



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

## Guide to the Brownie Wise Papers

NMAH.AC.0509

Mimi Minnick

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Brownie Wise Papers
<b>Identifier:</b>	NMAH.AC.0509
<b>Date:</b>	circa 1928-1968
<b>Extent:</b>	27 sound recordings 15 Cubic feet (26 boxes, 7 folders)
<b>Creator:</b>	Wise, Brownie Humphrey, 1913-1991
<b>Language:</b>	English  Collection is in English.
<b>Summary:</b>	The papers consist of business records documenting the history of Tupperware from 1951-1958, during which Brownie Wise served as vice president of the Tupperware Company. Also, personal papers and business records documenting her marketing activities for Stanley Home Products, Vivian Woodard Cosmetics, and others.

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## Administrative Information

### Acquisition Information

The collection was donated to the Archives Center, National Museum of American History in March 1994 by Brownie Wise's son, Jerry Wise, of Kissimmee, Florida.

### Processing Information

Processed by Mimi Minnick, July 1995.

### Preferred Citation

Brownie Wise Papers, 1938-1968, Archives Center, National Museum of American History

### Restrictions

Collection is open for research.

### Conditions Governing Use

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## Biographical Note

Brownie Humphrey was born in Buford, Georgia in 1913, the daughter of Rosabelle Stroud Humphrey and Jerome Humphrey, a plumber. According to longtime friend Kay Robinson, Brownie knew that there were few business opportunities for women in the South, and that "unless she wanted to work in sales, she would have to leave the South." After meeting Robert Wise at the Texas Centennial in 1936, where the couple saw an exhibition highlighting a bright future at Ford Motors, Brownie and Robert married and moved to the Detroit area where he worked as a machinist, later opening a small machine shop. The couple divorced in 1941, about three years after the birth of their only child, Jerry. Brownie Wise never remarried.

During the late 1930s and early 1940s, Brownie contributed to a correspondence column of the *Detroit News* under the pen name "Hibiscus." Her columns were largely autobiographical, but used elements of fantasy and romance to address a uniquely female urban community. In Detroit, Wise worked briefly at an ad agency and in a millinery shop. During World War II, Wise got a job as an executive secretary at Bendix. After the war, Brownie and her mother, Rose Stroud Humphrey, began selling Stanley Home Products. When Jerry became ill in 1949, they followed a doctor's advice and moved to Miami where they began a direct selling business they called Patio Parties. Through this business, the mother daughter team distributed Poly-T (Tupperware), Stanley Home Products, West Bend, and other household goods through an innovative home party plan adopted by Brownie.

Thomas Damigella in Massachusetts, and Brownie Wise in South Florida, quickly became among the fastest movers of Tupperware products, attracting the attention of Earl Tupper, who was still searching for a profitable outlet for his plastic containers. Because Americans were still skeptical of plastics and because the Tupper seal required demonstration, early attempts at department store sales had been unsuccessful. Some independent dealers had more success selling through demonstrations at state fairs or door-to-door, but sales and distribution remained low. The experiences of Damigella and Wise convinced Tupper to offer the products on a home party plan. He partnered with Norman Squires, the originator of Hostess Home Parties, to pursue this strategy.

In 1951, Tupper recruited Brownie to develop the Hostess party plan for Tupperware, and named her vice president of the company. She is credited with developing the party plan and sales organization, and with creating the annual Jubilee, a pep-rally and awards ceremony for dealers and distributors; it was her idea to locate company headquarters in Kissimmee, and she oversaw the design and construction of the campus. With the company's meteoric success came national recognition. Her public role was all the greater because Earl Tupper shunned all public exposure; Wise was the public head of the company throughout the 1950s. She was both honored guest and invited speaker at national sales and marketing conferences, where she was often the only woman in attendance. Scores of laudatory articles about her appeared in the sales industry and general business press, and she became the darling of the women's magazines, including features in *McCalls*, *Charm* and *Companion*.

Tupper and Wise clashed over the management and direction of the business in late 1957 and the board of directors forced her out in January, 1958. She filed a \$1,600,000 suit against the company for conspiracy and breach of contract, but settled out of court for a year's salary -- about \$30,000. Shortly thereafter, Tupper sold the company to Dart/Rexall and relinquished all involvement with it.

Beginning in 1958 and through the 1960s, Brownie co-founded three direct sales cosmetics companies, Cinderella (1958-59), Carissa (1963) and Sovera/Trivera (1966-69). She also was president of Viviane Woodard Cosmetics (1960-62), and consulted for Artex and others. In addition, she undertook a real estate development venture in Kissimmee with Charles McBurney and George Reynolds (both former Tupperware executives). She seems never to have achieved the same level of success in these later business ventures. Wise continued to live in the Kissimmee area, moving from Waters' Edge, the spectacular 1920s mansion she occupied during the Tupperware years, to a home George Reynolds

designed for her in. She was active in her church and as an artist, working in clay and textiles. During the last eight years of her life she was in declining health. She died in December 1992.

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## Scope and Contents

The Brownie Wise Papers constitute an essential complement to the Earl Tupper Papers, acquired in 1992, and to the museum's rich collections of Tupperware products. Together these collections document not only the founding and early business history of Tupperware, but also significant areas of American history in which the museum has a demonstrated interest. The Brownie Wise Papers illuminate aspects of an American consumer culture which achieved its apex in the post-World War II years; in many ways, Tupperware and the Tupperware party reflect the key defining elements of the fifties. Of special significance is the story these papers tell of a successful woman business executive and working mother, in an era whose women have more often been characterized by June Cleaver and Harriet Nelson. The Tupperware story offers rich insights into the society and culture of the era, illuminating issues of gender, consumerism, and technological development.

There are approximately 15 cubic feet of materials, including photographic and audiovisual materials. The collection is organized into eight series.

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## Arrangement

The collection is arranged into eight series.

Series 1: Personal Papers, circa 1928-1968

Series 2: Stanley Home Products, Patio Parties, circa 1947-1959

Series 3: Tupperware Home Parties, circa 1951-1959

Series 4: Direct Sales consulting, circa 1958-1969

Series 5: Other Direct Sales Consulting, circa 1958-1971

Series 6: Other Business ventures, circa 1958-1967

Series 7: Photographs, 1930-1968

Series 8: Audiovisual Materials, 1953-1957; 1977

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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:

- Direct selling
- Plastics
- Product demonstrations
- Sales promotion

Women in marketing

Types of Materials:

Audiovisual materials  
Business records -- 20th century  
Personal papers -- 20th century  
Photographs -- 20th century  
Speeches

Names:

Stanley Home Products  
Tupperware (Firm).  
Vivian Woodward Cosmetics

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## Container Listing

### Series 1: Personal Papers, circa 1928-1968

Series 1: Personal Papers, circa 1928-1968. A scrapbook touches on her life as a girl in the 1920s. Souvenir photographs of the 1936 Texas Centennial Exhibition at which she met her future husband, letterhead of his Detroit business, travel postcards, war ration books, income tax returns and a scrapbook chronicling her writings under the penname Hibiscus for the *Detroit News*, give a glimpse into her life during the late 1930s and early 1940s. For the 1950s, there are records of taxes and household expenses. The collection also includes some of her 1940s and 1950s dress patterns; as a woman in the public eye, Wise's trim figure and fashionable attire were much discussed.

Box 1, Folder 1	Robert Wise/Wisco letterhead
Box 1, Folder 2	Labor songs
Box 1, Folder 2	Wartime Ration Books
Box 1, Folder 3	Travel postcards
Box 1, Folder 4	Income Tax returns, 1943; 1946-1948
Box 1, Folder 5	Withholding Statements, 1951-1956
Box 1, Folder 6	Household inventory, 1950
Box 7-12, Folder 7-12	Household Expenses, 1950-1956
Box 1, Folder 13	Water's Edge repairs
Box 1, Folder 14	Myles Tupper/Jerry Wise design patent: The Thing, 1952
Box 1, Folder 15	Rosabella Gardens (Jerry Wise's nursery business)
Box 1, Folder 16	Boat expenses
Box 1, Folder 17	Clothing expenses
Box 1	Clothing expenses reimbursed by Tupperware Home Parties
Box 1, Folder 19	Insurance expenses
Box 1, Folder 20	Purchase of Ft. Lauderdale house, 1952
Box 1, Folder 21	Rose Stroud Humphrey purchase of Hollywood house, 1951
Box 1, Folder 22	Death of Rose Stroud Humphrey, 1959
Box 2, Folder 1	Financial documents

Box 2, Folder 2	Legal documents
Box 2, Folder 3	Personal correspondence, 1950-1958
Box 2, Folder 4	European trip postcards, 1954
Box 2, Folder 5	Clippings: lifestyle, personality
Box 2, Folder 6	Clippings: religion
Box 2, Folder 7	Correspondence with Neil Osterweil in re Tupper biography, 1989
Box 2, Folder 8	Correspondence with Vic Sussman; newspaper article, 1988
Box 2, Folder 9	Child support agreement, 1941
Box 2, Folder 10	Round Robin letter, Fort Lauderdale to Detroit, 1950
Box 3	Dress patterns, 1940s-1950s
Box 32 f/o, Folder 1	[High school? Vocational School?] scrapbook, circa 1928
Box 32 f/o, Folder 2	Scrapbook: letters to the <i>Detroit Free Press</i> , circa 1939
Box 11	Home Edition (1 volume), circa 1945

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## Series 2: Stanley Home Products, Patio Parties, Poly-T Parties, Hibiscus Sales, Gardenia Sales, circa 1947-1959

Series 2: Stanley Home Products, Patio Parties, Poly-T Parties, Hibiscus Sales and Gardenia Sales, circa 1947-1959. This series includes records of Wise's innovative direct sales businesses for the period before she was recruited by Tupperware. Files include order forms, correspondence with sales agents, and instructions on sales methods. There are sales records, invoices, shipping documents, accounting records and sales force newsletters from the Miami Tupperware dealership known as Hibiscus Sales, which Wise opened in 1949 with her mother. Until her death in 1959, Brownie's mother Rose Humphrey, continued to operate the Miami dealership as well as Gardenia Sales, which supplied Tupperware to Puerto Rico. There are accounting records and dealer correspondence documenting this enterprise.

Box 4, Folder 1	Stanley Home Products, 1947-1948
Box 4, Folder 2	Unit managers training notes, 1948 [Stanley Home Products?]
Box 4, Folder 3	Stanley Home Products catalog, 1958 <a href="#">Image(s)</a>
Box 4, Folder 4-6	Patio Parties
Box 4, Folder 7	Patio Parties: field booking
Box 4, Folder 8-10	Patio Parties: Tupperware accounts
Box 4, Folder 11-12	Patio Parties: The Go-Getter newsletter
Box 4, Folder 13	Patio Parties correspondence: 1950-1951
Box 4, Folder 14	Patio Parties: dealer manual
Box 4, Folder 15	Patio Parties: accounting ledger, undated
Box 4, Folder 16-18	Poly-T Parties <a href="#">Image(s)</a>
Box 4, Folder 19	Poly-T Parties: dealer order forms
Box 5, Folder 1	Hibiscus Sales financial statement, 1951
Box 5, Folder 2	Hibiscus Sales franchise contract, 1953
Box 5, Folder 3	Hibiscus Sales correspondence
Box 5, Folder 4	Puerto Rico franchise: Gardenia Sales
Box 5, Folder 5	Puerto Rico correspondence: Santan Orespo
Box 5, Folder 6	Puerto Rico accounting, 1957
Box 5, Folder 7	Puerto Rico invoices, correspondence

Box 5, Folder 8	Puerto Rico dealer: Carmen Romero
Box 5, Folder 9	Puerto Rico dealer: Margo Maldorado
Box 5, Folder 10	Puerto Rico dealer: Lupita Revera
Box 5	Rose Humphrey business correspondence
Box 2, Folder 11	Patio Parties, dealer order forms
Box 2, Folder 12	Hibiscus Sales: Puerto Rico

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## Series 3: Tupperware Home Parties, circa 1951-1959

Series 3: Tupperware Home Parties, circa 1951-1959. This series includes files of Wise's business correspondence, notes and memoranda, and speeches. There is some business correspondence with Earl Tupper, who remained at the firm's manufacturing plants in the Northeast. Also included are publicity reprints and newsclippings, as well as public relations scrapbooks from 1951 to 1958. There are nearly complete runs of *Tupperware Sparks* and the *Tupperware Sentinel*, company publications prepared for the sales force, as well as catalogs, recruitment publications and other company literature. The series is divided into six subseries as follows:

Subseries 3.1: Business Files and Correspondence, 1951-1959; 1988-1989

Subseries 3.2 Speeches to Tupperware Sales Force, 1951-1957

Subseries 3.3: Speeches to outside groups and Sales Organizations, 1952-1957

Subseries 3.4: Tupperware publications, 1949-1966 (not inclusive)

Subseries 3.5: Brownie Wise "Idea" files, n.d

Subseries 3.6: Publicity, 1951-1957

### Subseries 3.1: Business Files and Correspondence

Box 2, Folder 13	Distributors agreement: Tupperware Home Parties
Box 2, Folder 14	Franchise Agreement: Tupperware Home parties
Box 2	Tupperware gross sales (at cost to distributors), 1951-1958
Box 6, Folder 1	Tupperware contracts
Box 6, Folder 2-5	Personal correspondence re Tupperware
Box 6, Folder 6	Cards from staff
Box 6, Folder 7	Business correspondence
Box 6, Folder 8	THP accounting documents
Box 6, Folder 9	THP accounting documents
Box 6, Folder 10	THP accounts receivable, 1957
Box 6, Folder 11	Tupperware inter-office memos, 1951-1958
Box 6, Folder 12	Correspondence with Earl Tupper, 1954
Box 6, Folder 13	Correspondence with Earl Tupper, 1952, 1957
Box 6, Folder 14	Correspondence with Earl Tupper, 1957
Box 6, Folder 15	Correspondence with Earl Tupper, 1958

Box 7, Folder 1-2	Brownie Wise vs. Tupperware Home Parties contract dispute, 1958
Box 7, Folder 3	Legal correspondence in re contract dispute, 1958
Box 7, Folder 4-12	Correspondence, Tupperware Home Parties, 1951-1958 (in re contract dispute)
Box 7, Folder 13	Correspondence in re: <i>Best Wishes</i> , 1958 (in re contract dispute)
Box 8, Folder 1	Tupperware organizational chart
Box 8, Folder 2	Tupperware headquarters design sketches, 1952
Box 8, Folder 3	Tupperware manufacturing facility in Cuero, Texas, 1951
Box 8, Folder 4	Tupperware Home Parties employee list, undated
Box 8, Folder 5	Tupperware Home Parties business associates list, undated
Box 8, Folder 6	Tupperware slogans
Box 8, Folder 7	Tupperware shield
Box 8, Folder 8	Training seminar diploma <a href="#">Image(s)</a>
Box 8, Folder 9	The Lantern Club
Box 8, Folder 10	Vanguard units
Box 8, Folder 11	Vanguard promotion
Box 8, Folder 12	Fall promotion
Box 8, Folder 13	Tupperware promotions
Box 8, Folder 14	Bulletin material
Box 8, Folder 15	Preview parties
Box 8, Folder 16	Notes for Tupperware demonstrations
Box 8, Folder 17	Dealer training
Box 8, Folder 18	Recruiting
Box 8, Folder 19	Tupperware conferences
Box 8, Folder 20	Notes for conferences
Box 8, Folder 21	Notes for conferences and seminars

Box 8, Folder 22        Notes/ideas for the *Sales Sentinel*  
Box 8, Folder 23        Sales association memberships  
Box 8, Folder 24        Awards  
Box 8, Folder 25        Salesmanship publications  
Box 8, Folder 26        Community activities

### Subseries 3.2: Speeches to Tupperware Sales Force

Box 9, Folder 1        Welcome address, Tupperware distributors first conference, n.d  
Box 9, Folder 2        Welcome address, distributors conference, July 1952  
Box 9, Folder 3        Welcome address, distributors conference, January 1953  
Box 9, Folder 4        Speeches to managers, 1953  
Box 9, Folder 5        Welcome address, 1954  
Box 9, Folder 6        Welcome address, Jubilee, April 1955  
Box 9, Folder 7        Welcome address, Jubilee 1956  
Box 9, Folder 8        Welcome address, distributors, Jubilee 1956  
Box 9, Folder 9        Welcome address, Jubilee, 1957  
Box 9, Folder 10       Graduation speech, Jubilee 1956  
Box 9, Folder 11       correspondence re distributors conference, 1989  
Box 9, Folder 12       Welcome address, undated  
Box 9, Folder 13       Welcome address, distributors, undated  
Box 9, Folder 14       Welcome address, managers, undated  
Box 9, Folder 15       Graduation: Ad Astra, Per aspera, undated  
Box 9, Folder 16       graduation address, undated  
Box 9, Folder 17       seminar graduation, undated  
Box 9, Folder 18       managers seminar graduation undated  
Box 9, Folder 19       Custodian of the Seal, undated

Box 9, Folder 20      If I Were a Tupperware Dealer, undated

Box 9, Folder 21      The Story of Poly, undated

Box 9, Folder 22      The Rose Award, undated

Box 9, Folder 23      Tupperware's 5th Birthday

Box 9, Folder 24      As We Walk, undated

Box 9, Folder 25      Step by Step Training, undated

Box 9, Folder 26      How to Induce Dealers to Work, undated

Box 9, Folder 27      Tupperware is the Way, undated

### Subseries 3.3: Speeches to outside groups and Sales Organizations, 1952-1957

Box 10, Folder 1      Ad Club, 1952

Box 10, Folder 2      The Relationship of Field to Management, National Association of Direct Sales Companies, June 3, 1952

Box 10, Folder 3      Junior Chamber of Commerce, July 28, 1952

Box 10, Folder 4      How Tupperware Uses Incentive, Premium Advertisers Association, September 21, 1954

Box 10, Folder 5      Direct Selling Sales Executives Club, May 14, 1954

Box 10, Folder 6      Write Your Own Ticket, Jackson College for Negro Teachers, February 2, 1955

Box 10, Folder 7      Write Your Own Ticket, Central Florida Sales Executives Club, March 16, 1955

Box 10, Folder 8      Boone High School Graduation, 1956

Box 10, Folder 9      Pilot Club, February 28, 1956

Box 10, Folder 10      Boston Sales Executives Club, December 7, 1956

Box 10, Folder 11      YWCA Girls Camp, Milwaukee, Wisconsin, February 1957

Box 10, Folder 12      Tele-Sell New York, March 1957

Box 10, Folder 13      Heart Fund campaign, 1957

Box 10, Folder 14      Tupperware Art Fund, undated

Box 10, Folder 15      Let's Make Kissimmee Florida's Frontier Town, undated

Box 10, Folder 16      Advertising and Publicity, undated

## Subseries 3.4: Tupperware publications

- Box 11, Folder 1      Tupperware ads  
[Image\(s\)](#)
- Box 11, Folder 2      Tupperware publications:*Best Wishes* promotional  
[Image\(s\)](#)
- Wish Fairy coloring book. Image 02050922.tif: Wish Fairy PC, back cover of Tip, Top, Tuppy paper dolls  
*1 Item*
- [Image\(s\): Wish Fairy coloring book. Image 02050922.tif: Wish Fairy PC, back cover of Tip, Top, Tuppy paper dolls.](#)
- Wise, Brownie Humphrey, 1913-1991, Collector  
Unrestricted research use on site by appointment.
- Ink on cardboard.
- Local Numbers  
02050922.tif (AC Scan No.)
- Box 11, Folder TW Publ.
- |        |                     |
|--------|---------------------|
| Topic: | Family -- 1940-1960 |
| Genre/ | Coloring books      |
| Form:  | Paper dolls         |
- Box 11, Folder 3      Bulletins  
[Image\(s\)](#)
- Box 11, Folder 4      Business cards, envelopes, letterhead
- Box 11, Folder 5      Cards, announcements  
[Image\(s\)](#)
- Box 11, Folder 6      Catalogs, 1949-1966  
[Image\(s\)](#)
- Box 11, Folder 7      *Children's Parties; Gift Wrapping Can Be Fun*  
[Image\(s\)](#)
- Box 11, Folder 8      Dealer/manager information
- Box 11, Folder 9      Hostess information  
[Image\(s\)](#)
- Box 11, Folder 10     Headquarters brochures, postcard  
[Image\(s\)](#)
- Box 11, Folder 11     Jubilee program, 1954

[Image\(s\)](#)

Box 11, Folder 12	Recipe cards <a href="#">Image(s)</a>
Box 11, Folder 13	<i>Lamplighter</i> , 1955-1956
Box 11, Folder 14	<i>Tupperware Know How</i>
Box 11, Folder 15	<i>Public Relations News</i> , 1954
Box 11, Folder 16	distributors conference programs, 1952-55
Box 12, Folder 1	<i>Best Wishes</i> (2 copies)
Box 12, Folder 2	<i>Best Wishes</i> correspondence
Box 13 f/o	<i>Tupperware Sales Sentinel</i> , 1956 - 1959 <a href="#">Image(s)</a>
Box 14 f/o	<i>Tupperware Sparks</i> , 1951 -1957 <a href="#">Image(s)</a>

## Subseries 3.5: Brownie Wise "Idea" files, undated

Box 15, Folder 1	Appreciation
Box 15, Folder 2	Birthdays
Box 15, Folder 3	Dating
Box 15, Folder 4	Discontent
Box 15, Folder 5	Decisions
Box 15, Folder 6	Easter
Box 15, Folder 7	Energy
Box 15, Folder 8	Enthusiasm
Box 15, Folder 9	Failure
Box 15, Folder 10-11	Faith
Box 15, Folder 12	Faith-Fear
Box 15, Folder 13	Fear
Box 15, Folder 14	Four dreams



Box 15, Folder 15	Getting vs. Giving
Box 15, Folder 16	Giving
Box 15, Folder 17	Golas
Box 15, Folder 18	Growth
Box 15, Folder 19	Guilt
Box 15, Folder 20	Happiness
Box 15, Folder 21	A House Without Books
Box 15, Folder 22	Imagination
Box 15, Folder 23	Independence/Interdependence
Box 15, Folder 24	Inferiority
Box 15, Folder 25	Keeping it Simple
Box 15, Folder 26	Kindness
Box 15, Folder 27	Leadership
Box 15, Folder 28	Learn Don't Lean
Box 15, Folder 29	Pay for Your Room on Earth
Box 15, Folder 30	Poems
Box 15, Folder 31	Public Speaking
Box 15, Folder 32	Quotations
Box 15, Folder 33	Quotations from the Bible
Box 15, Folder 34	Recognition
Box 16, Folder 1	Salesmanship
Box 16, Folder 2	Songs
Box 16, Folder 3	Speeches for Every Occasion
Box 16, Folder 4	Success <a href="#">Image(s)</a>
Box 16, Folder 5-7	Talk Material
Box 16, Folder 8	Training

Box 16, Folder 9            Use  
Box 16, Folder 10        Wishing  
Box 16, Folder 11        Notes/Ideas

### Subseries 3.6: Publicity, 1951-1957

Box 17, Folder 1        Public Relations Scrapbook: November 1951-February 1953  
[Image\(s\)](#)

Box 17, Folder 2        Public Relations Scrapbook: May-August 1953

Box 17, Folder 3        Public Relations Scrapbook: August - December 1953

Box 17, Folder 4        Public Relations Scrapbook: January - March 1954  
[Image\(s\)](#)

Box 17, Folder 5        Public Relations Scrapbook: April - August, 1954  
[Image\(s\)](#)

Box 17, Folder 6        Public Relations Scrapbook: August 1954- January 1955  
[Image\(s\)](#)

Box 17, Folder 7        Public Relations Scrapbook: January - April 1955  
[Image\(s\)](#)

Box 18, Folder 1        Public Relations Scrapbook: January - May 1954  
[Image\(s\)](#)

Box 18, Folder 2        Public Relations Scrapbook: June - July 1954

Box 18, Folder 3        Public Relations Scrapbook: August - October 1954

Box 18, Folder 4        Public Relations Scrapbook: November - December 1954

Box 18, Folder 5        Public Relations Scrapbook: January - February 1955

Box 18, Folder 6        Public Relations Scrapbook: March - November 1955

Box 18, Folder 7        Public Relations Scrapbook: January - June 1956  
[Image\(s\)](#)

Box 18, Folder 8        Public Relations Scrapbook: July 1956 - January 1957

Box 18, Folder 8        Public Relations Scrapbook

Box 19, Folder 1        loose newspaper clippings, 1952-53

Box 19, Folder 2        loose newspaper clippings, 1954

Box 19, Folder 3-4	loose newspaper clippings, 1955
Box 19, Folder 5	loose newspaper clippings, 1955-57
Box 19, Folder 6	loose newspaper clippings, undated
Box 22 f/o	oversized loose newspaper clippings
Box 20, Folder 1	publicity reprints, circa 1951-1955
Box 21 f/o	oversized publicity reprints, circa 1951-55 <a href="#">Image(s)</a>
Box 31 f/o	oversized dealer literature, 1951

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## Series 4: Direct Sales Cosmetics Companies, circa 1958-1969

Series 4: Direct Sales Cosmetics Companies, circa 1958-1969. Wise's business activities in the late 1950s and early 1960s as a co-founder and consultant in direct selling cosmetics enterprises also are well documented. Companies include Cinderella (1958-59), and Vivian Woodard (1960-62), Carissa (1963), Aloe Vera (1966-68), Trivera (1967-68), and Sovera (1967-69). Organized files include sales handbooks and dealer/distributor literature written by Wise, correspondence, reports and recommendations for clients, samples of advertising and marketing materials, and sales force newsletters.

Box 2, Folder 15	Franchise Agreement: Vivianne Woodard
Box 2, Folder 16	Franchise Agreement: Blanchette
Box 2, Folder 17	Franchise Agreement: Carissa
Box 23, Folder 1	Aloe Vera Company distribution program, 1966
Box 23, Folder 2	Aloe Vera Company franchise agreement, 1966
Box 23, Folder 3	Aloe Vera Company correspondence, 1966-67
Box 23, Folder 4	Aloe Vera Company financial analysis
Box 23, Folder 5	Aloe Vera Company brochures, 1966-67
Box 23, Folder 6	Aloe Vera Company product names and ideas, 1967
Box 23, Folder 7	Aloe Vera Company product claims, 1967-68
Box 23, Folder 8	Aloe Vera Company history and qualities of aloe, undated
Box 23, Folder 9	Trivera distribution agreement, 1967
Box 23, Folder 10	Trivera distribution manual - draft, 1967
Box 23, Folder 11	Trivera company summary, 1967very
Box 23, Folder 12	Trivera correspondence, 1967-1968
Box 23, Folder 13-14	competitors cosmetic ads, undated
Box 24, Folder 1	"Sovera Story", 1966
Box 24, Folder 2	"Sovera Creed", undated
Box 24, Folder 3	Sovera distributors information, 1967-69
Box 24, Folder 4	Sovera consultants information, 1969
Box 24, Folder 5	Sovera dealer interview
Box 24, Folder 6	Sovera hostess information, 1969

Box 24, Folder 7	Sovera product information, 1967-69
Box 24, Folder 8	Sovera Creme Cleanser, 1969
Box 24, Folder 9	Sovera Day Moisturizer, 1969
Box 24, Folder 10	Sovera Eye Gel, 1967
Box 24, Folder 11	Sovera Eyeliner
Box 24, Folder 12	Sovera Facial masque, 1967
Box 24, Folder 13	Sovera Lipstick
Box 24, Folder 14	Sovera Night Treat, 1969
Box 24, Folder 15	Sovera Skin Tone
Box 24, Folder 16	Sovera Super Gel, 1967
Box 24, Folder 17	Sovera Demonstration, 1968-69
Box 24, Folder 18	Sovera Price lists, 1968
Box 24, Folder 19	Sovera Personnel, 1968
Box 24, Folder 20	Sovera correspondence, 1968
Box 25, Folder 1	Trevera correspondence, 1966-67
Box 25, Folder 2	Trevera correspondence, 1968
Box 25, Folder 3	Sovera correspondence, 1967
Box 25, Folder 4	Sovera correspondence, 1968 (Jan-June)
Box 25, Folder 5	Sovera correspondence, 1968 (July-Dec)
Box 25, Folder 6	Sovera correspondence, 1969
Box 25, Folder 7	Cosmetics correspondence, 1958-68
Box 26, Folder 1	Cinderella correspondence, 1958-59
Box 26, Folder 2	Cinderella publicity, 1958 <a href="#">Image(s)</a>
Box 26, Folder 3	Cinderella dealer literature, 1958-59
Box 26, Folder 4	Cinderella distributors conference, 1959

Box 26, Folder 5	Cinderella dealer manual, undated
Box 26, Folder 6	Viviane Woodard consultants kits, 1960
Box 26, Folder 7	Viviane Woodard promotional literature, 1961
Box 26, Folder 8	Viviane Woodard catalogs, 1962
Box 26, Folder 9	Viviane Woodard welcome address, undated
Box 26, Folder 10	Carissa sales directors seminar, undated
Box 26, Folder 11	Carissa Press releases, 1963
Box 26, Folder 12	Carissa "Beauty advisor", 1963 <a href="#">Image(s)</a>
Box 26, Folder 13	Carissa scripts, undated
Box 26, Folder 14	Carissa Sales directors seminar, undated
Box 26, Folder 15	Miscellaneous, undated
Box 26, Folder 15	Cinderella conference programs
Box 26, Folder 15	Vivianne Woodard catalogs
Box 26, Folder 15	Vivianne Woodard consultants kit
Box 26, Folder 15	Vivianne Woodard welcome address
Box 26, Folder 15	Vivianne Woodard publication: Sales Palette, 1960-62
Box 31 f/o, Folder 2	<i>Coach Line</i> , August 1958-May 1959 [Cinderella sales force newsletter]
Box 31 f/o, Folder 3	<i>Sales Palette</i> , 1960-1962 [Vivian Woodard sales force newsletter]

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## Series 5: Other Direct Sales Consulting, circa 1958-1971, undated

Series 5: Other Direct Sales consulting, circa 1958-1971. Handbooks, franchise agreements and correspondence document aspects of her work for ABCWare, Vacronware, Artex and others direct sales companies during the 1960s.

Box 2, Folder 18	Franchise Agreement: ABCWare
Box 2, Folder 19	Franchise Agreement: Vacronware
Box 27, Folder 1	Artex catalogs, sales literature, 1969-1971
Box 27, Folder 2	Artex correspondence, 1969-1970
Box 27, Folder 3	Artex instructor training manual, undated
Box 27, Folder 4	Artex lesson plans, undated
Box 27, Folder 5	Beeline fashions recording, undated
Box 27, Folder 6	Daggett & Ramsdell distributors manual, 1962
Box 27, Folder 7	Pathway Products correspondence, manual drafts, circa 1968
Box 27, Folder 8	Pathway Products "creative dating", undated
Box 27, Folder 9	Vacronware, notes for dealer manual, undated
Box 27, Folder 10	Vacronware, draft distributors manual, undated
Box 27, Folder 11	notes for distributors manuals, various, undated
Box 27, Folder 12	Notes for dealers manuals, various, undated
Box 27, Folder 13	Notes for writing catalogs, descriptive literature, undated
Box 27, Folder 14	Notes for Crest Club

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## Series 6: Other Business Ventures, circa 1958-1967

Series 6: Other Business Ventures, circa 1958-1967. Includes files from several of Wise's late 1950s real estate development ventures, and from the Brownie Wise Sales Success course.

Box 12, Folder 2-3	Brownie Wise Sales Success Course, 1958
Box 12, Folder 4	Brownie Wise Developments, 1958
Box 12, Folder 5	Brownie Wise and Charles McBurney Associates, 1958
Box 12, Folder 6	Florida Real Estate Ventures, 1967

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## Series 7: Photographs, 1930-1968

Series 7: Photographs, circa 1930-1968. Includes personal photographs of Brownie Wise at home, travelling, and with her son, but the bulk of the material is comprised of publicity photographs or people and events, primarily for the Tupperware years, but also including some from Sovera and other cosmetics companies for which she consulted.

Box 28, Folder 1      Brownie Wise, circa 1930-1945

[Image\(s\)](#)

Box 28, Folder 2      Brownie and Jerry Wise

[Image\(s\)](#)

[Brownie Wise with son Jerry Wise in living room, playing phonograph records and radio : photoprint], [1950s]  
*1 Item (8" x 10").*

McCollum, J., Photographer

Wise, Brownie Humphrey, 1913-1991, Collector

Orlando [Fla.] Daily Newspapers, Publisher

Interior shows 1950s-style furniture, including lamps, blond wood phonograph, etc. Brownie Wise is holding disc (78 r.p.m. record?).

Unrestricted research use on site by appointment. Unprotected photographs must be handled with cotton gloves.

OPPS copy Neg. No. 94-13622. Copyright probably held by Orlando Daily Newspapers.

Silver gelatin on paper.

Local Numbers

94-13622 (OPPS Neg.)

Prints in Series 3, Box 28, BW & Jerry Wise folder.

Three prints of this image, one rubber-stamped with maker's name (print used in exhibition was unmarked); newspaper attribution source unclear.

Exhibitions Note

Exhibited: "American Families in Photographs," Taylor Gallery, National Museum of American History, 1997.

Names:            Wise, Brownie Humphrey, 1913-1991  
                      Wise, Jerry

Topic:            Family -- 1940-1960  
                      Interior decoration -- 1950-1960  
                      Phonograph -- 1950-1960  
                      Sound recordings -- 1950-1960

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

Box 28, Folder 3      Waters Edge (BW's Kissimmee mansion), circa 1951-1958

- [Image\(s\)](#)
- Box 28, Folder 4 Kissimmee house, circa 1965  
[Image\(s\)](#)
- Box 28, Folder 5 Brownie Wise, circa 1967-68
- Box 29A, Folder 1 Brownie Wise/Tupperware, circa 1948-1951  
[Image\(s\)](#)
- Box 29A, Folder 2 Farnumsville, Mass. Manufacturing facility -- interior views  
[Image\(s\)](#)
- Box 29A, Folder 3 Orlando, Fl. headquarters
- Box 29A, Folder 4 Tupperware Trips  
[Image\(s\)](#)
- [Brownie Wise demonstrating Tupperware in Hawaii : black-and-white photoprint], [ca. 1950-1960.], Ca. 1950-1960  
*1 Item*
- [Image\(s\): \[Brownie Wise demonstrating Tupperware in Hawaii : black-and-white photoprint, ca. 1950-1960.\]](#)
- Wise, Brownie Humphrey, 1913-1991, Collector
- Brownie Wise conducting a Tupperware "home party" on the beach; photographer unidentified.
- Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.
- Silver gelatin on paper, 8" x 10".
- Local Numbers
- AC0509-0000005.tif (AC Scan)
- In Box 29a, Folder 4.
- Names: Tupperware (Firm).  
Wise, Brownie Humphrey, 1913-1991
- Topic: Beaches  
Product demonstrations  
Women in marketing
- Place: Hawaii -- 1950-1960
- Genre/  
Form: Photographs -- 1950-1960 -- Black-and-white photoprints  
-- Silver gelatin
- Box 29A, Folder 5 Tupperware Rose silver-plate pattern  
[Image\(s\)](#)
- Box 29A, Folder 6 Best Wishes/The Wish Fairy

[Image\(s\)](#)

[Wish Fairy laughing, standing in audience with women : black-and-white photoprint]

*1 Item*

[Image\(s\): \[Wish Fairy laughing, standing in audience with women : black-and-white photoprint\].](#)

Wise, Brownie Humphrey, 1913-1991, Collector

A woman in the audience is either crying or expressing surprise.

Unrestricted research use on site by appointment. Gloves required with unprotected photographs.

Silver gelatin on paper.

Local Numbers

02050903.tif (AC Scan No.)

Box 29 folder, Best Wishes.

Names: Tupperware (Firm).

Topic: Costume  
Fairies  
Laughter

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

Box 29A, Folder 7	Christmas
Box 29B, Folder 8	Consulting ventures, 1960s <a href="#">Image(s)</a>
Box 29B, Folder 9	Sovera manufacturing, 1960s
Box 29B, Folder 10	Consulting ventures, 1960s (snapshots) <a href="#">Image(s)</a>
Box 29B, Folder 11	Brownie Wise publicity shots <a href="#">Image(s)</a>
Box 29B, Folder 12	Brownie Wise publicity shots <a href="#">Image(s)</a>
Box 30A, Folder 1	snapshots: Earl Tupper and Brownie Wise, undated
Box 30A, Folder 2	snapshots: various, undated
Box 30A, Folder 3	Brownie Wise with Tupperware products, undated
Box 30A, Folder 4	Brownie Wise/Salesman's Opportunity Magazine award, 1955
Box 30A, Folder 5	Brownie Wise/Saleswoman of the Year Award, 1956

	<a href="#">Image(s)</a>
Box 30A, Folder 6	Brownie Wise/National Sales Executive's Businesswoman of the Year Award, 1957 <a href="#">Image(s)</a>
Box 30A, Folder 7	Brownie Wise with civic leaders, undated
Box 30A, Folder 8	THP events: Brownie " various, undated <a href="#">Image(s)</a>
Box 30A, Folder 9	THP events: Brownie " various, undated <a href="#">Image(s)</a>  [Tupperware party : photoprint], [1954] <i>1 Item (8" x 10").</i> <a href="#">Image(s): [Tupperware party : photoprint, 1954].</a> McCollum, J., Photographer Wise, Brownie Humphrey, 1913-1991, Collector Wise is credited with developing the enormously successful--and widely emulated--home-party plan, in which neighbors and friends gather in a home where Tupperware products are demonstrated and sold.  Demonstrating the unbreakable Tupperware seal: Tupperware vice president Brownie Wise explains the benefits of Tupperware to an attentive and appreciative audience at a Tupperware party.  Tupper, Earl Silas, 1907- Earl S. Tupper Papers, ca. 1908-1989, 2003. AAK6338AH (GEAC)00111136  Unrestricted research use on site by appointment. Unprotected photographs must be handled with cotton gloves.  Silver gelatin on paper.  Local Numbers 00050901 (AC Scan No.)  Exhibitions Note Included in National Museum of American History virtual exhibit, "History Wired," <a href="http://historywired.si.edu/object.cfm?ID=264">http://historywired.si.edu/object.cfm?ID=264</a> .  Names: Tupperware Home Parties. Wise, Brownie Humphrey, 1913-1991  Topic: Interior decoration -- 1950-1960  Genre/ Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin
Box 30A, Folder 10	Proofs

Box 30A, Folder 11-12	negatives
Box 30B, Folder 1	Tupperware events: award ceremonies, undated <a href="#">Image(s)</a>
Box 30B, Folder 2	Tupperware events: Awarding cars, undated
Box 30B, Folder 3	Tupperware events: Corporate "birthdays", 1951-1953 <a href="#">Image(s)</a>
Box 30B, Folder 4	Tupperware events: fireworks, undated
Box 30B, Folder 5	Tupperware events: luncheons, undated
Box 30B, Folder 6	Tupperware events: training and motivation, undated <a href="#">Image(s)</a>
Box 30B, Folder 7	Tupperware events: Miami Dealers Christmas Party, 1953
Box 30B, Folder 8	Tupperware events: Big Dig/Rodeo, 1954 <a href="#">Image(s)</a>  Tupperware Parties Are Fun. Have You Had One? [black-and-white photoprint], 1954 <i>1 Item (6.5" x 9.5").</i> <a href="#">Image(s): Tupperware Parties Are Fun. Have You Had One? [black-and-white photoprint].</a> Tupperware (Firm)., Creator Tupperware (Firm). Women attendees at Tupperware's 1954 annual jubilee walking in parking lot, with three automobiles; photographer unidentified.  Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.  Silver gelatin on paper.  Local Numbers 01050919.tif (AC Scan)  Topic:           Automobiles -- 1950-1960 Tupperware Home Parties -- 1950-1960  Genre/ Form:           Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin
Box 30B, Folder 9	Tupperware events: Big Dig/Rodeo, 1954 (photographs copyrighted by Life magazine) <a href="#">Image(s)</a>
Box 30B, Folder 10	Tupperware events: various, undated

Box 30B, Folder 11	Tupperware headquarters: sculpture, undated
Box 30B, Folder 12	Tupperware products, undated
Box 30C, Folder 1	Tupperware event, undated [circa 1952]
Box 30C, Folder 2	Tupperware Managers First Seminar at National Headquarters, Aug. 1, Sept. 1-2, 1953
Box 30C, Folder 3	Tupperware event, undated
Box 30C, Folder 4	Tupperware event, undated
Box 30C, Folder 5	Tupperware event, undated
Box 30C, Folder 6	Misc. photos, undated
Box 30C, Folder 7	Tupperettes, undated <a href="#">Image(s)</a>
Box 30C, Folder 8	Tupperware events: Treasure Island, undated <a href="#">Image(s)</a>
Box 31 f/o, Folder 4	oversized photographs <a href="#">Image(s)</a>

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**Series 8: Audio Recordings, circa 1953-1957; 1977; undated**

Series 8: Audio Recordings, circa 1953-1957; 1977; undated Includes open reel audiotapes, audio discs (78s and 33 1/3s) and one audio cassette recording of Tupperware Home parties meetings, motivational speeches, and songs.

**Subseries 8.1: Half-inch open reel audiotape, 1953, undated**

[titles appear as they appear on original labels]

Box 33, Folder 1, Reel OT 509.18	Rose Humphrey #1 conference
Box 36, Cassette RTC 509.18	Rose Humphrey #1 conference)
Box 33, Folder 2, Reel OT 509.19	Humphrey- 4 Thurs - recruiting and booking
Box 37, Cassette RTC 509.19	Humphrey- 4 Thurs - recruiting and booking
Box 33, Folder 3, Reel OT 509.20	Rose Humphrey
Box 37, Cassette RTC 509.20	Rose Humphrey
Box 33, Folder 4, Reel OT 509.21	Humphrey - Gary - Brownie - Fledd
Box 37, Cassette RTC 509.21	Humphrey - Gary - Brownie - Fledd
Box 33, Folder 5, Reel OT 509.22	#3 Tupperware
Box 37, Cassette RTC 509.22	#3 Tupperware
Box 33, Folder 6, Reel OT 509.23	Humphrey 7-3-1953
Box 38, Cassette RTC 509.23	Humphrey 7-3-1953
Box 33, Folder 7, Reel OT 509.24	Brownie - distribution - hostess gift 7-3-1953
Box 38, Cassette RTC 509.24	Brownie - distribution - hostess gift 7-3-1953
Box 33, Folder 8, Reel OT 509.25	Humphrey - Sunday

Box 38, Cassette RTC 509.25	Humphrey - Sunday
Box 33, Folder 9	Rose and Rosealley
Box 39, Cassette RTC 509.26	Rose and Rosealley
Box 33, Folder 10, Reel OT 509.27	Humphrey - Jack Marshall - Brownie Wise
Box 39, Cassette RTC 509.27	Humphrey - Jack Marshall - Brownie Wise
Box 33, Folder 11, Reel OT 509.28	Humphrey - Sat. P.M.
Box 39, Cassette RTC 509.28	Humphrey - Sat. P.M.
Box 33, Folder 12, Reel OT 509.29	Last Sunday
Box 39, Cassette RTC 509.29	Last Sunday
Box 33, Folder 13, Reel OT 509.30	no label
Box 40	no label
Box 33, Folder 14, Reel OT 509.31	no box, no label
Box 40, Cassette RTC 509.31	no box, no label

### Subseries 8.2: Audio Discs (78 rpm), 1956-1957, undated

#### Box 33

Box 33	[titles appear as they appear on original labels]
Box 34, Folder 1, Disk OD 509.1-6	Red Carpet Campaign, nos. 2-6, undated
Box 36, Cassette RTC 509.1-6	Red Carpet Campaign, nos. 2-6, undated
Box 34, Folder 2, Disk OD 509.7	Hitch Your Wagon to a Star, 1957 - 1957
Box 36, Cassette RTC 509.7	Hitch Your Wagon to a Star, 1957 - 1957



Box 34, Folder 3, Disk OD 509.7	Opp-Hop Message
Box 36, Cassette RTC 509.7	Opp-Hop Message, 1956 - 1956
Box 34, Folder 4, Disk OD 509.11	Jubilee Movie Preview, 1957 - 1957
Box 36, Cassette RTC 509.11	Jubilee Movie Preview, 1957 - 1957
Box 34, Folder 5, Disk OD 509.12	Brownie Wise Announces McCall's Magazine Article, undated
Box 36, Cassette RTC 509.12	Brownie Wise Announces McCall's Magazine Article, undated
Box 34, Folder 6, Disk OD 509.13	Merry Christmas Brownie, from THP, Jack and Helen
Box 36, Cassette RTC 509.13	Merry Christmas Brownie, from THP, Jack and Helen
Box 34, Folder 7, Disk OD 509.14	A Personal Message from Brownie to Rose, undated
Box 36, Cassette RTC 509.14	A Personal Message from Brownie to Rose
Box 34, Folder 8, Disk OD 509.8	Announcing the Lamplighters
Box 36, Cassette RC 509.8	Announcing the Lamplighters, 1956 - 1956
Box 34, Folder 9, Disk OD 509.9	Seasons Greetings from Brownie Wise, 1956 - 1956 <i>2 Copies</i>
Box 36, Cassette RTC 509.9	Seasons Greetings from Brownie Wise
Box 34, Folder 10-12, Disk OD 509.15-17	unlabelled <i>3 sound discs (vinyl) (78 rpm recordings)</i>
Box 36, Cassette RTC 509.15-17	unlabelled

### Subseries 8.3: Audio Discs ( 33 1 / 3 rpm ) and audiocassette

[titles appear as they appear on original labels]

Box 34, Folder 1	A Hunting We Will Go [side A]; Fox Hunt sound effects [side B], undated
Box 34, Folder 2	We've Got the Spirit

"Add extra enthusiasm to your fall and winter assemblies with this album of spirited songs, beginning with an all-new version of We've Got the Spirit, three college fight songs, and the theme song for 1977."

Box 34, Folder 3

The Company of Friends, undated

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