mm black and white filmstrip)
Box 2	The Story of Cross Country Batteries, 1937 1 Film reel
Box 3	Unity, 1940 1 Film reel

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Series 7: Training, 1924-1946

Box 3	Allis-Chalmers Mfg. Company, Tractor Division, Service Suggestions, 1929 1 Film reel
Box 5	Fishing, 1928 1 Film reel
Box 4	How to Sell a Quality Wood Chair, 1937 1 Film reel
Box 4	How Well Do You Remember?, 1929 1 Film reel
Box 4	The Lenten Formula: Sound Merchandising, 1937 1 Film reel
Box 2	Merchandising History, 1937 April 1 Film reel
Box 3	Ozite: It's Story, 1938 1 Film reel (Nitrate)
Box 5	Ozite Rug Cushion: Its Story, 1939 1 Film reel (Nitrate negative)
Box 3	A Partnership for Profit, 1935 1 Film reel
Box 4	Poultry, 1937 1 Film reel
Box 2	Preparation and Use of Real Estate Briefs, 1946 1 Film reel (Nitrate)
Box 2	Safe Plywood Production, 1944 1 Film reel
Box 2	Sales Lost and Found, 1937 1 Film reel
Box 3	Salesman and Sales, 1933 May 13 1 Film reel (Nitrate negative)
Box 3	Servicing the Hyster D4 Towing Winch, 1942 1 Film reel
Box 5	Tin Cans: Sound Merchandising Program No. 15, 1937

1 Film reel

Box 3

Where Do They Get Those Ideas?, 1924
1 Film reel (Nitrate negative)

Box 3

Women Talk: Sound Merchandising, 1937 May
1 Film reel

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