

## Northfield Historical Society

408 Division Street S; Northfield, MN 55057

www.northfieldhistory.org

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## Malt-O-Meal Collection Finding Aid

Accession No. 2016.20

### **CREATOR**

Malt-O-Meal Company departments and employees

### **EXTENT**

Linear Feet: 120 linear feet

Number of Containers: 129 containers, including archival/document boxes, media reel boxes, artifact boxes, oversized boxes, loose (large) items, cased artifacts, and framed items.

Number of Catalog Records: 844

### **COLLECTION SUMMARY**

This collection consists of archival records, photographs, multimedia, and artifacts documenting the history of the Malt-O-Meal Company. The majority of the collection dates from 1919 through 2015, but some materials predate the official establishment of the company. Some of the strengths of the collection include packaging designs for products; various promotions created by the Malt-O-Meal Company; and television, radio, and newspaper/magazine advertisements.

### **LANGUAGES**

Collection materials are in English.

### **PHYSICAL LOCATION**

Materials in this collection are stored at the Northfield Historical Society in the Collections North room, rows B and CA. For current information on the location of specific materials, please check the Northfield Historical Society's PastPerfect catalogue.

### **PROCESSING ARCHIVIST**

Stephanie Hess, 2015-2017

## Collection Details

### HISTORICAL NOTE

John S. Campbell founded the Campbell Cereal Company in 1919 to manufacture and sell a wheat farina based hot cereal he called Malt-O-Meal. The company began operations in Owatonna, Minnesota, and eventually moved to the Ames Mill on the Cannon River in Northfield, Minnesota, in 1927. Although the company headquarters moved to Minneapolis in 1936, its center of cereal manufacturing remained in Northfield until the company was sold to Post Consumer Brands, LLC in 2015.

Significant company highlights over the years include:

- 1919: Campbell Cereal Company founded
- 1927: Campbell Cereal Company relocated to Northfield
- 1936: Corporate and Sales office moved to Minneapolis
- 1953: Company name changed to the Malt-O-Meal Company
- 1961: First manufactured Chocolate Malt-O-Meal
- 1965: Introduced Puffed Wheat and Puffed Rice ready-to-eat cereals
- 1965: Purchased Carnation Creamery in Northfield and renamed it the Campbell Mill
- 1967: Began producing soybean snack products
- 1971: Added popcorn line
- 1971: Death of founder John S. Campbell
- 1975: Introduced Toasty O's cereal
- 1970s: Started manufacturing corporate brand cereals for grocery chains
- 1980s: Added 8 new ready-to-eat cereal flavors, from Sugar Puffs to Tootie Fruities
- 1990s: Added 13 new ready-to-eat cereal flavors, from Apple Cinnamon Toasty O's to Cocoa Dyno-Bites
- 2000s: Various expansion projects on existing facilities and growth to new facilities
- 2012: Company name changed to MOM Brands
- 2015: Sale of company to Post Consumer Brands, LLC

After the sale of MOM Brands, the new owners had no use for the historical materials that had been accumulating over the years. The descendants of John S. Campbell became the owners of those materials and they donated them to the Northfield Historical Society in 2016.

### ARRANGEMENT DESCRIPTION

The historical materials in this collection had not been kept in any sort of order, so when they arrived on site, NHS staff conducted a basic inventory to assess the general scope and content. Items were then sorted into item type categories: archival documents, multimedia, artifacts, and oversized materials. We consider these categories to be this collection's "Series." Within these categories, items were sorted based on their subject themes (listed below), which had been identified through the preliminary inventory, and also a rough chronology. Items were then physically rehoused into boxes and folders that followed these type, content, and date categories. All items received an accession number and were catalogued into the NHS's PastPerfect system. All photographs, many archival documents, and some multimedia items have been digitized and saved on the NHS's server for greater accessibility.

## **SUBJECT THEMES**

- Personnel
- Plants/Facilities
- Products
- Marketing/Advertising
- Promotions/Premiums
- Equipment
- Administration/corporate history

## **SEPARATED MATERIALS**

Campbell family members kept a few items from this collection for their own personal collections prior to the transfer of the archive to the NHS. They included items that related more specifically to their family history and less to the company history. As the collection inventory was not completed until the materials reached the NHS, we are not aware of the specifics of those materials at this time.

## **Using the Collection**

### **ACCESS STATEMENT**

Some audiovisual artifacts are inaccessible at this time due to a lack of available playback equipment. As time and funding allows, these film reels are being digitized so they become more accessible.

Otherwise, the collection is open and available for research and use.

### **RIGHTS STATEMENT**

Copyright has not been assigned to the Northfield Historical Society. For permission to publish materials in the collection, submit a request in writing to the Northfield Historical Society. Permission for publication may be given on behalf of the Northfield Historical Society as the owner of the physical items and is not intended to include or imply permission of the copyright holder, Post Consumer Brands, LLC.

Post Consumer Brands, LLC and MOM Brands Company, LLC own the rights to certain intellectual property in this collection, including without limitation: names, trademarks, logos, symbols, emblems, designs, colors, identifications and designations, service marks, images, text, copyrights, trade colors and the goodwill associated herewith. The Northfield Historical Society has been granted permission to display, exhibit, research, and share the real property that contains the intellectual property listed above. This permission is non-transferrable to third parties by the NHS, and must be obtained by the user through a written request to Post Consumer Brands, LLC.

### **PREFERRED CITATION**

[ITEM DESCRIPTION], Malt-O-Meal Collection, Northfield Historical Society, Northfield, Minn.

## Scope and Content of Collection

### COLLECTION DESCRIPTION

This collection consists of archival records, photographs, multimedia, and artifacts documenting the history of the Malt-O-Meal Company. The majority of the collection dates from 1919 through 2015, but some materials predate the official establishment of the company.

Some of the strengths of the collection include packaging designs for products; various promotions created by the Malt-O-Meal Company; and television, radio, and newspaper/magazine advertisements. Some years are better represented than others; for example, the majority of artifacts come from the later period of the company's history (1980s+). Surprisingly, there are very few materials documenting the interior of company facilities or the manufacturing process. There are only a few pieces of equipment in the collection.

Since many of the audiovisual materials were originally created for increasingly obsolete technology, the NHS is currently working to digitize them. The photographic prints have been scanned into master TIFF files, audiocassettes have been converted into mp3s, and VHS tapes are now copied onto archival DVDs.

The materials are listed below in their series (or item type category) and subseries (or box-level organization). More details follow in the container list section.

### Series 1: Archival Documents

- Subseries 1.1: Company History Records
- Subseries 1.2: Miscellaneous Historical Items
- Subseries 1.3: Early Company Documents
- Subseries 1.4: Malt-O-Meal Promotions
- Subseries 1.5: Malt-O-Meal Sales and Offers
- Subseries 1.6: Promotions and Labeling
- Subseries 1.7: Radio and Television Promotions
- Subseries 1.8: Television Advertising
- Subseries 1.9: Marketing and Product Information
- Subseries 1.10: Sales Binders
- Subseries 1.11: Broker Poker Materials
- Subseries 1.12: Cereal Production Reference Materials
- Subseries 1.13: 75th Anniversary Documents
- Subseries 1.14: [CLOSED RECORDS]
- Subseries 1.15: Recent Company Files
- Subseries 1.16: Plaques, Framed Awards, Certificates
- Subseries 1.17: Malt-O-Meal and Competitive Advertisements
- Subseries 1.18: Framed Archival Documents

Subseries 1.19: Publications

Subseries 1.20: Ledgers

## **Series 2: Multimedia and Audiovisual Materials**

Subseries 2.1: Framed portraits

Subseries 2.2: Framed photographs

Subseries 2.3: Photographic prints

Subseries 2.4: Slides and transparencies

Subseries 2.5: Vinyl records

Subseries 2.6: Audiocassettes

Subseries 2.7: Videocassettes

Subseries 2.8: CDs and DVDs

Subseries 2.9: Miscellaneous media

Subseries 2.10: Film reels

## **Series 3: Artifacts**

Subseries 3.1: Products in Packages

Subseries 3.2: Packaging, Labels, and Product Information

Subseries 3.3: Employee-Related Artifacts

Subseries 3.4: Early Company Premiums

Subseries 3.5: Utensil Premiums

Subseries 3.6: Toy Premiums

Subseries 3.7: Useful Premiums

Subseries 3.8: Equipment

Subseries 3.9: Hats

Subseries 3.10: Shirts

Subseries 3.11: Miscellaneous Wearables and Textiles

Subseries 3.12: Clown Costume and Accessories

## **Series 4: Oversized Materials**

Subseries 4.1: Product Case

Subseries 4.2: Letters Case

Subseries 4.3: Original Advertising Artwork

Subseries 4.4: Oversized Mounted and/or Framed Photographs

Subseries 4.5: Scrapbooks

Subseries 4.6: Oversized Premiums

Subseries 4.7: Oversized Promotional Materials

Subseries 4.8: Oversized Product Packaging

Subseries 4.9: Oversized Artwork

Subseries 4.10: Oversized Prop Artifacts

## Series Description/Container List

### Series 1: Archival Documents

Collections Room North, Row CA, Section 1, Shelves 2 through 6

#### **Subseries 1.1: Company History Records**

**Accession numbers 2016.20.097-.100**

**Home location: Row CA, Section 1, Shelf 2, Box 1**

097: Articles, photocopies, written histories, photocopies of advertisements and photographs, and other documents relating to the company history of the Campbell Cereal Company, later Malt-O-Meal.

098: Information sheets with history of the Malt-O-Meal company, previously framed and on display.

099: Malt-O-Meal Company History documents containing at least a partial history of the Malt-O-Meal Company.

100: Miscellaneous Malt-O-Meal Company history documents.

#### **Subseries 1.2: Miscellaneous Historical Items**

**Accession number 2016.20.101**

**Home location: Row CA, Section 1, Shelf 2, Box 2**

Collection of miscellaneous historical items - both original and copies - from the Malt-O-Meal Company history. The collection includes miscellaneous items such as photographs, letterheads, correspondence, drawings, documents, etc. that are historically significant due to their direct (or, in some cases, indirect) relationship to the Malt-O-Meal Company or to the Campbell family. Originally kept in two volumes of 3-ring binders.

#### **Subseries 1.3: Early Company Documents**

**Accession number 2016.20.102**

**Home location: Row CA, Section 1, Shelf 2, Box 3**

Original documents and copies of early Campbell family and Campbell Cereal Company (later Malt-O-Meal) records, including items from the L.G. Campbell Milling Co., photocopies of photographs, and a deposit book for the Malt-O-Meal Sales Corp.

#### **Subseries 1.4: Malt-O-Meal Promotions**

**Accession numbers 2016.20.103, .104**

**Home location: Row CA, Section 1, Shelf 2, Box 4**

103: Collection of correspondence between the Campbell Cereal Company and its customers, salesmen, brokers, retailers, etc. Documents detail brokerage arrangements, products, promotions, pricing, advertising, and other information.

104: Collection of documents detailing the promotions of the Campbell Cereal Company

from 1927 through 1939. Materials include photographs, correspondence, announcements, descriptions of radio programs, sales information sheets, and more.

**Subseries 1.5: Malt-O-Meal Sales and Offers**

**Accession numbers 2016.20.105, .106, .107**

**Home location: Row CA, Section 1, Shelf 2, Box 5**

105: Collection of documents detailing the pack costs, sample costs, and premium returns of the Campbell Cereal Company (later Malt-O-Meal Company). Materials include sales charts, reports, spreadsheets, and more.

106: Collection of fact sheets and letters/memoranda for Malt-O-Meal products from the Malt-O-Meal Company. Documents include fact sheets for cereal broker purchasing, price discount promotions, price increases, miscellaneous information sheets, and records for Malt-O-Meal 100 Plus.

107: Collection of prints or transparencies of Malt-O-Meal Sales Territory Maps.

**Subseries 1.6: Promotions and Labeling**

**Accession numbers 2016.20.108, .109**

**Home location: Row CA, Section 1, Shelf 2, Box 6**

108: Collection of various promotional materials created by the Malt-O-Meal Company, including coupons, samples, stickers, and recipe booklets.

109: Collection of Malt-O-Meal product labeling and related advertisements. Examples of labels and label designs for Malt-O-Meal hot cereals, Soy Town, Soy Ahoy, Popcorn, and Puffed Cereal products.

**Subseries 1.7: Radio and Television Promotions**

**Accession number 2016.10.110**

**Home location: Row CA, Section 1, Shelf 2, Box 7**

Collection of photocopied records documenting Malt-O-Meal radio (and some television) programs, advertisements, and promotions. Radio programs include Steamboat Bill, Junior Broadcasters Club, Music Master. Documents include actual scripts spoken by characters in the radio shows and general radio commercials.

**Subseries 1.8: Television Advertising**

**Accession numbers 2016.20.111, .112**

**Home location: Row CA, Section 1, Shelf 2, Box 8**

111: Collection of records documenting Malt-O-Meal Company television advertisements from 1960 through the 1980s. Materials include color and black-and-white still image storyboards for cereal product commercials.

112: Collection of records documenting the development and production of Malt-O-Meal television advertisements. Materials include sketched and photographic storyboards, commercial production data, designs, correspondence, budgets, advertising goals, reports, etc.

**Subseries 1.9: Marketing and Product Information**

**Accession numbers 2016.20.113, .114, .115**

**Home location: Row CA, Section 1, Shelf 2, Box 9**

113: Collection of bound reports analyzing advertising or promotional campaigns for the Campbell Cereal Company by advertising agencies. Subjects include Campbell's Corn Flakes, Cleveland newspaper campaigns, baby sample tests, television and radio tests, marketing strategies, marketing an oat-type hot cereal, and soy nut products.

114: Collection of miscellaneous documents from the marketing / advertising efforts of the Campbell Cereal Company, later Malt-O-Meal company. Includes examples of printed ads and photographs of billboards.

115: Collection of informational sheets and bound reports presented to retailers and brokers of Malt-O-Meal with information on new products and promotions, in order to boost sales and orders by retailers.

**Subseries 1.10: Sales Binders**

**Accession numbers 2016.20.116, .117**

**Home location: Row CA, Section 1, Shelf 3, Box 1**

Two collections of sales records taken out of 3-ring binders. Sales numbers are divided up by sales region.

**Subseries 1.11: Broker Poker Materials**

**Accession numbers 2016.20.118, .119, .120, .121**

**Home location: Row CA, Section 1, Shelf 3, Boxes 2 and 3**

118: Collection of records documenting the Malt-O-Meal Company's Broker Poker promotion from 1940/50 through 1960/61.

119: Collection of records documenting the Malt-O-Meal Company's Broker Poker promotion from 1961/62 through 1976/77.

120: Collection of records documenting the Malt-O-Meal Company's Broker Poker promotion from 1977/78 through 1984/85.

121: Collection of miscellaneous records documenting the Malt-O-Meal Company's Broker Poker promotion. Had previously been loosely scattered among other materials.

**Subseries 1.12: Cereal Production Reference Materials**

**Accession numbers 2016.20.122**

**Home location: Row CA, Section 1, Shelf 3, Box 4**

Collection of manuals and research papers on cereal production.

**Subseries 1.13: 75th Anniversary Documents**

**Accession numbers 2016.20.123**

**Home location: Row CA, Section 1, Shelf 3, Box 5**

Collection of materials documenting the Malt-O-Meal Company's 75th Anniversary in 1994. Includes a map of downtown Northfield where event tents, etc., would be



located, loose photos of the event and an exhibit at the Northfield Historical Society, as well as a photograph album.

**Subseries 1.14: [CLOSED RECORDS]**

**Accession numbers 2016.20.124, .125**

**Home location: Row CA, Section 1, Shelf 3, Box 6**

Recent documents not open to public research.

**Subseries 1.15: Modern Company Files**

**Accession numbers 2016.20.126, .127**

**Home location: Row CA, Section 1, Shelf 3, Box 7**

126: Collection of records from recent Malt-O-Meal Company history.

127: Collection of records documenting the sculpture titled "Harvest."

**Subseries 1.16: Plaques, Framed Awards, Certificates**

**Accession numbers 2016.20.128, .129, .131-.135**

**Home location: Row CA, Section 1, Shelf 4, Box 1 and Box 3**

Plaques and awards including: Golden Eagle Fellowship Member plaque, Preservation Alliance of Minnesota plaque, Wholesale Food Production/Manufacturing License, Certificate in honor of Malt-O-Meal Expansion, Certificate for Food Bank Lead Donor, Plaque for Economic Developer of the Year, and a Plaque for Excellence in Employment of Persons with Disabilities Award.

**Subseries 1.17: Malt-O-Meal and Competitive Advertisements**

**Accession numbers 2016.20.130**

**Home location: Row CA, Section 1, Shelf 4, Box 2**

Two bound scrapbooks with Malt-O-Meal and competitive advertisements. Examples of competitors include Coco Wheats, Cream of Rice, Cream of Wheat, Cream of Rye, Maltx, Maypo, and more.

**Subseries 1.18: Framed Archival Documents**

**Accession numbers 2016.20.136-.139, .156**

**Home location: Row CA, Section 1, Shelf 4, Box 4**

Framed or mounted archival documents, including: a commemorative photographic collage from the Carleton College Class of 1958; a framed color print advertisement for Malt-O-Meal; a framed proof of an article titled "Grandpa's Principles Helped to Make Minnesota Cereal Firm a U.S. Leader" with a history of the Campbell Cereal Company; a framed announcement of the Malt-O-Meal Company's acquisition of the Quaker bag cereal line; and a framed newspaper special section titled "Malt-O-Meal / 75 Years of Tradition and Progress / 1919-1994."

**Subseries 1.19: Publications****Accession numbers 2016.20.140, .154, .155****Home location: Row CA, Section 1, Shelf 5**

140: Assorted Malt-O-Meal-related clippings from newspapers and magazines. Clippings include both news stories and advertisements.

154: Hardcover book, "How It Happens at the Cereal Company" by Megan Rocker, 2004

155: Small three-ring binder titled "Cooking with MOM Cares: tried and true recipes from our homes to yours," Volume 1 (2008)

**Subseries 1.20: Ledgers****Accession numbers 2016.20.141-.153****Home location: Row CA, Section 1, Shelf 6, Boxes 1-4**

Accounts, sales and distribution ledgers, including: loose papers from a 1918 Campbell Cereal Company ledger; a booklet of partially-filled out stock certificates for the Malt-O-Meal Sales Corporation; a balance book for the Campbell Cereal Company in 1919; a bound ledger titled "Corn Flakes Journal Sales Distribution"; a bound ledger with details on sales distribution of Malt-O-Meal products in different sales regions; a bound ledger with details on production of Campbell Cereal Company, including various sizes of Regular and Chocolate Malt-O-Meal, Campbell's Corn Flakes, State Fair Puffs, and Soy Town nuts; a bound ledger with details on general accounts of the Campbell Cereal Company; a bound ledger, titled "Malto-Meal Sales Corp.," with details on sales and general accounts of the Campbell Cereal Company; a bound ledger with details on sales and general accounts of the Campbell Cereal Company, 1913 through September 1919; a bound ledger with details on sales and general accounts of the Northern Light Milling Company and/or the Campbell Cereal Company, January 1923 through December 1925; a bound ledger with details on sales and general accounts of the Campbell Cereal Company, from approximately 1926 through 1927; a bound ledger with details on sales and general accounts of the Campbell Cereal Company, from January 1928 through December 1928; and a bound ledger with details on sales and general accounts of the Campbell Cereal Company, from January 1929 through December 1929.

## **Series 2: Multimedia and Audiovisual Materials**

Collections Room North, Row CA, Section 2, Shelves 2 through 6

### **Subseries 2.1: Framed Portraits**

**Accession numbers** 2016.20.001, .002, .003, .004, .006, .007

**Home location:** Row CA, Section 2, Shelf 2, Box 1; Row CA, Section 2, Shelf 3, Box 1

Framed portraits of company presidents John S. Campbell and Glenn S. Brooks.

### **Subseries 2.2: Framed Photographs**

**Accession numbers** 2016.20.011, .012, .034, .059, .060, .061, .064-.067

**Home location:** Row CA, Section 2, Shelf 2, Box 2; Row CA, Section 2, Shelf 3, Box 2

Framed photographs of Malt-O-Meal Company scenes, sites, facilities, buildings, etc. Mostly exteriors, some aerial views.

### **Subseries 2.3: Photographs**

**Accession numbers** 2016.20.001-.094 [minus the framed ones listed above], .268, .627

**Home location:** Row CA, Section 2, Shelf 4, Box 10

Collection of black-and-white and color photographic prints featuring views of Malt-O-Meal personnel, products, promotions, facilities, marketing materials, and more.

### **Subseries 2.4: Slides, Transparencies, and Negatives**

**Accession numbers** 2016.20.269-.346

**Home location:** Row CA, Section 2, Shelf 4, Boxes 8 and 9

Collection of color slides, color/b+w transparencies, and negatives. Images featured include materials featured in slideshow presentations, events, etc., as well as products used for creating marketing materials. Others depict Malt-O-Meal facilities. Some are duplicates of prints found in Subseries 2.3.

### **Subseries 2.5: Vinyl Records**

**Accession numbers** 2016.20.157-.165, .832-.833

**Home location:** Row CA, Section 2, Shelf 4, Box 1

Collection of 16" vinyl phonograph records: master recordings from the Malt-O-Meal radio program called Tena and Tim, which aired in the 1940s. Two of the records are framed in large square frames, stored on Row B, Section 3, Shelf 4.

### **Subseries 2.6: Audiocassettes**

**Accession numbers** 2016.20.186-.229

**Home location:** Row CA, Section 2, Shelf 4, Boxes 4 and 5

Two boxes of audiocassettes featuring recordings created for radio advertisements, slide show presentations, and recordings from live radio show endorsements. These tapes have been digitized and converted into mp3s for ease of access.

**Subseries 2.7: Videocassettes****Accession numbers 2016.20.176-.185; .376****Home location: Row CA, Section 2, Shelf 4, Box 3**

Collection of VHS videocassettes with recordings of Malt-O-Meal television commercials, histories of the company, company coverage on local television programs, and more. Also, the VHS tapes have been digitized and their corresponding DVDs are stored in Box 7 (and saved as mp4s on the NHS server).

**Subseries 2.8: CDs and DVDs****Accession numbers 2016.20.230-.267****Home location: Row CA, Section 2, Shelf 4, Box 6**

Set of data CDs and DVDs with a variety of media, including previously-digitized materials (like the Tena and Tim recordings); television and radio commercials; television segments; graphic design documents for print advertisements and promotions; digital photographs of state fair contests; television coverage of the state fair contests and the Asheboro facility grand opening; a flash mob raw footage; television coverage of a blueberry muffin tops video contest, Mom's Best Naturals, Three Sisters, and Better Oats; and other Malt-O-Meal and/or MOM Brands media.

**Subseries 2.9: Miscellaneous Media****Accession numbers 2016.20.166-.175; .377-.379****Home location: Row CA, Section 2, Shelf 4, Box 2**

Miscellaneous media types and subjects. Includes mini cassettes, magnetic tape recordings, and data diskettes. Recordings feature interviews with company employees. Data diskettes have information on sales regions. Not yet digitized; should be if possible.

**Subseries 2.10: Film Reels****Accession numbers 2016.20.347-.372****Home location: Row CA, Section 2, Shelf 5 and 6**

Large collection of original 35mm and 16mm film reels with various elements of Malt-O-Meal television advertisements, including "Edgar's Tummy," "Malt-O-Meal Song," "Maynard," "Funny Bear," "Toasty O's," "Lifesaver (Sugar Puffs)," and "Box to Bag," from the 1970s-1980s.

## **Series 3: Artifacts**

Collections Room North, Row CA, Section 3, Shelves 2 through 6; Section 4, Shelves 1 through 6; and Section 5, Shelves 1 through 6

### **Subseries 3.1: Products in Packages**

**Accession numbers 2016.20.380-.397, .449-.456**

**Home location: Row CA, Section 3, Shelf 2, Boxes 1 and 2; Row CA, Section 3, Shelf 3, Boxes 1, 2 and 3**

Original product packages for Original and Chocolate Malt-O-Meal as well as various soy products, and Frosted Mini Spooners. Included cardboard boxes, cases, and glass jars. Many packages still contain food materials.

### **Subseries 3.2: Packaging, Labels, and Product Information**

**Accession numbers 2016.20.399-.448, .840**

**Home location: Row CA, Section 3, Shelf 2, Boxes 3, 4, and 5**

Product packaging examples not applied to actual product packages. Includes some original artwork and proofs. Also includes product information sheets.

### **Subseries 3.3: Employee-Related Artifacts**

**Accession numbers 2016.20.457-.480**

**Home location: Row CA, Section 3, Shelf 4, Box 1**

Group of artifacts marked with the Malt-O-Meal Company logo or other company-related graphic, often distributed as awards or premiums to company employees. Includes tools and utensils as well as anniversary jewelry.

### **Subseries 3.4: Early Company Premiums**

**Accession numbers 2016.20.501-.549**

**Home location: Row CA, Section 3, Shelf 5, Box 1**

Artifacts related to early Malt-O-Meal premiums and promotions from the 1920s/30s through the 1950s. Some of the objects are tied to radio programs sponsored by the company, including Steamboat Bill and the Jack Westaway shows. Other items date from up to the 1980s.

### **Subseries 3.5: Utensil Premiums**

**Accession numbers 2016.20.481-.500**

**Home location: Row CA, Section 3, Shelf 4, Boxes 2 and 3**

Variety of objects used as food or beverage utensils marked with Malt-O-Meal logos.

### **Subseries 3.6: Toy Premiums**

**Accession numbers 2016.20.610-.623**

**Home location: Row CA, Section 3, Shelf 5, Box 3; Row CA, Section 3, Shelf 6, Box 1**

Variety of toys marked with Malt-O-Meal logos. Also includes collectibles such as a bobble-head doll and 75th Anniversary Hot Wheels cars.

**Subseries 3.7: Useful Premiums**

**Accession numbers 2016.20.550-.609; .629-.636**

**Home location: Row CA, Section 3, Shelf 5, Box 2; Row CA, Section 4, Shelf 4, Box 1**

Variety of objects used for utility reasons marked with Malt-O-Meal logos. Includes such things as office supplies, thermometers, bags, and more.

**Subseries 3.8: Equipment**

**Accession numbers 2016.20.641-.657**

**Home location: Row CA, Section 4, Shelves 5 and 6**

Items used by the Malt-O-Meal Company, including stamps, food molds, scales, sifters, and more.

**Subseries 3.9: Hats**

**Accession numbers 2016.20.637-.640, .658-.673**

**Home location: Row CA, Section 4, Shelf 4, Boxes 2 and 3; Row CA, Section 5, Shelf 2, Boxes 1, 2, and 3**

Hats intended for Malt-O-Meal employees with Malt-O-Meal logos. Also includes hats meant to be distributed as premiums to consumers, or as marketing gimmicks, and two waist belt bags.

**Subseries 3.10: Shirts**

**Accession numbers 2016.20.677-.709**

**Home location: Row CA, Section 5, Shelf 3, Boxes 1 and 2; Row CA, Section 5, Shelf 4, Box 1**

Shirts decorated with Malt-O-Meal logos, for employees and/or consumers.

**Subseries 3.11: Miscellaneous Wearables and Other Textiles**

**Accession numbers 2016.20.710-735**

**Home location: Row CA, Section 5, Shelf 4, Box 2; Row CA, Section 5, Shelf 5, Box 1**

Various wearable items and other textiles decorated with the Malt-O-Meal logo. Includes aprons, children's clothing, tablecloths, towels, and more.

**Subseries 3.12: Clown Costume and Accessories**

**Accession numbers 2016.20.837-.839**

**Home location: Various pieces distributed in Row B (Section 3, Shelf 5) and Row CA (Section 4, Shelf 6 (?)) and Section 5, Shelf 6)**

Two full sets of clown costumes for Tootie the Clown, worn in parades in Northfield. Includes costume boxes, papier-mache heads, vests, jackets, pants, socks, gloves, etc. One set includes clown shoes also. Corresponding prop bugle held by the clown is also included on Row CA, Section 4, Shelf 2, Box 2.

## **Series 4: Oversized Materials**

Collections Room North, Row CA, Section 1, Shelf 1; Row F, Section 5 and Row B, Section 1, Shelves 2 through 5

### **Subseries 4.1: Product Case**

**Accession number 2016.20.398**

**Home location: Row CA, Section 1, Shelf 1**

Display case of various bags and boxes of products made by John S. Campbell family companies, including L.G. Campbell Milling, Campbell Cereal Company, and the Malt-O-Meal Company.

### **Subseries 4.2: Letters Case**

**Accession number 2016.20.836**

**Home location: Row F, Section 5**

Large case with plexiglass cover and 18 original letters from Malt-O-Meal customers requesting more packages of the product, telling success stories about the product, etc.

### **Subseries 4.3: Oversized Advertising Artwork**

**Accession numbers 2016.20.736-.761**

**Home location: Row B, Section 3, Shelf 2, Boxes 1 and 2**

Two large boxes full of oversized flat artwork related to print and television advertising. Includes original animation illustrations, commercial storyboards, collages, drawings, logo designs, print advertisement mock-ups, and designs for the 75th Anniversary Hot Wheels commemorative cars.

### **Subseries 4.4: Oversized Mounted and Framed Photographs**

**Accession numbers 2016.20.027+, .080-.088; .095-.096**

**Home location: Row B, Section 3, Shelf 2, Boxes 3 and 4**

Set of oversized photographic prints, some mounted on foam core or framed. Includes images of Malt-O-Meal-related individuals, facilities, products, marketing campaigns, and more. Some product photographs, including those depicting Soy Ahoy products and ready-to-eat cereals, appear to have been used to create packaging or print ads.

### **Subseries 4.5: Scrapbooks**

**Accession numbers 2016.20.762-.769**

**Home location: Row B, Section 3, Shelf 2, Boxes 5-8**

Set of bound and unbound oversized scrapbooks of materials dating from 1925 through 2000. Scrapbooks include copies of correspondence, clippings from newspapers and magazines, product packaging samples, coupons and other printed materials, and more, all related to Malt-O-Meal products, premiums, promotions, and marketing campaigns. Puffed cereal, soy products, and popcorn lines are also represented in these books.

**Subseries 4.6: Oversized Premiums**

**Accession numbers 2016.20.770-.773**

**Home location: Row B, Section 3, Shelf 3, Box 1**

Oversized premiums marked with Malt-O-Meal logos for consumer use and collection, including a tote bag, a seat cushion, a lunch bag, and a bobble head figurine.

**Subseries 4.7: Oversized Promotional Materials**

**Accession numbers 2016.20.774-.793**

**Home location: Row B, Section 3, Shelf 3, Box 2**

Oversized items used to promote Malt-O-Meal products and sales. Includes plastic bags marked with logos, grocery store display pieces and bin labels, a balloon, and "Good Stuff, Maynard" sweepstakes cardboard posters.

**Subseries 4.8: Oversized Product Packaging**

**Accession numbers 2016.20.794-.831**

**Home location: Row B, Section 3, Shelf 3, Box 3**

Original plastic product packaging for Malt-O-Meal ready-to-eat cereals. Includes flattened plastic bags for State Fair Puffed Wheat and Puffed Rice, Toasty O's, Sugar Puffs, Crisp'n Crackling Rice, Corn Flakes, Raisin Bran, Sugar Frosted Flakes, Honey & Nut Toasty O's, Coco Roos, Marshmallow Mateys, and Frosted Mini-Spooners. Set also includes plastic bag examples for store-brand ready-to-eat cereals manufactured by Malt-O-Meal for grocery store chains like Finast, Hill Country Fare, Safeway, and Smith's.

**Subseries 4.9: Oversized Artwork**

**Accession numbers 2016.20.834-.835**

**Home location: Row B, Section 3, Shelf 4, Box 1**

Two original works of art, one framed, related to the Northfield bank raid.

**Subseries 4.10: Oversized Prop Artifacts**

**Accession numbers 2016.20.626, .628**

**Home location: Row CA, Section 4, Shelves 2 and 3**

626: Valve trumpet painted red, pink and yellow in case; associated with Tootie the Clown character; carried in parades.

628: Large metal spoon with Malt-O-Meal decal, used for groundbreaking of the Asheboro, NC plant in 2007.