



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
Identifier:	NMAH.AC.0423
Date:	1942 - 2004
Extent:	29 Cubic feet (42 boxes)
Creator:	Ellis, Estelle
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.

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 C. A single award from 1962 comprises Subseries D. 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 Image(s)
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 20, Folder 4

- Box 2, Folder 1 ARA/Slater School and College Services (Food Management Service),, undated

Subseries 1.3: AT and T, ndated

Box 2, Folder 1

- 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 2, Folder 3

- 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

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
[Image\(s\)](#)

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
- Folder 7 Slide script: "The Education Shift,", 1985
- Box 47, Folder --- 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 who [sic] snags more stockings? / who wears out more shoes? [Booklet.],
1953
1 Item (9" X 13.5").
[Image\(s\)](#)
Street & Smith Publications, Inc., Publisher
Charm (Magazine), Advertiser
Charm (Magazine), Publisher
English.
Illustrated booklet containing reproductions of staged photographs from
Charm Magazine, with statistics about working women's buying habits for
shoes and stockings.

Ink on paper.

Local Numbers
AC0423-0000024a.tif - AC0423-0000024t.tif (AC Scans)

In Box 6, Folder 2.

Topic: Clothing -- American
Hosiery
Shoes
Women in advertising
Women in marketing -- 1940-1990
advertising -- 20th century

Genre/
Form: Advertisements
Booklets -- 1920-1970
Photographs -- Reproductions
- 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 More Money than Time... : [Booklet with reproductions of drawings.], Ca. 1950-1960
1 Item (ink on paper.; 6" x 4.5".)
[Image\(s\)](#)
Charm (Magazine)
English.
A booklet promoting Charm Magazine's "Shop Here" program. Tells how many articles of types of clothing a typical woman buys in a year.
- Local Numbers
 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)
- Topic: Clothing -- American
 Women in advertising
 Women in marketing -- 1940-1990
 Women's periodicals -- 1940-1990
- Genre/ Booklets -- 1920-1970
 Form: Drawings -- 1850-1860
- 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, Sportwear Business
Speech by Helen Valentine, Editor-in-Chief,, 1956
- Box 4, Folder 7 Marketing and promotional materials
[Image\(s\)](#)
- 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-? Image(s)
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 Image(s)
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 Image(s)
Box 5, Folder 13	"All Wrapped Up," Charm,, 1952 January
Box 5, Folder 14	"All Wrapped Up," Charm,, 1957 January

[Image\(s\)](#)

Box 6, Folder 7 Charm,, 1950 August
[Image\(s\)](#)

Box 6, Folder 8 Charm,, 1952 January/December

Box 21, Folder 11 Article: "What Kind of Women are the WAACS?" (cover story),, 1942 November

Subseries 1.12: Click Magazine (Triangle Publications, Incorporated),, 1942-1944

Box 21, Folder 7 Articles: Fashion,, 1942-1944

Box 21, Folder 8 Articles: Food,, 1942-1944

Box 21, Folder 9 Articles: Food [reprints],, 1942-1944

Box 21, Folder 10 Articles: War and Social Issues,, 1942-1944

Box 21, Folder 12 Article: "Passover,", Spring 1943

Box 21, Folder 13 Article: "Try on a Hairdo Instead of a Hat!" (cover story),, 1943 April

Box 21, Folder 14 Article: "Wedding Rings Gain Favor With Servicemen" (cover story),, 1943 July

Box 21, Folder 15 Article: "Women's Land Army" (cover story),, 1943 September

Box 21, Folder 16 Article: "Fireside Fashions" (cover story),, 1943 November

Box 21, Folder 17 Article: "Mother-Daughter Model Team" (cover story),, 1944 February

Subseries 1.13: Concept 90, 1987

Box 7, Folder 1 Concept 90 Presentation

Box 7, Folder 2 Proposal: Prototype Concept 90 Store Environment,, 1987 April 20

Subseries 1.14: Condé Nast Publications, Incorporated,, undated

Box 28, Folder 5 Trade advertisements,, undated

Subseries 1.15: Norman Davidson, undated

Box 7, Folder 3 Advertisements

Box 28, Folder 6 Advertisements

Box 7, Folder 4 Promotional Materials

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
[Image\(s\)](#)

Box 28, Folder 7 Trade advertisements,, 1941

Subseries 1.17: East/West Network, Incorporated , 1982-1986

Item not specified

Box 7, Folder 11 Correspondence,, 1982

Box 28, Folder 8-9 Trade advertisements,, 1982-1985

Box 29, Folder 1-3 Trade advertisements,, 1982-1985

Box 8, Folder 1 Advertisement: New Yorker Magazine featuring East/West Network,, 1982
November 8

Box 2, Folder
Advertisement:
United Magazine
featuring East/West
Network,

1982 November

Box 7, Folder 14 Trade advertisements and copy text: Dial Magazine,, 1984-85

Box 7, Folder 10 Marketing Strategy to Position East/West Network,, 1982 May 17

Box 7, Folder 10 "A Magazine in the Making...From Then to Now!"

Box 7, Folder 10 1982 December 10East/West Network 1985/86 Marketing Strategy,, 1985 July
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Box 7, Folder 12 Advertising and Sales Promotion Program,, 1982 August 12

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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 7, Folder 16 Dial Magazines, 1985 October-November

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Box 8, Folder 3 Presentation Materials

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Box 49 Slides: "The Magazine Is the Moment, the Market Is the Magazine,", 1983 April

Box 48, Folder 9 Slide Script: "The Country Is Oversold, the Consumer Is Overbought,", 1986 May 7

Box 49 Slides: "The Country Is Oversold, the Consumer Is Overbought,", 1986 May 7

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Box 8, Folder 8 Speeches,, 1987-1988

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Box 8, Folder 9 Newsletter: "Marketing Insights,", 1987-1988

Box 8, Folder 10 Proposal and "An Open Letter from the Publisher of Elle,", 1987

Box 8, Folder 11 Proposal: Elle Magazine Project,, 1986 December 16

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Box 48, Folder 10 Slide Script and Notes: "Elle Magazine Presentation 'Some that Did It Right'",
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Box 50, Folder OTC "Elle Magazine Presentation 'Some that Did It Right'", 1987 January 30-
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Box 50, Folder RTC "Elle Magazine Presentation 'Some that Did It Right'", 1987 January 30-
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Box 49 Slides: Elle Magazine Presentation "Some that Did It Right", 1987 January

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Box 8, Folder 16-17 Advertisements,, 1963

Box 29, Folder 4 Advertisements,, 1963

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Box 8, Folder 20 Newsletter: "Spectator,", 1963

Box 8, Folder 21 Promotional material: "Pursuit of Pleasure,", Spring/Summer 1963

Box 8, Folder 22 News clippings, 1963

Box 8, Folder 23 Press release and article: Business Image Project with Evan-Picone,, 1963

Subseries 1.20: Fashion Institute of Technology (F.I.T.), 1965-1994

Box 9, Folder 1 Letterheads

Box 9, Folder 2 Report: "Expansion of a Dream" Request,, 1965

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

Box 9, Folder 12 Proposal: Conceptual Planning of the F.I.T. Fund-raising Awards Dinner,, 1984 September 11

Box 9, Folder 13 Correspondence: Fund-raising,, 1986

Box 9, Folder 14 Correspondence: Fund-raising,, 1987

Box 9, Folder 15 Correspondence: Fund-raising,, 1988-1989

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Box 9, Folder 17 Summary: Fund-raising Proceeds from Awards Dinners,, 1985-1992

Box 9, Folder 18 Memos and Correspondence: Dinner Honoring Edward L. Finklestein and R.H. Macy Company,, 1985

Box 23, Folder 5 Invitation, Program, and The New Yorker: "'Four Decades of Fashion' One Person Makes a Difference" Dinner Honoring Edward L. Finklestein and R.H. Macy Company,, 1985

Box 9, Folder 19 Memos and Correspondence: Dinner Honoring Liz Claiborne,, 1986

Box 23, Folder 6 Invitation, Program, and "The Reel Life of Working Women" Booklet: "One Company Makes the Difference" Dinner Honoring Liz Claiborne,, 1986

Box 9, Folder 20 Memos and Correspondence: Dinner Honoring Marvin Traub,, 1987

Box 23, Folder 7 Invitation, Program, and "Fashion in Theater" Playbill Booklet: "One Person Makes a Difference" Dinner Honoring Marvin Traub,, 1987

Box 9, Folder 21 Memos and Correspondence: Dinner Honoring John Pomerantz,, 1988

Box 22, Folder 3 Invitation, Program Folder, and "Working Woman: Breakthrough Women: Time Remembered Fashions of Fifty" Booklet: "One Person Makes the Difference" Dinner Honoring John J. Pomerantz,, 1988

Box 9, Folder 22 Memos and Correspondence: Dinner Honoring The New York Times,, 1989

Box 22, Folder 4 Invitation, Program, and "Facets of Fashion in The New York Times" booklet: "One Newspaper Makes the Difference" Dinner Honoring The New York Times,, 1989

Box 22, Folder 5 Article: The New York Times "Op-Ed at 20,", 1990 September 30

Box 10, Folder 1 Memos and Correspondence: Dinner Honoring Saks Fifth Avenue,, 1990

Box 22, Folder 6 Invitation and Program: "One Store Makes the Difference" Dinner Honoring Saks Fifth Avenue,, 1990

Box 10, Folder 2 Memos and Correspondence: Dinner Honoring Condé Nast Magazines,, 1991

- 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

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
Box 24, Folder 11	Trade advertisements,, 1970-1971
Box 31, Folder 1-3	Trade advertisements,, 1970-1971
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Box 31, Folder 12-16	Trade advertisements,, 1976-1978
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

Box 11, Folder 23 Word-Portrait of Glamour..., undated

Box 36, Folder 5 Photocopy of Scrapbook,, 1961

Box 36, Folder 6 Photocopy of Scrapbook,, 1963

Box 36, Folder 7 Photocopy of Scrapbook [numbers 2-4],, 1964

Box 36, Folder 8 Photocopy of Scrapbook,, 1966-1967

Box 37, Folder 1 Photocopy of Scrapbook,, 1968-1969

Box 37, Folder 2 Photocopy of Scrapbook,

Box 37, Folder 3 Photocopy of Scrapbook, 1972-1973

Box 37, Folder 4 Photocopy of Scrapbook [New Campaign],, 1976-1977

Subseries 1.22: Hecht's (May Company), 1978

Box 48, Folder 12	Presentation, Research, and Notes: "Hecht's--A Marketing Overview," 1978 October 13
	1.23: House and Garden Magazine (Condé Nast Publications, Incorporated), 1960-1981
Box 12, Folder 3	Correspondence,, 1961-65
Box 12, Folder 8	Proposal: 1971,, circa 1970
Box 48, Folder 13	"Research Back-Up File," 1970-1976
	Marketing and Promotional Materials
Box 12, Folder 1	Promotional Materials,, 1960s
Box 12, Folder 2	Promotional Materials for Trade, "Some Things Are Too Good to Change.....," circa 1961 Image(s)
Box 12, Folder 4	Marketing Trends,, 1961-1962
Box 12, Folder 5	Information about January 1962 Issue
Box 12, Folder 6	Marketing platform
Box 24, Folder 9	Promotional mailers: "The Primary Setting for Selling," 1961
Box 35, Folder 23	Promotional mailer: "Some Things Are Too Good to Change" Tube,, circa 1961
Box 41	Promotional material: "Some Things Are Too Good to Change" Tube,, circa 1961
Box 29, Folder 8-9	Advertisement and promotional materials: Advertising Age,, 1966-1967
Box 29, Folder 10-13	Promotional materials,, 1966-1967
Box 24, Folder 10	Promotional materials,, 1969
Box 31, Folder 21	Promotional materials,, 1970
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
Box 12, Folder 13	Advertisements,, 1979-81
Box 29, Folder 6-7	Trade advertisements,, 1961
Box 31, Folder 17-19	Trade advertisements,, 1968-1970
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Box 32, Folder 2-3	Trade advertisements,, 1972
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Box 51, Folder 4	Newsletters/Pamphlets:"First and Foremost," early 1970s
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
Box 37, Folder 6	Photocopy of scrapbook,, 1968-1970
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Box 38, Folder 3	Photocopy of scrapbook,, 1976, 1977, 1978
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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
Box 52, Folder 1	Presentation and Notes: "Campaign Copy and Visual Concepts,", circa 1978
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

Box 12, Folder 16	Positioning Strategy for Hubbell Realty Company Center City Complex, Part 1,, 1984 February 7
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- Box 12, Folder 17 Positioning Strategy for Hubbell Realty Company Center City Complex, Part 2,,
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- Box 12, Folder 18 "The Kaleidoscope at the Hub" Information Packet about Des Moines, Iowa
Project, 1980s
- Box 13, Folder 1 "Hub Tower" Information Packet, part of Des Moines, Iowa Project,, 1980s
- Box 13, Folder 2 Development Concepts for the Kaleidoscope Public Space,, 1984 June 27
- Box 13, Folder 3 Development Concepts for "In Praise of Hands,", 1984 June 27
- Box 13, Folder 4 Correspondence and other materials,, 1983-1984

Subseries 1.25: Ivey's, 1970-1972

- Box 52, Folder 3 Presentation, Research, and Notes: "Ivey's Florida,", late 1970s
- Box 52, Folder 4 Proposal and Correspondence,, 1975-1977
- Box 19, Folder 4 Speech: Ivey's: Men,, 1978 June 1

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- Box 19, Folder 5 The Life Cycle Center Pamphlets,, 1961 and 1968
- Box 19, Folder 6 Beauty charts,, 1963
- Box 19, Folder 7 Babysitting charts,, 1963
- Box 19, Folder 8 Campaign Potential, number 1: "Sitting Pretty" Pamphlet Marketing Proposal for
Kleenex/Kimberly-Clark,, circa 1963
- 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",
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- Box 19, Folder 12 "Sitting Beauty" Promotion Blueprint for Retail Stores,, 1964
- Box 19, Folder 13 "In-Brief": The Life Cycle Library Quarterly

Box 19, Folder 14	"In-Brief: A Quarterly Review of Articles of Interest to Women" (with envelopes),, 1967-1969
Box 19, Folder 15	Platform for "The Miracle of You" 1967 June 7
Box 19, Folder 16	The Life Cycle Center Materials (sex education service),, 1967-68
Box 19, Folder 17	Mock-ups of Promotional Tags for Feminine Hygiene
Box 19, Folder 18	Photographs of packaging mock-ups
Box 19, Folder 19	The Life Cycle Library Pamphlets and Invitation to Luncheon,, 1968, 1969, undated
Box 25, Folder 1	The Life Cycle Center: Various Informational Materials,, 1968
Box 13, Folder 20	The Life Cycle Library: Teaching Guide for the Family Life Education Program. Motivational Literature: Life Cycle Library Volumes I and II: "The Miracle of You" and "Your Years of Self-Discovery," 1968
Box 13, Folder 21	Life Cycle Library, Volumes I-VI,, 1968-69
Box 13, Folder 21	"The Miracle of You"
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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
- Box 13, Folder 26 (Shortcut) Direct Marketing Concept for Kimberly-Clark,, 1969 September 25
- 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
- Box 14, Folder 9 Product proposal: Bag "Dryers"
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- Box 14, Folder 15 Articles, undated
- Box 25, Folder 3 "Very Personally Yours" Braille Version, undated

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- 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

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1968 August 22

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

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Box 62, Folder 3-4 Rive Gauche: Helmut Newton negatives (color),, 1972 June 23

Box 15, Folder 11 Proof sheets (some negatives)

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Box 29, Folder 15 Promotional materials,, 1970s

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- Box 16, Folder 7 "Presentation for Schafer Associates to be given to Federated Department Stores, Store Planning Group, June 10,1986,", 1986
- Box 52, Folder 5 Slide Script: "Presentation for Federated Department Stores Planning Group,", 1986 June
- Box 53 Slides: "Presentation for Federated Department Stores Planning Group,", 1986 June

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
- Box 16, Folder 2 "Marketing Presentation for HSA. Client: Carson Pirie Scott, October 30,1980,", 1980
- 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

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- Box 16, Folder 8 Articles (regarding Younkers renovation),, 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
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- 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

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- 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
- Box 53 Slides"Domestic Sales Meeting,", 1985 March

Subseries 1.36: Scovill Studio, 1984-1989

- Box 54, Folder 1 Proposal, correspondence, and notes,, 1984-1986
- 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
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Subseries 1.37: Seventeen Magazine (Triangle Publications), 1944-1949

- Box 17, Folder 9 Testimonial letters from advertisers,, 1945-1946
- Box 25, Folder 6 Promotional materials,, 1945
- Box 25, Folder 7 Promotional reprints,, 1946

Box 32, Folder 8-12	Promotional materials and trade advertisements Image(s)
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
Box 17, Folder 12	Reader Service Booklets"Your New Emotions",, 1949
Box 17, Folder 12	Reader Service Booklets"Popular Girl",, 1949
Box 17, Folder 12	Reader Service Booklets"Fashion and You",, 1949
Box 17, Folder 12	Reader Service Booklets"Food For Your Crowd",, 1949
Box 17, Folder 12	Reader Service Booklets"You and Your Home", 1949
Box 17, Folder 12	Reader Service Booklets"Make Your Own Gifts", undated
Box 17, Folder 13	Seventeen in the Classroom: Home Economics Teacher Supplements,, undated

- Box 17, Folder 14 Photographs: Teena Fashion Shows, undated
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- Box 26, Folder 1 Print advertisements aimed at advertisers, 1948
- Box 26, Folder 2 Debutteen fashion pages, 1948
- Box 18, Folder 1-2 Life With Teena: A Seventeen Magazine Survey of subscribers and their mothers, Volume 1,, 1945 (two copies)
[Image\(s\)](#)
- Box 18, Folder 3-4 Life with Teena: volume two (food) (two copies)
- Box 18, Folder 5 Seventeen: A Unique Case Study, Time, p. 19,, 1945 April 15
[Image\(s\)](#)
- Box 18, Folder 6 "Why Snub 8 Million Customers?" Cosmetics and Toiletries,, 1949 August

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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 "Girls are Growing Older, Younger All the Time" Speech by Estelle Ellis, Business Image, Incorporated, at American Girl Magazine Fashion Clinic,, 1961 May 16
- Box 40, Folder 13 "Fashion...Who Needs It?" Estelle Ellis, President, Business Image, Incorporated, 17th Annual Convention Schiffli Lace and Embroidery Manufacturers,, 1969 May 9
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- Box 58, Folder 2 National Home Fashions League, 1978 December 7 House and Garden, 1980 May 19 (on index cards)
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- Box 58, Folder 5 "Defining the Affluent Market," for Van Buren-Neiman Association,, 1984 May 6
- Box 40, Folder 13 "Marketing Fragrance in These Extra Sensory/High Technology Times" Article for "Fragrance Forum," 13, 1984 June (two copies)

- 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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OV0002 President's Party: Chanel No. 5 -Share the Fantasy, 1979 November 1
1 Videocassettes (U-matic)
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OV0003 Coddington Montage: Push Pin Studios-Sarah Moon, 1981 March 3
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RV0004 (Reference
copy); Condé Nast: In Vogue Final American Titles, 1986 February 13
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OV0005; Condé Nast: Glamour From Now On, 1986 June 23
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OV0007 Kay Haward: Bergdorf Goodman
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RV0008-1 (Reference
copy); A Material World: The Stuff of Dreams, Episode 1
1 Videocassettes (VHS)
Corporate Creator: PBS/ WNET Channel 13
- Box 50, Item AC0423-
OV0008-1 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; A Material World: The Stuff of Dreams, Episode 2 and 3 , 1993
1 Videocassettes (VHS)
- Box 50, Item AC0423-
RV0008-2 (Reference
copy)
- Box 50, Item AC0423-
RV0009 (Reference
copy); Estelle Ellis Student Lecture , 2004 April 1
1 Videocassettes (VHS)
Creator: Rochester Institute of Technology
- Box 50, Item AC0423-
OV0009 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
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
Box 50
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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