Nasjonalbiblioteket: Commercials from the 1950s

>> View collection This collection of more than 90 commercial films dates from a period of prosperity in Norway - a period when social differences diminished and most people could afford to purchase the products advertised for in this collection: clothes, vehicles of transportation, household appliances, and more. Today, these films constitute entertaining and charming documents of their time, aesthetically, and in the attitudes, language and gestures.

The commercial film industry was an important training ground for actors and actresses, as well as directors and photographers, and there are many well-known names and faces involved in this collection, such as Wenche Foss, Leif Juster, and Alfred Maurstad, amongst others.