

Photographs from the Mary Margaret McBride Collection

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Motion Picture, Broadcasting and
Recorded Sound Division, Library of
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Latest revision: 2008

Collection Summary

Title: Photographs from the Mary Margaret McBride Collection,

Inclusive Dates: 1934-1968, undated

Creator: McBride, Mary Margaret, 1899-1976

Extent: 3 boxes, including approximately 620 photographic prints, 23 negatives, and 15 folders of textual material

Language: Collection materials are in English

Repository: Recorded Sound Reference Center, Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress, Washington, D.C.

Abstract: Photographs and accompanying paper documents that form part of the much larger Mary Margaret McBride Collection in the Motion Picture, Broadcasting and Recorded Sound Division of the Library of Congress. The collection represents McBride's long and influential career as a journalist and pioneering woman radio personality; photographs show McBride, some of her guests, program anniversary events, and featured places and products.

Location: RPA 00329-00331 (boxes 1-3)

Key Subjects and Formats

The following headings represent names, topics, places, and formats of major significance in the collection.

Names

McBride, Mary Margaret, 1899-1976--Photographs

Bradley, Omar Nelson, 1893-1981--Photographs

Topics

Women radio talk show hosts--United States--Photographs

Women radio producers and directors--United States--Photographs

Women journalists--United States--Photographs

Women in radio broadcasting--United States

Radio broadcasting--United States--Photographs

Radio talk shows--United States

Forms of Material

Photographic prints

Negatives

Publicity photographs

Portrait photographs

Administrative Information

Acquisition of the Collection

The Mary Margaret McBride Collection, which includes these photographs, was a gift to the Library of Congress from Cynthia Lowry, McBride's long-time friend, in 1977.

Additions

No further additions to the collection are expected.

Processing Information

The collection was processed by Netta Cox in 2006.

Restrictions on Use of the Collection

Restrictions may exist on copying, quoting, or publishing materials included in the collection. For additional information, contact a reference librarian in the Recorded Sound Reference Center, Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress, Washington, DC, 20540-4690; (202) 707-7833.

Restrictions on Access to the Collection

The Photographs from the Mary Margaret McBride Collection are open for research.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [Container number, eg., Box 3], Photographs from the Mary Margaret McBride Collection, Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress.

Biography of Mary Margaret McBride

Mary Margaret McBride (1899-1976) was a journalist and the host of an immensely popular daily radio program from the mid 1930s into the 1950s. Her first program, *Martha Deane*, was broadcast on station WOR from 1934 until 1940. In 1937 CBS hired her to host a fifteen-minute talk show under her own name, but her most popular program, a forty-five-minute interview and talk show on NBC, ran from 1941 until 1950.

McBride's daily program featured interviews with over twelve hundred leading public and political figures of her time, such as entertainers, other radio personalities, authors, educators, doctors, and adventurers, but she also talked with average people who had interesting stories to tell.

Interviewees included Eleanor Roosevelt, Governor Thomas E. Dewey, Frank Lloyd Wright, Bob Hope, Carl Sandburg, Margaret Bourke-White, Zora Neale Hurston, Tennessee Williams, Joe DiMaggio, a man leading a campaign to improve teenage driving skills, a female test pilot, the woman who invented crossword puzzles, and the American Mother of 1942.

McBride's interviews provide a highly personal perspective on American life during the Great Depression through World War II, its aftermath, and the beginning of the Cold War. They constituted the first thirty minutes of her show and were followed by informal discussion of household matters and advertising. Commercials were targeted at McBride's primary audience -- women -- who eagerly purchased the products she promoted and made McBride a favorite with sponsors. Her popularity with listeners and sponsors alike allowed her to retain both editorial and commercial control of her program.

McBride moved to ABC in 1950. She died on April 7, 1976, at age 76.

Scope and Content of the Collection

The photographs and accompanying paper documents form part of the much larger Mary Margaret McBride Collection, 1935-1950, in the Recorded Sound Section of the Motion Picture, Broadcasting and Recorded Sound Division, Library of Congress. Representing McBride's long and influential career as a pioneering woman radio journalist, the McBride Collection includes over twelve hundred hours of interview programs and other radio broadcasts. The photographs include portrait, publicity, and family photographs of Mary Margaret McBride; pictures of McBride and her guests, such as Omar Bradley, Mike Wallace, Eleanore Roosevelt, Thomas Dewey, and Mary Martin; shots of her radio program's anniversary celebrations; images relating to her 1960 autobiography, *Out of the Air* and of various products and locations; and depictions of broadcasting both in and outside of the studio.

Arrangement of the Collection

The photographs and accompanying documents are arranged by file.

Detailed Description of the Collection

<i>Container</i>	<i>Contents</i>
BOX 1 FOLDER 1	Mary Margaret McBride with Stella Karn (Estelle), undated 5 photographic prints, 1 negative : black and white Stella Karn was McBride's manager.
BOX 1 FOLDER 1A	Paper documents accompanying the Mary Margaret McBride and Stella Karn photographs, undated 1 folder
BOX 1 FOLDER 2-3	McBride publicity photographs, undated 16 photographic prints : black and white
BOX 1 FOLDER 4	Early McBride portrait photographs, undated 12 photographic prints, 2 negatives : black and white
BOX 1 FOLDER 4A	Paper documents accompanying the early McBride portrait photographs, undated 1 folder
BOX 1 FOLDER 5	McBride portrait photographs, undated 12 photographic prints, 1 negative : black and white
BOX 1 FOLDER 6	McBride portrait photographs with microphone, undated 9 photographic prints : black and white WEAF/NBC.
BOX 1 FOLDER 7	McBride portrait photographs with microphone, undated 5 photographic prints, 1 negative : black and white CBS.
BOX 1 FOLDER 8	McBride portrait photographs with microphone, undated 14 photographic prints : black and white WNBC/NBC.
BOX 1 FOLDER 9	McBride portrait photographs with microphone, undated 1 photographic print : black and white ABC/WJZ.
BOX 1 FOLDER 10	Miscellaneous McBride portrait photographs, undated 7 photographic prints : black and white
BOX 1 FOLDER 11	McBride color portrait photograph, undated 1 photographic print : color
BOX 1 FOLDER 12	McBride personal appearance photographs, 1934-1951 11 photographic prints : black and white
BOX 1	McBride personal appearance photographs, 1957-1968, undated

Detailed Description of the Collection

<i>Container</i>	<i>Contents</i>
FOLDER 13	8 photographic prints, 1 negative : black and white
BOX 1	McBride with Eleanor Roosevelt, undated
FOLDER 14	6 photographic prints, 1 negative : black and white
BOX 1	McBride with Governor Thomas Dewey, undated
FOLDER 15	5 photographic prints : black and white
BOX 1	McBride with Omar Bradley, undated
FOLDER 16	10 photographic prints : black and white
BOX 1	Paper documents accompanying the McBride and Omar Bradley photographs, undated
FOLDER 16A	1 folder
BOX 1	McBride with political guests, undated
FOLDER 17	13 photographic prints : black and white
BOX 1	McBride with guests, undated
FOLDER 18	5 photographic prints, 1 negative : black and white
BOX 1	McBride with Mary Martin, undated
FOLDER 19	4 photographic prints : black and white
BOX 1	McBride with guest authors, undated
FOLDER 20	6 photographic prints : black and white
BOX 1	Paper documents accompanying the McBride and guest author photographs, undated
FOLDER 20A	1 folder
BOX 1	McBride with special guests, undated
FOLDER 21	17 photographic prints : black and white
BOX 1	McBride with unidentified guests, undated
FOLDER 22	1 photographic print : black and white
BOX 1	McBride with groups, undated
FOLDER 23	15 photographic prints : black and white
BOX 1	Paper documents accompanying the McBride with groups photographs, undated
FOLDER 23A	1 folder
BOX 1	McBride receiving awards, undated
FOLDER 24	5 photographic prints : black and white
BOX 1	McBride cooking with Poppy Cannon, Paul and Grace Hartman, undated
FOLDER 25	6 photographic prints : black and white
BOX 1	McBride with Tex and Jinx, Bob Hope, undated
FOLDER 26	4 photographic prints : black and white

Detailed Description of the Collection

<i>Container</i>	<i>Contents</i>
BOX 1 FOLDER 26A	Paper documents accompanying the McBride, Tex and Jinx, Bob Hope photographs, undated 1 folder
BOX 2 FOLDER 27	McBride with Mike Wallace, undated 8 photographic prints : black and white
BOX 2 FOLDER 28	McBride radio anniversaries: <i>Martha Deane</i> , undated 7 photographic prints, 1 negative : black and white
BOX 2 FOLDER 29	McBride radio anniversaries: Madison Square Garden, undated 8 photographic prints, 1 negative : black and white
BOX 2 FOLDER 30	McBride radio anniversaries: Yankee Stadium, undated 5 photographic prints, 1 negative : black and white
BOX 2 FOLDER 31	McBride radio anniversaries: unidentified, undated 9 photographic prints, 1 negative : black and white
BOX 2 FOLDER 32-33	McBride <i>Out of the Air</i> , undated 33 photographic prints : black and white
BOX 2 FOLDER 33A	Paper documents accompanying the <i>Out of the Air</i> photographs, undated 1 folder
BOX 2 FOLDER 34	McBride and Eve Curie, undated 1 negative
BOX 2 FOLDER 35	McBride radio anniversaries: white dress, undated 5 photographic prints : black and white
BOX 2 FOLDER 36	McBride photographs relating to Florida citrus fruit, undated 8 photographic prints, 1 negative : black and white
BOX 2 FOLDER 37	McBride photographs relating to Florida, winter haven, undated 10 photographic prints : black and white
BOX 2 FOLDER 37A	Paper documents accompanying the McBride Florida, winter haven photographs, undated 1 folder
BOX 2 FOLDER 38	McBride with doll collection, undated 4 photographic prints : black and white
BOX 2 FOLDER 39	McBride <i>Laffing Room Only</i> photographs, [1944 or 1945] 13 photographic prints : black and white
BOX 2 FOLDER 40	McBride Maine photographs, undated 9 photographic prints : black and white

Detailed Description of the Collection

<i>Container</i>	<i>Contents</i>
BOX 2 FOLDER 40A	Paper documents accompanying the McBride Maine photographs, undated 1 folder
BOX 2 FOLDER 41	McBride Mexico, Missouri parade, undated 14 photographic prints : black and white
BOX 2 FOLDER 42	McBride Mexico, Missouri photographs, undated 14 photographic prints, 1 negative : black and white
BOX 2 FOLDER 42A	Paper documents accompanying the McBride Mexico, Missouri photographs, undated 1 folder
BOX 2 FOLDER 43	McBride small Mexico, Missouri photographs, undated 10 photographic prints : black and white
BOX 2 FOLDER 44	McBride at William Woods College photographs, undated 2 photographic prints : black and white
BOX 2 FOLDER 45	McBride New Jersey photographs, 1938 11 photographic prints : black and white
BOX 2 FOLDER 45A	Paper documents accompanying the McBride New Jersey photographs, 1938 1 folder
BOX 2 FOLDER 46	McBride Seabrook Farms, New Jersey, photographs undated 5 photographic prints : black and white
BOX 2 FOLDER 47	McBride, The French Goat photographs, undated 6 photographic prints, 1 negative : black and white
BOX 2 FOLDER 48	McBride, Jackson & Perkins, MMM Rose, undated 9 photographic prints : black and white
BOX 2 FOLDER 49	McBride at the Dwight D. Eisenhower arrival parade, [1945?] 4 photographic prints : black and white
BOX 2 FOLDER 50	McBride military tour photographs, undated 5 photographic prints : black and white
BOX 2 FOLDER 51	McBride European visit photographs, undated 7 photographic prints, 1 negative : black and white
BOX 2 FOLDER 52	McBride bagpipes photographs, undated 5 photographic prints : black and white
BOX 2 FOLDER 53	McBride and animals, undated 7 photographic prints : black and white

Detailed Description of the Collection

<i>Container</i>	<i>Contents</i>
BOX 2 FOLDER 54	McBride backyard broadcasting photographs, 1951 6 photographic prints : black and white
BOX 2 FOLDER 54A	Paper documents accompanying the McBride backyard broadcasting photographs, 1951 1 folder
BOX 3 FOLDER 55	McBride broadcasting in locations other than the studio, undated 8 photographic prints : black and white
BOX 3 FOLDER 56	McBride eating and cooking, undated 13 photographic prints, 3 negatives : black and white
BOX 3 FOLDER 57	McBride with unidentified guests, undated 3 photographic prints : black and white
BOX 3 FOLDER 58	McBride and unidentified guests with microphones, WOR, CBS, WEA, NBC, and ABC, undated 16 photographic prints, 1 negative : black and white
BOX 3 FOLDER 59-60	McBride's last broadcast, 1954 22 photographic prints, 1 negative : black and white
BOX 3 FOLDER 61	McBride on television, undated 8 photographic prints : black and white
BOX 3 FOLDER 62	McBride Conti Shampoo commercial, undated 17 photographic prints, 1 negative : black and white
BOX 3 FOLDER 63	McBride's retirement, undated 14 photographic prints : black and white
BOX 3 FOLDER 64-65	McBride personal and family photographs, undated 20 photographic prints : black and white
BOX 3 FOLDER 66-67	McBride personal and family photographs, undated 26 photographic prints : color
BOX 3 FOLDER 68	McBride at a dinner with Harry Truman and others, undated 5 photographic prints : black and white
BOX 3 FOLDER 68A	Paper documents accompanying the photos of McBride at a dinner with Harry Truman and others, undated 1 folder
BOX 3 FOLDER 69	McBride at home, undated 7 photographic prints : black and white
BOX 3 FOLDER 70	Unidentified McBride photographs, small, undated 11 photographic prints : black and white

Detailed Description of the Collection

Container

Contents

BOX 3 FOLDER 71	Unidentified McBride photographs, undated
BOX 3 FOLDER 72	10 photographic prints : black and white McBride in the studio with a group, undated
BOX 3 FOLDER 73	1 photographic print : black and white McBride at a dinner in Connecticut, undated
BOX 3 FOLDER 73A	6 photographic prints, 1 negative : black and white Paper documents accompanying the photographs of McBride at a dinner in Connecticut, undated 1 folder
BOX 3 FOLDER 74	McBride at Bette Davis's birthday party, undated
BOX 3 FOLDER 75	5 photographic prints : black and white McBride at the christening of the <i>USS Matthews</i> , 1944
BOX 3 FOLDER 75A	5 photographic prints : black and white Paper documents accompanying the photographs of McBride at the christening of the <i>USS Matthews</i> , 1944 1 folder

Additional Guides

Access to the audio recordings in the Mary Margaret McBride Collection is available through the SONIC recordings catalog of the [Recorded Sound Reference Center](#). Click on Recorded Sound Catalog (SONIC) and search by guest name or date of broadcast.

Papers of Mary Margaret McBride in the Library of Congress

The Papers of Mary Margaret McBride, 1926-1975, are available in the Manuscript Division of the Library of Congress. Consisting of correspondence, articles, clippings, printed material, photographs, and other papers pertaining chiefly to her career in journalism, the papers were transferred from the Motion Picture, Broadcasting and Recorded Sound Division in 1980. A finding aid to the papers is available in the Manuscript Division Reading Room.