



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Gold Bond-Good Humor Collection

NMAH.AC.0451

Stacy Y. Coates.

March 1995

Archives Center, National Museum of American History

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Gold Bond-Good Humor Collection
<b>Date:</b>	1927 - 1991
<b>Identifier:</b>	NMAH.AC.0451
<b>Creator:</b>	Good Humor Corporation.
<b>Extent:</b>	2 Cubic feet (4 boxes)
<b>Language:</b>	Collection is in English. Some materials in Arabic.
<b>Summary:</b>	A collection photographs and corporate records from the Good Humor Company, purveyors of ice cream products.

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## Administrative Information

### Acquisition Information

The collection was donated by Gold Bond-Good Humor Ice Cream, through Lawrence Link on June 18, 1992.

### Related Materials

#### **Material at the National Museum of American History, Division of Work and Industry**

The Division of Work and Industry holds related artifacts (push cart, a cap, a money bag, a hat, a belt, an apron, a coin, buttons, emblems, a tape measure, and a truck). See Accession numbers 1993.0075; 1994.0143; 2000.0264; and 2002.3025.

### Processing Information

Collection processed by Stacy Y. Coates, contractor, March 1995; supervised by Vanessa Broussard-Simmons, archivist; revised Erin Molloy, volunteer and Alison Oswald, archivist, 2012.

### Preferred Citation

Gold Bond-Good Humor Collection, circa 1927-1991, Archives Center, National Museum of American History

### Restrictions

Collection is open for research use.

### Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Scope and Contents

The collection consists of photographs related to the Good Humor Company and its products, game shows using Good Humor products, and celebrities (such as Dwight and Mamie Eisenhower) eating Good Humor products. There are also articles about Good Humor, product catalogs, training manuals, cartoons, brochures, decals, and samples of product packaging. Audiovisual materials include audio discs and videotapes.

**Series 1, Sales and Business Materials, 1927-1991**, includes articles about Good Humor, Incorporated, manuals for training and sales presentations, promotional literature and artwork, advertisements, advertising storyboards, product decals and ice cream sticks, cartoons, and the Little Golden Book *The Good Humor Man*.

**Series 2, Packaging, 1968-1981**, consists of labels, wrappers and boxes for Good Humor products and some of its competitors.

**Series 3, Photographs, 1931-1971** consists of images of Good Humor factories; salesmen; vehicles; employees; equipment; Good Humor products featured on "Wonderama," "The Alan Burke Show," and "To Tell the Truth;" and Dwight and Mamie Eisenhower eating Good Humor ice cream. Many of the photographs were taken by Tim Murtagh of New York City, International News Photos, N. Lazarnick, commercial photographer of New York City, Alex Siodmak of New York City, Standard Flashlight Company of New York City, Kaufman and Fabry Company Photographers, and Alexandre's Photo Studio.

**Series 4, Audiovisual Materials** is composed of two subseries. Subseries A, Audio Discs, undated contains two 78 R.P.M. discs titled *Gaytime Wild Cherry* and *Gaytime Thunderball*, and Subseries B, Videotape, undated, consists of two copies of public relations material about Good Humor.

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## Arrangement

The collection is divided into four series.

**Series 1, Sales and Business Materials, 1927-1991**

**Series 2, Packaging, 1968-1981**

Subseries 1, Labels, undated

Subseries 2, Wrappers, 1968-1981

Subseries 3, Boxes, undated

**Series 3, Photographs, 1931-1971**

**Series 4, Audiovisual, undated**

Subseries 1, Audio Discs, undated

Subseries 2, Videotape, undated

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## Physical Characteristics and Technical Requirements

Gloves must be worn when handling unprotected photographs and negatives. There are no reference copies of the audiovisual materials. Use of these materials requires special arrangement with Archives Center staff.

## Names and Subject Terms

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

### Subjects:

- Game shows -- Television
- Ice cream industry
- Packaging -- 1930-1950
- Television broadcasting

### Types of Materials:

- Cartoons (humorous images) -- 1930-1960
- Catalogs -- 1930-1950
- Decalomania -- 1930-1950
- Packaging materials -- 1930-1950
- Pamphlets -- 1930-1950
- Phonograph records
- Sales catalogs -- 1930-1950
- Sound recordings -- 1930-1950
- Training manuals -- 1930-1950
- Wrapping materials -- 1930-1950

### Names:

- Eisenhower, Dwight D. (Dwight David), 1890-1969
- Eisenhower, Mamie Doud, 1896-1979

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## Container Listing

### Series 1: Sales and Business Materials, 1927 - 1991

Box 1, Folder 1	Articles and clippings about Good Humor Corporation, 1927 - 1978
Box 1, Folder 2	Storyboards, circa 1970s
Box 1, Folder 3	<a href="#">Training manuals, 1956, undated</a>
Box 1, Folder 4	Cartoons about Good Humor Corporation, undated
Box 1, Folder 5	Product line brochures, 1977 - 1991
Box 1, Folder 6	Sales presentation--Good Humor No Drip, undated
Box 1, Folder 7	The Good Humor Man, 1964
Box 1, Folder 8	Popsicle Industries promotional literature, 1979
Box 4, Folder 2; Box 1, Folder 9	Ice cream decals, undated
Box 1, Folder 10	Ice cream sticks
Box 4, Folder 3	Advertisements, 1968 - 1976

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## Series 2: Packaging, 1968 - 1981

## Subseries 2.1: Labels, undated

Box 2, Folder 1 to 19	Joe Lowe Corporation, Jo-Lo NYSICE, undated
Box 3, Folder 1	Joe Lowe Corporation, Big Twin Popsicle Syrup (labels), undated
Box 3, Folder 1	Popsicle Industries, Inc., Bubble Delight Flavor Base (labels), undated
Box 3, Folder 1	Popsicle Industries, Inc., Fudgsicle Pie, Flavor Base (labels), undated

## Subseries 2.2: Wrappers, 1968 - 1981

Box 3, Folder 2	Good Humor, Humorette, undated
Box 3, Folder 2	Good Humor, Kreme Stix Ice Cream, undated
Box 3, Folder 2	Good Humor, Lollie Stix, undated
Box 3, Folder 2	Good Humor, Vico, undated
Box 3, Folder 2	Good Humor, Wahoo Bar, undated
Box 3, Folder 2	Good Humor, Dubl Stix, undated
Box 3, Folder 2	Good Humor, Ice Cream Sandwich, undated
Box 3, Folder 2	Good Humor, Orange Root-Beer Stix, undated
Box 3, Folder 2	Good Humor, White Lemon Fruit Ice, undated
Box 3, Folder 2	Good Humor, Orange Fruit Ice, undated
Box 3, Folder 2	Good Humor, Whammy Stix, undated
Box 3, Folder 2	Good Humor, Fruiti-Frosti, undated
Box 3, Folder 2	Good Humor, Cherry Orange, undated
Box 3, Folder 2	Good Humor, G.H. 5 Cherry, 1968
Box 3, Folder 2	Good Humor, Whammy Stix (lemon), [1968?]
Box 3, Folder 2	Cheerio Deluxe, 1968, 1975

Box 3, Folder 2	Ellsworth Ice Cream, Party Time Ice Cream Bar, 1978
Box 3, Folder 2	Biltmore Winky, ice cream sundae on a stick, 1978
Box 3, Folder 2	Flav-O-Rich Inc., Circle G Bar, 1977
Box 3, Folder 2	Maoloa Milk and Ice Cream Company, Mr. Mint, undated
Box 3, Folder 2	Beatrice Foods Company, Meadow Gold Deluxe Ice Cream Bar, undated
Box 3, Folder 2	Popsicle Industries, Banana Bar, undated
Box 3, Folder 2	Joe Lowe Corporation, NYSICE, undated
Box 3, Folder 2	Charlie's Dairy Maid Ice Cream Company, Kreami-Frost, undated
Box 3, Folder 2	Florida Bar, undated
Box 3, Folder 2	Bomb Pop, Jr., undated
Box 3, Folder 2	Joe Lowe Corporation, Fudgy Wudgy, undated
Box 3, Folder 2	English Toffee, undated
Box 3, Folder 2	Joe Lowe Corporation, Sidewalk Parfay ice cream with lemon-flavored syrup, undated
Box 3, Folder 2	Joe Lowe Corporation, Sidewalk Parfay ice cream with cherry syrup, undated
Box 3, Folder 2	Maola Milk and Ice Cream Company, Sidewalk Malted On-A-Stick, undated
Box 3, Folder 2	Joe Lowe Corporation, Sidewalk Banana Spilt, undated
Box 3, Folder 2	Joe Lowe Corporation, Mr. Krunch, undated
Box 3, Folder 2	Maola Milk and Ice Cream Company, Dreamboat, a Tempting Fruit Sherbert Bar, undated
Box 3, Folder 2	Big Bullet, 1978, undated
Box 3, Folder 2	English Toffee, 1978
Box 3, Folder 2	Joe Lowe Corporation, Clark Peanut Candy Ice Milk Bar, undated
Box 3, Folder 2	Joe Lowe Corporation, Refresho, undated
Box 3, Folder 2	Durocher's Ice Cream, Teddy Bar, undated



Box 3, Folder 2	Cabarrus Creamery Company, Inc., Almond Krunch Bar, undated
Box 3, Folder 2	Cabarrus Creamery Company, Inc., Pecan Krunch Bar, undated
Box 3, Folder 2	Joe Lowe Corporation, Twin Popsicle, undated
Box 3, Folder 2	Popsicle Industries, Creamsicle, undated
Box 3, Folder 2	Joe Lowe Corporation, Refresho, undated
Box 3, Folder 2	Popsicle Inc., Gemini, a frozen confection, undated
Box 3, Folder 2	Good Humor, Orange Italian Ice Cup (lid), undated
Box 3, Folder 2	Good Humor, Chocolate Burst Ice Cream (wrapper and lid), undated
Box 3, Folder 2	Charlie's Dairy-Maid Ice Cream Company, Fudgi Frost, undated
Box 3, Folder 2	Charlie's Dairy-Maid Ice Cream Company, Fudgi Frost, undated
	Wrappers in Arabic, 1978, undated
Box 3, Folder 2	Good Humor, Chocolate Malt Ice Cream, 1968
Box 3, Folder 2	Good Humor, Deluxe Super Humor, Chocolate Chip Candy Ice Cream, 1968
Box 3, Folder 2	Good Humor, Super Humor, Peach Marble Melba Ice Cream, 1968
Box 3, Folder 2	Good Humor, Whammy Stix (orange), 1968
Box 3, Folder 2	Good Humor, Whammy Stix (cherry), 1968
Box 3, Folder 2	Good Humor, Cake Coated Baked Alaska, 1968
Box 3, Folder 2	Good Humor, Vanilla Ice Cream, 1968
Box 3, Folder 2	Good Humor, Chocolate Chip, [1968?]
Box 3, Folder 2	Good Humor, Chocolate Eclair, [1968?]
Box 3, Folder 2	Good Humor, Strawberry Shortcake, [1968?]
Box 3, Folder 2	Good Humor, Toasted Almond, [1968?]
Box 3, Folder 2	Good Humor, Frostee Humor, [1968?]
Box 3, Folder 2	Good Humor, Frostee, [1968?]

Box 3, Folder 2	Good Humor, Frostee, [1968?]
Box 3, Folder 2	Good Humor, Banana Oven Cake, 1968
Box 3, Folder 4	Cheerio, chocolate covered ice cream, undated
Box 3, Folder 4	Freezer Pleezer, lowfat yogurt bar, undated
Box 3, Folder 4	Cherry Dazzle Ice Milk Bar, undated
Box 3, Folder 4	Cherry Dazzle Chocolate Eclair, undated
Box 3, Folder 4	Dazzle, Strawberry Shortcake, undated
Box 3, Folder 4	Moobar, undated
Box 3, Folder 4	Maoloa Milk and Ice Cream Company, Deluxe Creamsicle, undated
Box 3, Folder 4	Popsicle Industries, Hunkie On-A-Stick, undated
Box 3, Folder 4	Popsicle Industries, Jetsicle, 1978
Box 3, Folder 4	Popsicle Industries, Popsicle, 1976
Box 3, Folder 4	Popsicle Industries, Trisicile (lime), undated
Box 3, Folder 4	Popsicle Industries, Popsicle (All Star), 1978
Box 3, Folder 4	Popsicle Industries, Ringling Brothers Barnum and Bailey Fudge and Ice Milk Sundae, undated
Box 3, Folder 4	Popsicle Industries, Sundaesicle Marshmallow and Chocolate Ice Milk, undated
Box 3, Folder 4	Popsicle Industries, Cherry Nut Bar, undated
Box 3, Folder 4	Popsicle Industries, Popsicle, undated
Box 3, Folder 4	Popsicle Industries, Popsicle Twin, undated
Box 3, Folder 4	Popsicle Industries, Popsicle, 1978
Box 3, Folder 4	Clair Ice Cream and Dairy Company (Toronto, Canada), Pysicle Deluxe, undated
Box 3, Folder 4	Popsicle, Inc., a frozen confection, undated
Box 3, Folder 4	Popsicle, undated

Box 3, Folder 4	Popsicle, Striper, undated
Box 3, Folder 4	Sundaesicle, undated
Box 3, Folder 4	Dreamsicle, undated
Box 3, Folder 4	Deluxe Creamsicle, undated
Box 3, Folder 4	Deluxe Creamsicle (cherry), undated
Box 3, Folder 4	Fudgesicle, undated
Box 3, Folder 4	Fudgesicle (strawberry), undated
Box 3, Folder 4	Deluxe Fudgesicle, undated
Box 3, Folder 4	Fudgesicle Pie, undated
Box 3, Folder 4	Sicle (trading card), undated
Box 4, Folder 4	Dream Bars (insulating bag), 1981
Box 4, Folder 4	Artwork for Popsicle Ice Cream Bar wrappers, 1987

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### Subseries 2.3: Boxes, undated

Box 3, Folder 5	Good Humor, Strawberry Water Ice Finger Bars, undated
Box 3, Folder 5	Good Humor, Scribbler, undated
Box 3, Folder 5	Good Humor, Viennetta, undated
Box 3, Folder 5	Good Humor, Strawberry Shortcake, undated
Box 3, Folder 5	Good Humor, Lite, chocolate-covered vanilla dietary dessert, undated
Box 3, Folder 5	Good Humor, vanilla and chocolate dietary frozen dessert, undated
Box 3, Folder 5	Mayflower, Sidewalk Sundae, undated
Box 3, Folder 5	Frozen Confections Company, Snow Cone Jrs., undated
Box 3, Folder 5	Thin and Creamie, Inc., Dream Licks dietary frozen dessert, undated
Box 3, Folder 5	Popsicle Industries, Inc., Sugar Lo Frozen Treats, undated
Box 3, Folder 5	Joe Lowe Company, Batman Crusader-Sundae, undated

Box 3, Folder 7	La Bon Products Company, Big Stick cherry pineapple, undated
Box 3, Folder 7	Pathmark, Dessert Bar, undated
Box 3, Folder 7	Good Humor, Milk Magic, undated
Box 3, Folder 8	Gold Bond Ice Cream, Inc., Choc-O-Malt, undated
Box 3, Folder 8	Gold Bond Home Town Chocolate Ice Cream, undated
Box 3, Folder 8	Nestle Crunch Vanilla Ice Cream, undated
Box 3, Folder 8	Scooter Crunch Strawberry Ice Cream Sundae Bar, undated
Box 3, Folder 8	Scooter Crunch Chocolate Sundae Ice Cream 'N Cake Bars, undated

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## Series 3: Photographs, 1931 - 1971

Box 1, Folder 11	Good Humor, Inc. fountain in factory building, Los Angeles, California, undated
Box 1, Folder 11	South Shore Good Humor, Chicago, Illinois, 1932
Box 1, Folder 11	Good Humor Ice Cream Company, Inc., Detroit, Michigan, undated
Box 1, Folder 12	To Tell the Truth with Garry Moore, undated
Box 1, Folder 12	Wonderama, 1969
Box 1, Folder 12	"The Alan Burke Show" with Good Humor Girl Valerie Lamp, 1969
Box 1, Folder 13	Salesmen, 1961, 1971, 1931 - 1932, 1968
	[Good Humor vendor with pushcart : photoprint,], 1961
	1 Item
	Creator: International News Photos
	Advertiser: Good Humor Corporation.
	Language: English.
	Notes: 04045107.tif
	92-11719 (OIPP Neg. No.)
	Silver gelatin on paper, 10 x 8".
	Unrestricted research use on site, by appointment. Researchers must handle unprotected photographs with gloves.
	Photographer unidentified. Vendor wears uniform and money-changer device on belt.
	SI Neg. No. 92-11719. Possible copyright and trademark restrictions.
	In Box 1, folder 7?
	Copy print on exhibit in NMAH cafeteria, beginning 1996/04/08.
	Topic: Snack foods
	Ice cream, ices, etc.
	Ice cream industry
	Street vendors
	Genre/Form: Photographs -- Black-and-white photoprints -- Silver gelatin -- 1960-1970
Box 4, Folder 1; Box 1, Folder 14	Employees, 1932, undated
Box 4, Folder 1; Box 1, Folder 15	Good Humor, Inc. vehicles, 1932, 1959, 1947

Lance Borman / Baby Parade / Lake Mohawk [ink on verso]] [photoprint],  
July 1947

1 Item

[Image\(s\): Lance Borman / Baby Parade / Lake Mohawk \[ink on verso\]  
July 1947 \[photoprint\].](#)

Creator: Good Humor Corporation.

Language: English.

Notes: AC0451-000003.tif (AC scan no.)

92-11717 (OIPP Neg.)

Silver gelatin on paper, 10 x 8".

Unrestricted research use on site, by appointment.  
Researchers must handle unprotected photographs with  
gloves.

Photograph of child, wearing Good Humor unifrom and  
cap, in toy truck with "Good Humors" [sic] ice cream sign.  
Photographer unidentified. Lake Mohawk, New Jersey?

In Box 1, folder 6.

Copy print on exhibit in NMAH cafeteria, beginning  
1996/04/08.

Severe crease in top third of image, across child's face. On  
matte paper.

Names: Borman, Lance

Topic: Uniforms -- Children

Trucks

Ice cream industry

Parades -- 1940-1950

Toys

Children -- 1940-1950

Place: Lake Mohawk (N.J.)

New Jersey -- 1930-1950

Genre/Form: Photographs -- 1940-1950 -- Black-and-white photoprints  
-- Silver gelatin

Box 1, Folder 16

[Dwight and Mamie Eisenhower, circa 1950s](#)

[\[Dwight D. Eisenhower eating Good Humor ice cream bar : black-and-  
white photoprint.\]](#)

1 Item

Creator: International News Photos (agency)

Advertiser: Good Humor Corporation.

Language: English.

Notes: 92-11721 (Neg. No.), AC0451-0000039.tif

Silver gelatin on paper, 10 x 8".

Unrestricted research use on site, by appointment.  
Researchers must handle unprotected photographs with  
gloves.

Stamped on verso, "International News Photos / 245  
East 45th Street, New York 17, N.Y." Photographer  
unidentified. This print is a cropped, enlarged version of  
AC0451-0000037.tif (printed from the same negative).

SI Neg. No. 92-11721. Probable copyright and trademark restrictions.

Names: Eisenhower, Dwight D. (Dwight David), 1890-1969

Topic: Snack foods  
Food -- 1940-1960  
Ice cream, ices, etc.  
Presidents -- United States  
Ice cream industry

Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints  
-- Silver gelatin

[[Mamie Eisenhower eating Good Humor ice cream bar : photoprint.](#)]

1 Item

Creator: International News Photos

Advertiser: Good Humor Corporation.

Language: English.

Notes: AC0451-0000038.tif

Silver gelatin on paper, 10 x 8".

Unrestricted research use on site, by appointment.  
Researchers must handle unprotected photographs with gloves.

Stamped on verso, "International News Photos / 245 East 45th Street, New York 17, N.Y." Photographer unidentified.

SI Neg. No. 92-11720. Possible copyright and trademark restrictions.

In Box 1, folder 7.

Topic: Presidents' spouses -- United States

Snack foods

Food -- 1940-1960

Ice cream, ices, etc.

Ice cream industry

Genre/Form: Photographs -- 1940-1950 -- Black-and-white photoprints

-- Silver gelatin

[[Dwight Eisenhower eating an ice cream bar : black-and-white photoprint](#)], Ca. 1950-1960

1 Item (10" x 8".)

Creator: International News Photos of New York (agency)

Language: English.

Notes: AC0451-0000037.tif (AC Scan)

Silver gelatin on paper.

In Box 1, Folder 7.

Unrestricted research use on site by appointment.  
Photographs must be handled with cotton gloves unless protected by sleeves.

Dwight Eisenhower, in a sport jacket and tie, eating an ice cream bar outdoors. See also an enlarged, cropped print from the same negative, AC0451-0000039.tif.

Names: Eisenhower, Dwight D. (Dwight David), 1890-1969

Topic: Ice cream bars

Snack foods  
Ice cream industry  
Ice cream, ices, etc.  
Food -- 1940-1960  
Presidents -- United States  
Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints  
-- Silver gelatin

[Mamie Eisenhower eating an ice cream bar : black-and-white photoprint],  
ca. 1950-1960

1 Item (10" x 8".)

Image(s): [\[Mamie Eisenhower eating Good Humor ice cream bar : photoprint.\]](#)

Photographer: International News Photos of New York

Language: English.

Notes: AC0451-0000038.tif (AC Scan)

Silver gelatin on paper.

In Box 1, Folder 7.

Unrestricted research use on site by appointment.  
Photographs must be handled with cotton gloves unless  
protected by sleeves.

Mamie Eisenhower, in a checked dress and white cardigan  
sweater, eating an ice cream bar. Several other figures are  
shown behind her.

Names: Eisenhower, Mamie Doud, 1896-1979

Topic: Ice cream bars

Picnicking

Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints  
-- Silver gelatin

Box 1, Folder 17 [Good Humor at the Brooklyn Strand, 1932 July 1](#)

Box 1, Folder 17 [Good Humor ice cream bar in wrapper, 1962](#)

Box 1, Folder 17 [Good Humor ice cream stand at Coney Island, New York, 1963 August 2](#)

Box 4, Folder 1 [Good Humor ice cream machine, undated](#)

Box 1, Folder 18 [Images of Good Humor \(photocopies\), 1966, undated](#)

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## Series 4: Audiovisual, undated

### Box 3

#### Subseries 4.1: Audio Discs, undated

Box 3, Folder 9      Gaytime Wild Cherry, General Foods, undated  
1 Sound recording (10" acetate, 78rpm)

Gaytime Thunderball, General Foods, undated  
1 Sound recording (10" acetate, 78 rpm)

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#### Subseries 4.2: Videotape, undated

Box 3, Item 1-2      Good Humor P.R. (two copies), undated  
2 Videocassettes (3/4" Umatic)

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