Stan Freberg Advertising Collection, ca. 1958-1991
(3 audiocassettes; 1 compact disc; 2 video reels)

Biographical Note

Stan Freberg was a writer, performer and satirist who pioneered the use of comedy in radio and television commercials during advertising creative revolution in the 1960s.

Scope and Content Note

The collection contains commercially available recordings of Freberg’s radio series, The Best of the Stan Freberg Shows (1958), his satire, Stan Freberg Presents the United States of America (1961), and the New Stan Freberg Show (1991). Also included are television commercials produced for ChungKing, Jeno’s Pizza and Encyclopedia Britannica during the 1960s.

Provenance

The collection was donated to the Museum’s Center for Advertising History in November 1991 by Stan Freberg of Los Angeles, California.

BOX 1

2 audiocassettes: The Best of the Stan Freberg shows, CBS radio series, 1958
1 audiocassette: The New Stan Freberg show, 11/5/91
1 compact disc, Stan Freberg Presents the United States of America, 1961 (rereleased 1989)
2 3/4” videocassettes: television commercials, n.d.[1960s?] (listing attached)

Mimi Minnick, 3/92

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270