

Photographs from the Mary Margaret McBride Collection

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**Motion Picture, Broadcasting and Recorded Sound
Division, Library of Congress**

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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 Photographs from the 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: The photographs are available in the Recorded Sound Reference Center, Library of Congress.

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, Eleanor 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

Container

Contents

FOLDER 13

8 photographic prints, 1 negative : black and white
McBride with Eleanor Roosevelt, undated

BOX 1

FOLDER 14

6 photographic prints, 1 negative : black and white
McBride with Governor Thomas Dewey, undated

BOX 1

FOLDER 15

5 photographic prints : black and white
McBride with Omar Bradley, undated

BOX 1

FOLDER 16

10 photographic prints : black and white
Paper documents accompanying the McBride and Omar Bradley photographs, undated

BOX 1

FOLDER 16A

1 folder
McBride with political guests, undated

BOX 1

FOLDER 17

13 photographic prints : black and white
McBride with guests, undated

BOX 1

FOLDER 18

5 photographic prints, 1 negative : black and white
McBride with Mary Martin, undated

BOX 1

FOLDER 19

4 photographic prints : black and white
McBride with guest authors, undated

BOX 1

FOLDER 20

6 photographic prints : black and white
Paper documents accompanying the McBride and guest author photographs, undated

BOX 1

FOLDER 20A

1 folder
McBride with special guests, undated

BOX 1

FOLDER 21

17 photographic prints : black and white
McBride with unidentified guests, undated

BOX 1

FOLDER 22

1 photographic print : black and white
McBride with groups, undated

BOX 1

FOLDER 23

15 photographic prints : black and white
Paper documents accompanying the McBride with groups photographs, undated

BOX 1

FOLDER 23A

1 folder
McBride receiving awards, undated

BOX 1

FOLDER 24

5 photographic prints : black and white
McBride cooking with Poppy Cannon, Paul and Grace Hartman, undated

BOX 1

FOLDER 25

6 photographic prints : black and white
McBride with Tex and Jinx, Bob Hope, undated

BOX 1

FOLDER 26

4 photographic prints : black and white

Detailed Description of the Collection

Container

Contents

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|-----------------------|--|
| 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

| <i>Container</i> | <i>Contents</i> |
|---------------------|--|
| BOX 3 FOLDER 71 | Unidentified McBride photographs, undated 10 photographic prints : black and white |
| BOX 3 FOLDER 72 | McBride in the studio with a group, undated 1 photographic print : black and white |
| BOX 3 FOLDER 73 | McBride at a dinner in Connecticut, undated 6 photographic prints, 1 negative : black and white |
| BOX 3 FOLDER 73A | 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 5 photographic prints : black and white |
| BOX 3 FOLDER 75 | McBride at the christening of the <i>USS Matthews</i> , 1944 5 photographic prints : black and white |
| BOX 3 FOLDER 75A | 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.