



Smithsonian

National Museum of American History Kenneth E. Behring Center

Preliminary Inventory to the John
Thomas Collection of TV Commercials

NMAH.AC.1324

Archives Center Staff

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	
Administrative Information	1
Biographical / Historical	1
Scope and Contents	2
Arrangement	2
Names and Subjects	
Container Listing	

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	John Thomas Collection of TV Commercials
Date:	1960s-1970s
Identifier:	NMAH.AC.1324
Creator:	Thomas, John E. (Donor)
Extent:	11 Cubic feet (11 boxes)
Language:	English .

Administrative Information

Ownership and Custodial History

Donated to the Archives Center in 2014 by John E. Thomas.

Processing Information

Collection unprocessed.

Preferred Citation

John Thomas Collection of TV Commercials, ca. 1960s-1970s, Archives Center, National Museum of American History.

Restrictions on Access

Collection is open for research and access on site by appointment.

Terms Governing Use and Reproduction

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Biographical / Historical

A retired teacher of English and Media Studies, Thomas amassed his collection by asking local television stations to save the commercials for him as they prepared to discard them. He also purchased some commercials and public service announcements (PSAs).

Scope and Contents

The collection consists of approximately 1,700 television commercials on 16mm film, for products including cars and trucks; food and beverages, including snack foods, convenience foods and soft drinks; cleaning products; pet food; clothing; candy; tobacco products; airlines; toiletries; household products and other things.

Arrangement

1 series.

Names and Subject Terms

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

Subjects:

- Advertising, Public service
- Marketing
- Television
- Television advertising
- advertising

Types of Materials:

- Commercials
- Motion pictures (visual works) -- 20th century

Container Listing

Box 1	Television ads, undated 192 Reels
Box 2	Television ads, undated 126 Reels
Box 3	Television ads, undated 210 Reels
Box 4	Television ads, undated 120 Reels
Box 5	Television ads, undated 161 Reels
Box 6	Television ads, undated 137 Reels
Box 7	Television ads, undated 184 Reels
Box 8	Television ads, undated 264 Reels
Box 9	VW advertising kit, undated Notes: Includes: 8 file folders (reprinted articles, curriculum material); 3 loose sheets yellow paper (class materials);9 large film reels (comp reels);6 small film reels (comp reels) 3 small reels;2 medium reels;2 medium reel-to-reel tapes; and 1 filmstrip canister.
Box 10	Film reels, undated 23 Film reels (16mm)
Box 11	Film reels, undated 25 Film reels (16mm)
Box 11	Videotapes, undated