

This document represents a preliminary list of the contents of the boxes of this collection. The preliminary list was created for the most part by listing the creators' folder headings. At this time researchers should be aware that we cannot verify exact contents of this collection, but provide this information to assist your research.

UC Davis Special Collections

D-257 Marchand, C. Roland. Papers.

BOX 1

Archival Xeroxes, A-B

BOX 2

Archival Xeroxes, B-L

BOX 3

Archival Xeroxes, M-Z

BOX 4

Archival Xeroxes, B-GM (for Corp Image Ad)

BOX 5

Archival Xeroxes, A-PAM (Corp Soul)

BOX 6

Archival Xeroxes, PRR-Z (Corp Soul)

PENNA RRR 1-190

Prr-H (Hogley)

Rochester Pub Lib

Smithsonian

Stanford-STAN

Smithsonian-SMI

Statistics

Teague

Teich-postcards

Stettinius Papers

U.S. Steel

War Adv. Council

Curt Teich Postcards

True Story

Xeroxes X-1 to X-150

Xeroxes 151-

Book Jackets

Reading Notes

Book Notes-ADV

Book Notes

Young Papers 1-210

BOX 7

Misc. Archival Xeroxes

Correspondence with Corps

Radio Notes

Archival Xeroxes, A

BOX 8

Misc. Correspondence

Correspondence, A-E

BOX 9

Correspondence, F-P

BOX 10

Correspondence, R-Z

BOX 11

Misc. Correspondence on Recent Projects (1990s)

BOX 12

Early Drafts - Corp Soul

BOX 13

Drafts - Corp Soul

End Papers

Chapter 11

Book Notes-Review for Book

Illustrations Chapter 1-8, conclusion

Table of Contents

Preface new 9/96

Illustration Ideas

Chapter 1-9(conclusion)-new 9/96

Preface new

Preface

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Chapter 2, new 4/96

Chapter 2, old

Chapter 4, old (2 folders)

Chapter 5, old as of 6/96

Chapter 5, new 9/96

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Drafts Corp Soul

BOX 15

Draft Adv. Book

BOX 16

Advertising the American Dream

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Corporate Soul Manuscript

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Manuscripts to Corporate Soul

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Manuscripts to Corporate Soul

BOX 20

Teaching Materials

176A, 102M, 17B

26 Slave Community

Horace Mann Selections

Skylar C. Beech

Miller-Birth of Modern America

Tucker-Tendencies of Cities

Richards-Gentlemen of Property and Standing

Fitzhugh-selections

The Emigrants

176A-Follow up Papers

176A-Prep for midterm

Prep for final 176A

176A Final

176A Evaluation

Old-19c. 17B

17B Republican and Economic Change

17B Jacksonian era and New Party System

Hunters of Kentucky

17B Manifest Destiny

17B Women/Family/Education

17B Immigration and Nativism

17B Penal Reform, Abolition, Temperance

Johnson, Shopkeeper's Millenium

South and Slavery

Elkins Slavery

Oates, Malice Towards None

17B Civil War and Aftermath

102M Kennedy-Johnson

Exams-other info

102M Kennedy-Johnson

102M 1945-1960

History 102M 1945-1960, Fall 1979

201M (1982)

201 Bibliography's 1950-1978

History 201M 1950's and 1960 Advertising

102M 1945-1960

Video Policy

History 102M

1960's 102M

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Teaching Materials

Media Course

Old 174B, 201L, 274

Media 20th c.

Media-handouts and exams

102M 20th c. media '85

Introduction

Muckraking, Yellow Press

New Media of 20s, 30s

Media and Politics

Structure and Business

Media and 60s protest

Medium=message/audience

Advertising

Media Current

1968 and anti-war

Era of Limits

Watergate (2 folders)

Broad Political Theory

Vietnam (3 folders)

1964 and L.B.J.

New Muckrakers, L.B.J., the Great Society (2 folders)

1968 and Antiwar

1970s

Economic Structures

1980 and New Right

Environmental Movement

Nixon

Agar, Conkin-Sheridan New Deal

Civil Rights to Black Power

174B Midterm

174B Review for Final

174B Final

Immigration-discussion

Immigration

1970s my Notes

History 201

Religious and Modernism

Religious and Urbanizations

Muckraking and Prog. Reform

Problem of the Trusts

Imperialism of 1898

The asset of TR

The Election of 1942

1898 and Ascent of TR

New Deal-Economic and Foreign Policy

Foreign Policy 1920-1941

WWII and Aftermath

Negro Revolution

New Deal in Post-War World

America in 1760

201L Fall

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Teaching Materials

Cultural History 201

Honors 4B

BOX 23

Teaching Materials

17A, Biography (CRM) file

BOX 24

Teaching Materials and Roland's Term Papers (college)

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Teaching Materials

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BOX 26

Teaching Materials, History 76

BOX 27

Lectures and Notes

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Lectures and Notes

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Lecture and Notes

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Lectures and Notes

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Lectures and Notes

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Lectures and Notes

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Graduate Seminar

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History Department Administration

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History Department Administration

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History Department Administration

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History Department Administration

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History Department Administration

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History Department Administration

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Misc. Index Cards (4 boxes)

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Index Cards

Courses Biblio. 1970-71

ADV Book Late Ads Chapters 1-9

ADV Book Chapter 10, etc.

Lawyers APS Officers File

BOX 43

Misc. Index Cards (3 Boxes)

Papers taken off Marchand's computer disks

BOX 44

Marchand's Research Jacket

Gift to Marchand from a student (Korean Masks)

BOX 45

1985 Trip

American Studies Conference

NBC at Luge, RS Recorded Sound

Broadcast Pioneers

Broadcast Pioneers BP2

Chain Stores

Denmark-Nye

Doordan-Hagley

Four Aesthetics

Glasgow-Business History

Glasgow-Rough Draft

Glasgow-Paper

Graphics-Neurath

Hagley

Hagley Conference-1997

Misc. Illustrations

Illustrations for Current Prog.

Machine Age

102M Media

New Orleans

Northwestern Paper

OAH Anaheim

OAH Reno/Knowing Goops

MS-Radio, Townhall, Child

Radio Book

Rochester

School of Visual Arts

School of Visual Arts

Schudson-2 Journalism

Town Meeting

Town Meeting of Air

Town Meeting (Radio)

Trickle Down

Visual Arts-How Advertising Became Modern

Western Electric Project

(2) Whose Culture?

Walters-Science Essay

World and NY Times Comp.

WWI Strawberry B

World War II

BOX 46

ADV to Children

AHA-1930's Public Relations

Atlanta, January 1988

Book Notes

Book Reviews, Manuscript Reviews

Bowes

Bowes OAH 1996

Bowes-OAH

Bowes OAH-Final Version

Bowes MS

Major Bowes/Amateur Hour

Major Bowes-Institute

Bowes-Redlands

Bus History Conference 1996

Bus Hist.-Barton-GM Art

Business History Conference

Contested Terrain-Copies

CCR-Presentation on Books

Critical Studies Art

Consumer Conference Papers

Customer-Review

Customer Research

Customer Research-Final Draft

Radio-Illustrations

Smithsonian Conference

Teaching Binder I

Town Meeting-Draft

Town Hall Images

Wisconsin

BOX 47

D'Arcy Project

Honors Course-Masters

David Starr Jordan and the Peace Movement in America: typed pages (manuscript?)

Denmark Article

LIFE/Annual Reports

LIFE Article

LIFE Conference

Possible Essays 104A

Various Commercials and other segments with sections between tape 26, tape 101

Papers files by Author:

Benedict Anderson

Appadurai

Baudrillard

R. Chartier

Couvares

Ruth Schwartz Cowan

Ham Cravens

de Certeau

de Grazia

Galambos, Louis

Anthony Giddens

F. Jameson

Kammen

Edmond Leach

William Leach

Pollay

Schneider-Swordplay

Barry Shank

Susman

Szabo

M. Walsh

Joann Yates

BOX 48

Creating Corporate Soul

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Drafts, etc.

Author's Promotion Questionnaire-Dad's New Book

Misc.-notes

Book Draft

BOX 49

Roland's Writings

Marchand-Published Reviews

Book Reviews-by R.M.

Reviews of Adv. American Dream

Roland-Recent Clippings-Award

Roland-News Clippings-Old

Book Reviews

Assorted notes, To Do Lists

Essays by Marchand

Tribute to Marchand

Xeroxes of Illustrations for Book

Book Layout

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Papers by Marchand

Papers-various authors

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Index of Works by Authors

Index Titles "Chapter 7 used, Chapter 8 used"

Index Titled "Chapter 5 used"

Index Titled "Add to C1 Book Chapters"

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Index Titled "Nellie Bly Coda"

Index Titled "1-3 used"

Untitled Index, Groupings by Place Name, Subjects

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Index Titled "Children"

Index titled "Consumption Theory"

Index Titled "Archives and Authors"

Index Titled "Radio etc."

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Index Titled "Non-Radio"

Index Titled "Audience Bowes"

Index Titled "Life, CR Research, Post WWII"

Untitled Index

BOX 55

Index of Illustrations "Chapter 6&7 Used"

Index Titled "Women and Foundations Chapter 6&7"

Untitled Index (files):

Radio Biblio.

BBC

Information PLS

Kaltenborn

NBC/CBS

Lazarsfeld

Radio City

Radio Theory

Fortune

Comparative Media

Consumer Surrogate

Survey Research

The Politician

Permissions

Return to Davis

Memory

Check at Madison

Washington DC

Rockefeller

Rockefeller Hot Dog

Irvine Seminar Notes

Hagley Not Used

Seminar

Audience

Teaching

Macys

Untitled Index (files):

Chapter 4 Used

Chapter 4 Not Used

Chapter 5

BBDO and other...

GE & Barton

GE-Worker and Gen.

GE-1918-1919

GE PO 1921

GM to 1922

What is GM 1920

Goodwill 1924

GM-General

GE 22 & 23

GM-Export

Barton & GM add

Barton-GM used

Barton/GM used

Chapter 4 used

Chapter 4 used

Chapter 4 not used

Chapter 4 not used

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Untitled Index (files):

BBDO

1930's Institute

BBDO 1930's

Railroads post 1932

Utilities 1930's

Chrysler

NELA

Anti-Strike 1930's

1920's

Electric Companies

ALCOA 1930's

NAM

Barton & PERUB

New Angles

Business vs. Business 1930's

Sports

Hist. 174B new

Int. Tests

Americanization

GM

New Media

Castles/Berlin

New Woman

Ford 1930's

D. Rivera

H. Earl

Depression

Family of Products

Bernays

Advocacy

Henry Luce

Labor

Bos. Photographs

1930's Design

Polls

Foreign Policy

Fairs

Pairs

Life/WWII

102M-WWII

...Idea

1 slide

Index "Radio" (files):

Nationalism

Nation/Neighbor

Parade of State

Untitled Index (files):

Hagley/Essay-used

Chapter 5-used

LASCH

Unboxed Indexes

Chapter 1-9

Not Used

G.E.

2 small boxes of slides folders:

advertisements

photographs

articles

misc.

BOX 57 (Folio Box)

Magazine ads

Poster ads

Newspapers

Miscellaneous

BOX 58 (Folio Box)

Poster ads

Newspapers; articles and ads

Saturday Evening Post covers

BOX 59

Folder 1: Newspapers (n.d.)

Folder 2: Movies (n.d.)

Folder 3: Bosses/Machines (n.d.)

Folder 4: The New Politics (n.d.)

Folder 5: Politics 1890-1900 (n.d.)

Folder 6: History 174A: Program reform (1993)

Folder 7: History 174A: Reform/Settlement (1993)

Folder 8: History 174A: Indian Policy (1993)

Folder 9: History 174A: Indians (1993)

Folder 10: History 174A: Foreign Policy to W.W.I. (1993)

Folder 11: History 174A: Women (1993)

Folder 12: History 174A: Cities (1993)

Folder 13: History 174A: The South (1993)

Folder 14: History 174A: Blacks (1993)

Folder 15: History 174A: The Great White City (1984)

Folder 16: History 174A: Wealth/Poverty (1984)

Folder 17: History 174A: Religion & City (1984)

Folder 18: History 174A: Victorianism (1984)

Folder 19: History 174A: Railroads (1984)

Folder 20: History 174A: Business (1984)

Folder 21: History 174A: Labor (1984)

Folder 22: History 174A: Politics & Populism (1984)

Folder 23: History 174A: Immigration (1984)

Folder 24: *Restricted*

Folder 25: History 174A: New (1992)

Folder 26: History 17B (n.d.)

Folder 27: History 174A: Bosses & Immigrants (1993)

Folder 28: History 174A: Immigration statistics (1993)

Folder 29: *Restricted*

Folder 30: History 174A: Syllabus (1993)

Folder 31: Centennial Mirror (n.d.)

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Folder 1: History 174A: Centennial (1984)

Folder 2: History 102M: W.W.II Xeroxes (n.d.)

Folder 3: History 102: W.W.II (n.d.)

Folder 4: History 103: Correspondence, publications (1995)

Folder 5: *Restricted*

Folder 6: History 174A & B (1991)

Folder 7: History 174A: Strenuous Life (1984)

Folder 8: History 17B: Rockefellers (n.d.)

Folder 9: J.P. Morgan (n.d.)

Folder 10: History 17B: Plunkitt (n.d.)

Folder 11: History 17B: Polenburg-War & Society (n.d.)

Folder 12: History 17B: Carnegie (n.d.)

Folder 13: "The Farmer is the Man" (n.d.)

Folder 14: History 17B: The Jungle (n.d.)

Folder 15: History 17B: Leuchtenburg perils (n.d.)

Folder 16: History 174A: Bohemia (1993)

Folder 17: Beyond Victorianism (n.d.)

Folder 18: History 174A: Williamson, Rage for Order (1993)

Folder 19: History 174A: Kassan, Amusing Million (1993)

Folder 20: History 174A: Peiss, Discussion (1993)

Folder 21: History 176C: Ragtime (1989-1993)

Folder 22: History 174A: Plunkitt (1993)

Folder 23: History 174A: Cooper, Warrior & Priest (1993)

Folder 24: Notes on Diamond (n.d.)

Folder 25: History 174A: Brody Steelmakers (1993)

Folder 26: History 174A: Pullman Strike discussion (1993)

Folder 27: History 174A: *The Lost Sisterhood* (1993)

Folder 28: History 174A: *Strangers From a Different Shore* (1993)

Folder 29: History 174A: Tom Watson (1993)

Folder 30: History 174A: Prep for Midterm (1984)

Folder 31: *Restricted*

Folder 32: *Restricted*

Folder 33: History 174A: Midterm (1984)

Folder 34: History 174A: Prep for Final (1984)

Folder 35: History 174A: Final Exam (1984)

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Folder 1: *Student Viewpoint* (1970-1971)

Folder 2: *Student Viewpoint* (1975)

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Folder 6: *Student Viewpoint* (1979-1980)

Folder 7: *Student Viewpoint* (1981-1982)

Folder 8: *Student Viewpoint* (1982-1983)

Folder 9: Scrapbook (1969-1970)

Folder 10: Scrapbook (1967-1970)

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Folder 18: Scrapbook (1968-1970)

Folder 19: *State Hornet* (1969)

Folder 20: *It Ain't Me Babe*, Vol.1, No.7 (1970)

Folder 21: History 168, The Age of Big Business (1961)

Folder 22: History 165, The U.S. Since 1920 (1962)

Folder 23: HUM 62, Lecture Notes (n.d.)

Folder 24: The South Since 1865, Lecture Notes (n.d.)

Folder 25: Index cards: Chapters 1-10 (n.d.)

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Folder 1: Preface (n.d.)

Folder 2: Chapter 1: Picking Up the Tempo (n.d.)

Folder 3: Changes to Picking Up the Tempo (n.d.)

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Folder 5: Chapter 2: Men of the People (n.d.)

Folder 6: Chapter 3: Keeping the Audience in Focus (n.d.)

Folder 7: Chapter 4: Advertising and the New Media (n.d.)

Folder 8: Chapter 4: Advertising and the New Media (n.d.)

Folder 9: Chapter 5: The Consumption ethic (n.d.)

Folder 10: Chapter 6: Advertisements as Social Tableaus (n.d.)

Folder 11: Chapter 7: The Great Parables (n.d.)

Folder 12: Chapter 8: Visual Cliches (n.d.)

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Folder 14: Chapter 10: Skinny Kids and Clenched Fists (n.d.)

Folder 15: Chapter 11: The Therapeutics of Advertising (n.d.)

Folder 16: Advertisement survey data (1925-1936)

Folder 17: *Advertising the American Dream*: Captions (n.d.)

Folder 18: *Advertising the American Dream*: Acknowledgements (n.d.)

Folder 19: *Advertising the American Dream*: Table of Contents (n.d.)

Folder 20: *Advertising the American Dream*: Proofreading (n.d.)

Folder 21: *Advertising the American Dream*: Change to the manuscript (n.d.)

Folder 22: *Advertising the American Dream*: Illustrations-Pending (n.d.)

Folder 23: *Advertising the American Dream*: To do (n.d.)

BOX 63

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Folder 6: Chapter 1, Figure 1.6 (n.d.)

Folder 7: Chapter 1, Figure 1.7-1.10 (n.d.)

Folder 8: Chapter 1, Figure 1.11 (n.d.)

Folder 9: Chapter 1, Figure 1.12 (n.d.)

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Folder 11: Chapter 1, Figure 1.14 (n.d.)

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Folder 104: Chapter 6, Figure 6.26 (n.d.)

Folder 105: Chapter 7, Figure 7.1 (n.d.)

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Folder 166: Conclusion, Figure c.1 (n.d.)

Folder 167: Conclusion, Figure c.2 (n.d.)

Folder 168: *Creating the Corporate Soul*, edited manuscript (n.d.)

Folder 169: *Creating the Corporate Soul*, cover photo, author photo, floppy disk, book jacket design (1999)

Folder 170: Illustration (n.d.)

Folder 171: Illustration (n.d.)

Folder 172: Illustration (n.d.)

Folder 173: Illustration (n.d.)

Folder 174: Illustration (n.d.)

Folder 175: Illustration (n.d.)

Folder 176: Illustration (n.d.)

Folder 177: Duplicate illustration of Chapter 7, Figure 7.21 (n.d.)

Folder 178: Negatives and slides (n.d.)

Folder 179: Illustration (n.d.)

Folder 180: Illustration (n.d.)

Folder 181: Illustration (n.d.)

Folder 182: Illustration (n.d.)

Folder 183: Illustration (n.d.)

Folder 184: Illustration (n.d.)

Folder 185: Illustration (n.d.)

Folder 186: Illustration (n.d.)

Folder 187: Illustration (n.d.)

Folder 188: Illustration (n.d.)

Folder 189: Illustration (n.d.)

Folder 190: Illustration (n.d.)

Folder 191: Illustration (n.d.)

Folder 192: Illustration (n.d.)

Folder 193: Legal documents, correspondence (1997)

Folder 194: Illustration (n.d.)

Folder 195: Slides and photo (n.d.)

Folder 196: Chapter 6, Figure 6.25 Alternate (n.d.)

Folder 197: Illustration (n.d.)

Folder 198: Illustration (n.d.)

Folder 199: Illustration (n.d.)

Folder 200: Illustration (n.d.)

Folder 201: Illustration (n.d.)

Folder 202: Illustration (n.d.)

Folder 203: Illustration (n.d.)

Folder 204: Illustration (n.d.)

Folder 205: Illustration (n.d.)

Folder 206: Illustration (n.d.)

Folder 207: Illustration (n.d.)

Folder 208: Illustration (n.d.)

Folder 209: Porter, Eliot; *In Wildness Is the Preservation of the World*, selections from Henry
David Thoreau (n.d.)

Folder 210: Acknowledgements, footnotes (n.d.)

Folder 211: Layout designs (n.d.)

BOX 64

Folder 1: Advertisement: Lux Toilet Soap (1942)

Folder 2: *Work and Win*, No.145 (1901)

Folder 3: *Liberty* (1935)

Folder 4: *Liberty* (1932)

Folder 5: Correspondence, reading list, notes (1939)

Folder 6: "A Kind of Glory," in *Reader's Digest* (1958)

Folder 7: Alaska; Articles, advertisements, brochures, maps

Folder 8: Arizona; Articles, advertisements

Folder 9: Colorado; Articles, brochures, maps

Folder 10: Hawaii; Articles, brochures, maps

Folder 11: Idaho; Articles, brochures, surveys

Folder 12: Maryland, New Jersey, Delaware; Brochures, maps

Folder 13: Montana; Articles, brochures, maps

Folder 14: Nevada; Articles, brochures, maps

Folder 15: New Mexico; Articles, brochures, maps

Folder 16: New York; Brochures, guides

Folder 17: Oregon; Articles, brochures, maps

Folder 18: Utah; Articles, brochures

Folder 19: Virginia; Brochures, guidebooks, maps

Folder 20: Washington; Articles, brochures, maps

Folder 21: Wyoming & South Dakota; Articles, brochures, maps

Folder 22: Mexico; Articles, brochures

Folder 23: British Columbia; Articles, brochures, maps

Folder 24: Canadian Rockies & Great Plains; Articles, brochures, maps

Folder 25: Eastern Canada; Articles, brochures, maps

Folder 26: New England; Brochure

Folder 27: Southern California, Mojave Desert; Articles, brochures

Folder 28: Miscellaneous Outdoors & Park service articles & brochures

Folder 29: Brochure "Lucca" (n.d.)

Folder 30: *Good Housekeeping* (July 1929)

Folder 31: *Good Housekeeping* (October 1929)

Folder 32: *Good Housekeeping* (May 1935)

Folder 33: *Good Housekeeping* (January 1936)

Folder 34: *Good Housekeeping* (February 1936)

BOX 65

Folder 1: *Good Housekeeping* (March 1936)

Folder 2: *Good Housekeeping* (April 1936)

Folder 3: *Good Housekeeping* (May 1936)

Folder 4: *Good Housekeeping* (June 1936)

Folder 5: *Good Housekeeping* (July 1936)

Folder 6: *Good Housekeeping* (August 1936)

Folder 7: *Good Housekeeping* (November 1936)

Folder 8: *Good Housekeeping* (December 1936)

Folder 9: *Good Housekeeping* (October 1937)

Folder 10: *Good Housekeeping* (November 1937)

Folder 11: *Good Housekeeping* (December 1937)

Folder 12: *Good Housekeeping* (June 1938)

Folder 13: *Good Housekeeping* (July 1938)

Folder 14: *Good Housekeeping* (August 1938)

Folder 15: *Good Housekeeping* (September 1938)

Folder 16: *Good Housekeeping* (October 1938)

Folder 17: *Good Housekeeping* (November 1938)

Folder 18: *Good Housekeeping* (December 1938)

Folder 19: Postcard correspondence (1996)

Folder 20: Marchand, Roland; "Mobilization of the People within the Bureaucracy and Among the Agencies: Modeling the Local Politician for our Times." (1999)

Folder 21: Manuscript, notes (n.d.)

Folder 22: Print; "Lindbergh Lands in Paris" (1966)

Folder 23: Photograph; President Roosevelt, Winston Churchill, and Premier Stalin (1945)

Folder 24: Photograph; Eleanor Roosevelt with Fala (1951)

Box of slides with accompanying notes

Manuscript: *Creating the Corporate Soul* (1999)

Index to Slide Collection

BOX 66: AD-A to AD-L (Advertising)

BOX 67: AD-M to AD-V (Advertising)

BOX 68: AD-W to AD-Z (Advertising)

BOX 69: AB-A to GP-C

BOX 70: GP-D to LB-G

BOX 71: LB-M to SU-M

BOX 72: SY-A to WO-C

BOX 73: WO-D to Z

BOX 75

Note: Folders 5-32 contain a collection of handbills/programs of productions put on by the Los Angeles Civic Light Opera.

Folder 1: Roland's Materials on Nellie Bly, Also His Play (1 of 4) (1951-1997)

Folder 2: Roland's Materials on Nellie Bly, Also His Play (2 of 4) (1997)

Folder 3: Roland's Materials on Nellie Bly, Also His Play (3 of 4) (1997-1998)

Folder 4: Roland's Materials on Nellie Bly, Also His Play (4 of 4) (n.d.)

Folder 5: Porgy and Bess, The Gypsy Baron, Firefly, Lady in the Dark (1947)

Folder 6: Porgy and Bess (1943)

Folder 7: The New Moon, Showboat, Sally, The Song of Norway (1944)

Folder 8: The Desert Song, The Red Mill, Rose Marie, Scarlet Jones (1945)

Folder 9: The Vagabond King, Roberta, Bloomer Girl, The Fortune Teller (1946)

Folder 10: The Merry Widow (1946)

Folder 11: Oklahoma (1946)

Folder 12: Song of Norway (1947)

Folder 13: Rosalinda (1947)

Folder 14: The Three Musketeers (1947)

Folder 15: Louisiana Purchase (1947)

Folder 16: Annie Get Your Gun, Naughty Marietta, Sweethearts, Magdalena (1948)

Folder 17: The Great Waltz, Brigadoon, Kiss me Kate, High Button Shoes (1949)

Folder 18: The Chocolate Soldier, South Pacific, Rose Marie, Lost in the Stars (1950)

Folder 19: Where's Charlie (1951)

Folder 20: The Merry Widow (1951)

Folder 21: Three Wishes for Jamie (1951)

Folder 22: Guys and Dolls (1951)

Folder 23: Carousel, Carnival in Flanders, The Great Waltz, Kismet (1953)

Folder 24: Call Me Madam (1952)

Folder 25: Hans Christian Anderson (n.d.)

Folder 26: Song of Norway (1952)

Folder 27: The King and I (n.d.)

Folder 28: Cinerama Holiday (n.d.)

Folder 29: Carousel (1953)

Folder 30: Porgy and Bess (n.d.)

Folder 31: Cinerama (n.d.)

Folder 32: Miscellaneous Los Angeles Civic Light Opera Playbills (1952-1954)

Folder 33: The Concertgoer (1952-1957)

Folder 34: Miscellaneous Playbills/Programs (1951-1956)

BOX 76 & 77

Films

Film 1: 30 second PSA- U.S. Department of Interior; Johnny Horizon Program; James Whitmore-Environmental Learning, (1976)

Film 2: PSA #62-Boy Scouts, (1976)

Film 3: In color Clorox 2-Lovers Leap, (undated)

Film 4: A & W Family Restaurants-“Secret Ingredient/I’m Not Telling”-:30 INST.-TB11-8-76-1, (undated)

Film 5: A & W Family Restaurants-“Secret Ingredient/I’m Not Telling”-:30 INST. TB11-8-76-1, (undated)

Film 6: Grocery Store-Coca Cola Product, (undated)

Film 7: Montclair Print Distributors, Inc.-Doyle Dane Bernbach; Bulova BVDG 7019 color 30 sec. couple in store, (undated)

Film 8: Alberto Culver 60 second color-PS-484C/GN-18C, (undated)

Film 9: DA Cast/Action Local-TF/DA 7083 30 Sec #6, (undated)

Film 10: Pillsbury PBTF0060-Good Morning Jr. Rev. 11 color pt., (undated)

Film 11: PSA #6-Boy Scouts, (1976)

Film 12: Give Me Strn-Ajax Laundry Product, (undated)

Film 13: Nair, (undated)

Film 14: Farrar-Cold Power Product, (undated)

Film 15: ITT Continental Baking Co.-Breakfast bake goods, (1976)

Film 16: PSA #61-Boy Scouts, (1976)

Film 17: 30 second color Ore-ida Foods, Inc.-Frozen Cookies, HZOY6112 grandma's house, (1977)

Film 18: 30 seconds color Nabisco Cream of Wheat, (undated)

Film 19: B.B.D. & O. Right Guard "Cabinet" RGDS-43-69-30, (undated)

Film 20: PSA #53-Social Security, (1976)

Film 21: Grey Advertising-Gillette Foamy "Plunge In", (undated)

Film 22: Dam Alley Kids Local, (undated)

Film 23: 30 second color Needham, Harper & Steers, Inc., G.M. Inc.-Bisquick, (undated)

Film 24: "White Rain", (undated)

Film 25: Color C & H Sugar Butterfly, (undated)

Film 26: Give me strn-Ajax Laundry, (undated)

Film 27: 60 Sec Max Pax "Careers", (undated)

Film 28: Breck shampoo, (undated)

Film 29: 30 second color Erwin Wasey, Inc.-Carnation Company Mighty Dog, (undated)

Film 30: 30 second color Cambell-Mithun, Inc.-Buckwheats, (undated)

Film 31: 30 second Mazola "Motarboard-West" corn products, (undated)

Film 32: PSA #54-Better Hearing, 1976

Film 33: 45 second Alliance Mfg. Co.-"Genie Automtic Garage Opener", (undated)

Film 34: 60 second color Erwin Wasey, Inc.-Carnation Company-Contadina Cookbook Sauces/Slender Powder & Liquid, (undated)

Film 35: 30 Second Color Erwin Wasey, Inc., Carnation Company, "Branding Iron", (undated)

Film 36: 30 Second "Mermaid Ballad Rev." WM Esty Co. Inc.-Groom & Clean

Film 37: 30 second color "Best Tasting" Erwin Wasey, Inc. Carnation Company, (undated)

Film 38: 50 seconds news film "Oldsmobile", (1970)

Film 39: 30 seconds "Decisions" S.S.C & B, Vespre, (undated)

Film 40: 30 seconds Coca-Cola KOMT "Come on in", (undated)

Film 41: 30 seconds Coca-Cola KOMT "Surprise Party", (undated)

Film 42: 30 seconds color Pillsbury- Man Running Out Rev., (undated)

Film 43: 30 seconds Adams Colgate Cold Power Product, (1976)

Film 44: 30 second Merritt Cold Power Product, (1976)

Film 45: 30 second Colgate Strip-Cowboy Cold Power Product, (1977)

Film 46: 30 second O & M Shake N Bake "Pete's Chicken", (undated)

Film 47: 60 second Erwin Wasey, Inc. Carnation Company-Contadina Cookbook Sauces/Instant Milk

Film 48: 60 second color Young & Rubicam AMCO 384 "Northern Tissue", (undated)

Film 49: 30 second color ITT Continental Baking Co. Hostess Combo, (undated)

Film 50: 30 second color skippy "Churn up" corn products, (1976)

Film 51: 30 second Coca-Cola KOMT 4306 "Interview", (undated)

Film 52: 10 second color Campbell Beans Mary Mayflower, (undated)

Film 53: 30 second "Behind those walls" PSA #50-Productivity, (undated)

Film 54: Grey/North Advertising-Gillette-Appliance Division-Supermax & Swivel, (1977)

Film 55: Editor's Hideaway Inc., (undated)

Film 56: color TC-60-447-THC-67-AD-271, (undated)

Film 57: 25 second Rev. Glidden Paint, (1999)

Film 58: 30 second color Young & Rubicam-'Skirt', (undated)

Film 59: 30 second color B.B.D.O. Gillette Soft & Dry, "Flapper", (undated)

Film 60: 30 second color Campbell-Swanson Clorox "Dance", (undated)

Film 61: 30 second AMF "All Work No Play", (1976)

Film 62: 30 second color Young & Rubicam American Can/Gala Towels, (undated)

Film 63: 30 second color Ore-Ida Foods, Inc. Frozen Cookies, (1977)

Film 64: 60 second AMF "Classic Thoughts", (1976)

Film 65: 30 second color Ogilvie Home Permanent "Three Woman", (undated)

Film 66: 30 second Adolph Coors Co. Cadco, Inc. CP-76-5-30, (1976)

Film 67: 60 second color Alberto Culver Experimental Diet/Cleveland Blondes, (undated)

Film 68: 30 second Adolph Coors Co. Cadco, Inc. CP-76-2-30, (1976)

Film 69: 30 second color Benton & Bowles AMF "Rainbow", (undated)

Film 70: 30 second color BBD&O Breck "Beautiful Hair", (undated)

Film 71: 30 second color Campbell Mithun MPS., MINN. General Mills Inc. "Buckwheats Fields", (undated)

Film 72: Color AMANA QRNA1882 "Freezer where you want it/Little Girl", (1977)

Film 73: 30 second color OGILVE OGHF 7023 hair repair lotion "Sand", (1977)

Film 74: 30 second Cinema-B Deerfield CIN 10-19-2 (undated)

Film 75: 25 second Glidden Paint SCGP 5213, (1977)

Film 76: 30 second TFDA 7053 SPOT 3 "da adventure local", (undated)

Film 77: Grey/North Advertising Gillette "Supermax" GSAT 7043 , (1977)

Film 78: 30 second North Advertising Inc. Toni-Dippity Doo, (undated)

Film 79: 30 second color Pebbles "Cocoa batter" GFPP 5122, (undated)

Film 80: 30 second color General Mills, Inc.- Bisquick Pancakes, (1977)

Film 81: 30 second color Arrid Extera Dry CAAE-0353 Joann Lawson, (undated)

Film 82: 30 second Edge Shaving Cream S C Johnson "Bedges Rev", (undated)

Film 83: 30 second color William Esty Company AMCO-Northern Tissue "Cusshy" ACNO3083, (undated)

Film 84: Quickkick "Kitchen" QK-2A-TM30, (undated)

Film 85: 15 second "Wrecking Crew", (undated)

Film 86: 60 second color Alberto Culver "Stars & Stripes", (undated)

Film 87: 30 seconds Noxzema Instant Shave “How Close”, (undated)

Film 89: B.B.D. & O Advertising Gillette Right Guard “Holding Hands” RGDS-52-69-30, (undated)

Film 90: 60 second color Alberto Culver HS-709rc/avfd 0043 “not the same rev/new England walk”, (undated)

Film 91: 60 second 156-38, (undated)

Film 92: 30 second color Toni Tame ‘Handful’ TAM-30-180, (undated)

Film 93: American International Pictures®-“The Island of Dr. Moreau”, (undated)

Film 94: “Pink Panther”, (undated)

Film 95: “Ours”-green reel, (undated)

Film 96: 60 second color, “Wedding”-yellow reel, (undated)

Film 97: Tatham-Laird & Kudner, Inc.- orange reel (undated)

Film 98: Untitled Reel, (undated)

Film 99: Untitled Grey Reel, (undated)

Notes-3 pages, (undated)

BOX 78

Folder 1: Friends of History Newsletter (1998 June 1)

Folder 2: Adaptation of Professor Marchard’s documentary source problem

Folder 3: Marchard’s documentary source problems

Folder 4: Documentary source problems (part 1) (undated)

Folder 5: Documentary source problems (part 2) (undated)

Folder 6: Documentary source problems (part 3) (undated)

Folder 7: Citation Cards

Folder 8: Roland Marchand (VHS) (1985 February 27)

Folder 9: *Restricted*

(1998 October)

Folder 10: A Science Odyssey Radio Segment (VHS)

Folder 11: “Penitentiaries as Moral Architecture” Roland Marchand (VHS)
(1985 February)

Folder 12: Roland Marchand Teaching Week (Cassette)

BOX 79

Approx. 800 slides related to European history

Folder 1-2: Modern Russia

Folder 3-4: Europe; Versailles

Folder 5: Medieval Russia

Folder 6: 16th-18th century Europe

Folder 7: Russia

Folder 8: Krystyna von Henneberg’s slides