



Smithsonian

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

## Guide to the African American Cosmetic and Food Label Collection

NMAH.AC.0480

Vanessa Broussard-Simmons

1998

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	African American Cosmetic and Food Label Collection
<b>Date:</b>	1934-1946, undated
<b>Identifier:</b>	NMAH.AC.0480
<b>Creator:</b>	Wright, Helena, 1946-
<b>Extent:</b>	0.12 Cubic feet (1 box)
<b>Language:</b>	English .
<b>Summary:</b>	Collection consists of labels, created by Chicago business Valmor Products Company, for packaging intended to appeal to the African American consumer market dating from 1934-1946.
<b>Digital Content:</b>	<a href="#">Image(s): African-American Cosmetic and Food Label Collection</a>
<b>Container:</b>	Box 1

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## Administrative Information

### Acquisition Information

Collection was donated to the Archives Center by National Museum of American History (NMAH) curator Helena Wright, November 23, 1993.

### Related Materials

Archives Center, National Museum of American History

Warshaw Collection of Business Americana, NMAH.AC0060

Nathaniel Mathis Collection of Barbering and Beauty Culture NMAH.AC0641

Cover Girl Advertising Oral History & Documentation Project NMAH.AC0374

Carolyn Jones Papers NMAH.AC0552

Other Repositories

Valmor Products Label Collection, Special Collections, Chicago Public Library, Harold Washington Library Center

Graphic Arts Collection, Special Collections, Firestone Library, Princeton University

Made-in-Chicago Museum

### Processing Information

Collection processed by Vanessa Broussard-Simmons, archivist, 1998

## Preferred Citation

African American Cosmetic and Food Label Collection, 1934-1946, undated, Archives Center, National Museum of American History.

## Restrictions

Collection is open for research.

## Conditions Governing Use

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## Biographical / Historical

The Valmor Company was established in 1926 on the South side of Chicago. It was owned and operated by Morton Gross Neumann (1898-1985) and Rose Fogelson Neumann (1902-1998). The company catered to an African American consumer market and employed local black residents as warehouse workers and salesmen. It created advertisements and product packaging using the talents and skills of African American artists Charles Clarence Dawson (June 12, 1889 - March 1, 1981) and Jay Paul Jackson (September 10, 1905 - May 16, 1954). Products were sold under the Valmor name and its subsidiary companies: Lucky Brown, Madam Jones, King Novelty, and Famous Products Company. The company was purchased by New York's R. H. Cosmetic Corporation after the death of Morton G. Neumann in 1985.

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## Scope and Contents

Collection consists of fifty-three product labels created by Chicago area business Valmor Products Company and its subsidiaries: Madam Jones and Famous Products Company. The labels do not appear to have been used on product packaging. Personal care products were for both men and women and include cold cream, perfume, bleaching cream, talcum powder, toilet water, shaving cream, deodorant, hand cream, hot comb oil, hair dressing, and mouth wash. Common brand names on the product labels are Sweet Georgia Brown, Lucky Brown, Lucky Mojo, Lucky Man, Madam Jones, and Happy Go Lucky. Some of the products are specific to the African American community with mainstream products meant to appeal to this sector of American society. In many cases the company name, brand name, and copyright date appear on the labels. Materials are arranged in alphabetical order by the company name. If the company name does not appear on the label the brand name of the product was used.

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## Arrangement

Collection is arranged in one series.

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## Names and Subject Terms

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

Subjects:

African American business enterprises -- 1930-1960

Cosmetics industry  
Packaging

Types of Materials:

Labels

Names:

Famous Products Co.  
Lucky Man Co.  
Madam Jones Co.  
Val-Mor Co.