



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Estelle Ellis Collection

NMAH.AC.0423

NMAH Staff

undated

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Estelle Ellis Collection
Date:	1942 - 2004
Identifier:	NMAH.AC.0423
Creator:	Ellis, Estelle (Creator)
Extent:	29 Cubic feet (42 boxes)
Language:	English .
Summary:	Estelle Ellis is a pioneer in publishing, advertising, and marketing. She was among the first to focus on the American female demographic, especially teens and working-class women. Condé Nast Publications, Incorporated, Carter Hawley Hale-owned department stores, Phillips-Van Heusen, Dow Chemical, and the Kimberly-Clark Corporation were among her clients. The Papers include business correspondence and proposals, marketing materials, advertisements, and oral history interviews with Ellis.

Administrative Information

Acquisition Information

This collection was donated by Estelle Ellis in 1991, 2000, and 2004.

Processing Information

Processed by Sarah Allen, volunteer, Anne Holcomb, intern, Anne Jones, volunteer, Mimi L. Minnick, Vanessa Broussard-Simmons, and Jennifer Snyder, archivists, May 2000. Addendum processed by Nicole Kenney, intern, 2007, supervised by John Fleckner, archivist.

Preferred Citation

Estelle Ellis Papers, Archives Center, National Museum of American History

Restrictions

Collection is open for research but negatives in Box 62 are stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

Conditions Governing Use

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Biographical / Historical

For more than fifty years, Estelle Ellis has advised American businesses about the changing face of American society: its demographics, its social structures, its values. She has helped these institutions understand social change and address the needs and interests of their diverse customers, audiences, and constituencies. Her work has spanned a period of significant social and economic change affecting women's lives and expectations. These shifts are apparent in her pioneering work for *Seventeen*, *Charm*, *Glamour*, and *House & Garden* magazines and with corporate clients including the Kimberley-Clark Corporation, Evan-Picone, and the Carter Hawley Hale group of department stores.

Ellis was born in Brooklyn, New York, on November 12, 1919. She graduated from Hunter College in 1940, with a Bachelor of Arts degree in Political Science and a minor in Journalism. Her publishing career began at *Popular Science* magazine, which published three issues of *Design for Living* in 1942, before abandoning the new venture due to war-time paper shortages. *Design for Living* was aimed at "high school girls and the home economics teacher," and signaled the direction of Ellis' future career. Ellis also worked for Walter Annenberg's *Click* magazine (Triangle Publications), assembling an impressive portfolio of articles.

In 1943, Editor-in-Chief Helen Valentine hired Ellis to help launch a new publication that she had conceived. *Seventeen* was the first magazine to identify young girls as an economically viable market. Ellis combined her strong sense of design and advertising with emerging techniques in marketing to awaken her advertisers to this viable consumer demographic. To personalize the research data, she created "Teena," a fictional character who spoke for her age group and symbolized the typical *Seventeen* reader.

Helen Valentine and Art Director Cipe Pineles became mentors in Ellis's life and work. Following the success of *Seventeen*, the trio was asked by its publisher, Street and Smith, to revitalize *Charm* and to gear it towards a new segment of female consumers. This decision re-established the focus of the magazine on the growing working woman market. To persuade advertisers to address this group, Ellis distilled market research into a series of publications titled "Interview." The "Interview" and "Teena" reports commissioned by Ellis were among the first market research studies to establish teenage girls and working women as distinct and economically powerful markets. During the period from 1950 to 1957, *Charm* increased in circulation and importance to the business and advertising communities. After a business merger with Newhouse Magazines, *Charm* was incorporated into *Glamour* magazine, and Ellis resigned to create her own firm, Business Image, Incorporated.

Starting in 1958, Business Image, Incorporated, offered creative marketing solutions to a diverse array of clients. Ellis was among the first to identify the importance of market and product positioning, a key aspect of what today is called "branding." According to Ellis, Business Image, Inc. was dedicated "to helping business understand the impact of social change on business trends." Ellis continued to work with publishing and magazines, and she counted *Glamour*, *House & Garden*, and their parent company, Condé Nast Publications, as clients. Ellis worked closely with editors to keep them abreast of "shifting consumer markets, values, and lifestyles." She also advised them on how to convey the relevance of their publications and the consuming power of their readers to magazine advertisers. Ellis took on smaller projects for other Condé Nast publications such as *Bride's* (late 1960s) and *Vogue* (early 1970s). Publishing industry clients also included the Girl Scouts of America's *American Girl* magazine (early 1960s), *Better Homes and Gardens* (primarily 1980s), *Elle* (late 1980s), and East West Network (1980s), publishers of airlines magazines.

The list of Ellis's clients outside of publishing is equally long and impressive. Ellis's work for the Kimberly-Clark Corporation in the late 1960s and early 1970s is of particular note. In addition to recommending new products for the firm, she guided the development of its Life Cycle Center, a resource for women of all ages—from menstruation to menopause—headed by a professional education director. Ellis joined the Board of Phillips-Van Heusen and produced its innovative publication, *We the People of PVH*. Evan-Picone, Yves Saint-Laurent Fragrances, Scoville, AT&T, and the Jos. Schlitz Brewing Company also were Business Image, Inc. clients.

For some thirty years, beginning in the mid-1960s, Ellis provided a wide range of professional services for New York's Fashion Institute of Technology (FIT). She created the successful FIT fundraising campaign/event "One Person

Makes a Difference," which raised money for student scholarships. She created programs to build the school's enrollment and its financial support. Ellis's work also promoted awareness of the global fashion influence of New York and FIT.

Beginning in the 1990s Ellis concentrated on writing. She combined her experience in publishing with her personal interests to co-author three books: *At Home with Books: How Booklovers Live With and Care for Their Libraries* (Southern Books, 1995), *At Home with Art: How Art Lovers Live With and Care for Their Treasures* (Potter, 1999), and *The Booklover's Repair Kit: First Aid for Home Libraries* (Alfred A. Knopf, 2000). Most recently, Ellis co-authored *Cipe Pineles: Two Remembrances* (RIT, Cary Graphic Arts Press, 2005), about her mentor and friend.

Ellis was married for fifty years to Samuel I. Rubenstein, now deceased. Rubenstein was critical in the development of Business Image, Incorporated, and partnered with her in the firm for twenty-five of its forty-five years. She has two children, Ellis Marc Rubenstein, currently President and CEO of the New York Academy of Sciences, and Nora Jane Rubenstein, Ph.D., a writer, ethnographer, and president of her Vermont-based Place/Space Associates. Ellis died on July 12, 2012.

Scope and Contents

The Estelle Ellis Papers include material dating from the 1940s to 2004, with the majority of materials dating from the 1960s to the 1980s. Client files (including correspondence, presentations, proposals, and marketing materials) comprise the bulk of the collection. Photographic negatives, slides, and photographs from advertising campaigns and interviews with Ellis on audio and VHS cassette are also present. Ellis's personal research files on advertising and marketing, including magazine and newspaper tear sheets, are included.

The collection documents Ellis's career in publishing and as owner of Business Image, Inc. Ellis's innovative marketing and design sense is evident throughout these materials. Clients include: Carter Hawley Hale and its subsidiaries The Broadway, John Wanamaker, and Weinstock's; Condé Nast Publications and its subsidiaries *Vogue*, *House & Garden*, *Charm*, *Glamour*, and *Bride's*; the Kimberly-Clark Corporation; and East/West Network, Incorporated.

Of note to researchers with interest in teen magazines will be Ellis's early work on *Design for Living*, a short-lived publication and precursor to *Seventeen*, produced by Popular Science Publishing Corporation.

Among the distinctive materials in the collection are promotional items developed for *Seventeen* and *Charm* magazines. Designed to be informative and eye-catching, these materials used creative techniques to highlight the uniquely female qualities and concerns of the magazines' readers. In one instance, price guides were "handwritten" in the form of a shopping list on a paper bag. In another example, press releases were tied in ribbons like a bundle of love letters. For students of marketing and design, as well as for historians interested in women's history and consumer culture, materials such as these will be a valuable resource.

The Estelle Ellis Papers are arranged in three series: Client Files, 1941-1994, Business Materials, 1953-2004, undated and Research Files, 1950s-2004. The original order of the materials has been retained where possible, although some reorganization has been conducted within aggregates to facilitate research.

Series 1, Client Files, 1941-1994, are arranged alphabetically by business name. Subsidiaries are listed separately from their owner. For instance, work completed for The Broadway, a Carter Hawley Hale-owned department store, is listed separately from its parent company. Where needed, sub-groups have been created and are organized by type of material or project. Materials are further organized by date. Some of the client materials were originally organized by Ellis and her late husband into seventeen oversized scrapbooks. These have been disassembled for ease of organization and access. A photocopy of each scrapbook was made to preserve a record of the original arrangement of the materials and for ready reference.

Series 2, Business Materials, 1953-2004, undated, is divided into five sub-series: Business Image, Incorporated Slides; Speeches and Articles; Greeting Cards; Awards; and Audio-Visual Materials. The slides were kept in their original order when transferred from the slide boxes to the sleeves. Of note are slides of Helmut Newton's

photographs for the Yves Saint Laurent Rive Gauche advertising campaign. (The work of prominent photographers Robert Frank and Duane Michals are represented in the materials for American Girl and Sportempos.) Speeches and articles written by Estelle Ellis span 1953 to 1994. Materials are included in this subseries based upon the original order of the collection, scope of the project, or content of the speech. Time topical greeting cards that were sent by Business Image, Inc., to clients comprise subseries 2.3. A single award from 1962 comprises Subseries 2.4. Audiovisual materials, including recorded interviews and research material, is the final subseries and is arranged by format and then date. The 1994 oral history interview by Tom Wiener on behalf of the Archives Center deals primarily with Ellis's early publishing career. The 2007 interview by historian Lu Ann Jones covers that period and later developments, including Ellis's family life. Jones's transcript of that interview is appended to this finding aid.

Series 3, Research Files, 1950s-2004, include Ellis's compilation of newspaper and magazine articles, advertisements, and marketing publications. Sub-groups exist for Absolut vodka advertisements, Condé Nast Publications, and *The New Yorker* magazine. Of special note within this series is a short autobiographical note written by Ellis for her alma mater Hunter College.

Arrangement

The collection is arranged into three series.

Series 1: Client Files, 1942-1994

Series 2: Business materials, 1953-1994

Series 3: Research Files

Series 4: Audiovisual, 1979-2004

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Types of Materials:

Advertising

Container Listing

Client Files, 1942-1994

Subseries 1.1: American Girl Magazine (Girl Scouts of the United States of America), 1960-1962

Box 1, Folder 1	Proposal,, 1960
Box 1, Folder 2	Women's Wear Campaign,, 1962
Box 1, Folder 3	Direct Mail Campaign,, 1961
Box 1, Folder 4	Estelle Ellis Speech,, 1961 May 16
Box 1, Folder 5	Annual Fashion and Merchandising Subteen Clinic Program,, 1961 May
Box 1, Folder 6	Press Clippings
Box 1, Folder 7	Annual Fashion and Merchandising Subteen Clinic Program,, 1962 May
Box 1, Folder 8	Subteen Survey
Box 1, Folder 9	American Girl, 1961 August
Box 20, Folder 5	Braille Edition: American Girl,, 1962 October
Box 1, Folder 10	Eye on the Girl
Box 1, Folder 11	Eye on Publicity
Box 1, Folder 12	Eye on Subteen Departments
Box 1, Folder 13	Eye on Subteen Resources
Box 1, Folder 14	"Food for Fun: American Girl Magazine Guide to Good Cooking" by Betty Hosmer Miller
Box 1, Folder 15	Promotional items
Box 1, Folder 16	Envelopes
Box 20, Folder 1-2	Advertisements Aimed at Advertisers,, early 1960s

Box 27, Folder 1	Trade advertisements (illustrated by photographer Robert Frank),, early 1960s
Box 27, Folder 2	"American Girl News: The Merchant's Fall Newscaster",, 1961 May
Box 20, Folder 3	Promotion for advertisers,, undated
Box 20, Folder 4	American Girl/Girl Scouts envelopes and "Measuring Stick",, circa 1962

Subseries 1.2: ARA Services, Incorporated, undated

Box 2, Folder 1	ARA/Slater School and College Services (Food Management Service),, undated
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Subseries 1.3: AT and T, ndated

Box 2, Folder 2	Proposed Content for ATandT Mini-Magazine
Box 2, Folder 3	Trimline Sales Promotion Program

Subseries 1.4: Better Homes and Gardens Magazine (Meredith Corporation),, 1970-1989, undated

Box 27, Folder 3	Marketing and promotional materials,, 1970
Box 33, Folder 1-8	Advertisement layouts,, undated
Box 2, Folder 4-5	Advertisement copy
Box 27, Folder 4-5	Trade advertisements,, 1980
Box 2, Folder 6	Better Homes Foundation Homeless advertisement,, 1988 June 9
Box 2, Folder 7	Marketing and Positioning Program,, 1987 October 2
Box 2, Folder 8	Image Advertising Campaign 1988-1989,, 1988 April 25
Box 2, Folder 9	Slides and script for sales meeting,, 1988 March
Box 2, Folder 10	Slides

Subseries 1.5: Bobbie Brooks Corporation, 1980s

Box 20, Folder 6	Marketing and promotional items (including trade advertisements),, 1980s
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Subseries 1.6: Princess Marcella Borghese (Revlon, Incorporated)

Box 2, Folder 11	Letterhead and Envelope
Box 2, Folder 12	Promotional Materials (directed at other companies)
Box 2, Folder 13	Princess Marcella Borghese-Harry J. Doyle
Box 2, Folder 14	Proposal, The Princess Marcella Borghese Advertising Program
Box 20, Folder 7	Marketing and Promotional Items (including Italian advertisement)
Box 27, Folder 6	Advertisements and Advertisements and Promotional Material

Subseries 1.7: Bride's Magazine (Condé Nast Publications, Incorporated),, 1968-1970

Box 3, Folder 1	Trade literature
Box 27, Folder 7-8	Trade advertisements,, 1968
Box 3, Folder 2	Advertising proposal,, 1969 March 17
Box 3, Folder 3	Advertising proposal,, 1970

Subseries 1.8: Broadway Stores (Carter Hawley Hale Stores, Incorporated), 1970-1981

Box 43, Folder 1	Correspondence,, 1971-1979
Box 43, Folder 2	Speeches and Research (on index cards), late 1970s-early 1980s "From the Conference Board Record, January 1976, Product Positioning" "A Decade of Transformation,", 1980 June 26
Box 43, Folder 3	Marketing Research and Related Correspondence,, 1978-1979
Box 43, Folder 4	Food Marketing, 1978-1979
Box 43, Folder 4	"Preliminary Report--The Broadway's Food Service Operation" (includes slides and photographs),1978 April 13
Box 43, Folder 4	"Summary Report--The Broadway's Food Service Operation,", 1978 July 20
Box 43, Folder 4	"Food Marketing Opportunities for The Broadway,", 1979 December 21
Box 43, Folder 5	Correspondence and notes: "New Think Projects,", 1978-1979
Box 43, Folder 6	"The Notions Department for The Broadway, A Marketing Analysis,", circa 1979

Box 43, Folder 7	"The Book Department of The Broadway, A Marketing Analysis," , circa 1979
Box 43, Folder 8	"The Luggage Department of the Broadway, A Marketing Analysis," , 1979 July 16
Box 43, Folder 9	"The Art Needlework Department of The Broadway--A Marketing Analysis," , 1979 July 16
Box 43, Folder 10	Correspondence, Report, and Research: "A New Think Approach to the Broadway Stationary Department," , 1981 August 11-12
Box 3, Folder 5	Advertisements, advertisement layouts, and sales catalogue,, late 1970s
Box 3, Folder 6	Slides: advertisements,, late 1970s
Box 34, Folder 1-4	Advertisement and catalogue layouts,, late 1970s
Folder o/s 1	Advertisement layouts, late 1970s
Box 33, Folder 9	Newspaper advertisements (appearing in the Los Angeles Times),, 1978 May/June
Box 33, Folder 10-12	Advertisements,, late 1970s
Box 43, Folder 11	Advertisement press (news releases, newspaper clippings),, 1977-1979
Box 44, Folder 1	Newspaper advertisements,, 1979-1981
Box 44, Folder 2	Newspaper advertisements,, 1980
	Advertising Proposals
Box 45, Folder 1	"The Broadway Advertising Campaign" Meeting,, 1977 May 20
Box 45, Folder 1	Broadway Campaign Proposals,, 1977 June 10
Box 45, Folder 1	Broadway Positioning Advertising Campaign,, 1977 September 18-28
Box 3, Folder 8	Proposal: "The Broadway Positioning Advertising Campaign," , 1977-1978
Box 45, Folder 2	"Proposal for a Broadway Advertising Campaign, Holiday Season 1977," , 1977 October 17
Box 45, Folder 3	Proposal and Research: "The Broadway, Positioning Campaign, Mother's Day/ Father's Day," , 1978 February 6 (two copies)
Box 45, Folder 4	Proposal: "Home Division Advertising Program, The Broadway," , 1978 May 1

Box 45, Folder 5	Proposal, Research, and Radio Copy: "The Broadway Positioning Campaign, Back-to-School," 1979 April 25
Box 3, Folder 7	"Proposal for Broadway Special Event Concepts for Summer 1984," 1983 August 3 (two copies)
Box 45, Folder 6	Presentation and Notes: "California Land of New Beginnings" Workshop,, 1972
Box 45, Folder 7	Presentation and Notes: "The Leisure Lifestyle and Do-It-Yourself in the Recession Economy" Workshop,, 1975 May 19-20
Box 45, Folder 8	Presentation and Notes: "Marketing Semantics in Today's Economy" Workshop, 1975 June 5-6
Box 45, Folder 9	Presentation and Notes: "Clothes, Cosmetics, and Other Personal Interest Products--How Do You Sell Them in a Recession Economy?" Workshop,, 1975 April 28-29
Box 45, Folder 10	Review and Summary of Workshops,, 1975 May 19
Box 45, Folder 11	Presentation and Notes: "America at Mid-Decade" Workshop, 1976 April 12-15
Box 45, Folder 12	Presentation and Notes: "The Accessory Is the Trend Fashion Is Taking" Workshop,, 1977 April 7
Box 3, Folder 4	Presentation and Notes: "The Broadway Children's Workshop," 1977 June 30
Box 45, Folder 13	Presentation and Notes: "Loungewear/Intimate Apparel, The Broadway" Workshop,, 1978 May 8
Box 45, Folder 14	Presentation and Notes: "The Broadway Cosmetics and Accessories" Workshop,, 1978 June 12
Box 45, Folder 15	Presentation and Notes: "1978 Merchandising Workshops, The Broadway--A Review" Workshop,, 1978 November
Box 45, Folder 16	Presentation and Notes: "The 80s--Culture Market Opportunities" Workshop,, 1980 August 18
Box 46, Folder 1	Presentation and Notes: "The Broadway, Look Good, Feel Good" Workshop,, 1981 September 1

Subseries 1.9: Carter Hawley Hale, Stores, Incorporated,, 1965-1987

Box 46, Folder 2	Correspondence (including business proposals), research, and notes,, 1965-1987
Box 46, Folder 3	Proposals, correspondence, and notes: workshops,, 1984-1986

Box 46, Folder 4	Presentation and notes
Box 46, Folder 4	"California"California Style" Workshop,, 1984
Box 46, Folder 4	"Proposal"Proposal for Broadway Special Event Concepts for Summer 1984,", 1983
Box 46, Folder 5	Presentation, notes, and correspondence: "The Human Connection" Workshop,, 1984 November/December
Box 46, Folder 6	Presentation and notes: "The Education Shift" Workshop,, 1985 February
Box 46, Folder 7	Slide script: "The Education Shift,", 1985
Box 47	Slides: "The Education Shift,", 1985 February
Box 46, Folder 8	Presentation, notes, and research: "The Culture Reach" Workshop,, 1985 April
Box 46, Folder 9	Slide scripts "The Culture Workshop," 1985 April and "Culture Recap, The Culture Explosion,", 1986 January
Box 47	Slides, The Culture Workshop," 1985 April and "Culture Recap, The Culture Explosion,", 1986 January
Box 46, Folder 10	Presentation and Research: "Nothing That Was...Is,", 1985 May/June
Box 48, Folder 1	Presentation, Notes, and Research: "The Marketplace and the Contemporary Customer" Workshop,, 1985 June
Box 48, Folder 2	Presentation and Notes: "The Shift Homeward" Workshop,, 1985 November/December
Box 48, Folder 3	Slide Script: "The Shift Homeward,", 1985 December
Box 47	Slides: "The Shift Homeward," 1985 December
Box 48, Folder 4	Presentation, Research, and Notes: "Mobility Session" Workshop,, 1986 August
Box 48, Folder 5	Presentation and Notes: "Maturity Market" Workshop,, 1986 November 25
Box 3, Folder 9	Slides and Script: "Post-50 Market Workshop,", 1986 November 25
Box 3, Folder 11	Proposal, Presentation, and Notes: "Young People's Workshop,", 1987 May
Box 48, Folder 6	Presentation and Notes: "Young People's Workshop,", 1987 May
Box 3, Folder 10	Slides and Script: "Young People's Workshop,", 1987 May 6

Subseries 1.10: Channel Home Centers, undated

Box 3, Folder 12	Business image file on Channel Home Centers
Box 27, Folder 9	Advertisements,, undated
Box 3, Folder 10	Logo mock-up,, undated
Box 3, Folder 14	Marketing materials

Subseries 1.11: Charm Magazine (Street and Smith/Condé Nast Publications, Incorporated), 1950-1975

Box 3, Folder 13	Advertising proofs
Box 4, Folder 1	Marketing and promotional materials
Box 4, Folder 2	Article Reprints: "Half A Million Women and Their Business Clubs"
Box 4, Folder 2	Article Reprints: "Why Women Work"
Box 4, Folder 2	Article Reprints: "Why Is Household Help So Hard to Get?"
Box 4, Folder 2	Article Reprints: "Miracles for Women Who Work"
Box 4, Folder 2	Article Reprints: "What Are You Working For?"
Box 4, Folder 2	Article Reprints: "Today's Husband/Today's Father"
Box 6, Folder 1	Promotional and marketing materials
Box 6, Folder 2	Marketing studies
Box 6, Folder 2	<p>who [sic] snags more stockings? / who wears out more shoes? [Booklet.], 1953 1 Item (9" X 13.5".)</p> <p>Publisher: Street & Smith Publications, Inc. Charm (Magazine)</p> <p>Advertiser: Charm (Magazine)</p> <p>Language: English.</p> <p>Notes: AC0423-0000024a.tif - AC0423-0000024t.tif (AC Scans) Ink on paper. In Box 6, Folder 2.</p> <p>Illustrated booklet containing reproductions of staged photographs from Charm Magazine, with statistics about working women's buying habits for shoes and stockings.</p> <p>Topic: Clothing -- American Hosiery</p>

advertising -- 20th century
 Women in marketing -- 1940-1990
 Women in advertising
 Shoes
 Genre/Form: Photographs -- Reproductions
 Booklets -- 1920-1970
 Advertisements

Box 20, Folder 8	"Fact File" [first in series],, 1950
Box 27, Folder 11-12	Marketing and promotional materials,, 1950s
Box 4, Folder 3	Marketing and promotional materials
Box 4, Folder 3	<p>More Money than Time... : [Booklet with reproductions of drawings.], Ca. 1950-1960 1 Item (ink on paper.; 6" x 4.5".) Creator: Charm (Magazine) Language: English. Notes: AC0423-0000010a.tif (AC Scan) AC0423-0000010b.tif (AC Scan) AC0423-0000010c.tif (AC Scan) AC0423-0000010d.tif (AC Scan) AC0423-0000010e.tif (AC Scan) AC0423-0000010f.tif (AC Scan) AC0423-0000010g.tif (AC Scan) A booklet promoting Charm Magazine's "Shop Here" program. Tells how many articles of types of clothing a typical woman buys in a year.</p> <p>Topic: Clothing -- American Women in marketing -- 1940-1990 Women in advertising Women's periodicals -- 1940-1990</p> <p>Genre/Form: Drawings -- 1850-1860 Booklets -- 1920-1970</p>
Box 6, Folder 3	Marketing and promotional materials
Box 6, Folder 4	Promotional "Memos"
Box 4, Folder 4	Lineage Report of Retail Advertising,, 1950-1957
Box 4, Folder 5	Charm Forum for the Woman Who Works Materials,, 1955
Box 4, Folder 6	Charm Magazine Paris Sketchpad/Portfolio, 1955-1956, Sportswear Business Speech by Helen Valentine, Editor-in-Chief,, 1956

Box 4, Folder 7	Marketing and promotional materials
Box 4, Folder 8	Marketing material, Charm Magazine Store Tie-in Clip File
Box 4, Folder 9	Promotion plan: "Selling: Spring, Summer, Fall, Holiday 1957," 1957
Box 5, Folder 1	Promotion plans "Selling: Fall, 1954," "Charm Eastern Edition Promotion Plan,, 1957"
Box 5, Folder 2	Promotional materials and proof advertisements: "Women Are Wonderful"
Box 5, Folder 3	Promotional and marketing material:Credit Charm: A Buyer's Book Previewing Merchandise in the February 1951 Issue of Charm Magazine
Box 5, Folder 3	Promotional and marketing material:Valentine's speech to the Jewelry Industry Council,, 42394
Box 5, Folder 3	Promotional and marketing material:Helen Valentine's speech to National Retail Dry Goods Association (NRDGA) Convention,, 42380
Box 5, Folder 3	Promotional and marketing material:Fashion Framework in Triplicate
Box 5, Folder 4	New York promotional materials, 1955
Box 5, Folder 5	Marketing material
Box 6, Folder 5	Marketing and promotional materials
Box 5, Folder 6	Marketing and promotional materials: Charm Travel Issue
Box 30, Folder 1	Marketing and promotional materials
Box 36, Folder 1	Photocopy of scrapbook,, 1951-?
Box 36, Folder 2	Photocopy of scrapbook,, 1957-?
Box 36, Folder 3	Photocopy of scrapbook,, 1955-?
Box 36, Folder 4	Photocopy of scrapbook,, 1974-1975
Box 6, Folder 6	Promotional materials: Charm Travel Issues
Box 5, Folder 7	"She Works In..." store tie-ins press
Box 5, Folder 8	"She Works In..." store tie-ins promotional items
Box 5, Folder 9	"She Works In..." store tie-ins city council resolutions

Box 5, Folder 10	"She Works In..." store tie-ins management suggestions
Box 5, Folder 11	"She Works In..." store tie-ins photographs
Box 27, Folder 13	"She Works In..." Presentation Book: Seattle [1st book],, circa 1953
Box 27, Folder 14	"She Works In..." pages, circa 1955
Box 28, Folder 1	"She Works In..." Presentation Book,, circa 1955
Box 21, Folder 1	Marketing and promotional material: "Charm Made History in Cleveland,", 1952
Box 20, Folder 9	Marketing and promotional material: "Credit Charm" Promotion for Retailers,, 1951
Box 20, Folder 10	Promotional article: "Proof that Charm is a Fashion Magazine with Dimension" articles,, 1952
Box 21, Folder 2	Promotion, "A Great Day for Charm,", 1953
Box 21, Folder 3-5	Marketing and promotional materials,, 1954, 1956-1957
Box 28, Folder 4	Marketing and promotional materials,, undated
Box 34, Folder 5	Promotion plans for retailers,, 1950s
Box 34, Folder 6	Local promotions,, 1952-1954
Box 21, Folder 6	Charm Magazine sales strategy, prepared for Leru Jewelry,, 1950s
Box 34, Folder 7	Advertisements,, 1950-1951
Box 34, Folder 8-14	Advertisements: "Women Who Work,", 1954-1957
Box 28, Folder 2	Advertisements Aimed at Advertisers,, 1956
Box 38, Folder 3	Trade advertisements, undated
Box 5, Folder 12	"All Wrapped Up," Charm,, 1950 August
Box 5, Folder 13	"All Wrapped Up," Charm,, 1952 January
Box 5, Folder 14	"All Wrapped Up," Charm,, 1957 January
Box 6, Folder 7	Charm,, 1950 August
Box 6, Folder 8	Charm,, 1952 January/December

Box 21, Folder 11	Article: "What Kind of Women are the WAACS?" (cover story),, 1942 November
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Subseries 1.12: Click Magazine (Triangle Publications, Incorporated),, 1942-1944

Box 21, Folder 7	Articles: Fashion,, 1942-1944
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Box 21, Folder 8	Articles: Food,, 1942-1944
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Box 21, Folder 9	Articles: Food [reprints],, 1942-1944
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Box 21, Folder 10	Articles: War and Social Issues,, 1942-1944
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Box 21, Folder 12	Article: "Passover,", Spring 1943
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Box 21, Folder 13	Article: "Try on a Hairdo Instead of a Hat!" (cover story),, 1943 April
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Box 21, Folder 14	Article: "Wedding Rings Gain Favor With Servicemen" (cover story),, 1943 July
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Box 21, Folder 15	Article: "Women's Land Army" (cover story),, 1943 September
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Box 21, Folder 16	Article: "Fireside Fashions" (cover story),, 1943 November
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Box 21, Folder 17	Article: "Mother-Daughter Model Team" (cover story),, 1944 February
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Subseries 1.13: Concept 90, 1987

Box 7, Folder 1	Concept 90 Presentation
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Box 7, Folder 2	Proposal: Prototype Concept 90 Store Environment,, 1987 April 20
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Subseries 1.14: Condé Nast Publications, Incorporated,, undated

Box 28, Folder 5	Trade advertisements,, undated
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Subseries 1.15: Norman Davidson, undated

Box 7, Folder 3	Advertisements
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Box 28, Folder 6	Advertisements
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Box 7, Folder 4	Promotional Materials
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Subseries 1.16: Design for Living Magazine (Popular Science),, 1941

Box 7, Folder 5	Issue: "Pre-Vue,", 1941 September
Box 7, Folder 6-9	Issues,, 1941 September-December
Box 28, Folder 7	Trade advertisements,, 1941

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Box 7, Folder 14	Trade advertisements and copy text: Dial Magazine,, 1984-85
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Box 7, Folder 12	Synthesis and Semantics of East/West Network's Communications Program,, 1982 September 16
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Box 48, Folder 9	Slide Script: "The Country Is Oversold, the Consumer Is Overbought,", 1986 May 7
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Box 9, Folder 3	Certificates of Merit to Estelle Ellis and Business Image, Incorporated, from the Art Directors Club of New York,, 1965
Box 9, Folder 4-7	President's Review,, 1966-1969
Box 29, Folder 5	Invitation and Program: 21st Anniversary of F.I.T.,, 1965 May
Box 23, Folder 1	Invitation and Program: Patrons and Angels Gala,, 1966 May
Box 23, Folder 2	"A Print Happening' Honoring the Patrons and Angels....", 1967 May

Box 23, Folder 3	"A Gotham Gala' Honoring Patrons and Angels....", 1968 May
Box 23, Folder 4	"A Present-Future Occurrence" in Celebration of the 25th Anniversary of F.I.T., 1969 May
Box 9, Folder 8	Promotional Material: "A One-of-a-Kind College in a One-of-a-Kind City", 1974
Box 48, Folder 11	FIT/Asahi Presentation "Looking Toward the Future," 1984-1985 (includes notes and correspondence)
Box 9, Folder 9	F.I.T. at 40,, 1984
Box 9, Folder 10	Fund-raising Brochure,, 1987
Box 24, Folder 1	Invitation, Brochure, and Memo: Denim Fast Forward Exhibition,, 1987
Box 9, Folder 11	Positioning Proposal,, 1984
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Box 23, Folder 6	Invitation, Program, and "The Reel Life of Working Women" Booklet: "One Company Makes the Difference" Dinner Honoring Liz Claiborne,, 1986
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Box 9, Folder 21	Memos and Correspondence: Dinner Honoring John Pomerantz,, 1988
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Box 22, Folder 7	Invitation, Programs, and Booklet: "The Magazines That Make a Difference" Dinner Honoring Condé Nast Magazines,, 1991
Box 10, Folder 3	Memos and Correspondence: Dinner Honoring Annette Green and the International Fragrance Industry,, 1993
Box 22, Folder 8	Invitation, Program, New York Magazine Booklet, and Women's Wear Daily article (1993 October 23): "One Person Makes the Difference" Dinner Honoring Annette Green and the International Fragrance Industry,, 1993
Box 10, Folder 4	Memos and Correspondence: 50th Anniversary Awards Dinner,, 1994
Box 24, Folder 2	Invitation, Program, Booklet: "A Night of Triple Tribute: One College Makes the Difference, One Store Makes the Difference, One City Makes the Difference" 50th Anniversary Awards Dinner honoring, F.I.T., Bergdorf Goodman, and New York City, 1994
Box 10, Folder 5	F.I.T. Mission Statement Review,, 1994
Box 24, Folder 3	F.I.T. Fifth Anniversary Edition of the LookBook,, 1994
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Subseries 1.21: Glamour Magazine (Condé Nast Publications, Incorporated), 1961-1978	
Box 10, Folder 6	Recommended Advertising and Sales Promotion Program,, undated
Box 10, Folder 7	Glamour,, 1961 September

Box 10, Folder 8	Glamour,, 1962 September
Box 10, Folder 9	Glamour,, 1963 February
Box 24, Folder 4	Glamour College Issue Promotional Book, 1961
Box 10, Folder 10	Glamour "In Fact: A Statistical Portrait of a Magazine and a Market of Merit -- Prepared for Those Who 'Measure' Media!," 1962
Box 10, Folder 11	Glamour "In Fact: A Portrait of a Magazine and a Market of Merit-Prepared for Those Who 'Measure' Media!," 1964
Box 10, Folder 12-13	Marketing and promotional materials, early 1960s
Box 30, Folder 2-4	Promotional materials, 1961
Box 41	Promotional material: "Women Are Wonderful," early 1960s
Box 35, Folder 12	Direct Mail Services to Advertisers,, 964
Box 30, Folder 5	Trade advertisements,, 1961
Box 10, Folder 14	Trade advertisements,, 1961-1963
Box 30, Folder 6-8	Scrapbook: Trade Advertisements,, 1964-1967
Box 30, Folder 9	Trade advertisements,, 1968-1969
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Box 31, Folder 1-3	Trade advertisements,, 1970-1971
Box 31, Folder 4-8	Trade advertisements,, 1973-1974
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Box 35, Folder 1-11	Advertisements,, 1960s
Box 11, Folder 1	Miscellaneous materials,, 1961-1962
Box 11, Folder 2	Letter to Advertisers,, 1967 August
Box 11, Folder 3	"Quote Glamour" Newsletters (some with sound recordings),, 1967
Box 11, Folder 4	"Quote Glamour" Newsletters,, 1968-1969

Box 24, Folder 5	Promotional Materials: "What's In..." Mailers,, 1968-1969
Box 11, Folder 5	Reader Survey,, 1970
Box 11, Folder 6	Marketing and Promotional Materials for Retailers,, 1970
Box 11, Folder 7-9	"Market Memo," 1973-1977
Box 11, Folder 10	Basic material,, undated
Box 11, Folder 11	Meeting agenda: 1964 Promotion Program,, circa 1963
Box 11, Folder 12	Sales Promotion Analysis and Recommendations, 1964, 1963 December
Box 11, Folder 13	Promotion Program 1969,, circa 1968
Box 11, Folder 14	Promotion Platform 1971: Presentation II,, 1971 January 20
Box 11, Folder 15	Market Positioning for 1973,, 1972 November 30
Box 11, Folder 16	Overview Thoughts, 1974, 1973 November 8
Box 11, Folder 17	Proposal for a Glamour Advertising Campaign,, 1975 July 30
Box 11, Folder 18	Proposed Glamour Advertising Campaign for, 1977, 1976 December 8
Box 11, Folder 19	Glamour Campaign Concepts 78,, 1977 November 2
Box 11, Folder 20	Competitive Magazine Analysis,, undated
Box 11, Folder 21	Six Marketing Currents Favoring Glamour Magazine,, undated
Box 11, Folder 22	Strong Points in Glamour's Marketing Platform,, undated
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Box 36, Folder 5	Photocopy of Scrapbook,, 1961
Box 36, Folder 6	Photocopy of Scrapbook,, 1963
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Box 36, Folder 8	Photocopy of Scrapbook,, 1966-1967
Box 37, Folder 1	Photocopy of Scrapbook,, 1968-1969
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Box 37, Folder 3	Photocopy of Scrapbook, 1972-1973
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Box 37, Folder 4	Photocopy of Scrapbook [New Campaign],, 1976-1977
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Subseries 1.22: Hecht's (May Company), 1978

Box 48, Folder 12	Presentation, Research, and Notes: "Hecht's--A Marketing Overview,", 1978 October 13
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Subseries 1.23: House and Garden Magazine (Condé Nast Publications, Incorporated), 1960-1981

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Box 48, Folder 13	"Research Back-Up File,", 1970-1976
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Box 12, Folder 2	Promotional Materials for Trade, "Some Things Are Too Good to Change....," circa 1961
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Box 12, Folder 4	Marketing Trends,, 1961-1962
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Box 12, Folder 5	Information about January 1962 Issue
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Box 12, Folder 6	Marketing platform
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Box 24, Folder 9	Promotional mailers: "The Primary Setting for Selling,", 1961
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Box 35, Folder 23	Promotional mailer: "Some Things Are Too Good to Change" Tube,, circa 1961
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Box 29, Folder 8-9	Advertisement and promotional materials: Advertising Age,, 1966-1967
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Box 29, Folder 10-13	Promotional materials,, 1966-1967
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Box 24, Folder 10	Promotional materials,, 1969
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Box 31, Folder 21	Promotional materials,, 1970
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Box 31, Folder 22	Promotional materials and award: "Color Is Environment," , 1970
Box 12, Folder 9	Promotion platform 1972,, 1971 December 2
Box 12, Folder 10	Market positioning,, 1976 June 15
Box 12, Folder 14	Marketing Relevance to Industry of House and Garden, L. H. Study,, 1981 April 29
Box 12, Folder 15	"The House and Garden Report: How the Baby Boom Generation Is Living Now" (highlights),, 1981
Box 51, Folder 1	"The House and Garden Report: How the Baby Boom Generation Is Living Now," , 1981
Box 32, Folder 1	Promotional mailers, scrapbooks,, undated
Box 51, Folder 2-3	"Key Promotion Pieces," 1979-1982:Proposal,Research,Correspondence, Marketing Reports
Box 35, Folder 13-20	Advertisements,, 1966-1967, 1972-1981
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Box 29, Folder 6-7	Trade advertisements,, 1961
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Box 31, Folder 20	Trade advertisements,, 1970s
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Box 51, Folder 4	Newsletters/Pamphlets:"Memo from the Publisher," , 1971-1975
Box 51, Folder 4	Newsletters/Pamphlets:"Marketing Observations," , 1975-1977

Box 51, Folder 4	Newsletters/Pamphlets:"Currents of Change,", 1978-1981
Box 24, Folder 12-13	"Memo from the Publisher,", 1971, 1973-1975
Box 24, Folder 14	Newsletter: "Marketing Observations,", 1977
Box 12, Folder 11	Newsletter: "Marketing Observations,", 1977
Box 12, Folder 12	Newsletter: "Currents of Change,", 1978-1980
Box 12, Folder 7	"Of Material Importance" Publication for Home Builders Industry,, 1964
Box 37, Folder 5	Photocopy of scrapbook,, 1961
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Box 51, Folder 5	Presentations"Living Now,", 1976 September 21 and 1981
Box 51, Folder 5	Presentations"Marketing Seminar,", 1980 September 5
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Box 52, Folder 2	Presentations "Marketing Intelligence, House and Garden Color Seminar,", 1978 April 4
Box 52, Folder 2	"House and Garden What's Sure in Unsure Times,", 1980 May 19

Subseries 1.24: Hubbell Realty Company, 1980-1984

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Box 12, Folder 18	"The Kaleidoscope at the Hub" Information Packet about Des Moines, Iowa Project, 1980s

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Box 13, Folder 2	Development Concepts for the Kaleidoscope Public Space,, 1984 June 27
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Box 52, Folder 4	Proposal and Correspondence,, 1975-1977
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Box 19, Folder 9	Booklets: "Sitting Beauty" and "Lesson Plans for Sitting Beauty," , 1963
Box 19, Folder 10	Print advertisements for "Sitting Beauty" Guidebook,, 1963
Box 19, Folder 11	Marketing Proposal for Kleenex/Kimberly-Clark Corporation.: "Sitting Pretty," , 1964
Box 19, Folder 12	"Sitting Beauty" Promotion Blueprint for Retail Stores,, 1964
Box 19, Folder 13	"In-Brief": The Life Cycle Library Quarterly
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Box 19, Folder 15	Platform for "The Miracle of You" 1967 June 7
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Box 19, Folder 18	Photographs of packaging mock-ups
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Box 13, Folder 21	"The Miracle of You"
Box 13, Folder 21	"Your Years of Self-Discovery"
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Box 21, Folder 22	The Life Cycle Center Product Order Form,, circa 1969
Box 25, Folder 2	The Life Cycle Center Print Advertisements,, circa 1969
Box 13, Folder 23	Analysis of Letters Received by Kimberly-Clark's Life Cycle Center,, 1969 July 16
Box 13, Folder 24	Report on Complimentary Letters Received,, 1969
Box 13, Folder 25	Brand Identity Proposal for Kimberly-Clark Feminine Products Division,, 1969 January 30
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Box 14, Folder 1-2	The Life Cycle Center Where It's At...Where It's Going,, 1970 January 20
Box 14, Folder 3	Kotex tampon inserts,, 1971 January 25
Box 14, Folder 4	Proposal for Kimberly-Clark New Business Program,, 1972 February 8
Box 14, Folder 5	New Product Proposal for Kimberly-Clark: Assignment I,, undated
Box 14, Folder 6-7	Marketing Proposal for Kleenex/Kimberly-Clark Corp.,, undated

Box 14, Folder 8	Research Books and Pamphlets compiled by Business Image for Kimberly-Clark
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Box 14, Folder 11	Product proposal: Overnight Traveler's Pak
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Box 25, Folder 3	"Very Personally Yours" Braille Version, undated

Subseries 1.27: Knoll at Neocom, 1970-1984

Box 15, Folder 1	A Marketing Strategy to Position Knoll at Neocom,, 1979 April 6
Box 15, Folder 2-3	Research on Stress and Workplace Psychology,, 1970-1984

Subseries 1.28: Lindsley Lumber Company, 1968

Box 25, Folder 4	Image Building Program for the Lindsley Lumber Company and advertisements,, 1968 August 22
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Subseries 1.29: Phillips-Van Heusen Corporation, 1983-1997, undated

Box 15, Folder 4	Press release and article,, 1983 September 1
Box 15, Folder 5	"We: The People of PVH" quarterly newsletter, volume I,, 1992-1993
Box 15, Folder 6	"We: The People of PVH" quarterly newsletter, volume II,, 1993-1994
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Box 15, Folder 9	Miscellaneous material,, undated
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Subseries 1.30: Yves Saint-Laurent Fragrances: Rive Gauche and Y (Lanvin-Charles of the Ritz, Incorporated), 1970-1973

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Box 62, Folder 3-4	Rive Gauche: Helmut Newton negatives (color), 1972 June 23
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Box 15, Folder 11	Proof sheets (some negatives)
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Box 15, Folder 12	Rive Gauche advertisement,, 1972
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Box 25, Folder 5	Rive Gauche advertisements,, 1972-1973
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Box 29, Folder 14	Rive Gauche and Y advertisements,, 1972-1973
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Box 29, Folder 15	Promotional materials,, 1970s
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Subseries 1.31: Schafer Associates, 1980-1986/Federated Department Stores,, 1986

Box 16, Folder 7	"Presentation for Schafer Associates to be given to Federated Department Stores, Store Planning Group, June 10,1986,", 1986
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Box 52, Folder 5	Slide Script: "Presentation for Federated Department Stores Planning Group,", 1986 June
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Box 53	Slides: "Presentation for Federated Department Stores Planning Group,", 1986 June
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Subseries 1.32: Carson Pirie Scott and Company, 1980

Box 16, Folder 1	"Marketing Presentation for HSA: Conceptual Approach for Downstairs Store. Client: Carson Pirie Scott, October 30, 1980,", 1980
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Box 16, Folder 2	"Marketing Presentation for HSA. Client: Carson Pirie Scott, October 30,1980,", 1980
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Box 16, Folder 14 Proposal, Photographs, and Diagrams: "A Proposal: New Strategy for Growth and Intensification of Carson's State Street Store Focus Areas: The Downstairs Store, The Menswear Classification," , circa 1980

Subseries 1.33: Younkers, 1980s

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Box 16, Folder 9 Younkers Overview, 1980s

Box 16, Folder 10 "Younkers Downtown Street Floor: Her Place, Their Place, His Place," , 1980s

Box 16, Folder 12 Photographs and Diagrams: "Younkers The Next Generation," , 1980s

Box 16, Folder 13 [Photographs: "Younkers The Metropolis," , 1980s](#)

Box 16, Folder 3 "Marketing Observations Critical to the Redevelopment and Revitalization of Younkers, Downtown Des Moines, Schafer Associates Project,, March 11, 1982," 1982

Box 16, Folder 4 "Department Concepts for 'The Metropolis' in Younkers, Downtown Des Moines, March 24, 1982," , 1982

Box 52, Folder 6 "Accessory Workshop for Younkers," , 1983 March 30

Box 16, Folder 5 "Younkers 'The Next Generation' (Part II Habitat and Culture), Presentation to Schafer Associates, October 25, 1983," 1983

Box 16, Folder 6 Presentation, Research, and Notes: "Conceptual and Marketing Platform for: The Next Generation, Presented to Younkers, January 19, 1984," 1984

Box 16, Folder 11 Presentation: "Younkers The Next Generation," 1984 (two copies)

Subseries 1.34: Jos. Schlitz Brewing Company, 1970-1971

Box 17, Folder 1 Business Image Participation in the Schlitz Venture Management Program,, 1970 February 19

Box 17, Folder 2 New Product Idea Generation for the Schlitz Venture Management Program,, 1970 June 30

Box 17, Folder 3 A New Concept for the Food Business for the Jos. Schlitz Brewing Company,, 1971 February 11

Box 17, Folder 4 Health Food Lifestyle "California" for Jos. Schlitz Brewing Company,, 1971 February 11

Box 17, Folder 5-6	Health Food Lifestyle Appendixes for Jos. Schlitz Brewing Company,, 1971 February 11
Box 17, Folder 7	Low Alcohol Product Ideation Against Yankelovich Study, 1971 May 13
Box 17, Folder 8	Product Line Based on Whole Grains, Dried Fruits, Nuts for the Jos. Schlitz Brewing Company,, 1971 July 28

Subseries 1.35: Scovill Apparel Fasteners, 1984-1989

Box 52, Folder 7	Proposal and correspondence,, 1984
Box 52, Folder 8	Correspondence and memos,, 1985-1986
Box 52, Folder 9	Report: "Scovill Apparel Fasteners Group, Phase I, New Business Directions,", 1984 July 31
Box 52, Folder 10	Report: "Scovill Apparel Fasteners Group, Phase II, An Advance View of the Factors Shaping the International Position of the Scovill Fasteners Group,", undated
Box 52, Folder 11	"Roger Hall's Presentation to Scovill Corporate Management, Prepared by: Business Image, Inc.,", 1984 August 27
Box 52, Folder 12	Presentations"Scovill Domestic Sales Meeting, 'The Big Shift',", 1985 March 26
Box 52, Folder 12	Presentations"Business Image Presentation, Scovill Sales Meeting,", 1986 March
Box 52, Folder 13	Slide Scripts"Roger Hall's Presentation,", 1984 August
Box 52, Folder 13	Slide Scripts"Domestic Sales Meeting,", 1985 March and 1986
Box 52, Folder 13	Slide Scripts"International Managers' Meeting,", 1985
Box 53	Slides"Management Presentation,", 1984 August
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Subseries 1.36: Scovill Studio, 1984-1989

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Box 54, Folder 2	Agreement and Correspondence,, 1984-1986
Box 54, Folder 3	Proposal: "Scovill, White Paper for 'The Studio,' Scovill International Marketing and Design Center,", 1986 February 18

Box 55, Folder 1	Scovill Studio layout, circa, 1984-1986
Box 55, Folder 2	Scovill Studio layouts (drafts),, circa 1984-1986
Box 55, Folder 3	Scovill Studio magazine tear sheets,, 1989
Oversize 2	Scovill Studio layout

Subseries 1.37: Seventeen Magazine (Triangle Publications), 1944-1949

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Box 25, Folder 6	Promotional materials,, 1945
Box 25, Folder 7	Promotional reprints,, 1946
Box 32, Folder 8-12	Promotional materials and trade advertisements
Box 25, Folder 8	Sewing and patterns promotion,, 1946
Box 38, Folder 5	Photocopy of scrapbook,, 1944-1946 [?]
Box 38, Folder 6	Photocopy of scrapbook,, 1948
Box 25, Folder 9	Promotional materials,, 1946-1948
Box 26, Folder 3	Promotional materials,, 1949
Box 17, Folder 10-11	Promotional mailings,, undated
Box 17, Folder 12	Reader Service Booklets"Your Parents and You",, 1948
Box 17, Folder 12	Reader Service Booklets"Young Beauty",, 1948
Box 17, Folder 12	Reader Service Booklets"Successful Parties",, 1948
Box 17, Folder 12	Reader Service Booklets"Everybody's Shy",, 1948
Box 17, Folder 12	Reader Service Booklets"Favorite Hand knits",, 1948
Box 17, Folder 12	Reader Service Booklets"Choosing a Career",, undated
Box 17, Folder 12	Reader Service Booklets"Club Notes",, 1949
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Box 18, Folder 5	Seventeen: A Unique Case Study, Tide, p. 19,, 1945 April 15
Box 18, Folder 6	"Why Snub 8 Million Customers?" Cosmetics and Toiletries,, 1949 August

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Box 18, Folder 13 Speech to Specialty Stores (Lawrence Nachman): "Leisurewear Lifestyle Merchandising in the 80s," 1977 October 1

Box 18, Folder 14 Proposal: Positioning Swirl,, 1977 December 19

Box 18, Folder 15 Speech Prepared for Larry Nachman: AMC,, 1978 May 12

Box 26, Folder 7 Campaign materials: "Geoffrey Beane Designs Pleasurewear for Swirl," 1978

Box 26, Folder 8 Campaign materials: "Models Coat," 1978-1979

Box 32, Folder 15 Consumer and trade advertisements,, 1979

Box 18, Folder 16 Marketing and promotional items,, 1978-1980

Box 18, Folder 17 Swirl Study of Store Receptivity to Statement enclosures,, 1980 November 17

Box 18, Folder 18 Articles, 1980

Box 26, Folder 5 Blueprint for the Leisurewear Department of the 1980s, 1980

Box 26, Folder 6 Booklet and Related Materials: "Everything about Her Has Changed," undated

Subseries 1.40: Texfi Industries, Incorporated,, 1974-1975

Box 32, Folder 16 Consumer and trade advertisements,, 1974

Box 18, Folder 19 Texfi Industries: An Outside Point of View,, 1974 May 21

Box 18, Folder 20 "Incoming: Fashion Report Texfi Industries," Spring and Fall 1975

Box 18, Folder 21 Marketing and promotional materials, undated

Subseries 1.41: United States Shoe Corporation, 1962

Box 26, Folder 9 Correspondence, advertising copy, and layouts,, 1962

Box 29, Folder 16 Advertisements,, 1962

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Box 19, Folder 1	A Creative Marketing Strategy for Vogue Magazine,, 1972 September 25
Box 19, Folder 2	Vogue Magazine Advertising and Sales Promotion Platform for 1973,, 1972 December 5
Box 19, Folder 3	Positioning Vogue in the Seventies,, 1973 January 18
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Box 54, Folder 5	Presentation and Notes"The Thirties in the Eighties," 1980 May 7
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Box 19, Folder 11	Presentation and Research: "The Emerging Thirties A Growth Market for Men's Fashion," 1980 July 9
Box 54, Folder 7	Proposal, Presentation, and Notes "Marketing Proposal for Glemby International John Wanamaker," 1980 September 24
Box 54, Folder 7	Proposal, Presentation, and Notes "Department Store Beauty Service Business in the Eighties," 1981 February 3
Box 54, Folder 8	Presentation: "Self-Sufficiency Roundtable, John Wanamaker," 1981 August 5

Box 54, Folder 9	Presentation and Notes: "John Wanamaker Sex Session," 1981 September
Box 54, Folder 10	Presentation: "John Wanamaker New Technology Workshop," 1981 October 30
Box 19, Folder 13	Presentation: "Revisions for John Wanamaker...", undated
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Box 54, Folder 12	"Actionable Concepts" and Notes,, circa 1980
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Box 56, Folder 4	Presentation, research, and notes: "First Session," 1974 November
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Box 40, Folder 13	"Fashion...Who Needs It?" Estelle Ellis, President, Business Image, Inc., Esquire's 1st International Fashion Forum,, 1958 May 8
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Box 40, Folder 13	"Meeting the Challenge of Fragrance Marketing by the 1990s" Fragrance Foundation Luncheon Speech,, 1986 December 2
Box 40, Folder 13	"Room at the Top" Business Image, Inc., for Anne Sutherland Fuchs, Publisher, Elle Magazine: Proposal for National Women's Economic Alliance Speech,, 1988 December 1
Box 40, Folder 13	Speech Prepared for AWED: The 9th National Conference for Women in the Business of Fashion, Beauty, Fitness, Food, and Home Fashion, 1989 February 25
Box 40, Folder 13	Summaries, Articles, Kansas City,, 1993 September 7
Box 40, Folder 13	"What is Fashion" Estelle Ellis for F.I.T. Seminar Department,, 1993 November 15 [draft and final

Box 40, Folder 13 "Changing Consumer Values- Tomorrow's Lifestyle" Estelle Ellis, Asahi [Japanese Corporation] Seminar,, 1994 September 22

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Box 42, Item AC0423-OV003	Coddington Montage: Push Pin Studios-Sarah Moon, 1981 March 3 1 Videocassettes (U-matic) Notes: Edited Master.
Box 42, Item AC0423-RV0004 (Reference copy); Box 42, Item AC0423-OV0004	Condé Nast: In Vogue Final American Titles, 1986 February 13 1 Videocassettes (U-matic)
Box 42, Item AC0423-OV0005; Box 42, Item AC0423-RV0005 (Reference copy)	Condé Nast: Glamour From Now On, 1986 June 23 1 Videocassettes (U-matic)
Box 42, Item AC0423-OV0006	New York Times History Project: Taste Ladies and Ink Stained Wretches 1 Videocassettes (VHS)
Box 42, Item AC0423-OV0007	Kay Haward: Bergdorf Goodman 1 Videocassettes (VHS)
Box 50, Item AC0423-OV0008-1; Box 50, Item AC0423-RV0008-1 (Reference Copy)	A Material World: The Stuff of Dreams, Episode 1 1 Videocassettes (VHS) Notes: Corporate Creator: PBS/ WNET Channel 13 Description: First in a three part series focusing on material science and new technologies. Some of the areas discussed in this episode that benefit from material science include: protective body armor, synthetic fabrics, air travel, performance sports, and information technologies. Notes and Contact Information
Box 50, Item AC423-OV0008-2; Box 50, Item AC0423-RV0008-2 (Reference copy)	A Material World: The Stuff of Dreams, Episode 2 and 3, 1993 1 Videocassettes (VHS)
Box 50, Item AC0423-RV0009 (Reference copy); Box 50, Item AC0423-OV0009	Estelle Ellis Student Lecture, 2004 April 1 1 Videocassettes (VHS) Notes: Creator: Rochester Institute of Technology TRT: 95:00

Description: Estelle Ellis discusses her career with RIT students and answers questions. Subjects include: her relationships with Helen Valentine and Cipe Pineles, the rewards of collaboration, the differences between consumerism in the 1940s compared with today.

Box 50, Item AC0423-
RCD0002 (Reference
copy);

Estelle Ellis Interview, 2007 June 12
1 Sound cassette

Notes: Creator: National Museum of American History, Center for Advertising
History

Box 50, Item AC0423-
OT0002

TRT: 60:00

Description: Tape 1 of 2. Estelle Ellis describes her introduction to publishing, working with Helen Valentine and Cipe Pineles, and discusses her methods. Interviewed in New York City by Tom Weiner for the National Museum of American History's Center for Advertising History.

Box 50, Item AC0423-
OT0003-1 and 2

Estelle Ellis Interview, 1994 July 21
2 Sound cassettes

Notes: Creator: National Museum of American History, Center for Advertising
History

TRT: 21:00

Description: Tape 2 of 2. Estelle Ellis discusses her departure from Seventeen and compares marketing geared toward teenagers in the past to the present.

Box 42, Item AC0423-
OV0001

Estelle Ellis Interview, 2001
1 Videocassettes (VHS)

Box 50, Item AC0423-
RCD0001 (Reference
copy);

35th Retail Advertising Conference, 1987

Box 50, Item AC0423-
OT0001

Box 50

Estelle Ellis Interview, 2010 July 25
1 Sound discs (CD)

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