



# Alexander Magoun advertising collection 2464.81

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English

Describing Archives: A Content Standard

Manuscripts and Archives

PO Box 3630

Wilmington, Delaware 19807

[askhagley@hagley.org](mailto:askhagley@hagley.org)

URL: <http://www.hagley.org/library>

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## Summary Information

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<b>Repository:</b>	Manuscripts and Archives
<b>Creator:</b>	Magoun, Alexander B.
<b>Title:</b>	Alexander Magoun advertising collection
<b>ID:</b>	2464.81
<b>Date [inclusive]:</b>	1888-1989
<b>Physical Description:</b>	1.5 Linear Feet
<b>Language of the Material:</b>	English .
<b>Abstract:</b>	Alexander Magoun was the curator for the David Sarnoff Library from 1998 until 2000. After earning his Ph.D. in American History from the University of Maryland in 2000, he led the David Sarnoff Library as the Executive Director from 2000 until 2009. This collection includes advertisements from RCA and other companies for radios, televisions, phonographs, and other consumer electronics.

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## Historical Note

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Alexander Magoun earned his B.A. in History from Trinity College in 1981. He then received his M.A. in History from the University of East Anglia in 1983. From 1998 until 2000 Magoun was the curator for the David Sarnoff Library. After earning his Ph.D. in American History from the University of Maryland in 2000, he led the David Sarnoff Library as the Executive Director from 2000 until 2009. He currently works as the outreach historian for the IEEE History Center.

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## Scope and Content

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The Alexander Magoun advertising collection includes advertisements from RCA and other companies for radios, televisions, phonographs, and other consumer electronics. This collection contains

advertisements from popular publications including *National Geographic* and *The Saturday Evening Post* as well as technical publications such as *Electronic Servicing Technology* and *Radio Electronics*.

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## Arrangement

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Folders are arranged alphabetically by subject.

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## Administrative Information

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### Publication Statement

Manuscripts and Archives

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URL: <http://www.hagley.org/library>

### Access Restrictions

This collection is open for research.

### Provenance

Alexander Magoun donated the collection to the David Sarnoff Library in 2004 and 2007. In 2009, along with the rest of the archival collections of the David Sarnoff Library, the Alexander Magoun advertising collection was donated to the Hagley Museum and Library.

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## Related Materials

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### Related Material

The Alexander Magoun advertising collection is part of the David Sarnoff Library collection (Accession 2464). The collection includes nineteen other finding aids:

Consumer electronics history collection ([Accession 2464.79](#)), Manuscripts and Archives Department, Hagley Museum and Library.

David Sarnoff Library records ([Accession 2464.73](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

David Sarnoff Research Center records ([Accession 2464.09](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Charles B. Jennings photographs, scrapbook boards, and other materials ([Accession 2464.21](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Marconi Wireless Telegraph Company of America engineering drawings ([Accession 2464.83](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA Astro-Electronics Division records ([Accession 2464.70](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA Camden records ([Accession 2464.76](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA Corporation collection of television and company history photographs and audiovisual materials ([Accession 2464.78](#)), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA Harrison records ([Accession 2464.71](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA Missile and Surface Radar Division photographs ([Accession 2464.31](#)), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA News and Information Department photographs ([Accession 2464.68](#)), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA product information ([Accession 2464.77](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA publications ([Accession 2464.82](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA Solid State Division records ([Accession 2464.75](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

RCA technical reports ([Accession 2464.69](#)), Manuscripts and Archives Department, Hagley Museum and Library.

RCA/Thomson Lancaster records ([Accession 2464.74](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Records of other RCA divisions ([Accession 2464.80](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

David Sarnoff papers ([Accession 2464.55](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

Robert W. Sarnoff papers ([Accession 2464.04](#)), Manuscripts and Archives Department and Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

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## Collection Inventory

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Title/Description	Instances	
2-way radio advertisements, 1939-1964	box M&A 1187	folder 13
<p><b>Scope and Contents note</b></p> <p>Includes ads from Bendix, Doolittle Radio Inc., DuMont, Motorola, General Electric, Hallmark Instruments, Industrial Radio Corp., Kaar Engineering Co., Link, Radio Corporation of America, and Western Electric.</p>		
Admiral Corporation advertisements, 1929-1969undated	box M&A 1187	folder 14
Admiral Corporation advertisements, undated	box M&A 1193	folder 1
Aeolian Vocalion advertisements, 1915 August 5-1921 January 15undated	box M&A 1193	folder 2
Amrad Radio advertisements, undated		

	box M&A 1193	folder 3
Arvin Industries, Inc. advertisements, 1947 November 8-1956 October 10undated	box M&A 1193	folder 4
Atwater Kent advertisements, 1924 January-1934 November	box M&A 1187	folder 15
Atwater Kent advertisements, 1924 October-1935	box M&A 1193	folder 5
Belmont Radio advertisements, undated	box M&A 1193	folder 6
Bendix Radio advertisements, undated	box M&A 1193	folder 7
Brunswick advertisements, 1917 December 8-1926 November	box M&A 1187	folder 16
Brunswick advertisements, 1919 March-1924 November	box M&A 1193	folder 8
Capehart-Farnsworth Corporation advertisements, 1930 April-1952 December 6undated	box M&A 1193	folder 9
Capitol Records advertisements, 1946undated	box M&A 1193	folder 10
Columbia advertisements, 1900-1932 March 23undated	box M&A 1187	folder 17
Columbia advertisements, 1906 May-1959undated	box M&A 1193	folder 11
Crosley Radio advertisements, 1924 December-1928	box M&A 1187	folder 18
Crosley Radio advertisements, 1926 August 28-1953 September 19undated	box M&A 1193	folder 12
Decca Records advertisements, 1946-1947undated	box M&A 1193	folder 13
DuMont Laboratories advertisements, 1944-1954	box M&A 1193	folder 14
Edison Phonograph advertisements, 1903 Decemberundated	box M&A 1187	folder 19
Edison Phonograph advertisements, 1905-1922 Februaryundated	box M&A 1193	folder 15
Emerson Piano Company advertisements, 1951-1956 Octoberundated	box M&A 1193	folder 16
Eveready Raytheon advertisements, 1924 February-1930 April 12undated	box M&A 1193	folder 17
Freed-Eisemann Radio Corporation advertisements, 1925 October- November		

	box M&A 1193	folder 18
General Electric advertisements, 1932 October 15-1959 October 31undated	box M&A 1193	folder 19
General Motors advertisements, 1930 May 10-1958 April 12	box M&A 1193	folder 20
Hallicrafters Radio advertisements, 1944-1947	box M&A 1187	folder 20
"His Master's Voice" advertisements, 1920 February 25-1938 October 2	box M&A 1187	folder 21
Lear Radio advertisements, undated	box M&A 1193	folder 21
"Listen: An Advertisement of the Radio Corporation of America" publication, 1937 September-1939 May	box M&A 1193	folder 22
Magnavox advertisements, 1942-1968 April 26undated	box M&A 1187	folder 22
Magnavox advertisements, 1924 November 22-1989undated	box M&A 1193	folder 23
Majestic Radio advertisements, 1929 November 2-December 21undated	box M&A 1193	folder 24
Meissner Manufacturing Company advertisements, 1945-1946undated	box M&A 1193	folder 25
Miscellaneous cartoons, 1919-1983 July 11	box M&A 1187	folder 23
Motorola Radio advertisements, 1943 November-1966 Novemberundated	box M&A 1193	folder 26
Other companies advertisements, 1902 November 25-1981 Marchundated	box M&A 1187	folder 24
<b>Scope and Contents note</b>		
Includes advertisements from Arteste Tone Magnifier, Bach Pianos, Carola Company, Cecilian Player Pianos, Domestic Talking Machine, The E.H. Scott Radio Laboratories, Fada Radio, Lyradion, Melville Clark Piano Co., Music Master, Panasonic, Pathe, Radio Shack, Regina, Sharp, Simplex Piano Player, Starr Phonographs, and White Co..		
Other companies advertisements, 1905-1968 November 15undated	box M&A 1193	folder 27
<b>Scope and Contents note</b>		
Includes three ads in Spanish.		
Other companies advertisements, music machines and player pianos, 1888 July-1910 Februaryundated	box M&A 1187	folder 25



Other companies advertisements, plastics, 1923 November 10undated	box M&A 1187	folder 26
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### Scope and Contents note

Includes ads from Corning Glassworks, Cyanamid Plastics, Eastman Plastics, Formica, and Tenite Butyrate.

Other companies advertisements, plastics, 1946 April 27-1957 August	box M&A 1193	folder 28
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### Scope and Contents note

Includes ads from Bakelite, Col-O-Vin Vinyl Plastics, Corning Glass Works, Shell, United States Rubber, U.S. Royalite, and Vinylite Plastics.

P.R. Mallory & Co. Inc. advertisements, 1951 November-1952 December	box M&A 1193	folder 29
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Philco advertisements, 1928-1960 Aprilundated	box M&A 1193	folder 30
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RCA advertisements from <i>CQ-The Radio Amateurs' Journal</i> , 1947 December-1955 May	box M&A 1187	folder 27
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RCA advertisements from <i>Electronic Servicing and Technology</i> , 1982-1988	box M&A 1187	folder 28
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RCA advertisements from <i>QST</i> , 1960-1969	box M&A 1187	folder 29
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RCA advertisements from <i>Radio-Electronics</i> , 1983-1987	box M&A 1187	folder 30
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RCA advertisements, 1920-1929	box M&A 1194	folder 1
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Physical Description: Selected items digitized [ID:  
AmericanMag-\*, AtMonthly-Regenoflex\_fall1924,  
CosmoRadiola02-25, LitDigest\*, NatGeo-\*,  
[Radiograms 1923-08](#), [Radiograms 1927-12](#),  
[Radiola\\_18\\_ad\\_1928](#), [Radiola\\_1923](#), [Radiola\\_1927-09](#),  
[Radiola\\_2-tube\\_ad\\_1924](#), [Radiola\\_33\\_ad\\_1929](#),  
[Radiola\\_46\\_ad\\_1929](#), [Radiola\\_60\\_ad\\_1929](#),  
[Radiola\\_62\\_ad\\_11-28](#), [Radiola\\_62\\_ad\\_1929](#), [Radiola\\_64\\_ad](#),  
[Radiola\\_64\\_ad\\_10-28](#), [Radiola\\_Screen\\_Grid\\_ad\\_1929](#),  
[Radiola\\_Superhet\\_1924](#), [radiola0098](#), [Radiola17\\_1928-01](#),  
[Radiola25\\_1926-09](#), [Radiola26\\_1927-04](#), [Radiola26\\_c1925](#),  
[Radiola28\\_1927-01](#), [Radiola28\\_c1925](#), [Radiola28\\_1926-08](#),  
[Radiola28\\_1926-11](#), [Radiola28\\_1927-01](#), [Radiola28\\_1927-05](#),  
[Radiola30\\_1925-02](#), [Radiola30\\_1926-02](#), [Radiola30\\_1926-10](#),  
[Radiola30\\_c1925](#), [Radiola33\\_1929-05](#), [Radiola46\\_1929-10](#),  
[Radiola62\\_1929-03](#), [Radiola64\\_1928](#), [Radiola64\\_1928-12](#),  
[Radiola64\\_1929](#), [RadiolaIII\\_1925-02](#), [RadiolaIII\\_1925-03](#),  
[RadiolaIII\\_1925-05](#), [RadiolaIV\\_1923-11](#), [Radiolas\\_1925-11](#),  
[Radiolas\\_1926-12](#), [Radiolas\\_c1925](#), [Radiolas\\_1926-12](#),  
[Radiolas\\_1925-06](#), [Radiolas\\_1925-11](#), [Radiolas\\_1926-03](#),  
[Radiolas\\_1926-12](#), [Radiolas\\_1926--12](#), [Radiolas\\_1927-03](#),

[Radiolas\\_1927-05](#), [Radiolas\\_1927-09](#), [Radiolas\\_1927-10](#),  
[Radiolas\\_c1925](#), [RadiolaSuper-Heterdyne\\_1928-11](#),  
[RadiolaSuper-Heterodyne\\_1925-09](#), [RadiolaSuper-Heterodyne\\_1925-02](#), [RadiolaSuper-Heterodyne\\_1925-06](#),  
[RadiolaSuper-Heterodyne\\_1925-09](#), [RadiolaSuper-Heterodyne\\_1925-10](#), [RadiolaSuper-Heterodyne\\_1926-01](#),  
[RadiolaSuper-Heterodyne\\_1926-09](#), [RadiolaSuper-Heterodynes\\_1924-01](#), [RadiolaSuper-Heterodynes\\_1926-01](#), [RadiolaSuper-Heterodynes\\_1929-10](#), [RadiolaSuper-Heterodyntron\\_1927-08](#),  
[RadiolaSuperVIII\\_1924](#), [RadiolaSuperVIII\\_1924-03](#),  
[RadiolaSuperVIII\\_1924-07](#), [RadiolaSuperVIII\\_1924-11](#),  
[RadiolaSuperVIII\\_1925-04](#), [RadiolaSuperVIII\\_1925-08](#),  
[RadiolaSuperVIII-1924](#), [RadiolaV\\_1923-12](#), [RadiolaX\\_1924-04](#),  
[RadiolaX\\_1924-05](#), [RadiolaX\\_1924-12](#), [RadiolaX\\_1925-01](#),  
[Radiotron\\_1926-03](#), [Radiotron\\_1926-07](#), [Radiotron\\_1927-09](#),  
[Radiotron\\_1924](#), [Radiotron\\_1924-06](#), [Radiotron\\_1926-05](#),  
[Radiotron\\_1927-01](#), [Radiotron\\_1927-02](#), [Radiotron\\_1927-07](#),  
[Radiotron\\_1927-09](#), [Radiotron\\_ad\\_\\*](#), [Radiotron\\_Edison\\_ad\\_1929](#),  
[Radiotron\\_Gilfillan\\_ad\\_1929](#), [Radiotrons\\_1925-10](#), [Radiotrons\\_1927-12](#), [Radiotrons\\_1929-02](#), [Radiotrons\\_1924-09](#),  
[Radiotrons\\_1926-12](#), [Radiotrons\\_1928-01](#), [RCA\\_ad\\_9-22](#),  
[Regenoflex\\_1924](#), [ScreenGridRadiolas-1929-11](#), [Super-Heterodyne\\_1925-02](#), [Super-Heterodyne\\_1926](#), [Super-Heterodyne\\_1928-12](#), [Super-Heterodynes\\_1926-01](#),  
[UX-201A\\_1926](#), [WrldWorkAdv-SuperVIII\\_03-24](#)].

RCA advertisements, 1930-1939

box M&A  
1194

folder 2-3

Physical Description: Selected items digitized [ID:  
[Aviation\\_Radio\\_10-15-36](#), [Cosmopolitan04-36](#),  
[Home\\_Recording\\_\\*](#), [Magic\\_Brain\\_11-1934](#), [Magic\\_Brain-Eye\\_1936](#), [MagicBrainEye10-35](#), [New\\_1939\\_Radios\\_Victrolas](#),  
[New\\_Yorker\\_ad\\_39](#), [Phono-Radio-Records\\_1937](#),  
[Radiola\\_Superhet\\_03-22-30](#), [Radiola\\_Superhet\\_09-13-30](#),  
[Radiola\\_Superhet\\_1930](#), [Radiola47-1930](#),  
[RadiolaRCA1930](#), [Radiotron\\_Kate\\_Smith\\_11-21-31](#),  
[Radiotron\\_NBC\\_01-17-31](#), [Radiotron\\_Paul\\_Oliver\\_07-04-31](#),  
[Radiotron\\_Philco\\_ad\\_05-10-30](#), [Radiotron\\_UY-224\\_01-18-30](#),  
[RCA\\_Radiotron\\_LowellThomas\\_c1932](#), [RCA\\_Radiotron\\_PhilCook\\_1931](#), [RCA\\_RadiotronUY227-BugsBaer\\_1931](#), [RCA\\_RE57\\_Radiola82\\_1931](#), [RCA\\_SuperhetRadiola67\\_1930](#), [RCA\\_Victor\\_Automobile\\_1933-08](#), [RCA\\_Victor\\_Bi-Acoustic\\_c1932](#),  
[RCA\\_Victor\\_Bi-AcousticNipper\\_1931-10](#), [RCA\\_Victor\\_Bi-AcousticNipper\\_1932-12](#), [RCA\\_Victor\\_Bi-AcousticNipper\\_c1932](#),  
[RCA\\_Victor\\_ElectricTuning\\_1938](#), [RCA\\_Victor\\_ElectricTuning\\_1939](#), [RCA\\_Victor\\_ElectricTuning\\_c1935](#), [RCA\\_Victor\\_Magic\\_Brain\\_1934-11](#), [RCA\\_Victor\\_Magic\\_Brain\\_c1934](#), [RCA\\_Victor\\_Magic\\_Brain\\_c1935](#), [RCA\\_Victor\\_Magic\\_Eye-Brain1936](#),  
[RCA\\_Victor\\_Magic\\_Eye-Brain1936a](#), [RCA\\_Victor\\_Magic\\_Eye-Brain1936b](#), [RCA\\_Victor\\_Magic\\_Eye-Brain1936c](#), [RCA\\_Victor\\_MagicVoice1936](#), [RCA\\_Victor\\_PortableElectricVictrola-1934](#),  
[RCA\\_Victor\\_Radios\\_1933-10](#), [RCA\\_Victor\\_Records\\_1938-12](#), [RCA\\_Victor-Stokowski1936](#), [SEP-MagicBrain03-28-36](#), [Victor\\_Bi-Acoustic\\_Nipper\\_11-09-32](#), [Victor\\_Radio-Electrola\\_1930](#), [Victor-Radio\\_1930](#), [Whiteman\\_tubes\\_SEP\\_ad\\_04-34](#), [Worlds\\_Greatest\\_Artists\\_Are\\_Yours\\_For\\_Keeps-2-39](#), [Your\\_Own\\_Concerts-30](#), [Yours\\_For\\_Keeps\\_On\\_Victor\\_Records-11-38](#)].

## Scope and Contents note

Includes two ads in Spanish.

RCA advertisements, 1940-1949	box M&A 1187	folder 31
RCA advertisements, 1940-1949 <u>Physical Description</u> : Selected items digitized [ID: 45rpm_1949, 621_TS_Ad, Amateur Radio*, AtomicTimeClock06-49, BehindTV-RCALaboratories02-47, BroadwayCamera09-48, EyesOfACatCamera02-46, FMRadioAnotherWorld05-47, FreedomToListen- Look-Sarnoff02-48, LookBeforeYouVote07-48, <a href="#">New Yorker ad 10-30-48</a> , <a href="#">New Yorker ad 1946</a> , <a href="#">Push a button theres your station</a> , RCA 45 promo 04-49, <a href="#">RCA ElectronTubePainting c1943</a> , <a href="#">RCA ElectronTubePaper c1943</a> , RCA recorder ad 04-49, <a href="#">RCA Victor 40YearRadio</a> , <a href="#">RCA Victrola 1940-09</a> , <a href="#">RCA extra fun this summer</a> , RCASuperFM-Beers09-45, RefereesEyeViewFootball01-47, SearchlightBrillianceProjectionTV03-46, SheShallHaveMusic- GlobeTrotter08-47, ShoppingByTelevision08-48, UCLA_fb_program_ad_10-16-48, Victrola_Combo_09-40].	box M&A 1194	folder 4-5
RCA advertisements, 1950-1959	box M&A 1187	folder 32
RCA advertisements, 1950-1959 <u>Physical Description</u> : Selected items digitized [ID: 45rpm-5yrs_07-54, Ad_1954, <a href="#">Barreltelevision1151018</a> , <a href="#">Big_Color_ad_1955</a> , Computer recruiting 1959, DuoCone1950021, <a href="#">Electronmicroscope1950015</a> , <a href="#">ElectronTubes1952-06011</a> , <a href="#">ElectronTubes6151</a> , <a href="#">Graphechon9150016</a> , <a href="#">ImpacRadios55-05007</a> , NatGeoAd06-50, <a href="#">Radio8150013</a> , <a href="#">RadioElectronics1950-04back</a> , <a href="#">RadioElectronics1950-06back</a> , <a href="#">RadioElectronics1951-01back</a> , <a href="#">RadioElectronics1954-02back</a> , <a href="#">RadioElectronics1954-03back</a> , <a href="#">RadioElectronics1954-05back</a> , <a href="#">RadioElectronics1954-07back</a> , <a href="#">RadioElectronics1954-09back</a> , <a href="#">RadioElectronics1958-04back</a> , <a href="#">RadioElectronics1958-08back</a> , <a href="#">RadioElectronics1959-06back</a> , <a href="#">RCAColorTV 1954-04</a> , <a href="#">RCAColorTV 1958-08</a> , <a href="#">RCAColorTVBigColor 1955-11</a> , RCAColorTVFlightLine_1957-09, <a href="#">RCAColorTVLeonardWarren c1958</a> , <a href="#">RCAColorTVSymphonies 1955-11</a> , <a href="#">RCADifferenceinColorTV 1959-04</a> , <a href="#">RCAFolkDances 1958-10</a> , <a href="#">RCANewColorTV 1954-11</a> , <a href="#">RCAPerformances 1954-02</a> , RCAPortables_1955-05, <a href="#">RCARcordings 1954-10</a> , <a href="#">RCATheClassics 1954-07</a> , <a href="#">RCAVictorRecords 1958-02</a> , ReadersDigestColorTV4159022, <a href="#">ReadersDigestColorTV59</a> , SelectronTube6150020, <a href="#">Starmaker2151019</a> , <a href="#">StereoVictoria58-07005</a> , StratoWorld1953, StratoWorldAd1953, <a href="#">Television6150014</a> , TVcatalogPopSci10-56, TV-	box M&A 1195	folder 1

EyeVidiconCamera\_1953-07, [Victrolas57008](#), [Vidicon11150017](#),  
[Your guide to finer television](#)].

RCA advertisements, 1960-1969	box M&A 1187	folder 33
RCA advertisements, 1960-1969 <u>Physical Description</u> : Selected items digitized [ID: <a href="#">Living Stereo ad 03-60</a> , <a href="#">NewVistaColorTV1963</a> , <a href="#">RCA EDPcomputers1961-09</a> , <a href="#">RCA Victor TVs 1960</a> , <a href="#">RCA CompCraftedStereotuner 69</a> , <a href="#">RCA CompCraftedTuner 69</a> , <a href="#">RCA SoundofmusicSoundTrack 65</a> , <a href="#">RCA TheOctopeeper 69</a> , <a href="#">RCA WhirlpoolWashers 62</a> , <a href="#">RCAVictor 1\$StereoRecord 60</a> , <a href="#">RCAVictor Belafonte 62</a> , <a href="#">RCAVictor BelafonteMaceba 65</a> , <a href="#">RCAVictor DuaneEddy 65</a> , <a href="#">RCAVictor Dynagroove 63</a> , <a href="#">RCAVictor ElvisSoundtrack 66</a> , <a href="#">RCAVictor JoeWilliams 65</a> , <a href="#">RCAVictor ManciniStereo8 67</a> , <a href="#">RCAVictor NewRecord 63</a> , <a href="#">RCAVictor OneManShow 65</a> , <a href="#">RCAVictor PerryComo 62</a> , <a href="#">RCAVictor SergioFranchi c60</a> , <a href="#">RCAVictor Stars'News 63</a> , <a href="#">RCAVictor StereoTapeMusic 65</a> ].	box M&A 1195	folder 2
RCA advertisements, 1970-1979	box M&A 1187	folder 34
RCA advertisements, 1970-1979 <u>Physical Description</u> : Selected items digitized [ID: <a href="#">RCA AccuColorXL100 c1975</a> , <a href="#">RCA ComputerCraftedColorTV-1970</a> ].	box M&A 1195	folder 3
RCA advertisements, 1980-1989	box M&A 1187	folder 35
Sonora Company advertisements, 1916 December 7-1940undated	box M&A 1195	folder 4
Sparton advertisements, undated	box M&A 1195	folder 5
Splitdorf Radio Corporation advertisements, 1927 October-November	box M&A 1195	folder 6
Stewart-Warner advertisements, 1918 April 24-1948 March 6undated	box M&A 1195	folder 7
Stromberg-Carlson advertisements, 1934 October 13-1956 Januaryundated	box M&A 1195	folder 8
Sylvania Home Electronics advertisements, 1945 November 3-1959undated	box M&A 1195	folder 9
Victor Talking Machine advertisements, 1900-1909 <u>Physical Description</u> : Selected items digitized [ID: <a href="#">ImprovedVictorTaperingArm_1903-09</a> , <a href="#">InprovedGramophone_c1900</a> , <a href="#">Scribners04-03</a> , <a href="#">Scribners09-04</a> , <a href="#">TheImprovedVictorV_c1906</a> , <a href="#">Victor_1908-09</a> , <a href="#">Victor c1906</a> , <a href="#">Victor c1908</a> , <a href="#">VictorAGreatInprovement c1906</a> , <a href="#">VictorAtTheSummerHome c1906</a> , <a href="#">VictorAuxetophone 1907-06</a> , <a href="#">VictorCaruso 1908-01</a> , <a href="#">VictorChristmasRecords c1905</a> , <a href="#">VictorI c1903</a> , <a href="#">VictorImportedRecords c1906</a> ,	box M&A 1187	folder 36

[VictorInternationalCelebrities\\_1903-05](#), [VictorJennyLind\\_c1911](#),  
[VictorJunior\\_c1902](#), [VictorLookfortheDog\\_c1904](#),  
[VictorLuciaSextet\\_c1906](#), [VictorNewFarrarRecords\\_1909-12](#),  
[VictorNewTaperingArm\\_1903-09](#),  
[VictorOldTimeMelody\\_1906-09](#), [VictorOperaSeason\\_c1906](#),  
[VictorOperaSingers\\_c1904](#), [VictorRecords\\_c1904](#),  
[VictorRecords\\_c1906](#), [VictorRecords\\_c1908](#),  
[VictorRedSealRecords\\_c1904](#), [VictorTalking-Machine\\_c1903](#),  
[VictorTaperingArm\\_c1906](#), [VictorTheMarchKing\\_c1901](#),  
[VictorThePerfectGift\\_c1905](#), [VictorTheSummerHome\\_c1906](#),  
[VictorV\\_1906-06](#), [VictorWinsGrandPrize\\_1904](#),  
[VictorWreath\\_c1905](#), [VictorZonophone\\_c1908](#),  
[VictrolaTwoPage\\_1909](#)].

Victor Talking Machine advertisements, 1904-1929 <u>Physical Description:</u> Selected items digitized [ID: Auto_Ortho_Victrola_ad_03-29, <a href="#">Designer10-21</a> , <a href="#">Gramophone_1899</a> , <a href="#">Life03-12-19</a> , <a href="#">Micro-synchronous_ad_10-29</a> , <a href="#">NatGeo01-18</a> , <a href="#">NatGeo03-14</a> , <a href="#">NatGeo03-19</a> , <a href="#">NatGeo05-14</a> , New Victor Frank Leslies Popular Monthly 1903, Orthophonic_ad_1928, <a href="#">Victor_1907-10</a> , Victor England Review of Reviews 1906, <a href="#">Victor Gramophones Punch or the London Charivari_1932-02-24</a> , <a href="#">Victor King and Queen Review of Reviews 1903</a> , <a href="#">Victor Musical Christmas Punch or the London Charivari 1918-12-11</a> , <a href="#">Victor Records_1916</a> , <a href="#">Victor Sousa Scribners_1914</a> , <a href="#">Victor Talking Machine_1902</a> , <a href="#">Victor Talking Machine Color 1906</a> , <a href="#">Victor The Fifth McClures_1903</a> , <a href="#">Victor The First_1905</a> , <a href="#">Victor Victrola Life_1916-05-11</a> , <a href="#">VictorOperaRecords-2sided c1921</a> , <a href="#">VictorRadioMicro-synchronous1929</a> , <a href="#">VictorTone1911-04</a> , <a href="#">VictorTone1911-04a</a> ].	box M&A 1195	folder 10-12
Westinghouse advertisements, 1940-1953 October 31undated	box M&A 1195	folder 13
Wollensack Optical Company advertisements, undated	box M&A 1195	folder 14
Wurlitzer Phonograph advertisements, undated	box M&A 1195	folder 15
Zenith Radio Corporation advertisements, 1944-1966undated	box M&A 1187	folder 37
Zenith Radio Corporation advertisements, 1940 May 25-1955 October 8	box M&A 1195	folder 16