



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

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Collection Overview

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

Administrative Information

Immediate Source of Acquisition

John E. Thomas

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

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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 <i>192 Reels</i>
Box 2	Television ads, undated <i>126 Reels</i>
Box 3	Television ads, undated <i>210 Reels</i>
Box 4	Television ads, undated <i>120 Reels</i>
Box 5	Television ads, undated <i>161 Reels</i>
Box 6	Television ads, undated <i>137 Reels</i>
Box 7	Television ads, undated <i>184 Reels</i>
Box 8	Television ads, undated <i>264 Reels</i>
Box 9	VW advertising kit, undated 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 <i>23 Film reels (16mm)</i>
Box 11	Film reels, undated <i>25 Film reels (16mm)</i>
Box 11	Videotapes, undated