



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
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<http://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	1
Administrative Information	1
Arrangement.....	2
Scope and Contents.....	2
Names and Subjects	3
Container Listing	4
Series 1: Sales and Business Materials, 1927 - 1991.....	4
Series 2: Packaging, 1968 - 1981.....	5
Series 3: Photographs, 1931 - 1971.....	11
Series 4: Audiovisual, undated.....	16

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Gold Bond-Good Humor Collection
Identifier:	NMAH.AC.0451
Date:	1927 - 1991
Extent:	2 Cubic feet (4 boxes)
Creator:	Good Humor Corporation.
Language:	Collection is in English. Some materials in Arabic.

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.

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.

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

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

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	Training manuals, 1956, undated Image(s)
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	<i>The Good Humor Man</i> , 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

[Return to Table of Contents](#)

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

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

[Return to Table of Contents](#)

Series 3: Photographs, 1931 - 1971

Box 1, Folder 11 Good Humor, Inc. fountain in factory building, Los Angeles, California, undated
[Image\(s\)](#)

Box 1, Folder 11 South Shore Good Humor, Chicago, Illinois, 1932
[Image\(s\)](#)

Box 1, Folder 11 Good Humor Ice Cream Company, Inc., Detroit, Michigan, undated
[Image\(s\)](#)

Box 1, Folder 12 *To Tell the Truth* with Garry Moore, undated
[Image\(s\)](#)

Box 1, Folder 12 *Wonderama*, 1969
[Image\(s\)](#)

Box 1, Folder 12 "The Alan Burke Show" with Good Humor Girl Valerie Lamp, 1969
[Image\(s\)](#)

Box 1, Folder 13 Salesmen , 1961, 1971, 1931 - 1932, 1968
[Image\(s\)](#)

[Good Humor vendor with pushcart : photoprint,], 1961
1 Item

[Image\(s\): \[Good Humor vendor with pushcart : photoprint,\] 1961.](#)

International News Photos, Creator

Good Humor Corporation., Advertiser

English.

Photographer unidentified. Vendor wears uniform and money-changer device on belt.

In Box 1, folder 7?

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

SI Neg. No. 92-11719. Possible copyright and trademark restrictions.

Silver gelatin on paper, 10 x 8".

Local Numbers

04045107.tif

92-11719 (OIPP Neg. No.)

Exhibitions Note

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

Topic: Ice cream industry
Ice cream, ices, etc.
Snack foods
Street vendors

Genre/
Form: Photographs -- 1960-1970 -- Black-and-white photoprints
-- Silver gelatin

Box 4, Folder 1;
Box 1, Folder 14

Employees , 1932, undated
[Image\(s\)](#)

Box 4, Folder 1;
Box 1, Folder 15

Good Humor, Inc. vehicles, 1932, 1959, 1947
[Image\(s\)](#)

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 \[photoprint\].](#)

Good Humor Corporation., Creator
English.

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

In Box 1, folder 6.

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

Silver gelatin on paper, 10 x 8".

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

Local Numbers

AC0451-000003.tif (AC scan no.)

92-11717 (OIPP Neg.)

Exhibitions Note

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

Names: Borman, Lance

Topic: Children -- 1940-1950
Ice cream industry
Parades -- 1940-1950
Toys
Trucks
Uniforms -- Children

Place: Lake Mohawk (N.J.)
New Jersey -- 1930-1950

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

Box 1, Folder 16

Dwight and Mamie Eisenhower, circa 1950s

[Image\(s\)](#)

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

1 Item

[Image\(s\)](#)

International News Photos (agency)

Good Humor Corporation., Advertiser

English.

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).

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

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

Silver gelatin on paper, 10 x 8".

Local Numbers

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

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

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

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

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

1 Item

[Image\(s\)](#)

International News Photos, Creator

Good Humor Corporation., Advertiser

English.

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

In Box 1, folder 7.

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

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

Silver gelatin on paper, 10 x 8".

Local Numbers

AC0451-0000038.tif

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

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

[Dwight Eisenhower eating an ice cream bar : black-and-white photoprint],

Ca. 1950-1960

1 Item (10" x 8").

[Image\(s\): \[Dwight Eisenhower eating an ice cream bar : black-and-white photoprint\].](#)

International News Photos of New York (agency)

English.

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.

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

Silver gelatin on paper.

Local Numbers

AC0451-0000037.tif (AC Scan)

In Box 1, Folder 7.

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

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

Genre/ Photographs -- 1950-1960 -- Black-and-white photoprints
Form: -- 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.]

International News Photos of New York, Photographer
English.

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

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

Silver gelatin on paper.

Local Numbers

AC0451-0000038.tif (AC Scan)

In Box 1, Folder 7.

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 Image(s)
Box 1, Folder 17	Good Humor ice cream bar in wrapper, 1962 Image(s)
Box 1, Folder 17	Good Humor ice cream stand at Coney Island, New York, 1963 August 2 Image(s)
Box 4, Folder 1	Good Humor ice cream machine, undated Image(s)
Box 1, Folder 18	Images of Good Humor (photocopies), 1966, undated

[Return to Table of Contents](#)

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)

Subseries 4.2: Videotape, undated

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

[Return to Table of Contents](#)