Guide to the Sandra and Gary Baden Collection of Celebrity Endorsements in Advertising, circa 1897-1979

NMAH.AC.0611
Franklin A. Robinson, Jr.
August 1999
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Sandra and Gary Baden Collection of Celebrity Endorsements in Advertising
Identifier: NMAH.AC.0611
Date: circa 1897-1979
Extent: 2 Cubic feet
Creator: Baden, Gary
Baden, Sandra
Language: English

Administrative Information

Acquisition Information
The collection was donated to the Archives Center of the National Museum of American History by Gary and Sandra Baden, of Chevy Chase, D.C., in 1997.

Processing Information
Collection processed by Franklin A. Robinson, Jr., volunteer, August, 1999, supervised by Mimi Minnick.

Preferred Citation

Restrictions
Collection is open for research.

Conditions Governing Use
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Biographical / Historical
The use of celebrities for promoting a product is an advertising device that has been used with increasing frequency since the latter part of the 19th century. Personalities from all walks of life, society, sports, and
entertainment have regularly lent their image for product endorsement. These products have ranged from alcohol to moth crystals to cigarettes and a variety of other products. The trend continues to grow and refine itself expanding from the realm of print media into television, radio, motion pictures, and the internet.

Scope and Contents

A wide-ranging collection of over 1,000 celebrity advertising endorsements, ca. 1897-1979. The endorsements were culled by a collector/hobbyist from high-end magazines publications such as Fortune, McCalls, Playbill and Vogue. They feature a wide range of celebrities from the fields of performing arts, sports, business, politics and "society." The products endorsed vary greatly with heavy concentrations of cigarettes, beauty products and electronic equipment predominating. The bulk of the collection covers the 1920s-1970s with an especially high concentration of material from the 1930s-1940s. The majority are in color.

Advertisements are filed according to the profession or background of the endorser Thereunder, ads are arranged alphabetically by the last name of the endorser. Where more than one endorser is featured, the advertisement is filed under the last name of the endorser most prominently featured in the advertisement. If they are all of equal status within the advertisement, the advertisement is filed under the last name appearing earliest in the alphabet.

Arrangement

The collection is arranged into five series.

Series 1: Performing Arts
Series 2: Business/Politics
Series 3: Sports
Series 4: Society, fashion, Royalty
Series 5: Writers, Musicians, Artists, Singers

Names and Subject Terms

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

Subjects:
   Celebrities
   Endorsements in advertising
   Advertising

Types of Materials:
   Magazines (periodicals) -- 20th century
   Tear sheets
Container Listing

Series 1: Performing Arts

Box 1, Folder 1  Abbott & Costello
       Product Brand
       Tums

Box 1, Folder 1  Margaret Adams with/
       Image(s)
       Product Brand
       Lux soap

Box 1, Folder 1  Vera Allen
       Product Brand
       Lux soap

Box 1, Folder 1  June Knight
       Product Brand
       Lux soap

Box 1, Folder 1  Eleanor Powell
       Product Brand
       Lux soap

Box 1, Folder 1  Benay Venuta
       Product Brand
       Lux soap

Box 1, Folder 1  Beryl Wallace
       Product Brand
       Lux soap

Box 1, Folder 1  Programme Notes. [Print advertising.]
       1 Item (35.5 x 25 cm.)
       Image(s)
       Lever Brothers Company, Advertiser
       English.
       6 actresses (portraits shown) endorse Lux Toilet Soap.
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Good condition.

Local Numbers
Ivorydata4 1133
03061101 (Scan No.)

Names: Adams, Margaret
       Allen, Vera
       Knight, June, 1913-1987
       Powell, Eleanor, 1912-1982
       Venuta, Benay
       Wallace, Beryl

Topic: Celebrities
       Complexion
       Endorsements in advertising
       Lux Toilet Soap
       Soap
       Women

Occupation: Actors

Genre/Form: Photographs -- Reproductions
           Print advertising

Box 1, Folder 1 Ben Alexander with
Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Jack Webb
Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Fred Allen
Product Brand
Maxwell House Coffee

Box 1, Folder 1 Fred Allen (2 ads)
Product Brand
Persona Blades

Box 1, Folder 1 Fred Allen with
Product Brand
    Heublein Cocktails

Box 1, Folder 1 Fred Allen
Product Brand
    RCA Radiotron

Box 1, Folder 1 Maurice Evans
Product Brand
    RCA Radiotron

Box 1, Folder 1 Gracie Allen with
Product Brand
    Blackstone Cigars

Box 1, Folder 1 George Burns
Product Brand
    Blackstone Cigars

Box 1, Folder 1 Gracie Allen with
Product Brand
    Spam

Box 1, Folder 1 George Burns
Product Brand
    Spam

Box 1, Folder 1 June Allyson (2 ads)
    Image(s)
Product Brand
    Lux soap

Box 1, Folder 1 June Allyson
    Image(s)
Product Brand
    Max Factor

Box 1, Folder 1 "You're adorable!" [sic] [Print advertising.]
1 Item (b&w; 27.5 x 20.5 cm.)

Image(s)

Lever Brothers Company, Advertiser
English.

Main portion of the advertisement is a reproduction of a photograph of actor Van Johnson almost kissing actress June Allyson, shown in close-up profile. The scene may be a still from the Metro-Goldwyn-Mayer film "The Bride Goes Wild" (1948). Text below photograph: "'I'm a Lux Girl,' / Says June Allyson." For Lux Soap.

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Good condition.

Local Numbers
Ivorydata4 1134

03061102 (Scan No.)

Names: Allyson, June, 1917-  
Johnson, Van, (actor), 1916-  

Topic: Celebrities  
Complexion  
Endorsements in advertising  
Men in advertising  
Motion pictures -- 20th century -- United States  
Skin -- Care and hygiene  
Women in advertising  

Occupation: Actors  

Genre/ Form: Photographs -- Reproductions  
Print advertising  

Box 1, Folder 1

June Allyson  
Product Brand  
Lipton Tea

Don Ameche  
Product Brand  
Persona Blades

Don Ameche  
Product Brand  
Blackstone cigars

Adrienne Ames
Product Brand
Seaforth for Men

Box 1, Folder 1
Judith Anderson

Product Brand
Lucky Strike cigarettes

Box 1, Folder 1
Judith Anderson

Product Brand
Frances Clyne

Box 1, Folder 1
Ann Andrews w/

Product Brand
White Rock beverage

Box 1, Folder 1
Beatrice Lillie

Product Brand
White Rock beverage

Box 1, Folder 1
Ina Claire

Product Brand
White Rock beverage

Box 1, Folder 1
Paul Draper

Product Brand
White Rock beverage

Box 1, Folder 1
Prince Ferdinand of Liechtenstein

Product Brand
White Rock beverage

Box 1, Folder 1
Mrs. Roy E. Larsen

Product Brand
White Rock beverage

Box 1, Folder 1
Nancy Hamilton

Product Brand
White Rock beverage

Box 1, Folder 1
Robert Bruce
Product Brand
White Rock beverage

Box 1, Folder 1  Mrs. Paul Flato
Product Brand
White Rock beverage

Box 1, Folder 1  Dana Andrews
Product Brand
Chesterfield cigarettes

Box 1, Folder 1  Dana Andrews
Product Brand
Amer-Overseas Airlines

Box 1, Folder 1  Richard Arlen (2 ads)
Product Brand
Larvex

Box 1, Folder 1  Fred Astaire
Product Brand
Image(s)
Chesterfield cigarettes

Box 1, Folder 1  Fred & Adele Astaire
Product Brand
Chesterfield cigarettes

Box 1, Folder 1  Mary Astor (2 ads)
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1  Argentinita & Massine
Product Brand
General Electric

Box 1, Folder 1  Lauren Bacall
Product Brand
Fortunoff
Box 1, Folder 1  Lauren Bacall
Product Brand
WPAT radio, NY

Box 1, Folder 1  Pearl Bailey
Image(s)
Product Brand
Olivetti typewriters

Box 1, Folder 1  Lucille Ball
Image(s)
Product Brand
Max Factor

Box 1, Folder 1  Lita Baron
Product Brand
Chesterfield cigarettes

Box 1, Folder 1  Gracie Barrie with/
Image(s)
Product Brand
Lux soap

Box 1, Folder 1  Shirley Booth
Product Brand
Lux soap

Box 1, Folder 1  Phyllis Brooks
Product Brand
Lux soap

Box 1, Folder 1  Dennie Moore
Product Brand
Lux soap

Box 1, Folder 1  Edith Van Cleve
Product Brand
Lux soap
Box 1, Folder 1

Getting to the Heart of this Valentine Question-- [Print advertising.]
1 Item (b&w; 35 x 24.5 cm.)

Image(s)
Lever Brothers Company
English.
Caption: "Getting to the Heart of this Valentine Question--". 5 actresses endorse Lux soap.

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Good condition.

Local Numbers
245278

Ivorydata4 1135

03061103 (Scan No.)

Names: Barrie, Gracie
Booth, Shirley
Brooks, Phyllis, 1914-
Moore, Dennie, 1907-
Van Cleve, Edith

Occupation: Actors

Topic: Celebrities
Complexion
Cupids (Art)
Endorsements in advertising
Women

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1
Mona Barrie w/ Lux soap

Box 1, Folder 1
Elissa Landi
Product Brand
Lux soap

Box 1, Folder 1
Lynn Barri
Product Brand
RC Cola
Box 1, Folder 1  Diana Barrymore (2 ads)
Product Brand
Arrid

Box 1, Folder 1  Ethel Barrymore with/
Product Brand
Chesterfield cigarettes

Box 1, Folder 1  the cast of "The Paradine Case"
Image(s)
Product Brand
Chesterfield cigarettes

Box 1, Folder 1  Ethel Barrymore
Product Brand
Milgrim

Box 1, Folder 1  John Barrymore with/
Image(s)
Product Brand
Murad cigarettes

Box 1, Folder 1  the cast of "When a Man Loves"
Product Brand
Lux Soap

Box 1, Folder 1  The most Beautiful Clothes in the world are kept like new with Lux. [Print advertising.]
1 Item (col.; 29.5 x 21 cm.)
Image(s)
Lever Brothers Company, Advertiser
English.
Text with four images with references to Warner Brothers movies and New York theater. Caption: "The most Beautiful Clothes in the world are kept like new with Lux--".

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Good condition.

Local Numbers
Ivorydata4 1136
Names: Barrymore, John, 1882-1942
      Miller, Marilyn, 1898-1936

Topic: Endorsements in advertising
      Hosiery
      Soap
      Theater

Occupation: Actors

Genre/Form: Photographs -- Reproductions
            Print advertising

Box 1, Folder 1  Barbara Bedford with/
                  Product Brand
                  Lux soap

Box 1, Folder 1  Joyce Compton
                  Product Brand
                  Lux soap

Box 1, Folder 1  Frances Dade
                  Product Brand
                  Lux soap

Box 1, Folder 1  Noel Francis
                  Product Brand
                  Lux soap

Box 1, Folder 1  Jean Harlow
                  Product Brand
                  Lux soap

Box 1, Folder 1  Laura LaPlante
                  Product Brand
                  Lux soap

Box 1, Folder 1  Anita Stewart
                  Product Brand
                  Lux soap

Box 1, Folder 1  Lois Wilson
Product Brand
Lux soap

Box 1, Folder 1  David Belasco
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1  Ralph Bellamy
Product Brand
Lord Calvert whiskey

Box 1, Folder 1  Ralph Bellamy
Product Brand
Nescafe

Box 1, Folder 1  William Bendix
Product Brand
Persona Blades

Box 1, Folder 1  Joan Bennett (2 ads)
Product Brand
Calox tooth powder

Box 1, Folder 1  Joan Bennett
Product Brand
Royal Crown Cola

Box 1, Folder 1  Joan Bennett
Product Brand
Lux soap

Box 1, Folder 1  Joan Bennett
Product Brand
Woodbury cold cream

Box 1, Folder 1  Joan Bennett
Product Brand
American Airlines

Box 1, Folder 1  Joan Bennett
Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Joan Bennett
Product Brand
Sittrue tissues

Box 1, Folder 1 Jack Benny
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1 Mary Livingstone Benny w/ Joan Benny
Product Brand
Olympic radios

Box 1, Folder 1 Edgar Bergen & Charlie McCarthy
Product Brand
Coca-Cola

Box 1, Folder 1 Polly Bergen
Product Brand
Oil of the Turtle

Box 1, Folder 1 Ingrid Bergman
Product Brand
US Savings Bonds

Box 1, Folder 1 Edna Best
Product Brand
Lux soap

Box 1, Folder 1 Janet Blair
Product Brand
Schaefer Beer

Box 1, Folder 1 Janet Blair
Product Brand
Max Factor
Box 1, Folder 1  Gloria Blondell with/
Product Brand
Lux soap

Box 1, Folder 1  Helen Gahagan
Product Brand
Lux soap

Box 1, Folder 1  Jean Rouverol
Product Brand
Lux soap

Box 1, Folder 1  Kay Strozzi
Product Brand
Lux soap

Box 1, Folder 1  Eleanor Boardman with/
Product Brand
Lux soap

Box 1, Folder 1  Clara Bow
Product Brand
Lux soap

Box 1, Folder 1  Sue Carol
Product Brand
Lux soap

Box 1, Folder 1  June Collyer
Product Brand
Lux soap

Box 1, Folder 1  Maria Corda
Product Brand
Lux soap

Box 1, Folder 1  Marion Davies
<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Product Brand</th>
<th>Lux soap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billie Dove</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corinne Griffith</td>
<td></td>
<td></td>
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<tr>
<td>Merna Kennedy</td>
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<tr>
<td>Mae Murray</td>
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<tr>
<td>Mary Philbin</td>
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<tr>
<td>Aileen Pringle</td>
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<tr>
<td>Lupe Velez</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hazel Bofinger</td>
<td></td>
<td>Lucky Strike cigarettes</td>
</tr>
<tr>
<td>Mary Boland</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mary Boland with/</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Product Brand
Lux soap

Box 1, Folder 1
Nancy McCord
Product Brand
Lux soap

Box 1, Folder 1
Ona Munson
Product Brand
Lux soap

Box 1, Folder 1
Beatrice de Neergaard
Product Brand
Lux soap

Box 1, Folder 1
Barbara Robbins
Product Brand
Lux soap

Box 1, Folder 1
John Boles
Product Brand
Lord Calvert whiskey

Box 1, Folder 1
Ray Bolger
Image(s)
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1
Ray Bolger
Product Brand
Williams Shaving Cream

Box 1, Folder 1
Charles Boyer & wife
Product Brand
Beech-Nut coffee

Box 1, Folder 1
Charles Boyer & wife
Product Brand
United States Lines
Box 1, Folder 1  Charles Boyer  
Product Brand  
Magnavox

Box 1, Folder 1  Alice Brady  
Product Brand  
Enna Jetticks Shoes

Box 1, Folder 1  Gloria Braggiotti w/  
Product Brand  
White Rock beverage

Box 1, Folder 1  Alfred DeLiagre, Jr.  
Product Brand  
White Rock beverage

Box 1, Folder 1  Mrs. Henry Field  
Product Brand  
White Rock beverage

Box 1, Folder 1  Mrs. George Howard  
Product Brand  
White Rock beverage

Box 1, Folder 1  Gifford Cochran  
Product Brand  
White Rock beverage

Box 1, Folder 1  Miss Myra Kingsley  
Product Brand  
White Rock beverage

Box 1, Folder 1  Katharine Halle  
Product Brand  
White Rock beverage

Box 1, Folder 1  Ruth Weston
Product Brand
White Rock beverage

Box 1, Folder 1 Yul Brenner
Product Brand
Air France

Box 1, Folder 1 George Brent with/
Product Brand
Chesterfield

Box 1, Folder 1 the cast of "Wings of the Navy"
Product Brand
Chesterfield

Box 1, Folder 1 George Brent
Product Brand
Blackstone cigars

Box 1, Folder 1 Dee Dee Bridgewater
Image(s)
Product Brand
Blackglama mink

Box 1, Folder 1 Helen Broderick w/
Product Brand
Maxwell House coffee

Box 1, Folder 1 Jessica Dragonette

Box 1, Folder 1 Henry Hull

Box 1, Folder 1 Victor Moore

Box 1, Folder 1 Barbara Britton
Product Brand
Westmore's Overglo

Box 1, Folder 1 Paula Britton
Box 1, Folder 1

**Product Brand**
Blatz Beer

**Box 1, Folder 1**
Leslie Brooks with/ the cast of "The Scar"

*Image(s)*

**Product Brand**
Totebrush

**Box 1, Folder 1**
Leslie Brooks

**Product Brand**
W.C. Ritchie & Co.

**Box 1, Folder 1**
Louise Brooks

*Image(s)*

**Product Brand**
Milgrim

**Box 1, Folder 1**
Phyllis Brooks

**Product Brand**
Rheingold Beer

**Box 1, Folder 1**
Virginia Bruce

**Product Brand**
Max Factor

**Box 1, Folder 1**
Gabrielle Brune w/

*Image(s)*

**Product Brand**
Lux soap

**Box 1, Folder 1**
Tell Us, Pretty Maidens... [print advertising], [ca. 1930s]

*1 Item (b&w; 32.5 x 24.5 cm.)*

*Image(s): Tell Us, Pretty Maidens... [print advertising, ca. 1930s].*

Lever Brothers Company, Advertiser

English.

Caption: "Tell Us, Pretty Maidens / How you keep your skin so smooth and soft..." 3 actresses, Patricia Morison, Marcy Wescott, and Gabrielle Brune, endorse Lux soap.

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Good condition.
Local Numbers
  Ivorydata4 1137

03061105 (Scan No.)

Names:       Brune, Gabrielle
            Morison, Patricia, 1915-
            Wescott, Marcy

Topic:       Complexion
            Lux Toilet Soap
            Skin -- Care and hygiene
            Women

Occupation:  Actors

Genre/Form:  Photographs -- Reproductions
             Print advertising
             Tear sheets -- 1930-1940

Box 1, Folder 1  Marcy Wescott
  Product Brand
  Lux soap

Box 1, Folder 1  Patricia Morison
  Product Brand
  Lux soap

Box 1, Folder 1  Frank Buck
  Product Brand
  Armour & Co.

Box 1, Folder 1  Billie Burke with/
  Product Brand
  Lux soap

Box 1, Folder 1  Joyce Compton
  Product Brand
  Lux soap

Box 1, Folder 1  Billie Burke
  Product Brand
  Cutex

Box 1, Folder 1  Carol Burnett
Product Brand
  Blackglama mink

Box 1, Folder 1  George Burns
Product Brand
  Teacher's whiskey

Box 1, Folder 1  Louis Calhern
Product Brand
  Williams shaving cream

Box 1, Folder 1  Judy Canova
Product Brand
  Nescafe

Box 1, Folder 1  Eddie Cantor (2 ads)
Product Brand
  Stratford pens

Box 1, Folder 1  Eddie Cantor
Product Brand
  Old Gold cigarettes

Box 1, Folder 1  Art Carney
Product Brand
  Columbia "360"

Box 1, Folder 1  Madeleine Carroll
Product Brand
  Certo

Box 1, Folder 1  Irene Castle
Product Brand
  Cutex

Box 1, Folder 1  Irene Castle
Product Brand
  Lastex

Box 1, Folder 1  Dick Cavett
Product Brand
Teacher's whiskey

Box 1, Folder 1  Sid Cesar and wife

Product Brand
United States Lines

Box 1, Folder 1  Sid Cesar

Product Brand
Blatz Beer

Box 1, Folder 1  Sid Cesar w/ (2 ads)

Product Brand
TDC Stereo

Box 1, Folder 1  Imogene Coca

Box 1, Folder 1  Sid Cesar

Product Brand
Segram's Gin

Box 1, Folder 1  Marge & Gower Champion

Product Brand
TWA Airlines

Box 1, Folder 1  Jeff Chandler

Product Brand
Fosta-Grantly sunglasses

Box 1, Folder 1  Jeff Chandler

Product Brand
After Six clothing

Box 1, Folder 1  Cyd Charisse

Product Brand
Lady Baltimore luggage

Box 1, Folder 1  Ilka Chase with/
Product Brand
Cusenier liquers

Box 1, Folder 1 Elizabeth Hawes
Product Brand
Cusenier liquers

Box 1, Folder 1 Ilka Chase
Product Brand
Scripto pencils

Box 1, Folder 1 Ilka Chase w/
Product Brand
Lux soap

Box 1, Folder 1 Linda Watkins
Product Brand
Lux soap

Box 1, Folder 1 Ilka Chase
Product Brand
Talon Slide Fastner

Box 1, Folder 1 Ilka Chase
Product Brand
Arvid deodorant

Box 1, Folder 1 Francis Grover Cleveland
Product Brand
Aqua Velva

Box 1, Folder 1 Imogene Coca with/
Product Brand
Lux soap

Box 1, Folder 1 Luella Gear
Product Brand
Lux soap

Box 1, Folder 1 Marion Pierce
Product Brand
  Lux soap

Box 1, Folder 1  George M. Cohan
Product Brand
  Lucky Strike cigarettes

Box 1, Folder 1  Claudette Colbert (2 ads)
Product Brand
  Calox tooth powder

Box 1, Folder 1  Claudette Colbert
Product Brand
  Rheingold Beer

Box 1, Folder 1  Claudette Colbert (2 ads)
Product Brand
  Blackglama mink

Box 1, Folder 1  Claudette Colbert with/
Product Brand
  Blackglama mink

Box 1, Folder 1  Joan Crawford
Product Brand
  Blackglama mink

Box 1, Folder 1  Roberta Peters
Product Brand
  Blackglama mink

Box 1, Folder 1  Leontyne Price
Product Brand
  Blackglama mink

Box 1, Folder 1  Rosalind Russell
Product Brand
  Blackglama mink

Box 1, Folder 1  Barbara Stanwyck
Product Brand
Blackglama mink

Box 1, Folder 1 Claudette Colbert (3 ads)

Product Brand
Max Factor

Box 1, Folder 1 Claudette Colbert (2 ads)

Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Claudette Colbert

Product Brand
Avon cosmetics

Box 1, Folder 1 Claudette Colbert

Product Brand
Lux soap

"You're lovely!" [sic] [Print advertising.] Ladies Home Journal
1 Item (b&w; 35 x 27 cm.)

Image(s): "You're lovely!" [sic] [Print advertising.] Ladies Home Journal.
Lever Brothers Company, Advertiser
English.
Caption: "'You're lovely!' 'I'm a Lux Girl,' Says Claudette Colbert. "Claudette Colbert and Robert Cummings for Lux soap.

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Good condition.

Local Numbers
Ivorydata4 1138
03061106 (Scan No.)

Names: Colbert, Claudette
Cummings, Robert, 1908-

Topic: Celebrities
Complexion
Endorsements in advertising
Lux Toilet Soap
Skin -- Care and hygiene
Soap
Women
Box 1, Folder 1
Claudette Colbert with/
Product Brand
Lux soap

Box 1, Folder 1
the cast of "Sign of the Cross"
Product Brand
Lux soap

Box 1, Folder 1
Claudette Colbert
Product Brand
Red Cross Shoes

Box 1, Folder 1
Claudette Colbert
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1
Claudette Colbert
Product Brand
Duraglas containers

Box 1, Folder 1
Claudette Colbert
Product Brand
Cherriots

Box 1, Folder 1
Claudette Colbert w/
Product Brand
Rayon fabrics

Box 1, Folder 1
Ray Milland

Box 1, Folder 1
June Collyer
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1
Ronald Coleman
Product Brand
Cook's Champagne

Box 1, Folder 1 Ronald Coleman w/
Product Brand
Magnavox

Box 1, Folder 1 Mrs. Coleman

Box 1, Folder 1 Betty Compson
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1 Antoinette Concello
Product Brand
Camels

Box 1, Folder 1 Peggy Conklin
Product Brand
Lux soap

Box 1, Folder 1 Gary Cooper
Image(s)
Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Gary Cooper with family
Product Brand
US Lines

Box 1, Folder 1 Gary Cooper
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1 Gladys Cooper
Image(s)
Product Brand
Lux soap

Box 1, Folder 1 Hats In The Air-- [Print advertising.]
1 Item (b&w; 35.5 x 25.5 cm.)

Image(s)

Lever Brothers Company

English.

Caption: "Hats In The Air--". Gladys Cooper endorses Lux soap.

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Good condition.

Local Numbers

245282

Ivorydata4 1139

03061107 (Scan No.)

Names: Cooper, Gladys, 1888-

Occupation: Actors

Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1

Laura Cowie

Product Brand
Pond's Cream

Box 1, Folder 1

Broderick Crawford

Product Brand
Chesterfield cigarettes

Box 1, Folder 1

Joan Crawford

Product Brand
Kellogg's All-Bran

Box 1, Folder 1

Joan Crawford

Product Brand
Max Factor

Box 1, Folder 1

Joan Crawford
Product Brand
Evans

Box 1, Folder 1  Joan Crawford
Product Brand
RCA Victor

Box 1, Folder 1  Joan Crawford
Product Brand
Stereo Realist Camera

Box 1, Folder 1  Joan Crawford
Product Brand
California lemon juice

Box 1, Folder 1  Constance Cummings with/
Product Brand
Lux soap

Box 1, Folder 1  Gloria Dickson
Product Brand
Lux soap

Box 1, Folder 1  Tony Curtis
Image(s)
Product Brand
Van Heusen shirts

Box 1, Folder 1  Dan Dailey
Product Brand
Chesterfield cigarettes

Box 1, Folder 1  Linda Darnell
Product Brand
RC Cola

Box 1, Folder 1  Bette Davis w/
Product Brand
Lux soap
Box 1, Folder 1  Martha Scott  Product Brand  Lux soap
Box 1, Folder 1  Jeanne Dante  Product Brand  Lux soap
Box 1, Folder 1  Bett Goodrich  Product Brand  Lux soap
Box 1, Folder 1  Doris Day  Product Brand  Lux soap
Box 1, Folder 1  Arden Young  Product Brand  Lux soap
Box 1, Folder 1  Janice Hanford  Product Brand  Lux soap
Box 1, Folder 1  Barbara Barton  Product Brand  Lux soap
Box 1, Folder 1  Frances Harison  Product Brand  Lux soap
Box 1, Folder 1  Peggy French  Product Brand  Lux soap
Box 1, Folder 1  Lyn Swann
Product Brand
Lux soap

Box 1, Folder 1 Hassoldt Davis

Product Brand
Lord Calvert whiskey

Box 1, Folder 1 Joan Davis w/

Product Brand
Blackstone cigars

Box 1, Folder 1 Jack Haley

Box 1, Folder 1 Joan Davis

Product Brand
Nescafe

Box 1, Folder 1 Doris Day

Image(s)

Product Brand
Lux soap

Box 1, Folder 1 I'm sure of all-over Lux Loveliness with this big BATH SIZE! [Print advertising.] Redbook, Oct. 1950
1 Item (b&v; 29 x 21 cm.)

Image(s): I'm sure of all-over Lux Loveliness with this big BATH SIZE! [Print advertising.] Redbook. Oct. 1950.

Lever Brothers Company, Advertiser

English.

Caption: "I'm sure of all-over Lux Loveliness with this big BATH SIZE!" Doris Day endorses Lux soap.

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Good condition.

Local Numbers
Ivorydata4 1140

03061108 (Scan No.)

Names: Day, Doris, 1924-
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Soap
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1
Lorraine Day

Product Brand
Max Factor

Box 1, Folder 1
Yvonne DeCarlo

Image(s)

Product Brand
Lux soap

Box 1, Folder 1
If you'd like to have a "second look" complexion. [Print advertising.]
1 Item (col.; 27.5 x 21.5 cm.)

Image(s)

Lever Brothers Company
English.
Caption: "If you'd like to have a "second look" complexion". For Lux soap.

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Good condition.

Local Numbers
245284

Ivorydata4 1141

03061109 (Scan No.)

Names: De Carlo, Yvonne
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1
Yvonne DeCarlo
Product Brand
Chesterfield cigarettes

Box 1, Folder 1  Olivia de Haviland
Product Brand
Lux soap

Box 1, Folder 1  Olivia de Haviland
Product Brand
Catalina swim suits

Box 1, Folder 1  Dolores Del Rio
Image(s)
Product Brand
Knox the hatter

Box 1, Folder 1  Dolores Del Rio
Image(s)
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1  Irene Delroy
Product Brand
Glyco Thymoline

Box 1, Folder 1  Marlene Dietrich
Product Brand
Rheingold Beer

Box 1, Folder 1  Marlene Dietrich
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1  Walt Disney
Product Brand
Missouri travel

Box 1, Folder 1  The Dolly Sisters
Product Brand
Savon Cadum

Box 1, Folder 1
Brian Donlevy
Product Brand
Blatz Beer

Box 1, Folder 1
Kirk Douglas
Product Brand
Chesterfield cigarettes

Box 1, Folder 1
Kirk Douglas
Product Brand
Plymouth coats

Box 1, Folder 1
Faye Dunaway
Product Brand
Blackglama mink

Box 1, Folder 1
Irene Dunne
Product Brand
Capehart Radio-Phonograph

Box 1, Folder 1
Irene Dunne with/
Product Brand
Mallinson's

Box 1, Folder 1
Chrystal Herne
Product Brand
Mallinson's

Box 1, Folder 1
Mary Nash
Product Brand
Mallinson's

Box 1, Folder 1
Lenore Ulric
Product Brand
Mallinson's

Box 1, Folder 1
Ada May Weeks
Product Brand
Mallinson's

Box 1, Folder 1
Irene Dunne
Product Brand
Lux soap

Box 1, Folder 1
Irene Dunne
Product Brand
Elizabeth Arden

Box 1, Folder 1
Irene Dunne
Product Brand
Stuart Hall stationery

Box 1, Folder 1
Nancy Dussault
Product Brand
Blackglama mink

Box 1, Folder 1
Dan Dunyea
Product Brand
Blatz Beer

Box 1, Folder 2
Patricia Elliott
Product Brand
Blackglama mink

Box 1, Folder 2
Mary Ellis
Product Brand
Lux soap

Box 1, Folder 2
Madge Evans
Product Brand
Tru-Poise Shoes

Box 1, Folder 2
Maurice Evans
Product Brand
Hammond Organ

Box 1, Folder 2
Maurice Evans w/ (on reverse)
Product Brand
Old Angus Scotch

Box 1, Folder 2  Randolph Scott

Product Brand
Stereo Realist Camera

Box 1, Folder 2  Clifton Fadiman

Product Brand
Lucky Strike cigarettes

Box 1, Folder 2  Douglas Fairbanks

Product Brand
Lucky Strike cigarettes

Box 1, Folder 2  Frances Farmer with/

Image(s)

Product Brand
Lux soap

Box 1, Folder 2  Claire Luce

Product Brand
Lux soap

Box 1, Folder 2  Hearts and Flowers go to the girl with Lovely Skin.. [Print advertising.]
1 Item (b&w; 32.5 x 24.5 cm.)
Image(s)
Lever Brothers Company
English.
Caption: "Hearts and Flowers go to the girl with Lovely Skin...". For Lux soap.

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Good condition.

Local Numbers
245285

Ivorydata4 1142

03061110 (Scan No.)

Names: Farmer, Frances, 1913-1970
Luce, Claire
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women
Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 2 Alice Faye
Product Brand
Woodbury's Cold Cream

Box 1, Folder 2 Betty Field w/
Product Brand
Lux soap

Box 1, Folder 2 Juliet Forbes
Product Brand
Lux soap

Box 1, Folder 2 Sidney Fox
Product Brand
Lux soap

Box 1, Folder 2 Violet Heming
Product Brand
Lux soap

Box 1, Folder 2 Geraldine Fitzgerald
Product Brand
1847 Rogers Bros.

Box 1, Folder 2 Louisa Flaningam
Product Brand
Blackglama mink

Box 1, Folder 2 Errol Flynn
Product Brand
Waterman Lektrolite Dest Set

Box 1, Folder 2  Henry Fonda
Product Brand
Camels

Box 1, Folder 2  Henry Fonda
Product Brand
Schaefer Beer

Box 1, Folder 2  Henry Fonda
Product Brand
Nunn Bush Shoes

Box 1, Folder 2  Joan Fontaine
Product Brand
Chesterfield cigarettes

Box 1, Folder 2  Joan Fontaine
Product Brand
Blackglama mink

Box 1, Folder 2  Glenn Ford (2 ads)
Product Brand
Chesterfield cigarettes

Box 1, Folder 2  Ruth Ford with/
Product Brand
Lux soap

Box 1, Folder 2  Julie Haydon
Product Brand
Lux soap

Box 1, Folder 2  Doris Nolan
Product Brand
Lux soap

Box 1, Folder 2  Vivian Vance
<table>
<thead>
<tr>
<th>Box 1, Folder 2</th>
<th>Product Brand</th>
<th>Lux soap</th>
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</thead>
<tbody>
<tr>
<td>Box 1, Folder 2</td>
<td>Kay Francis</td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Lucky Strike cigarettes</td>
<td></td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Vinton Freedley</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Lord Calvert whiskey</td>
<td></td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Mona Freeman</td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Chesterfield cigarettes</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Alice Frost with/</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Lux soap</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Katherine Locke</td>
<td></td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Lux soap</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Claudia Morgan</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Lux soap</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Peggy Simpson</td>
<td></td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Lux soap</td>
<td></td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Jane Sterling</td>
<td></td>
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<tr>
<td>Box 1, Folder 2</td>
<td>Lux soap</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Eva Gabor</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Camels</td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 2</td>
<td>Ava Gardner</td>
<td></td>
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</tbody>
</table>
Product Brand

Woodbury Cold Cream

Box 1, Folder 2 Ed Gardner

Product Brand

Schaefer Beer

Box 1, Folder 2 Janet Gaynor

Product Brand

Lux soap

Box 1, Folder 2 Janet Gaynor

Product Brand

Larvex

Box 1, Folder 2 Mitzi Gaynor

Image(s)

Product Brand

Lustre-Creme Shampoo

Box 1, Folder 2

Never dries--it Beautifies! [Print advertising.]

1 Item (col.; 34 x 27.5 cm.)

Image(s)

Colgate-Palmolive Co., Advertiser

English.

For Lustre-Creme Shampoo.

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Good condition.

Local Numbers

Ivorydata4 1143

03061111 (Scan No.)

Names: Gaynor, Mitzi, 1930-

Topic: Celebrities
Endorsements in advertising
Hair -- Care and hygiene
Lustre-Creme Shampoo
Shampoos
Women in advertising

Occupation: Actors
Box 1, Folder 2  Virginia Gilmore  
Product Brand  
Cinema Sable lipstick

Box 1, Folder 2  Lillian Gish  
Product Brand  
Blackglama mink

Box 1, Folder 2  Paulette Goddard  
Product Brand  
Ayds diet candy

Box 1, Folder 2  Paulette Goddard  
Product Brand  
RC Cola

Box 1, Folder 2  Paulette Goddard  
Product Brand  
Calox tooth powder

Box 1, Folder 2  Arthur Godfrey (3 ads)  
Product Brand  
Chesterfield cigarettes

Box 1, Folder 2  Arthur Godfrey  
Product Brand  
Jamaca

Box 1, Folder 2  Samuel Goldwyn  
Product Brand  
Douglas Aircraft

Box 1, Folder 2  Betty Grable (2 ads)  
Image(s)  
Product Brand  
Chesterfield cigarettes
Box 1, Folder 2  Betty Grable
Product Brand
   Motorola radios

Box 1, Folder 2  Cary Grant w/
Product Brand
   United States Lines

Box 1, Folder 2  Mr. & Mrs. Charles Hamilton

Box 1, Folder 2  Hon. & Mrs. Jacques LeClercq

Box 1, Folder 2  Bonita Granville
Product Brand
   Arrid

Box 1, Folder 2  Bonita Granville
Product Brand
   Schaefer Beer

Box 1, Folder 2  Jane Greer
Product Brand
   Woodbury Cold Cream

Box 1, Folder 2  Cynthia Gregory
Product Brand
   Blackglama mink

Box 1, Folder 2  Alan Hale
Product Brand
   Chesterfield cigarettes

Box 1, Folder 2  Barbara Hale
Product Brand
   Chesterfield cigarettes

Box 1, Folder 2  Ruth Hammond w/
Product Brand
Lux soap

Box 1, Folder 2 Dorothy Stickney

Box 1, Folder 2 Carol Wheeler

Box 1, Folder 2 Oliver Hardy
Product Brand
Hotel Del Monte

Box 1, Folder 2 Jack Haley
Product Brand
Rheingold Beer

Box 1, Folder 2 Margaret Hamilton w/
Product Brand
Safety Plate glass

Box 1, Folder 2 Abby Westman
Product Brand
Safety Plate glass

Box 1, Folder 2 Ruth Hammond w/
Product Brand
Lux soap

Box 1, Folder 2 Dorothy Stickney
Product Brand
Lux soap

Box 1, Folder 2 Carol Wheeler
Product Brand
Lux soap

Box 1, Folder 2 June Haver
Product Brand
Lux soap

Box 1, Folder 2 June Haver
Product Brand
Lustre-Creme shampoo

Box 1, Folder 2
Stirling Hayden

Product Brand
Bahama Passage

Box 1, Folder 2
Helen Hayes

Product Brand
RCA Victor

Box 1, Folder 2
Rita Hayworth (2 ads)

Image(s)

Product Brand
Lux soap

Box 1, Folder 2
Girls with sweet fragrant skin win out. [Print advertising.] Woman's Home Companion
1 Item (b&w; 34.5 x 27.5 cm.)
Image(s): Girls with sweet fragrant skin win out. [Print advertising.] Woman's Home Companion.

Lever Brothers Company
English.
Caption: "'Girls with sweet fragrant skin win out.'" For Lux soap.

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Good condition.

Local Numbers
245287

Ivorydata4 1144

03061112 (Scan No.)

Names: Hayworth, Rita, 1918-1987
Occupation: Actors
Topic: Celebrities
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions
Print advertising
Box 1, Folder 2  

[Every Girl Should Have The Charm of Sweet, Fragrant Skin!] [Print advertising.]  
1 Item (col.; 34.5 x 28.5 cm.)  

Image(s)  
Lever Brothers Company  
English.  
Caption: "Every Girl Shoud Have The Charm of Sweet, Fragrant Skin!..." For Lux soap.  

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Good condition.  

Local Numbers  
245288  

Ivorydata4 1145  

03061113 (Scan No.)  

Names: Hayworth, Rita, 1918-1987  
Occupation: Actors  
Topic: Celebrities  
Endorsements in advertising  
Skin -- Care and hygiene  
Women  
Genre/Form: Photographs -- Reproductions  
Print advertising  

Box 1, Folder 2  

Rita Hayworth  

Image(s)  
Product Brand  
Calox tooth powder  

Box 1, Folder 2  

Rita Hayworth  

Product Brand  
Bryan hosiery  

Box 1, Folder 2  

Rita Hayworth  

Product Brand  
Chesterfield cigarettes  

Box 1, Folder 2  

Wanda Hendrix
Product Brand
Pepsodent

Box 1, Folder 2  Sonja Henie (2 ads, one in color)
Product Brand
Wrigley's Double Mint Gum

Box 1, Folder 2  Audrey Hepburn
Product Brand
L'Interdit perfume

Box 1, Folder 2  Charlton Heston
Product Brand
Stero Realist Camera

Box 1, Folder 2  Hugh Herbert w/
Product Brand
Blackstone Cigar

Box 1, Folder 2  Ann Savage

Box 1, Folder 2  Edwin C. Hill
Product Brand
Heublein's Cocktails

Box 1, Folder 2  William Holden
Product Brand
Keystone cameras

Box 1, Folder 2  Celeste Holm
Product Brand
Avon

Box 1, Folder 2  Celeste Holm with/
Product Brand
Lux soap

Box 1, Folder 2  Joan Roberts
Product Brand
Lux soap

Box 1, Folder 2 Betty Garde
Product Brand
Lux soap

Box 1, Folder 2 Jack Holt
Product Brand
Lucky Strike cigarettes

Box 1, Folder 2 Bob Hope (2 ads)
Product Brand
Chesterfield cigarettes

Box 1, Folder 2 Bob Hope
Image(s)
Product Brand
Hart, Schaffner & Marx taylors

Box 1, Folder 2 Bob Hope
Product Brand
Remington Shaver

Box 1, Folder 2 Bob Hope
Product Brand
Douglas Aircraft

Box 1, Folder 2 Bob Hope
Product Brand
Canada Dry Cordials

Box 1, Folder 2 Bob Hope
Product Brand
Sonic Industries

Box 1, Folder 2 Bob Hope
Product Brand
Royal Crown Cola
Box 1, Folder 2  Bob Hope  
Product Brand  
Rolex  

Box 1, Folder 2  Bob Hope  
Product Brand  
NBC  

Box 1, Folder 2  Bob Hope  
Product Brand  
Eagle clothes  

Box 1, Folder 2  Bob Hope  
Product Brand  
Norelco 83  

Box 1, Folder 2  E. Mason Hooper  
Product Brand  
Lux soap  

Box 1, Folder 2  Hedda Hopper  
Product Brand  
Rheingold Beer  

Box 1, Folder 2  Hedda Hopper  
Product Brand  
Servel gas appliances  

Box 1, Folder 2  Leslie Howard  
Product Brand  
Lucky Strike cigarettes  

Box 1, Folder 2  Rock Hudson  
Product Brand  
Air France  

Box 1, Folder 2  Walter Huston
Product Brand
   Sun-Kraft lamp

Box 1, Folder 2 Betty Hutton
Product Brand
   Lux soap

Box 1, Folder 2 Betty Hutton
Product Brand
   Briskin 8 Camera

Box 1, Folder 2 Betty Hutton
Product Brand
   Prim Hosiery

Box 1, Folder 2 Betty Hutton
Product Brand
   Max Factor

Box 1, Folder 2 Betty Hutton
Product Brand
   Harper beauty salons

Box 1, Folder 2 Leila Hyams with/
Product Brand
   Daggett & Ramsdell cosmetics

Box 1, Folder 2 Faye Copeland
Product Brand
   Daggett & Ramsdell cosmetics

Box 1, Folder 2 Anita De Vries
Product Brand
   Daggett & Ramsdell cosmetics

Box 1, Folder 2 Virginia Snyder
Product Brand
   Daggett & Ramsdell cosmetics

Box 1, Folder 2 Ann Jillian
Product Brand
Blackglama mink

Box 1, Folder 2  Jinx & Tex
Product Brand
Ipana toothpaste

Box 1, Folder 2  Van Johnson w/
Product Brand
United States Lines

Box 1, Folder 2  Viscountess Furness

Box 1, Folder 2  Mrs. Reginald C. Vanderbilt

Box 1, Folder 2  Shirley Jones
Product Brand
Sunbeam

Box 1, Folder 2  Louis Jourdan
Product Brand
Christian Dior

Box 1, Folder 2  Jumbo the elephant
Image(s)

Product Brand
Lux soap

Box 1, Folder 2  Jumbo the Colossal / The Magnificent / insists on Lux for thrifty costume
care. [Print advertising.]
1 Item (b&w; 30 x 45.5 cm.)

Image(s)
Lever Brothers Company, Advertiser
English.
Two-page spread, containing reproductions of 9 circus scenes, including an
elephant, clown, aerialist, bareback rider, etc.

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Good condition.
Local Numbers

Ivorydata4 1146

03061114 (Scan No.)

Topic:
- Circus
- Circus performers
- Clothing and dress
- Clowns
- Complexion
- Cost effectiveness
- Elephants
- Endorsements in advertising
- Laundry
- Skin -- Care and hygiene

Genre/Form:
- Photographs -- Reproductions
- Print advertising

Box 1, Folder 3
- Boris Karloff
  Product Brand
  Tums

Box 1, Folder 3
- Danny Kaye (2 ads)
  Product Brand
  US Savings Bonds

Box 1, Folder 3
- Ruby Keeler
  Product Brand
  Lux soap

Box 1, Folder 3
- Gene Kelly
  Image(s)
  Product Brand
  Air France

Box 1, Folder 3
- Grace Kelly
  Image(s)
  Product Brand
  Lustre-Creme Shampoo

Box 1, Folder 3
- Never Dries--it Beautifies! [Print advertising.]
1 Item (col.; 34.5 x 14.5 cm.)

Image(s)
Colgate-Palmolive Co.
English.

Caption: "Never Dries--it Beautifies!" Grace Kelly for Lustre-Creme Shampoo.

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Good condition.

Local Numbers
245290

Ivorydata4 1147
03061116 (Scan No.)

Names: Grace, Princess of Monaco, 1929-1982
Occupation: Actors

Topic: Celebrities
Endorsements in advertising
Hair -- Care and hygiene
Shampoos
Women

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3 Evelyn Keyes (2 ads)
Product Brand
Max Factor

Box 1, Folder 3 Evelyn Keyes
Product Brand
Lux soap

Box 1, Folder 3 Evelyn Keyes
Product Brand
Union Pacific Railroad

Box 1, Folder 3 Alan Ladd
Product Brand
Calox tooth powder

Box 1, Folder 3 Alan Ladd (2 ads)
Product Brand
California Sportswear Co.

Box 1, Folder 3
Alan Ladd

Product Brand
Camp Hosiery

Box 1, Folder 3
Alan Ladd (2 ads)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3
Bert Lahr

Product Brand
Personna blades

Box 1, Folder 3
Veronica Lake

Image(s)

Product Brand
Ayds diet candy

Box 1, Folder 3
Now...In new Bath Size. [Print advertising.]
1 Item (b&w; 27.5 x 21.5 cm.)

Image(s)
Lever Brothers Company, Advertiser
English.
Advertisement for Lux soap. Endorsement by actress Veronica Lake. (This
collection contains several other endorsement by Veronica Lake.

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due to copyright.

Good condition.

Local Numbers
Ivorydata4 1148
03061117 (Scan No.)

Names: Lake, Veronica
Occupation: Actors
Topic: Celebrities
Endorsements in advertising
Skin -- Care and hygiene
Women in advertising
Box 1, Folder 3

Veronica Lake

Product Brand
Stratford pens

Veronica Lake

Product Brand
Lux soap

Veronica Lake

Product Brand
Frederica Tru-Curl

Hedy Lamarr

Product Brand
Lucky Strike cigarettes

Hedy Lamarr

Product Brand
Max Factor

Dorothy Lamour

Image(s)
Product Brand
Chesterfield cigarettes

Dorothy Lamour

Image(s)
Product Brand
Yolande

Dainty Girls Win Out. [Print advertising.]
1 Item (b&w; 35 x 27 cm.)

Image(s)
Lever Brothers Company
English.
Caption: ""Dainty Girls Win Out."" for Lux soap.

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Good condition.

Local Numbers
245292

Ivorydata4 1149

03061118 (Scan No.)

Names: Lamour, Dorothy, 1914-
Occupation: Actors
Topic: Celebrities
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3 Dorothy Lamour
Product Brand
The Shamrock Hotel

Box 1, Folder 3 Dorothy Lamour
Product Brand
Lux soap

Box 1, Folder 3 Dorothy Lamour
Product Brand
RC Cola

Box 1, Folder 3 Dorothy Lamour
Product Brand
Calox toothpowder

Box 1, Folder 3 Dorothy Lamour
Product Brand
Stratford pens

Box 1, Folder 3 Dorothy Lamour
Product Brand
Johnson shoes

Box 1, Folder 3 Elissa Landi (2 ads)
Product Brand
Lux soap

Box 1, Folder 3 Elissa Landi
Product Brand
Crown rayon

Box 1, Folder 3 Angela Lansbury
Product Brand
WPAT radio, NY

Box 1, Folder 3 Harry Lauder
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3 Gertrude Lawrence (2 ads)
Product Brand
Lux soap

Box 1, Folder 3 Lila Lee
Product Brand
Lux soap

Box 1, Folder 3 Mervyn LeRoy
Product Brand
Lord Calvert whiskey

Box 1, Folder 3 Li'l Abner (3 ads)
Product Brand
Cream of Wheat

Box 1, Folder 3 Beatrice Lillie
Product Brand
Lux soap

Box 1, Folder 3 Margaret Lindsay
Product Brand
North Star Blankets

Box 1, Folder 3 Harold Lloyd
Image(s)
Product Brand
Stereo Realist Camera

Box 1, Folder 3 Carole Lombard
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3 Carole Lombard
Product Brand
Lux soap

Box 1, Folder 3 Carole Lombard
Product Brand
Elizabeth Arden

Box 1, Folder 3 Carole Lombard
Product Brand
1847 Rogers Bros.

Box 1, Folder 3 Sophia Loren
Product Brand
Blackglama mink

Box 1, Folder 3 Anita Louise
Product Brand
Wrigley's gum

Box 1, Folder 3 Claire Luce
Product Brand
Peggy Sage cosmetics
<table>
<thead>
<tr>
<th>Box 1, Folder 3</th>
<th>Name</th>
<th>Product Brand</th>
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<tbody>
<tr>
<td></td>
<td>Paul Lukas</td>
<td>Camels</td>
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<tr>
<td></td>
<td>Paul Lukas (2 ads)</td>
<td>Lord Calvert whiskey</td>
</tr>
<tr>
<td></td>
<td>John Lund</td>
<td>Chesterfield cigarettes</td>
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<td></td>
<td>Alfred Lunt</td>
<td>Parker pens</td>
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<tr>
<td></td>
<td>Alfred Lunt</td>
<td>Blatz Beer</td>
</tr>
<tr>
<td></td>
<td>Diana Lynn</td>
<td>L&amp;M cigarettes</td>
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<tr>
<td></td>
<td>Diana Lynn</td>
<td>Royal Crown Cola</td>
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<td></td>
<td>Ralph Lynn</td>
<td>Kensitas cigarettes</td>
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<tr>
<td></td>
<td>Shirley MacLaine</td>
<td>Blackglama mink</td>
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<td></td>
<td>Fred MacMurry</td>
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</tbody>
</table>
Box 1, Folder 3 Fred MacMurry with/
Product Brand
Chesterfield cigarettes

Box 1, Folder 3 Barbara Stanwyck
Product Brand
Chesterfield cigarettes

Box 1, Folder 3 Adele Mara
Product Brand
Liquid Liptone

Box 1, Folder 3 Margot
Product Brand
Frank Bros. shoes

Box 1, Folder 3 Herbert Marshall
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3 Mary Martin
Image(s)
Product Brand
Blackglama mink

Box 1, Folder 3 Mary Martin
Product Brand
GE radios

Box 1, Folder 3 Mary Martin
Product Brand
Elmo cosmetics

Box 1, Folder 3 Mary Martin
Product Brand
Pan-Am Airlines
Box 1, Folder 3  
Peter Martins  
Product Brand  
Blackglama mink

Box 1, Folder 3  
Groucho Marx  
Product Brand  
Blackstone Cigars

Box 1, Folder 3  
Groucho Marx  
Product Brand  
Old Gold cigarettes

Box 1, Folder 3  
Groucho Marx  
Product Brand  
Teacher's Whiskey

Box 1, Folder 3  
Ilona Massey  
Product Brand  
Max Factor

Box 1, Folder 3  
Ilona Massey (2 ads)  
Product Brand  
Woodbury Cold Cream

Box 1, Folder 3  
Raymond Massey (2 ads)  
Product Brand  
Schenley Whiskey

Box 1, Folder 3  
Raymond Massey  
Product Brand  
Bromo Seltzer

Box 1, Folder 3  
Mitzi Mayfair w/  
Product Brand  
Lux soap

Box 1, Folder 3  
Louise Chaffee
Product Brand
Lux soap

Box 1, Folder 3
Audrey Christie
Product Brand
Lux soap

Box 1, Folder 3
Tamara
Product Brand
Lux soap

Box 1, Folder 3
Virginia Mayo (4 ads)
Product Brand
Chesterfield cigarettes

Box 1, Folder 3
Virginia Mayo
Product Brand
Lux soap

Box 1, Folder 3
Virginia Mayo
Product Brand
Drene shampoo

Box 1, Folder 3
Guthrie McClintic
Product Brand
Heublein's Cocktails

Box 1, Folder 3
Joan McCracken
Product Brand
Chesterfield cigarettes

Box 1, Folder 3
Joel McCrea
Product Brand
Calox tooth powder

Box 1, Folder 3
Joel McCrea & wife
Product Brand
United States Lines

Box 1, Folder 3
Fibber McGee & Molly (2 ads)
Product Brand
  Johnson's Wax

Box 1, Folder 3  Maggie McNellis
Product Brand
  Blatz Beer

Box 1, Folder 3  Adolphe Menjou (2 ads)
Product Brand
  Lord Calvert whiskey

Box 1, Folder 3  Adolphe Menjou with/
Product Brand
  Lord Calvert whiskey

Box 1, Folder 3  Russell Patterson
Product Brand
  Lord Calvert whiskey

Box 1, Folder 3  Robert F. Six
Product Brand
  Lord Calvert whiskey

Box 1, Folder 3  Sir Hubert Wilkins
Product Brand
  Lord Calvert whiskey

Box 1, Folder 3  Adolphe Menjou
Product Brand
  Persona blades

Box 1, Folder 3  Burgess Meredith
Product Brand
  Old Angus scotch

Box 1, Folder 3  Burgess Meredith (2 ads)
Product Brand
  Aqua-Velva

Box 1, Folder 3  Ethel Merman with/
Product Brand
Lux soap

Box 1, Folder 3  the cast of "Anything Goes"

Product Brand
Lux soap

Box 1, Folder 3  David Merrick

Product Brand
Teacher's Scotch

Box 1, Folder 3  Ray Milland

Product Brand
Serval refrigerators

Box 1, Folder 3  Ray Milland

Product Brand
Belber luggage

Box 1, Folder 3  Marilyn Miller (2 ads)

Image(s)

Product Brand
Lux soap

Box 1, Folder 3  Every Musical show in New York uses Lux... [Print advertising.]

1 Item (col.; 30 x 22 cm.)

Image(s)

Lever Brothers Company, Advertiser

English.

Caption: "Every Musical show in New York uses Lux to double the life of stockings..." For Lux soap.

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Good condition.

Local Numbers

Ivorydata4 1150

03061119 (Scan No.)

Names:    Miller, Marilyn, 1898-1936

Occupation:    Actors
Topic: Celebrities
Endorsements in advertising
Hosiery
Theater

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3
Liza Minelli
Product Brand
Blackglama mink

Box 1, Folder 3
Tom Mix
Product Brand
Ralston Purina

Box 1, Folder 3
Robert Montgomery
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3
Victor Moore with/
Product Brand
White Rock water

Box 1, Folder 3
Mary Lewis
Product Brand
White Rock water

Box 1, Folder 3
Guy Lombardo
Product Brand
White Rock water

Box 1, Folder 3
Sigrid Lassen
Product Brand
White Rock water

Box 1, Folder 3
Rosie Moran with/
Product Brand
Lux soap

Box 1, Folder 3
Jane Wyatt
Product Brand
Lux soap

Box 1, Folder 3  Mary Jane Walsh
Product Brand
Lux soap

Box 1, Folder 3  Martha Scott
Product Brand
Lux soap

Box 1, Folder 3  Patricia Morison
Product Brand
L&M cigarettes

Box 1, Folder 3  Zero Mostel
Product Brand
Teacher's scotch

Box 1, Folder 3  Arthur Murray
Product Brand
West Mill Tuxedo

Box 1, Folder 3  Nazimova
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3  Gertrude Niesen
Product Brand
GE clocks

Box 1, Folder 3  Lucille Norman
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Merle Oberon (4 ads)
Image(s)
Product Brand
Max Factor
Box 1, Folder 3  Merle Oberon

Product Brand
Lux soap

Box 1, Folder 3  Maureen O'Hara

Image(s)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3  9 out of 10 Screen Stars are Lux Girls! [Print advertising.] Ladies Home Journal

1 Item (b&w; 35 x 27 cm.)

Image(s): 9 out of 10 Screen Stars are Lux Girls! [Print advertising.] Ladies Home Journal.

Lever Brothers Company
English.
Caption: "9 out of 10 Screen Stars are Lux Girls!"

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Good condition.

Local Numbers
245294

Ivorydata4 1151

03061120 (Scan No.)

Names: O'Hara, Maureen, 1920-
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3  Maureen O'Hara

Product Brand
Camels

Box 1, Folder 3  Maureen O'Hara
Product Brand
Lux soap

Box 1, Folder 3
Dennis O'Keefe
Product Brand
Camels

Box 1, Folder 3
Our Gang
Product Brand
Pep Bran flakes

Box 1, Folder 3
Janis Paige
Product Brand
US Trunk Co.

Box 1, Folder 3
Nigel Patrick
Product Brand
Curtis gin

Box 1, Folder 3
John Payne
Product Brand
Blatz Beer

Box 1, Folder 3
Drew Pearson
Product Brand
Bromo-Seltzer

Box 1, Folder 3
Gregory Peck w/ (on reverse)
Product Brand
Stereo Realist Camera

Box 1, Folder 3
Lanny Ross
Product Brand
Old Angus Scotch

Box 1, Folder 3
Gregory Peck (2 ads)
Product Brand
Air France

Box 1, Folder 3
Gregory Peck (2 ads)
Chesterfield cigarettes

Susan Peters

Lux soap

Mary Pickford (2 ads)

Mary Pickford cosmetics

Dick Powell

Camels

Buick

Swank jewelery

Keystone cameras

Jane Powell

Chromcraft

Tyrone Power

TWA airlines

Chesterfield cigarettes

Yvonne Printemps
Product Brand
Lux soap

Box 1, Folder 3  Irene Pucell

Product Brand
Cusenier Liquers

Box 1, Folder 3  Ernie Pyle
Image(s)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Ernie Pyle

Product Brand
Nestles chocolate

Box 1, Folder 3  Anthony Quayle

Product Brand
Parker pens

Box 1, Folder 3  Ella Raines

Product Brand
Woodbury Cold Cream

Box 1, Folder 3  Albertina Rasch Dancers

Product Brand
Camels

Box 1, Folder 3  Basil Rathbone (2 ads)
Image(s)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Ronald Reagan

Product Brand
Jeris hair tonic

Box 1, Folder 3  Sir Carol Reed
Product Brand
  Parker pens

Box 1, Folder 3  Ray Rennahan with/
Product Brand
  Pittsburgh Paints

Box 1, Folder 3  Jennifer Jones
Product Brand
  Pittsburgh Paints

Box 1, Folder 3  Carl Reiner (2 ads)
Product Brand
  Kahlua liquer

Box 1, Folder 3  Debbie Reynolds
Product Brand
  Lustre-Cream shampoo

Box 1, Folder 3  Marjorie Reynolds
Product Brand
  RC Cola

Box 1, Folder 3  Alicia Rhett
Product Brand
  Camel cigarettes

Box 1, Folder 3  Sarah Rice
Product Brand
  Blackglama mink

Box 1, Folder 3  Irene Rich
  Image(s)
Product Brand
  Maybelline

Box 1, Folder 3  Lyda Roberti
Product Brand
  Lastex yarn
Box 1, Folder 3
Lyda Roberti
Product Brand
Lux soap

Box 1, Folder 3
Dale Robertson
Product Brand
Chesterfield cigarettes

Box 1, Folder 3
Ginger Rogers (2 ads)
Image(s)
Product Brand
Max Factor

Box 1, Folder 3
Ginger Rogers
Image(s)
Product Brand
Clairol

Box 1, Folder 4
I Adore You... [print advertising], 1935
1 Item (b&w; 32.5 x 24 cm.)
Image(s): I Adore You... [print advertising], 1935.
Lever Brothers Company
English.
For Lux Soap.

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Good condition.

Local Numbers
245295

Ivorydata4 1152
03061121 (Scan No.)

Published 1 Feb. 1935

Names: Rogers, Ginger, 1911-
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions Print advertising

Box 1, Folder 3
Ginger Rogers
Product Brand
Lady Baltimore luggage

Box 1, Folder 3
Ginger Rogers
Product Brand
Lux soap

Box 1, Folder 3
Ruth Roman
Product Brand
Chesterfield cigarettes

Box 1, Folder 3
Billy Rose
Product Brand
Disc Edison

Box 1, Folder 3
Jane Russell
Product Brand
Corocraft jewelry

Box 1, Folder 3
Rosalind Russell
Image(s)
Product Brand
Chesterfield cigarettes

Box 1, Folder 3
Rosalind Russell
Image(s)
Product Brand
Woodbury Cold Cream

Box 1, Folder 4
Will you give one month to winning a Romance Complexion? [Print advertising.]
1 Item (b&w; 34 x 14 cm.)
Image(s)
Lever Brothers Company
English.
Caption: ""Will YOU give one month to winning a Romance Complexion?""
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Good condition.

Local Numbers
245296
Ivorydata4 1153
03061122 (Scan No.)

Names: Russell, Rosalind
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women
Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3 Rosalind Russell (2 ads)
Product Brand
Lux soap

Box 1, Folder 3 Rosalind Russell
Product Brand
Blackglama mink

Box 1, Folder 3 Rosalind Russell
Product Brand
Elgin watches

Box 1, Folder 3 Robert Ryan
Product Brand
Phoenix clothes

Box 1, Folder 3 George Sanders (2 ads)
Product Brand
Blatz Beer

Box 1, Folder 3 Lizabeth Scott
Product Brand
Woodbury Cold Cream

Box 1, Folder 3 Randolph Scott

Product Brand
Corling's Ale

Box 1, Folder 3 Ann Sheridan (2 ads)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3 Ann Sheridan

Product Brand
Ayds diet candy

Box 1, Folder 3 Ann Sheridan

Product Brand
Max Factor

Box 1, Folder 3 Ann Sheridan

Product Brand
Velva Simulated Pearls

Box 1, Folder 3 Alexis Smith

Product Brand
Lipton Tea

Box 1, Folder 3 C. Aubrey Smith

Product Brand
Williams shaving cream

Box 1, Folder 3 Ann Sothern (2 ads)

Product Brand
Max Factor

Box 1, Folder 3 Ann Sothern

Product Brand
DeVilbiss perfume atomizers

Box 1, Folder 3 Ann Sothern
Product Brand
   Elizabeth Arden

Box 1, Folder 3  Barbara Stanwyck

Image(s)

Product Brand
   Calox tooth powder

Box 1, Folder 4  For the Most Beautiful Hair in the World... [Print advertising.]
   1 Item (col.; 28.5 x 21 cm.)

Image(s)
   Colgate-Palmolive Co., Advertiser
   English.
   Caption: "For the Most Beautiful Hair in the World...". For Lustre-Creme Shampoo.

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Good condition.

Local Numbers
   Ivorydata4 1154
   03061123 (Scan No.)

Names:  Stanwyck, Barbara, 1907-
Occupation:  Actors
Topic:  Celebrities
Endorsements in advertising
Hair -- Care and hygiene
Shampoos
Women

Genre/ Form:
Photographs -- Reproductions
Print advertising

Box 1, Folder 3  Barbara Stanwyck

Product Brand
   Old Gold cigarettes

Box 1, Folder 3  Barbara Stanwyck

Product Brand
   Dictaphone

Box 1, Folder 3  Barbara Stanwyck
Box 1, Folder 3  Barbara Stanwyck
Product Brand
L&M cigarettes

Box 1, Folder 3  Barbara Stanwyck
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Barbara Stanwyck
Product Brand
Duncan Glass

Box 1, Folder 3  Barbara Stanwyck
Product Brand
Ronson cigarette lighters

Box 1, Folder 3  Barbara Stanwyck (2 ads)
Product Brand
Max Factor

Box 1, Folder 3  Barbara Stanwyck (3 ads)
Product Brand
Lux soap

Box 1, Folder 3  Barbara Stanwyck
Product Brand
Lustre-Creme shampoo

Box 1, Folder 3  Leni Stengel w/
Product Brand
Lux soap

Box 1, Folder 3  Margot Stevenson
Product Brand
Lux soap

Box 1, Folder 3  Dorothy Stone
Product Brand
Lux soap

Box 1, Folder 3  Jan Sterling
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  K.T. Stevens
Product Brand
Ampro Tape Recorder

Box 1, Folder 3  Dorothy Stone
Product Brand
Lux soap

Box 1, Folder 3  Preston Sturges
Product Brand
Scripto

Box 1, Folder 3  Margaret Sullavan (2 ads)
Product Brand
Lux soap

Box 1, Folder 3  Margaret Sullavan
Image(s)
Product Brand
Max Factor

Box 1, Folder 4  A Succession of Successes-- [Print advertising.]
1 Item (b&w; 35.5 x 25 cm.)
Image(s)
Lever Brothers Company
English.
Caption: "A Succession of Successes--". for Lux soap.

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Good condition.

Local Numbers
245298
Ivorydata4 1155
03061124 (Scan No.)

Names: Sullavan, Margaret, 1911-1960
Occupation: Actors
Topic: Celebrities
      Complexion
      Endorsements in advertising
      Skin -- Care and hygiene
      Women
Genre/ Form: Photographs -- Reproductions
             Print advertising

Box 1, Folder 3  Ed Sullivan
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Ed Sullivan
Product Brand
Schenley whiskey

Box 1, Folder 3  Gloria Swanson
Product Brand
Wrigley's Double Mint Gum

Box 1, Folder 3  John Cameron Swayze
Product Brand
Fram Filters

Box 1, Folder 3  Sylvia
Product Brand
Wamsutta sheets

Box 1, Folder 3  Elizabeth Taylor & Mike Todd
Product Brand
TWA airlines

Box 1, Folder 3  Estelle Taylor
Product Brand
Chermay cosmetics

Box 1, Folder 3  Robert Taylor and wife
Product Brand
SS Matsonia
Box 1, Folder 3  Robert Taylor
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3  Joan Tetzel
Product Brand
Schaefer Beer

Box 1, Folder 3  Shirley Temple (3 ads)
Image(s)
Product Brand
Quaker Puffed Wheat

Box 1, Folder 3  Lowell Thomas (2 ads)
Product Brand
Kaiser automobiles

Box 1, Folder 3  Gene Tierney
Product Brand
Royal Crown Cola

Box 1, Folder 3  Gene Tierney
Product Brand
Ronson cigarette lighters

Box 1, Folder 3  Arthur Treacher
Product Brand
Walker’s Bourbon

Box 1, Folder 3  Claire Trevor
Product Brand
Lemon Rinse

Box 1, Folder 3  Lana Turner (4 ads)
Image(s)
Product Brand
Max Factor

Box 1, Folder 3  Peter Ustinov (2 ads)
Gallo Wine

Lupe Velez

Lucky Strike cigarettes

Martha Vickers

Stauffer System Inc.

Cheryl Walker

Woodbury face cream

Polly Walters

Lux soap

David Warfield

Lucky Strike cigarettes

John Wayne

Image(s)

Air France

John Wayne

Camels

Jack Webb

L&M cigarettes

Jack Webb

Chesterfield cigarettes
Box 1, Folder 3  Clifton Webb
Product Brand
Heublein's Cocktails

Box 1, Folder 3  George White
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3  Alice White
Product Brand
Blue-Jay

Box 1, Folder 3  Richard Widmark
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Cornel Wilde
Product Brand
Kuppenheimer clothes

Box 1, Folder 3  Esther Williams with/
Image(s)
Product Brand
Lux soap

Box 1, Folder 3  Peter Lawford
Product Brand
Lux soap

Box 1, Folder 4  You're beautiful! [Print advertising.] Ladies Home Journal
1 Item (b&w; 35 x 27 cm.)
Lever Brothers Company
English.
Caption: "You're beautiful!" for Lux soap.

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Good condition.
Local Numbers
245299

Ivorydata 4 1156
03061125 (Scan No.)

Names: Lawford, Peter, 1923-
Williams, Esther, 1923-

Occupation: Actors

Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3 Esther Williams
Product Brand
Cole bathing suits

Box 1, Folder 3 Earl Wilson
Product Brand
Lord Calvert whiskey

Box 1, Folder 3 Walter Winchell
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3 Jane Withers
Product Brand
Royal Gelatin

Box 1, Folder 3 Teresa Wright
Product Brand
Woodbury face cream

Box 1, Folder 3 Jane Wyman
Product Brand
Chesterfield cigarettes

Box 1, Folder 3 Jane Wyman
Product Brand
Lux soap

Box 1, Folder 3
Jane Wyman
Product Brand
Lipton Tea

Box 1, Folder 3
Ed Wynn (2 ads)
Product Brand
Plymouth automobiles

Box 1, Folder 3
Loretta Young (3 ads)
Product Brand
Max Factor

Box 1, Folder 3
Loretta Young
Product Brand
Sure-Fit slip covers

Box 1, Folder 3
Loretta Young (3 ads)
Image(s)
Product Brand
Lux soap

Box 1, Folder 4
I Didn't Know I Could Be So Happy [Print advertising.], 1935
1 Item (b&w; 35 x 28.5 cm.)
Image(s): I Didn't Know I Could Be So Happy [Print advertising.] 1935
Lever Brothers Company
English.
Caption: "'I Didn't Know I Could Be So Happy'" for Lux soap.

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Good condition.

Local Numbers
245300
Ivorydata4 1157
03061126 (Scan No.)

Names: Young, Loretta, 1913-
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women
Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3 Loretta Young
Product Brand
Dexdale stockings

Box 1, Folder 3 Robert Young
Product Brand
Schaefer Beer

Box 1, Folder 3 Lin Yutang
Product Brand
Parker pens

Box 1, Folder 3 Pia Zadora
Product Brand
Dubonnet wine

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             US Lines

Box 2, Folder 1  M.W.V. Ash
       Product Brand
             US Lines

Box 2, Folder 1  Harry S. Truman
       Product Brand
             US Lines

Box 2, Folder 1  E.P. Baker
          Product Brand
             Plymouth automobiles

Box 2, Folder 1  Ray Baker with/
          Product Brand
              Camels

Box 2, Folder 1  Mrs. & Mrs. James P. Baxter, III w/
          Product Brand
              United States Lines

Box 2, Folder 1  Mr. & Mrs. Dryden R. Reid
          Product Brand
              United States Lines

Box 2, Folder 1  King Paul & Queen Frederika
          Product Brand
              United States Lines

Box 2, Folder 1  Bill Cook

Box 2, Folder 1  Fernando Berckemeyer w/
Product Brand
United States Lines

Box 2, Folder 1  Mrs. H. Q.H. Frelinghuysen
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United States Lines

Box 2, Folder 1  Mr. & Mrs. Fred Billups
Product Brand
United States Lines

Box 2, Folder 1  Mr. & Mrs. Stanley Woodward
Product Brand
United States Lines

Box 2, Folder 1  Charley Belden with/
Product Brand
Camels

Box 2, Folder 1  Judy Ford
Product Brand
Camels

Box 2, Folder 1  Frank Hawks
Product Brand
Camels

Box 2, Folder 1  Erwin Jones
Product Brand
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Product Brand  
Freeman Shoes

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Lucius D. Clay  
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Alfred of New York

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Judge Day  
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Parker pens

Box 2, Folder 1  
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Product Brand
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Product Brand
United States Lines

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Product Brand
Chrysler Airflow

Box 2, Folder 1 Norman Bel Geddes
Product Brand
Chrysler Airflow

Box 2, Folder 1 Grantland Rice
Product Brand
Chrysler Airflow

Box 2, Folder 1 Alexander Woolcott
Product Brand
Chrysler Airflow

Box 2, Folder 1 Maj. George Fielding Eliot
Product Brand
Aqua-Velva after shave

Box 2, Folder 1 Maurice Evans w/
Product Brand
Freeman shoes

Box 2, Folder 1 Joe L. Brown

Box 2, Folder 1 Hank Greenberg

Box 2, Folder 1 Barron Hilton

Box 2, Folder 1 Kyle Role

Box 2, Folder 1 Herbert Barnet
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Product Brand
United States Lines

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Product Brand
United States Lines

Box 2, Folder 1  Mr. & Mrs. Gwilym A. Price
Product Brand
United States Lines

Box 2, Folder 1  Raymond Greilsamer
Product Brand
United States Lines

Box 2, Folder 1  Mr. & Mrs. George Morrison
Product Brand
United States Lines

Box 2, Folder 1  Vinton Freedley
Product Brand
Lord Calvert whiskey

Box 2, Folder 1  R.J. Gilbreath
Product Brand
Bellanca Aircraft Corp.

Box 2, Folder 1  William Purnell Hall
Product Brand
Blue Cross

Box 2, Folder 1  Marcus Harbs with/
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Camels

Box 2, Folder 1  Capt. Joseph H. Hart
Product Brand
Camels

Box 2, Folder 1  Frank Hawks
Product Brand
Camels

Box 2, Folder 1  Arthur M. Hill
Product Brand
Dictaphone

Box 2, Folder 1  Conrad Hilton
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Box 2, Folder 1  Conrad Hilton
Product Brand
Rolex

Box 2, Folder 1  Duncan Hines
Product Brand
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Box 2, Folder 1  L.J. Horowitz
Product Brand
Lucky Strike cigarettes

Box 2, Folder 1  Dewey Huffine
Product Brand
Lucky Strike cigarettes

Box 2, Folder 1  Gen. Hugh Johnson
Product Brand
Pullman Co.

Box 2, Folder 1  Teddy Kenyon
Product Brand
Camel cigarettes

Box 2, Folder 1  Dr. Henri Labbe
Product Brand
Fleischmann's Yeast

Box 2, Folder 1
Arthur Little, Jr.

Product Brand
Lord Calvert whiskey

Box 2, Folder 1
Raymond Loewy

Product Brand
Air France

Box 2, Folder 1
Alice Roosevelt Longworth

Product Brand
Lucky Strike cigarettes

Box 2, Folder 1
Miss Nela R. Mann w/

Product Brand
United States Lines

Box 2, Folder 1
Isabella Manor

Box 2, Folder 1
Stefan Neumann

Box 2, Folder 1
Marquis/Marquise de Pins

Box 2, Folder 1
Fletcher H. Montgomery

Product Brand
Parker pens

Box 2, Folder 1
Richard Moulton w/ US Antarctic Expedition

Product Brand
Camels

Box 2, Folder 1
John Ringling North

Product Brand
Ansco Film

Box 2, Folder 1
Charles A. Nugent
Product Brand
Northwestern Mutual Life

Box 2, Folder 1 Warren Lee Pierson
Product Brand
Ronson Lighters

Box 2, Folder 1 F.A. Ready
Product Brand
Louis Sherry ice cream

Box 2, Folder 1 Capt. Eddie Rickenbacher
Product Brand
Fruit of the Month

Box 2, Folder 1 Eddie Rickenbacher
Product Brand
Dusenberg Motors Corp.

Box 2, Folder 1 Ripley
Product Brand
Parker pens

Box 2, Folder 1 Eleanor Roosevelt (2 pg. ad)
Image(s)
Product Brand
Air Transport Assoc.

Box 2, Folder 1 Elizabeth Arden
Product Brand
Air Transport Assoc.

Box 2, Folder 1 Helen Hayes
Product Brand
Air Transport Assoc.

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Product Brand
Air Transport Assoc.
Box 2, Folder 1  
Roy Howard  
Product Brand  
Air Transport Assoc.

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James D. Mooney  
Product Brand  
Air Transport Assoc.

Box 2, Folder 1  
Grantland Rice  
Product Brand  
Air Transport Assoc.

Box 2, Folder 1  
Ruth Bryan  
Product Brand  
Air Transport Assoc.

Box 2, Folder 1  
Owen Rohde  
Product Brand  
Air Transport Assoc.

Box 2, Folder 1  
Carmel Snow  
Product Brand  
Air Transport Assoc.

First Lady of the Land, First Lady of the Air [color advertisement]. [ca. 1933-1945]  
1 Item (13.5" x 10").

Image(s): First Lady of the Land, First Lady of the Air [color advertisement].

Baden, Sandra, Collector  
Baden, Gary, Collector  
English.

Image of Eleanor Roosevelt knitting on an airplane; photographer unidentified. The text indicates that the advertisement is promoting air travel in general, not a specific airline.

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

Ink on paper.

Local Numbers  
01061101.tif(AC Scan)
Names: Roosevelt, Eleanor, 1884-1962
Topic: Air travel -- 1930-1950
Knitting
Genre/ Form: Advertisements -- 1930-1950
Photographs -- 1930-1940 -- Color -- Reproductions

Box 2, Folder 1
Theodore Roosevelt
Product Brand
ABA certified cheques

Box 2, Folder 1
Robert F. Six
Product Brand
Lord Calvert whiskey

Box 2, Folder 1
Adlai E. Stevenson
Product Brand
Great Books

Box 2, Folder 1
Margaret Truman w/
Product Brand
United States Lines

Box 2, Folder 1
Mr. & Mrs. Thomas J. Deegan, Jr.

Box 2, Folder 1
Mrs. John McLean

Box 2, Folder 1
John I. Wagner
Product Brand
Camels

Box 2, Folder 1
James Walker
Product Brand
Lucky Strike cigarettes
Series 3: Sports

Box 2, Folder 2  Red Barber with/

Product Brand
Old Gold cigarettes

Box 2, Folder 2  Connie Desmond

Product Brand
Old Gold cigarettes

Box 2, Folder 2  Red Barber

Product Brand
Old Gold cigarettes

Box 2, Folder 2  James Bausch w/ {2 ads one w/o Cross}

Product Brand
Camels

Box 2, Folder 2  Bruce Barnes

Product Brand
Camels

Box 2, Folder 2  J.A. Brooks

Product Brand
Camels

Box 2, Folder 2  Rip Collins

Product Brand
Camels

Box 2, Folder 2  Edward Cross (farmer)

Product Brand
Camels

Box 2, Folder 2  Willie Macfarlane

Product Brand
Camels

Box 2, Folder 2  Jennie Rooney
<table>
<thead>
<tr>
<th>Box 2, Folder 2</th>
<th>Product Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Camels</td>
</tr>
<tr>
<td>Rex Beach</td>
<td></td>
</tr>
<tr>
<td>Walter Beaver</td>
<td></td>
</tr>
<tr>
<td>William Bendix</td>
<td></td>
</tr>
<tr>
<td>Ewell Blackwell</td>
<td></td>
</tr>
<tr>
<td>D.J. McLawhorn (farmer)</td>
<td></td>
</tr>
<tr>
<td>Joe DiMaggio</td>
<td>Image(s)</td>
</tr>
<tr>
<td>Bob Elliott</td>
<td></td>
</tr>
<tr>
<td>Bucky Harris</td>
<td></td>
</tr>
<tr>
<td>Stan Musial</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chesterfield cigarettes</td>
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<tr>
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<td>Chesterfield cigarettes</td>
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<tr>
<td></td>
<td>Chesterfield cigarettes</td>
</tr>
<tr>
<td></td>
<td>Chesterfield cigarettes</td>
</tr>
</tbody>
</table>
Box 2, Folder 2  
**Ted Williams**

Product Brand
Chesterfield cigarettes

Box 2, Folder 2  
**Frank Boucher**

Product Brand
Schaefer Beer

Box 2, Folder 2  
**Frank Buck**

Product Brand
Goodrich tires

Box 2, Folder 2  
**Frank Buck**

Product Brand
Heublein's Cocktails

Box 2, Folder 2  
**Crawford Burton W/**

Product Brand
Camels

Box 2, Folder 2  
**Rex Beach**

Product Brand
Camels

Box 2, Folder 2  
**Mrs. Charles Daly**

Product Brand
Camels

Box 2, Folder 2  
**Billy Casper**

Product Brand
Wilson Staff balls

Box 2, Folder 2  
**Florence Chadwick**

Product Brand
US Howland Swim Caps

Box 2, Folder 2  
**G. Chevrolet w/**
Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  L. Chevrolet
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  De Palma
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Durant
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Howard
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Lewis
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Milton
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Mulford
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Resta
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Toft
  Product Brand
  Rudge-Whitworth wire wheels

Box 2, Folder 2
  Vail
Product Brand
Rudge-Whitworth wire wheels

Box 2, Folder 2  Wilcox
Product Brand
Rudge-Whitworth wire wheels

Box 2, Folder 2  Mickey Cochrane
Product Brand
Goodrich tires

Box 2, Folder 2  Ely Culbertson
Product Brand
Aqua-Velva

Box 2, Folder 2  Dizzy Dean w/
Product Brand
Camels

Box 2, Folder 2  Harry Miller
Product Brand
Camels

Box 2, Folder 2  Dizzy Dean (4 ads)
Product Brand
Grape Nuts cereal

Box 2, Folder 2  Jimmy Demaret
Product Brand
MacGregor Golf balls

Box 2, Folder 2  Jack Dempsey
Product Brand
Bromo-Seltzer

Box 2, Folder 2  Bill Dickey w/ (2 ads)
Product Brand
Chesterfield cigarettes

Box 2, Folder 2  Mel Ott
Product Brand
Chesterfield Cigarettes

Box 2, Folder 2  Arthur Donovan
Product Brand
Rheingold beer

Box 2, Folder 2  Leo Durocher
Product Brand
Chesterfield cigarettes

Box 2, Folder 2  Leo Durocher
Product Brand
Rheingold beer

Box 2, Folder 2  Eugenia Falkenburg
Product Brand
Camel

Box 2, Folder 2  Johnny Farrell
Product Brand
Lucky Strike cigarettes

Box 2, Folder 2  Jane Fauntz w/
Product Brand
Camels

Box 2, Folder 2  Tommy Armour
Product Brand
Camels

Box 2, Folder 2  James Bausch
Product Brand
Camels

Box 2, Folder 2  Buster Crabbe
Product Brand
Camels

Box 2, Folder 2
Pete Desjardins
Product Brand
Camels

Box 2, Folder 2
Lou Gehrig
Product Brand
Camels

Box 2, Folder 2
Helen Hicks
Product Brand
Camels

Box 2, Folder 2
Josephine McKim
Product Brand
Camels

Box 2, Folder 2
Mel Ott
Product Brand
Camels

Box 2, Folder 2
Gene Sarazen
Product Brand
Camels

Box 2, Folder 2
Harold Smith
Product Brand
Camels

Box 2, Folder 2
Bill Tilden
Product Brand
Camels

Box 2, Folder 2
Susan Vilas
Product Brand
Camels

Box 2, Folder 2
Whitey Ford
Product Brand
Seven Seas Slax

Box 2, Folder 2  Walt Frazier
Product Brand  Colgate

Box 2, Folder 2  Commander Gatti
Product Brand  Stereo Realist Camera

Box 2, Folder 2  Lou Gehrig w/ (2 ads)
Product Brand  Camels

Box 2, Folder 2  Tommy Armour
Product Brand  Camels

Box 2, Folder 2  Betty Bailey
Product Brand  Camels

Box 2, Folder 2  George Barker
Product Brand  Camels

Box 2, Folder 2  Bruce Barnes
Product Brand  Camels

Box 2, Folder 2  Bobby Walthour, Jr.
Product Brand  Camels

Box 2, Folder 2  Lou Gehrig
Product Brand  Aqua-Velva

Box 2, Folder 2  Frank Gifford
Product Brand
Jantzen

Box 2, Folder 2
Charles Goren
Product Brand
Teacher's Scotch

Box 2, Folder 2
Rocky Graziano
Product Brand
Dakin

Box 2, Folder 2
Walter Hagen
Product Brand
Lucky Strike cigarettes

Box 2, Folder 2
Tom Harmon
Product Brand
Catalina Sportswear

Box 2, Folder 2
Frank Harrigan w/
Product Brand
O'Shea knitting Mills

Box 2, Folder 2
Bennie Oosterbaan
Product Brand
O'Shea Knitting Mills

Box 2, Folder 2
Russ Hodges
Product Brand
John C. Roberts shoes

Box 2, Folder 2
Mr. & Mrs. Ben Hogan w/
Product Brand
United States Lines

Box 2, Folder 2
Donald Burr

Box 2, Folder 2
Billie Worth

Box 2, Folder 2
Francis Parkinson Keyes
Box 2, Folder 2  Rear Admiral Tully Shelly

Box 2, Folder 2  Ben Hogan w/
Product Brand
MacGregor Golf Co.

Box 2, Folder 2  Louise Suggs
Product Brand
MacGregor Golf Co.

Box 2, Folder 2  Lamar Hunt
Product Brand
Rolex

Box 2, Folder 2  Harmon Killebrew
Product Brand
Northcool Vycott

Box 2, Folder 2  Edward Kent w/
Product Brand
Camels

Box 2, Folder 2  Betty Chase
Product Brand
Camels

Box 2, Folder 2  Jack Shea
Product Brand
Camels

Box 2, Folder 2  Ray F. Stevens
Product Brand
Camels

Box 2, Folder 2  Paul Thompson
Product Brand
Camels
Box 2, Folder 2  Anton LeKang
  Product Brand
    Camels

Box 2, Folder 2  Sid Luckman
  Product Brand
    Pabst Blue Ribbon beer

Box 2, Folder 2  Mr. & Mrs. Sal Maglie
  Product Brand
    Olympic Luggage

Box 2, Folder 2  Mickey Mantle
  Product Brand
    Viceroy

Box 2, Folder 2  Mickey Mantle
  Product Brand
    Haggar Slacks

Box 2, Folder 2  Rocky Marciano
  Product Brand
    National Car Rental

Box 2, Folder 2  Jimmy McLarnin
  Product Brand
    Goodrich tires

Box 2, Folder 2  Lillas Moriarty
  Product Brand
    Woodbury cream

Box 2, Folder 2  Stan Musial w/ (2 ads)
  Product Brand
    Chesterfield cigarettes

Box 2, Folder 2  Ted Williams
Image(s)

Product Brand
Chesterfield cigarettes

Box 2, Folder 2
Joe Namath
Product Brand
Laz-Z-Boy

Box 2, Folder 2
Bennie Oosterbaan
Product Brand
Bradley Knitting co.

Box 2, Folder 2
Mel Ott w/
Product Brand
Camels

Box 2, Folder 2
Harold Schumacher
Product Brand
Camels

Box 2, Folder 2
James (Rip) Collins
Product Brand
Camels

Box 2, Folder 2
Lou Gehrig
Product Brand
Camels

Box 2, Folder 2
Carl Hubbell
Product Brand
Camels

Box 2, Folder 2
Arnold Palmer
Product Brand
Wilson Sporting Goods

Box 2, Folder 2
Peter Perkins
Product Brand
  Tareyton cigarettes

Box 2, Folder 2  Grantland Rice
Product Brand
  Carlings Ale

Box 2, Folder 2  "Vinnie" Richards
Product Brand
  Lucky Strike cigarettes

Box 2, Folder 2  Branch Rickey
Product Brand
  Gray Audograph

Box 2, Folder 2  Gene Sarazan w/
Product Brand
  Camels

Box 2, Folder 2  Georgia Coleman
Product Brand
  Camels

Box 2, Folder 2  Jim Lancaster
Product Brand
  Camels

Box 2, Folder 2  Bill Miller
Product Brand
  Camels

Box 2, Folder 2  Melvin Ott
Product Brand
  Camels

Box 2, Folder 2  John L. Skillman
Product Brand
  Camels

Box 2, Folder 2  Gene Sarazan
Product Brand
  Teacher's Scotch

Box 2, Folder 2  Gene Sarazan w/
Product Brand
  Bromo Seltzer

Box 2, Folder 2  Ella Barnett
Product Brand
  Bromo Seltzer

Box 2, Folder 2  Carl G. Triest
Product Brand
  Bromo Seltzer

Box 2, Folder 2  Gene Sarazan
Product Brand
  Libby's Tomato Juice

Box 2, Folder 2  Gene Sarazan
Product Brand
  Teacher's Scotch

Box 2, Folder 2  Jane Sharp w/
Product Brand
  Camels

Box 2, Folder 2  F.B. Fowler
Product Brand
  Camels

Box 2, Folder 2  Bill Stern
Product Brand
  Cape Coral, Florida

Box 2, Folder 2  Bill Stern
Product Brand
  Florida tourism

Box 2, Folder 2  Mrs. Louis J. Swift, Jr.
Box 2, Folder 2  M.J. "Mike" Thompson
Product Brand  Camels

Box 2, Folder 2  Bill Tilden w/ Camels
Product Brand  Camels

Box 2, Folder 2  Mrs. J.B. Freeley
Product Brand  Camels

Box 2, Folder 2  Dick Hungerford
Product Brand  Camels

Box 2, Folder 2  C.A. Petersen
Product Brand  Camels

Box 2, Folder 2  Eileen Tighe
Product Brand  Camels

Box 2, Folder 2  Ellsworth Vines, Jr.
Product Brand  Pabst Blue Ribbon

Box 2, Folder 2  Ellsworth Vines w/
Product Brand  Wheaties

Box 2, Folder 2  Bernie Bierman

Box 2, Folder 2  Pepper martin

Box 2, Folder 2  Arnold Herber
Box 2, Folder 2  "Babe" Didrikson

Box 2, Folder 2  Ken Strong

Box 2, Folder 2  Joe DiMaggio

Box 2, Folder 2  Ellsworth Vines w/
Product Brand
Camels

Box 2, Folder 2  Helen Hicks

Box 2, Folder 2  Ellsworth Vines, Jr.

Box 2, Folder 2  "Bucky" Walters w/
Product Brand
Gillette Razor

Box 2, Folder 2  Wilbur Shaw
Product Brand
Gillette Razor

Box 2, Folder 2  Lloyd Waner
Product Brand
Lucky Strike cigarettes

Box 2, Folder 2  Paul Waner
Product Brand
Lucky Strike cigarettes

Box 2, Folder 2  "Hub" Whiteman
Product Brand
Goodrich tires

Box 2, Folder 2  Lenore Kight Wingard w/
Product Brand
Camels

Box 2, Folder 2  Ida Gray
Box 2, Folder 2

L.E. Stemmler
Product Brand
Camels

Box 2, Folder 2

Eddie Woods
Product Brand
Camels
Series 4: Society, Fashion, Royalty

Box 2, Folder 3  Mlle. Alix
Product Brand
Cutex

Box 2, Folder 3  Mlle. Alix w/
Product Brand
Cutex

Box 2, Folder 3  Lanvin
Product Brand
Cutex

Box 2, Folder 3  LeLong
Product Brand
Cutex

Box 2, Folder 3  Schiaparelli
Product Brand
Cutex

Box 2, Folder 3  Elizabeth Allemus
Product Brand
Pond's Cream

Box 2, Folder 3  Laurance Armour
Product Brand
Simmon's mattresses

Box 2, Folder 3  Mrs. Robert W. Armstrong w/
Product Brand
Pond's Cream

Box 2, Folder 3  Mrs. John Jacob Astor
Product Brand
Pond's Cream

Box 2, Folder 3  Maj. & Mrs. George Astley
Product Brand
  tea

Box 2, Folder 3  Mrs. Ellen Tuck Astor w/

Product Brand
  Pond's Cream

Box 2, Folder 3  It's my one essential [Print advertising.] Vogue, incorporating Vanity Fair
  1 Item (b&w; 33 x 24.5 cm.)
  Image(s): It's my one essential [Print advertising.] Vogue, incorporating Vanity Fair.
  Pond's Inc., Advertiser
  English.
  Ad for Pond's Cold Cream. Mrs. Nicholas R. du Pont and Ellen Tuck Astor featured.
  Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good.

Local Numbers
  Ivorydata4 1158
  03061127 (Scan No.)

  Names:  Astor, Ellen Tuck, Mrs.
         DuPont, Nicholas R., Mrs.
  Topic:  Celebrities
         Complexion
         Endorsements in advertising
         Skin -- Care and hygiene
         Social classes
         Women in advertising
  Genre/  Photographs -- Reproductions
  Form:   Print advertising

Box 2, Folder 3  Mrs. Nicholas R. duPont

Box 2, Folder 3  Mrs. John Jacob Astor (2 ads)

Product Brand
  Pond's Cream

Box 2, Folder 3  Lady Violet Astor
Product Brand
Pond's Cream

Box 2, Folder 3
Mrs. Henry Barclay

Product Brand
Tareyton cigarettes

Box 2, Folder 3
Pat Barnard w/ (on reverse)

Product Brand
Sweetheart soap

Box 2, Folder 3
Brynild

Box 2, Folder 3
The Beadleston Sisters

Product Brand
Camels

Box 2, Folder 3
Lucius Beebe

Product Brand
Lejon Brandy

Box 2, Folder 3
Lucius Beebe

Product Brand
Aqua-Velva

Box 2, Folder 3
Joan Belmont

Product Brand
Camels

Box 2, Folder 3
Fina Benenson w/

Product Brand
Gruen watches

Box 2, Folder 3
Hattie Carnegie

Product Brand
Gruen watches

Box 2, Folder 3
Louise Barnes Gallagher
Product Brand
Gruen watches

Box 2, Folder 3 Sophie Gimbel
Product Brand
Gruen watches

Box 2, Folder 3 Andrew Goodman
Product Brand
Gruen watches

Box 2, Folder 3 Orry-Kelly
Product Brand
Gruen watches

Box 2, Folder 3 Philip Mangone
Product Brand
Gruen watches

Box 2, Folder 3 Nettie Rosenstein
Product Brand
Gruen watches

Box 2, Folder 3 Cordelia Biddle
Product Brand
Pond's Cream

Box 2, Folder 3 Margaret Biddle w/ Image(s)
Product Brand
Pond's Cream

Box 2, Folder 3 Tita Johnson
Product Brand
Pond's Cream

Box 2, Folder 3 Evalyn McLean
Product Brand
Pond's Cream
Box 2, Folder 3  
**Phebe Thorne** 
**Product Brand**  
*Pond's Cream*

Box 2, Folder 3  
**Adelaide Weld**  
**Product Brand**  
*Pond's Cream*

Box 2, Folder 3  
**Life's a Whirl! [Print advertising.]**  
*1 Item (b&w; 29.5 x 21.5 cm.)*  
**Image(s)**  
Pond's Inc., Advertiser  
English.  
Ad contains a series of reproductions of photographs with captions: debutantes endorse Pond's Cold Cream. They include Margaret Biddle, Tita Johnson, Phebe [sic] Thorne, Adelaide Weld, and Evalyn McLean. Note: copyright date at bottom left of piece.

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Good condition.

Local Numbers  
*Ivorydata4 1159*  
03061128 (Scan No.)

**Names:**  
Biddle, Margaret  
Johnson, Tita  
McLean, Evalyn Walsh, 1886-1947  
Thorne, Phebe  
Weld, Adelaide

**Topic:**  
Complexion  
Debutantes  
Endorsements in advertising  
Skin -- Care and hygiene  
Social classes  
Teenagers  
Women in advertising

**Genre/Form:**  
Photographs -- Reproductions  
Print advertising

Box 2, Folder 3  
**Mrs. Livingston Biddle, Jr.**
Image(s)

Product Brand

Tareyton cigarettes

Box 2, Folder 3  Sherman Billingsley w/

Product Brand

Sortilege perfume

Box 2, Folder 3  Morton Downey

Product Brand

Sortilege perfume

Box 2, Folder 3  Arthur Godfrey

Product Brand

Sortilege perfume

Box 2, Folder 3  Steve Hannagan

Product Brand

Sortilege perfume

Box 2, Folder 3  Sherman Billingsley/Stork Club

Product Brand

Camels

Box 2, Folder 3  Sherman Billingsley

Product Brand

Brewers' Best Beer

Box 2, Folder 3  Mrs. Alden S. Blodgett

Product Brand

Dorothy Gray cosmetics

Box 2, Folder 3  Martha Boss

Image(s)

Product Brand

Sweetheart soap

Box 2, Folder 3  Beauty is my business. [Print advertising.]
1 Item (b&w; 29 x 22.5 cm.)

Image(s)
SweetHeart Soap.
English.
Caption: "Beauty is my business". for SweetHeart soap.

Ad at bottom of page.

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Good condition.

Local Numbers
245303

Ivorydata 4 1160
03061129 (Scan No.)

Topic: Endorsements in advertising
Models (Persons)
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 2, Folder 3 Prince Luis de Bourbon
Product Brand
Melachrino cigarettes

Box 2, Folder 3 Prince Robert de Broglie
Product Brand
Melachrino cigarettes

Box 2, Folder 3 John Mason Brown w/
Product Brand
United States Lines

Box 2, Folder 3 David B. Ortman
Product Brand
United States Lines

Box 2, Folder 3 Mr. & Mrs. Leslie Hills
Product Brand
United States Lines

Box 2, Folder 3  Marilyn Buferd
Product Brand
Everglaze fabric

Box 2, Folder 3  Rose Caldwell
Product Brand
Perfect Eze shoes

Box 2, Folder 3  Nancy Calhoun w/
Product Brand
Pond's Cream

Box 2, Folder 3  Susan Medlock
Product Brand
Pond's Cream

Box 2, Folder 3  Hattie Carnegie
Product Brand
Air France

Box 2, Folder 3  Mrs. Thomas M. Carnegie, Jr.
Product Brand
Camels

Box 2, Folder 3  Mr. & Mrs. Igor Cassini
Product Brand
Cinzano

Box 2, Folder 3  Mrs. Igor Cassini
Product Brand
Tintain Hair Coloring

Box 2, Folder 3  Igor Cassini
Product Brand
Heublein's Cocktails

Box 2, Folder 3  Olive Cawley w/
Image(s)

Product Brand
Lux soap

Box 2, Folder 3 Virginia Parker
Product Brand
Lux soap

Box 2, Folder 3 Peggy Patterson
Product Brand
Lux soap

Box 2, Folder 3 Jane Will
Product Brand
Lux soap

Box 2, Folder 3 New York Debutantes Live in Luxables. [Print advertising.], 1936
1 Item (b&w; 32.5 x 25.5 cm.)

Image(s): New York Debutantes Live in Luxables. [Print advertising.] 1936
Lever Brothers Company
English.
Caption: "New York Debutantes Live in Luxables". Teenage girls engaging in winter sports.

Published 15 Nov. 1936.

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Good condition.

Local Numbers
245304

Ivorydata4 1161
03061130 (Scan No.)

Topic: Clothing and dress
Debutantes
Endorsements in advertising
Girls
Laundry
Sports
Teenagers
Winter

Place: New York (N.Y.)
Genre/ Form: Photographs -- Reproductions  Print advertising

Box 2, Folder 3  Countess de Chambrun w/
Product Brand
United States Lines

Box 2, Folder 3  Mrs. Bob Considine

Box 2, Folder 3  Mr. & Mrs. Marvin Pierce

Box 2, Folder 3  Charles of London
Product Brand
Chrysler

Box 2, Folder 3  Princess Paul Chavchavadze
Product Brand
Nobility Plate

Box 2, Folder 3  Prince Paul Chavchavadze
Product Brand
Hiram Walker Liqueurs

Box 2, Folder 3  Princess Alphonse de Chimay
Product Brand
Lentheric Parfumeur

Box 2, Folder 3  Mrs. Howard C. Christy
Product Brand
Black Knight china

Box 2, Folder 3  Elisabeth Coffey w/
Product Brand
Pond's Cream

Box 2, Folder 3  Mrs. Anthony J. Drexel, III
Product Brand
Pond's Cream

Box 2, Folder 3  Lady Moira Combe
Silvo Silver Polish

Harry Conover
Scripto Pencil

Grace Coolidge
Tareyton cigarettes

Mrs. J. Gardner Coolidge, III
Camels

Miss Rosalie de Forest Crosby w/
Lux soap

Mrs. G. John L. Griswold
Lux soap

Mrs. David I. Mackie, Jr.
Lux soap

Mrs. Roderick Oakley
Lux soap

Miss Mimi Richardson
Lux soap

Mrs. Ely Culbertson
Pacquin’s Hand Cream
Sticky Hand Lotions are Impossible-- says Mrs. Ely Culbertson. [Print advertising.], 1934

1 Item (b&w; 33 x 24.5 cm.)

Image(s): Sticky Hand Lotions are Impossible-- says Mrs. Ely Culbertson. [Print advertising.] 1934

Pfizer Inc.
English.


Published 1 Nov. 1934.

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Good condition.

Local Numbers
245305

Ivorydata4 1162
03061131 (Scan No.)

Topic: Card games
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Social classes
Women
hands -- Care and hygiene

Genre/ Form: Photographs -- Reproductions
Print advertising
Product Brand
Pond's Cream

Box 2, Folder 3  Lilly Dache
Product Brand
Camels

Box 2, Folder 3  Princess Guy DeFaucigny-Lucinge
Product Brand
Peggy Sage polish

Box 2, Folder 3  Mlle. Lucienne Delahaye
Product Brand
Cadum soap

Box 2, Folder 3  Leon Desfosse
Product Brand
Palmolive

Box 2, Folder 3  Dionne Quints
Product Brand
Quaker Oats

Box 2, Folder 3  Dionne Quints
Product Brand
Hinds Cream

Box 2, Folder 3  Dionne Quints (3 ads)
Product Brand
Karo syrup

Box 2, Folder 3  Dionne Quints
Product Brand
Musterole

Box 2, Folder 3  Morton Downey w/
Product Brand
United States Lines

Box 2, Folder 3  Frazar Wilde
Product Brand
United States Lines

Box 2, Folder 3  Jerome Thor
Product Brand
United States Lines

Box 2, Folder 3  Sydna Scott
Product Brand
United States Lines

Box 2, Folder 3  Fernandel
Product Brand
United States Lines

Box 2, Folder 3  Mrs. George L. Wertenbaker
Product Brand
United States Lines

Box 2, Folder 3  Brig. Gen. David Sarnoff
Product Brand
United States Lines

Box 2, Folder 3  Mabel McIlvain Downs
Product Brand
Camels

Box 2, Folder 3  Ann Drake
Product Brand
Sweetheart soap

Box 2, Folder 3  Mrs. C. Dresselhuys
Product Brand
Yuban Coffee

Box 2, Folder 3  Mrs. Anthony J. Drexel, III
Product Brand
Camels

Box 2, Folder 3  Mrs. Anthony J. Drexel, III
"Bad Skin" [sic] means--A Lazy Under Skin. [Print advertising.]

1 Item (b&w; 32.5 x 25.5 cm.)

Ad contains reproductions of photographs of Miss Helen Mitchell Stedman and Mrs. Anthony J. Drexel III with their endorsements of Pond's Cold Cream.

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Good.

Local Numbers

Ivorydata4 1163

03061132 (Scan No.)

Names: Drexel, Anthony J., Mrs., III, Stedman, Helen Mitchell

Topic: Complexion
Endorsements in advertising
Skin -- Care and hygiene
Social classes
Women
Women in advertising

Genre/ Form: Photographs -- Reproductions
Print advertising
Product Brand
   Pond's Cream

Box 2, Folder 3  The Viscountess Dunwich w/
Product Brand
   Pond's Cream

Box 2, Folder 3  The Lady Barbara Gore
Product Brand
   Pond's Cream

Box 2, Folder 3  The Countess Howe
Product Brand
   Pond's Cream

Box 2, Folder 3  The Duchess of Leinster
Product Brand
   Pond's Cream

Box 2, Folder 3  The Vicountess Milton
Product Brand
   Pond's Cream

Box 2, Folder 3  The Lady Helena Fitzwilliam
Product Brand
   Pond's Cream

Box 2, Folder 3  Mrs. Ernest DuPont, Jr.
Product Brand
   Camels

Box 2, Folder 3  Mr. & Mrs. William Dwight w/
Product Brand
   United States Lines

Box 2, Folder 3  Fernandel
Product Brand
   United States Lines

Box 2, Folder 3  Amelia M. Earhart
Product Brand
  Lucky Strike cigarettes

Box 2, Folder 3  Antonia Drexel Earle (2 ads)

Product Brand
  Pond's Cream

Box 2, Folder 3  King Edward VII

Product Brand
  Angelus pianos

Box 2, Folder 3  Stephen B. Elkins, III

Product Brand
  Cream of Wheat

Box 2, Folder 3  La Comtesse Maria Esterhazy

Product Brand
  Cadillac

Box 2, Folder 3  Countess de La Falaise

Image(s)

Product Brand
  Pond's Cream

Box 2, Folder 3  A new study of the Countess de la Falaise. [Print advertising.]
  1 Item (b&w; 32.5 x 25.4 cm.)

Image(s)

Pond's Inc., Advertiser

English.

For Pond's cold cream. Reproduction of a single photograph of the countess, wearing a necklace and tiara. Dated lower left.

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Good.

Local Numbers

Ivorydata4 1164

03061133 (Scan No.)

Names: Falaise, de la, Countess

Topic: Aristocracy (Social class)
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Tiaras
Women in advertising

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<th>Print advertising</th>
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<tr>
<th>Box 2, Folder 3</th>
<th>Mr. &amp; Mrs. Robert Sherwood</th>
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<tr>
<th>Box 2, Folder 3</th>
<th>Mrs. Alexander C. Forbes w/</th>
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<tr>
<td>Product Brand</td>
<td>Pond's Cream</td>
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<tr>
<th>Box 2, Folder 3</th>
<th>Mrs. William Rhinelander Stewart</th>
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<tr>
<th>Box 2, Folder 3</th>
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<th>Box 2, Folder 3</th>
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<tr>
<th>Box 2, Folder 3</th>
<th>Mrs. Kendall Lee Glaenzer</th>
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<td>Product Brand</td>
<td>Listerine tooth paste</td>
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<tr>
<th>Box 2, Folder 3</th>
<th>Mrs. Charles J. Gossner</th>
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</table>
Image(s)

Product Brand
Camay soap

Box 2, Folder 3
Your Skin Will Love Camay's Caressing Care! [Print advertising.]
1 Item (col.; 27.5 x 21.5 cm.)

Image(s)
Procter & Gamble Company
English.
Caption: "Your Skin Will Love Camay's Caressing Care!" For Camay Cold Cream. Mrs. Charles J. Gossner featured.

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Good condition.

Local Numbers
245308
Ivorydata4 1165
03061134 (Scan No.)

Topic: Complexion
Endorsements in advertising
Skin -- Care and hygiene
Wedding
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 2, Folder 3
Mrs. George Jay Gould, Jr.

Product Brand
Pond's Cream

Box 2, Folder 3
Beatrice "Milo" Grey

Product Brand
Camels

Box 2, Folder 3
Beatrice "Milo" Grey w/

Image(s)

Product Brand
Camels

Box 2, Folder 3
Le Brun Rhinelander
Box 2, Folder 3

Peggy Stevenson

Box 2, Folder 3

Senorita Ana Rosa Martinez Guerrero w/

Product Brand

Pond's Cream

Box 2, Folder 3

Senhora Aimee Lopes de Sotto Maior

Product Brand

Pond's Cream

Box 2, Folder 3

Senora Pila Subercaseaux

Product Brand

Pond's Cream

Box 2, Folder 3

The Americas. [Print advertising.], 1941

1 Item (b&w; 31 x 22.5 cm.)

Image(s): The Americas. [Print advertising.] 1941.

Pond's Inc., Advertiser

English.

Ad contains reproductions of three photographs with endorsements: Aimee Lopes De Soto Maior (Brazil), Pila Subercaseaux (Chile), and Ana Rosa Martinez Guerrero (Argentina). Pond's Cold Cream, Pond's Tissues, and Pond's Vanishing Cream are advertised.

Published 15 March 1941.

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Good.

Local Numbers

Ivorydata4 1166

03061135 (Scan No.)

Names:

Guerrero, Ana Rosa Martinez
Maior, Aimee Lopes de Sotto
Subercaseaux, Pila

Topic:

Aristocracy (Social class)
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Social classes
Women in advertising
Genre/Form: Photographs -- Reproductions
Print advertising

Box 2, Folder 3

Isabelle, Duchesse de Guise
Product Brand
Pond's Cream

Mrs. Alexander Hamilton
Product Brand
Pond's Cream

Mrs. Pierpont M. Hamilton
Product Brand
Studebaker

Mrs. Ogden Hammond, Jr.
Product Brand
Camels

Lady Harmsworth
Product Brand
Pond's Cream

Harris, butler to Lord Hamilton
Product Brand
Benedictine

The Marchioness of Milford Haven w/
Product Brand
Pond's Cream

The Duchess of Rutland

The Marchioness of Milford Haven
Product Brand
Pond's Cream

Lord Milford Haven
Product Brand
Lockheed

Box 2, Folder 3
Edith Head
Product Brand
Fashion Plate Shoes

Box 2, Folder 3
August Heckscher
Product Brand
Lucky Strike cigarettes

Box 2, Folder 3
Baroness Kathe Heine-Geldern
Product Brand
Woodbury's soap

Box 2, Folder 3
Peter J. Hoguet, Jr.
Product Brand
Tareyton cigarettes

Box 2, Folder 3
The Countess Howe w/ Image(s)
Product Brand
Pond's Cream

Box 2, Folder 3
The Duchess of Leinster
Product Brand
Pond's Cream

Box 2, Folder 3
HRH Princesses Genevieve d'Orleans
Product Brand
Pond's Cream

Box 2, Folder 3
Over 30—they have the skin of their 20s. [Print advertising.]
1 Item (b&w; 34.5 x 22.5 cm.)
Image(s)
Pond's Inc., Advertiser
English.
Advertisement for Pond's Cold Cream. Contains reproductions of photographs of Countess Howe, the Duchess of Leinster, and Her Royal Highness Princesse Genevieve d'Orleans, and their endorsements.
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Good.

Local Numbers
Ivorydata4 1167
03061136 (Scan No.)

Names: Howe, Countess Leinster, Duchess of

Topic: Aristocracy (Social class)
Complexion
Endorsements in advertising
Princesses
Skin -- Care and hygiene
Women in advertising

Genre/Form: Photographs -- Reproductions
Print advertising

Box 2, Folder 3 Mrs. Sherman Jenney
Product Brand
Woodbury

Box 2, Folder 3 Miss Josephine Johnson
Product Brand
Woodbury

Box 2, Folder 3 Mr. & Mrs. George S. Kaufman
Product Brand
United States Lines

Box 2, Folder 3 w/ Mr. & Mrs. E.R. Cook

Box 2, Folder 3 Mr. & Mrs. George S. Farnsworth

Box 2, Folder 3 Mr. & Mrs. N.H. Heubeck

Box 2, Folder 3 Tennessee Williams

Box 2, Folder 3 Joan Kemp
Product Brand
Sweetheart soap
Mr. A. Atwater Kent
Product Brand
Packard

Kathy Knight
Product Brand
Sweetheart soap

Mrs. John P. Labouisse
Product Brand
Dorothy Grey

Lafayette (restaurant)
Product Brand
Camels

Conutess Isabella de Lalaing
Product Brand
Mallinson's silks

Eleanor Lambert
Product Brand
Air India

Mrs. Chiswell Dabney Langhorne
Product Brand
Camels

Mrs. Ring Lardner
Product Brand
Martex

Lanvin
Product Brand
Cutex

Denise Lawson-Johnsto
Product Brand
  Tareyton cigarettes

Box 2, Folder 3  Duchess of Leinster
Product Brand  Pond's Cream

Box 2, Folder 3  Tina Leser
Product Brand  Kaiser/Frazier

Box 2, Folder 3  Dorothy Lewis w/
Product Brand  Camels

Box 2, Folder 3  Mrs. Frank E. Smith
Product Brand  Camels

Box 2, Folder 3  Mary Lewis
Product Brand  Camels

Box 2, Folder 3  Mrs. John Davis Lodge w/
Product Brand  Pond's Cream

Box 2, Folder 3  Mrs. Alexander Hamilton

Box 2, Folder 3  Mrs. Adrian Iselin, II

Box 2, Folder 3  Mrs. Alister McCormack

Box 2, Folder 3  Mrs. John Davis Lodge
Product Brand  Pond's Cream

Box 2, Folder 3  Eugenia Loughlin
Product Brand
Pond's Cream

Box 2, Folder 3
Count Felix von Luckner (2 pgs.)

Product Brand
Lucky Strike cigarettes

Box 2, Folder 4
Mandel Brothers w/

Product Brand
Lux soap

Box 2, Folder 4
Carson Pirie Scott & Co.

Product Brand
Lux soap

Box 2, Folder 4
Martha Weathered

Product Brand
Lux soap

Box 2, Folder 4
Grand Duchesse Marie

Product Brand
Lord & Taylor

Box 2, Folder 4
Maximillian

Product Brand
Kaiser-Frazier

Box 2, Folder 4
Elsa Maxwell (2 ads, one color)

Product Brand
Universal Cook-a-matic

Box 2, Folder 4
Elsa Maxwell

Product Brand
Candy of the Month

Box 2, Folder 4
Mrs. Francis H. McAdoo

Product Brand
Nobility Plate silver

Box 2, Folder 4
Claire McCardell
Product Brand
Kaiser-Frazier

Box 2, Folder 4  Mrs. Alister McCormick
Product Brand
Pond's Cream

Box 2, Folder 4  Mary McHale w/
Product Brand
Pond's Cream

Box 2, Folder 4  Mrs. Rodman Wannamaker
Product Brand
Pond's Cream

Box 2, Folder 4  Mrs. William G. McKnight
Product Brand
Tareyton cigarettes

Box 2, Folder 4  Lady Mendl
Product Brand
Chrysler

Box 2, Folder 4  Leslie Morris
Product Brand
Camel

Box 2, Folder 4  Mrs. W. Forbes Morgan
Product Brand
Pond's Cream

Box 2, Folder 4  Lady Louis Mountbatten
Product Brand
Pond's Cream

Box 2, Folder 4  Miss Mary de Mumm
Product Brand
Pond's Cream

Box 2, Folder 4  Mrs. Orson Munn, Sr.
Product Brand
Ronson lighters

Box 2, Folder 4  Princess Murat
Product Brand
Pond's Cream

Box 2, Folder 4  Lady Elizabeth Murray
Product Brand
Pond's Cream

Box 2, Folder 4  Mr. & Mrs. DeLancy Nicoll, III
Product Brand
Romanoff caviar

Box 2, Folder 4  Norman Norell
Product Brand
Kaiser-Frazier

Box 2, Folder 4  Prince Alexis Obolensky, Jr.
Product Brand
Lanson Champagne

Box 2, Folder 4  HRH Princesse Genevieve d'Orleans
Product Brand
Produits Bertie

Box 2, Folder 4  Lady Mary Pakenham
Product Brand
Pond's Cream

Box 2, Folder 4  Mrs. William Paley
Product Brand
Hattie Carnegie

Box 2, Folder 4  Miss Elinor Patterson
Product Brand
Pond's Cream

Box 2, Folder 4  Mrs. Nicholas G. Penniman, III
Product Brand
Camels

Box 2, Folder 4 Peter Perkins
Product Brand
Tareyton cigarettes

Box 2, Folder 4 Pierre's (restaurant)
Product Brand
Camels

Box 2, Folder 4 Mrs. R.S. Pierrepont, Jr.
Product Brand
Tareyton cigarettes

Box 2, Folder 4 Rosamond Pinchot
Image(s)
Product Brand
Hupmobile

Box 2, Folder 4 Take a Leaf from the Debs' Glamour Book... [Print advertising.]
1 Item (b&w.; 29 x 21.5 cm.)
Image(s)
Woodbury, John H., Dermatologica
English.
Caption: "Take a Leaf from the Debs' Glamour Book...try a Woodbury Facial Cocktail".

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Good condition.

Local Numbers
Ivorydata4 1168
03061137 (Scan No.)

Topic: Complexion
Debutantes
Endorsements in advertising
Skin -- Care and hygiene
Teenagers
Women
Box 2, Folder 4  Patricia Plunkette
Product Brand  Woodbury

Box 2, Folder 4  Mrs. Langdon Post
Product Brand  Camels

Box 2, Folder 4  Mr. Wiley Post
Product Brand  Buick

Box 2, Folder 4  John Robert Powers
Product Brand  Lejon Vermouth

Box 2, Folder 4  John Robert Powers
Product Brand  Chesterfield cigarettes

Box 2, Folder 4  Powers Models
Product Brand  Gayla, Hold & Bob bobby pins

Box 2, Folder 4  Mrs. J.K. Mackenzie Pringle
Product Brand  Tareyton cigarettes

Box 2, Folder 4  Marchioness of Queensbury (2 ads)
Product Brand  Pond's Cream

Box 2, Folder 4  Mrs. Paul Revere III
Product Brand  Pond's Cream

Box 2, Folder 4  Miss Le Brun Rhinelander, (2 ads)
Box 2, Folder 4  
Mme. La Comtesse Jaston de La Rochefoucauld

Product Brand
Lentheric Parfumerie

Box 2, Folder 4  
Anne Rockefeller

Product Brand
Camels

Box 2, Folder 4  
Beveridge J. Rockefeller, Jr.

Product Brand
Tareyton cigarettes

Box 2, Folder 4  
Mrs. John W. Rockefeller, Jr. (2 ads)

Product Brand
Camels

Box 2, Folder 4  
Mrs. Morgan Rockefeller

Product Brand
Camels

Box 2, Folder 4  
Princesse Carlos de Rohan w/

Product Brand
Lentheric Perfumes

Box 2, Folder 4  
Son Altesse Serenissime

Product Brand
Lentheric Perfumes

Box 2, Folder 4  
Eleanor K. Roosevelt, 2 ads

Image(s)

Product Brand
Pond’s Cream

Box 2, Folder 4  
What makes skin Smooth—Wrinkle-free? [Print advertising.]
1 Item (b&w; 30 x 22.5 cm.)

Image(s)

Pond's Inc.

English.

Caption: "What makes skin Smooth--Wrinkle-free?" For Pond's Cold Cream. Endorsed by Eleanor Roosevelt (daughter of Mr. & Mrs. H

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Good condition.

Local Numbers

245312

Ivorydata4 1169

03061138 (Scan No.)

Topic: Complexion
Endorsements in advertising
Prestums (Retail trade)
Skin -- Care and hygiene
Social classes
Teenagers
Women

Genre/Photographs -- Reproductions
Form: Print advertising

Box 2, Folder 4 Mrs. John A. Roosevelt
Product Brand
Pond's Cream

Box 2, Folder 4 Princess Mara Ruspoli
Product Brand
Chanel #19

Box 2, Folder 4 Mrs. Jay Rutherfurd
Product Brand
Tareyton cigarettes

Box 2, Folder 4 The Duchess of Rutland (2 pgs.)
Product Brand
Pond's Cream

Box 2, Folder 4 Mrs. Allan A. Ryan, Jr.
Product Brand
   Calibar Sun Glasses

Box 2, Folder 4  Dorothy McGill Scott
Product Brand
   Tareyton cigarettes

Box 2, Folder 4  Mrs. George H. Shaw
Product Brand
   Yuban Coffee

Box 2, Folder 4  Mrs. Thomas Edison Sloane
Product Brand
   Camels

Box 2, Folder 4  Mrs. R.P. Spalding
Product Brand
   Ansco Film

Box 2, Folder 4  Mrs. Adolph B. Spreckels, Jr.
Product Brand
   Pond's Cream

Box 2, Folder 4  Mrs. Howard Spreckels
Product Brand
   Pond's Cream

Box 2, Folder 4  Miriam Stevenson
Product Brand
   South Carolina

Box 2, Folder 4  Elaine Stewart
Product Brand
   Sweetheart soap

Box 2, Folder 4  Duke & Duchess of Sutherland
Product Brand
   United States Lines

Box 2, Folder 4  w/ Jacque Dupont
Box 2, Folder 4  US Woman's Squash Team

Box 2, Folder 4  Duchess of Sutherland

Image(s)

Product Brand
Pond’s Cream

Box 2, Folder 4  The Duchess of Sutherland. [Print advertising.], 1948

1 Item (b&w; 32.5 x 24 cm.)

Image(s): The Duchess of Sutherland. [Print advertising.] 1948

Pond's Inc., Advertiser

English.

Reproduction of photograph of The Duchess of Sutherland, with her endorsement for Pond's Cold Cream.

Published 1 Nov. 1948.

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Good.

Local Numbers

Ivorydata4 1170

03061139 (Scan No.)

Names: Sutherland, Duchess of

Topic: Aristocracy (Social class)
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women in advertising

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 2, Folder 4  Mrs. Edward F. Swift

Product Brand
Simmons Mattresses

Box 2, Folder 4  Pauline Trigere

Product Brand
Kaiser-Frazier

Box 2, Folder 4  Cleon Throckmorton
Product Brand
  Chrysler

Box 2, Folder 4  Cornelius Vanderbilt

Product Brand
  United States Lines

Box 2, Folder 4  Mrs. Cornelius Vanderbilt, Jr. (2 ads)

Image(s)

Product Brand
  Pond's Cream

Box 2, Folder 4  Mrs. Cornelius Vanderbilt Jr. is Young...[sic] Entrancing.....Beautiful...as the world expects her to be. [Print advertising.], 1929
  1 Item (b&w; 32.5 x 24 cm.)
  Image(s): Mrs. Cornlius Vanderbilt Jr. is Young...[sic] Entrancing.....Beautiful...as the world expects her to be. [Print advertising.] 1929.
  Ponds Extract Company, Advertiser
  English.
  Title is caption of advertisement.

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Good condition.

Local Numbers
  Ivorydata4 1112
  03061140 (Scan No.)

Publication
  Published 2 March 1929

Names:  Vanderbilt, Cornelius, Jr.,Mrs. (Mary Weir)

Topic:  Complexion
Endorsements in advertising
Premiums (Retail trade)
Skin -- Care and hygiene
Social classes
Women in advertising

Genre/ Form:  Photographs -- 1920-1930 -- Reproductions
Print advertising

Box 2, Folder 4  Mrs.Oliver de Gray Vanderbilt, III
Product Brand
Camels

Box 2, Folder 4 Mrs. B. VanRensselaer
Product Brand
Camels

Box 2, Folder 4 Comtesse Robert de Veyrac
Product Brand
Nobility Plate silver

Box 2, Folder 4 Diana Vreeland (2 ads)
Product Brand
Blackglama

Box 2, Folder 4 The Prince of Wales (Edward VII)
Product Brand
Hoff's Malt Extract

Box 2, Folder 4 Mrs. Rodman Wanamaker
Product Brand
Tareyton cigarettes

Box 2, Folder 4 Evelyn Cameron Watts
Product Brand
Camels

Box 2, Folder 4 Mrs. William T. Wetmore
Product Brand
Camels

Box 2, Folder 4 Mrs. W.F. Whitehouse
Product Brand
Tareyton cigarettes

Box 2, Folder 4 Mrs. Howard F. Whitney
Product Brand
Camels

Box 2, Folder 4 Mrs. Howard F. Whitney, Jr. w/
Product Brand
Dodge

Box 2, Folder 4  Miss Miriam Tilden
Product Brand
Dodge

Box 2, Folder 4  Miss Margaret C. Whitney
Product Brand
Eugene Perm Wave

Box 2, Folder 4  Miss Nancy Whitney
Product Brand
Pond's Cream

Box 2, Folder 4  Prince Wilhelm of Sweden
Product Brand
Melachrino cigarettes

Box 2, Folder 4  Sir Hubert Wilkins
Product Brand
Lord Calvert Whiskey

Box 2, Folder 4  Bob Williams
Product Brand
Carstairs liquor

Box 2, Folder 4  Margery Wilson
Product Brand
Frostilla lotion

Box 2, Folder 4  The Duke & Duchess of Windsor w/ Mr. & Mrs. Bob Trout
Product Brand
United States Lines

Box 2, Folder 4  Mr. & Mrs. H.D. Hodgkinson

Box 2, Folder 4  Geraldine Fitzgerald

Box 2, Folder 4  The Duchess of Windsor
Product Brand
Chesterfield cigarettes

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Box 2, Folder 5  Peter Arno
   Product Brand
      Rheingold

Box 2, Folder 5  Brooks Atkinson w/
   Product Brand
      United States Lines

Box 2, Folder 5  Bob Hope
   Product Brand
      United States Lines

Box 2, Folder 5  Phil Baker
   Product Brand
      GE Radio

Box 2, Folder 5  Lucius Beebe
   Product Brand
      Aqua Velva

Box 2, Folder 5  Lucius Beebe
   Product Brand
      Old Angus Scotch

Box 2, Folder 5  Lucius Beebe
   Product Brand
      Calobar Sunglasses

Box 2, Folder 5  Thomas Hart Benton
   Product Brand
      Parker "51" pen

Box 2, Folder 5  Leonard Bernstein
   Product Brand
      Jamaica

Box 2, Folder 5  George Biddle
Product Brand
Aqua Velva

Box 2, Folder 5 Vivian Blaine
Product Brand
Camel cigarettes

Box 2, Folder 5 Pat Boone
Product Brand
Dickies Clothes

Box 2, Folder 5 Irene Bordoni
Product Brand
Chrysler

Box 2, Folder 5 Victor Borge
Product Brand
Jamica

Box 2, Folder 5 Victor Borge
Product Brand
Bostonian shoes

Box 2, Folder 5 Milton Caniff (2 ads)
Product Brand
Teacher's Scotch

Box 2, Folder 5 Hoagy Carmichael
Product Brand
Rheingold

Box 2, Folder 5 Enrico Caruso
Product Brand
Victor records

Box 2, Folder 5 Caruso w/ (2 pgs.)
Product Brand
Victrola

Box 2, Folder 5 Farrar
Product Brand
Victrola

Box 2, Folder 5
Galli-Curci
Product Brand
Victrola

Box 2, Folder 5
Gluck
Product Brand
Victrola

Box 2, Folder 5
McCormack
Product Brand
Victrola

Box 2, Folder 5
Paderewski
Product Brand
Victrola

Box 2, Folder 5
Schumann-Heink
Product Brand
Victrola

Box 2, Folder 5
Zimbalist
Product Brand
Victrola

Box 2, Folder 5
Bennett Cerf
Product Brand
Old Angus Scotch

Box 2, Folder 5
Jan Clayton
Product Brand
Chesterfield cigarettes

Box 2, Folder 5
Perry Como (2 ads)
Product Brand
Chesterfield cigarettes

Box 2, Folder 5
Perry Como w/ (2 ads)
Product Brand
Chesterfield cigarettes

Box 2, Folder 5  Arthur Godfrey
Product Brand
Chesterfield cigarettes

Box 2, Folder 5  Jo Stafford
Product Brand
Chesterfield cigarettes

Box 2, Folder 5  Perry Como w/
Product Brand
Chesterfield cigarettes

Box 2, Folder 5  Jo Stafford
Product Brand
Chesterfield cigarettes

Box 2, Folder 5  Dorothy Collins
Product Brand
Lucky Strike cigarettes

Box 2, Folder 5  Bing Crosby
Product Brand
Courtley, Ltd.

Box 2, Folder 5  Bing Crosby
Product Brand
Knox hats

Box 2, Folder 5  Bing Crosby w/ (2 ads)
Product Brand
US Savings Bonds

Box 2, Folder 5  Bob Hope
Product Brand
US Savings Bonds
Box 2, Folder 5  Bing Crosby (2 ads)
Product Brand
Chesterfield cigarettes

Box 2, Folder 5  Bing Crosby
Product Brand
Philco

Box 2, Folder 5  Bing Crosby
Product Brand
GE Radio

Box 2, Folder 5  Bing Crosby
Product Brand
Norelco 82

Box 2, Folder 5  Bing Crosby
Product Brand
Norelco 83

Box 2, Folder 5  Salvador Dali
Product Brand
Old Angus Scotch

Box 2, Folder 5  Doris Day
Product Brand
Stereo Realist Camera

Box 2, Folder 5  Antal Dorati
Product Brand
Rolex

Box 2, Folder 5  Adrian Conan Doyle w/
Product Brand
United States Lines

Box 2, Folder 5  the Fitzgferrals
Product Brand
United States Lines

Box 2, Folder 5
Lord Ismay

Product Brand
United States Lines

Box 2, Folder 5
Princess Olga Koudacheff

Product Brand
United States Lines

Box 2, Folder 5
Bobby Riggs

Product Brand
United States Lines

Box 2, Folder 5
Helen Dryden

Product Brand
Cutex

Box 2, Folder 5
Deanna Durbin

Product Brand
La Tausca pearls

Box 2, Folder 5
Mischa Elman

Product Brand
Old Angus Scotch

Box 2, Folder 5
Mischa Elman

Product Brand
Victor Talking Machine

Box 2, Folder 5
Bud Fisher

Product Brand
Lucky Strike cigarettes

Box 2, Folder 5
Arthur Fiedler

Product Brand
Italian wine

Box 2, Folder 5
Arthur Fiedler
Product Brand
  Teacher's Scotch

Box 2, Folder 5  James Montgomery Flagg
Product Brand
  Rheingold beer

Box 2, Folder 5  James Montgomery Flagg
Product Brand
  Old Angus Scotch

Box 2, Folder 5  Eugene Fodor
Product Brand
  View-Master

Box 2, Folder 5  C. Selmer Fougner
Image(s)
Product Brand
  California wines

Box 2, Folder 5  Susanna Foster
Product Brand
  RC Cola

Box 2, Folder 5  Mary Garden (3 ads)
Product Brand
  Lucky Strike cigarettes

Box 2, Folder 5  Judy Garland
Image(s)
Product Brand
  GE Radio

Box 2, Folder 5  Judy Garland
Image(s)
Product Brand
  RKO Television

Box 2, Folder 5  Gieseking
<table>
<thead>
<tr>
<th>Box 2, Folder 5</th>
<th>Product Brand</th>
<th>Product Brand</th>
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<tr>
<td></td>
<td>Baldwin Piano</td>
<td>Greeting cards</td>
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<td>Beniamino Gigli</td>
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<th>Box 2, Folder 5</th>
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<tr>
<td>Oscar Hammerstein</td>
<td>Dictaphone</td>
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<th>Box 2, Folder 5</th>
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<tr>
<td>Moss Hart w/ Jamaica</td>
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<th>Box 2, Folder 5</th>
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<tr>
<td>Kitty Carlisle Hart</td>
<td>Jamaica</td>
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<th>Box 2, Folder 5</th>
<th>Product Brand</th>
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<tr>
<td>Jascha Heifetz</td>
<td>Victrola</td>
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<td>Victor Red Seal records</td>
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<tr>
<td>Lillian Hellman</td>
<td>Blackglama</td>
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<th>Box 2, Folder 5</th>
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<tr>
<td>Libby Holman</td>
<td>Lux soap</td>
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<td>Vladimir Horowitz</td>
<td>Steinway</td>
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Product Brand
Magnavox

Box 2, Folder 5 Marion Hutton (2 ads)

Product Brand
Chesterfield cigarettes

Box 2, Folder 5 Arthur Judson

Product Brand
Lord Calvert whiskey

Box 2, Folder 5 Albert Kahn

Product Brand
Goodyear Flooring

Box 2, Folder 5 Dorothy Kilgallen

Product Brand
Douglas Aircraft

Box 2, Folder 5 Andre Kostelanetz

Product Brand
Lockheed Aircraft

Box 2, Folder 5 Serge Koussevitzky

Product Brand
Baldwin pianos

Box 2, Folder 5 Serge Koussevitzky

Product Brand
Magnavox

Box 2, Folder 5 Fritz Kreisler (2 ads)

Product Brand
Victrola

Box 2, Folder 55 Fritz Kreisler w/

Product Brand
Steinway

Box 2, Folder 5 John McCormack
Product Brand
Steinway

Box 2, Folder 5
Sergei Rachmaninoff

Product Brand
Steinway

Fritz Kreisler

Product Brand
Magnavox

Snooky Lansen

Product Brand
Lucky Strike cigarettes

Mario Lanza

Product Brand
Camels

Kate Lawson

Product Brand
Imperial Wallpaper

Peggy Lee

Product Brand
Chesterfield cigarettes

William Lescaze

Product Brand
Lord Calvert whiskey

Oscar Levant

Product Brand
Columbia Records

Mischa Levitzki

Product Brand
Steinway

Monica Lewis
Product Brand
GE radio

Box 2, Folder 5  Liberace (note: on reverse is an ad with Tony Martin for After Six formals)

Product Brand
Ampro tape recorder

Box 2, Folder 5  Guy Lombardo

Product Brand
Lucky Strike cigarettes

Box 2, Folder 5  Guy Lombardo

Product Brand
Schaefer Beer

Box 2, Folder 5  Guy Lombardo

Product Brand
flower delivery

Box 2, Folder 5  Vincent Lopez

Product Brand
Miller tires

Box 2, Folder 6  Jeanette MacDonald

Product Brand
GE Radio

Box 2, Folder 6  Tony Martin (2 ads)

Product Brand
After Six formals

Box 2, Folder 6  Lauritz Melchoir

Product Brand
Lucky Strike

Box 2, Folder 6  Lauritz Melchoir

Product Brand
Romanoff caviar

Box 2, Folder 6  Yehudi Menuhin (2 ads)
Product Brand
Capehart phonograph/radio

Box 2, Folder 6 Ethel Merman
Product Brand
Charbeat perfume

Box 2, Folder 6 Ethel Merman
Product Brand
Libby-Owens-Ford Glass Co.

Box 2, Folder 6 Ethel Merman w/
Product Brand
Lux soap

Box 2, Folder 6 Polly Walters
Product Brand
Lux soap

Box 2, Folder 6 Mitch Miller (2 ads)
Product Brand
Scandinavian Air Lines

Box 2, Folder 6 Grace Moore
Product Brand
Prince Matchabelli

Box 2, Folder 6 Grace Moore
Product Brand
Chesterfield cigarettes

Box 2, Folder 6 Grace Moore
Product Brand
Lux soap

Box 2, Folder 6 Grace Moore
Product Brand
Florist Del. Assoc.

Box 2, Folder 6 Helen Morgan (2 ads)
Product Brand
Kleenix

Box 2, Folder 6
Helen Morgan
Product Brand
Lux soap

Box 2, Folder 6
Charles Munch
Product Brand
Baldwin pianos

Box 2, Folder 6
Patrice Munsel (2 ads)
Product Brand
Camels

Box 2, Folder 6
Patrice Munsel
Product Brand
Harvey's Sherry

Box 2, Folder 6
Ozzie Nelson
Product Brand
Astor Roof

Box 2, Folder 6
Garrick Ohlsson
Product Brand
Dewar's whiskey

Box 2, Folder 6
Paderewski (2 ads)
Product Brand
Steinway

Box 2, Folder 6
Russell Patterson
Product Brand
Lord Calvert whiskey

Box 2, Folder 6
Russell Patterson w/
Product Brand
Lord Calvert whiskey

Box 2, Folder 6
Adolphe Menjou
Product Brand
Lord Calvert whiskey

Box 2, Folder 6  Robert F. Six
Product Brand
Lord Calvert whiskey

Box 2, Folder 6  Sir Hubert Wilkins
Product Brand
Lord Calvert whiskey

Box 2, Folder 6  Jan Peerce
Product Brand
Old Angus Scotch

Box 2, Folder 6  Brock Pemberton
Product Brand
Aqua-Velva

Box 2, Folder 6  Roberta Peters w/
Product Brand
Blackglama

Box 2, Folder 6  Rudolph Nureyve
Product Brand
Blackglama

Box 2, Folder 6  Marguerite Piazza
Product Brand
Camels

Box 2, Folder 6  Ezio Pinza (2 ads)
Product Brand
Camels

Box 2, Folder 6  Ezio Pinza
Product Brand
Schenley Whiskey

Box 2, Folder 6  Lily Pons
Product Brand
Lockheed

Box 2, Folder 6
Lily Pons
Product Brand
French tourism

Box 2, Folder 6
Cole Porter (2 ads)
Product Brand
Rheingold beer

Box 2, Folder 6
Sergei Rachmaninoff
Product Brand
Steinway

Box 2, Folder 6
Madame Rappold w/
Product Brand
The New Edison

Box 2, Folder 6
Spalding
Product Brand
The New Edison

Box 2, Folder 6
John Raskof
Product Brand
Ampico

Box 2, Folder 6
Robert L. Ripley
Product Brand
Old Gold cigarettes

Box 2, Folder 6
Norman Rockwell (2 ads)
Product Brand
Aqua-Velva

Box 2, Folder 6
Norman Rockwell
Product Brand
Parker "51" pen

Box 2, Folder 6
Norman Rockwell
Product Brand
Dictaphone

Box 2, Folder 6
Norman Rockwell
Product Brand
Eastman Kodak

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Diana Ross
Product Brand
Blackglama

Box 2, Folder 6
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Lucky Strike cigarettes

Box 2, Folder 6
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Box 2, Folder 6
Arthur Rubenstein
Product Brand
Parker "51" pen

Box 2, Folder 6
Arthur Rubenstein w/
Product Brand
French tourism

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Dorothy Kirsten
Product Brand
French tourism

Box 2, Folder 6
Yehudi Menuhin
Product Brand
French tourism

Box 2, Folder 6
Tony Sarg
Product Brand
Chrysler

Box 2, Folder 6
George Bernard Shaw
Product Brand
Simmons bedding

Box 2, Folder 6  Dinah Shore
Product Brand
Schaefer beer

Box 2, Folder 6  Dinah Shore
Product Brand
RCA Victor

Box 2, Folder 6  Dinah Shore
Product Brand
GE Radio

Box 2, Folder 6  Frank Sinatra (2 ads)
Image(s)
Product Brand
Old Gold cigarettes

Box 2, Folder 6  Frank Sinatra
Product Brand
Chesterfield cigarettes

Box 2, Folder 6  Kate Smith (2 ads)
Product Brand
Calumet Baking Powder

Box 2, Folder 6  John Phillip Sousa w/
Product Brand
Victorla

Box 2, Folder 6  Santelmann
Product Brand
Victorla

Box 2, Folder 6  Pryor
Product Brand
Victorla
Box 2, Folder 6  Phil Spitalny
Product Brand
Florist's Tele. Del.

Box 2, Folder 6  Rise Stevens (2 ads)
Product Brand
GE Radio

Box 2, Folder 6  Rise Stevens (2 ads)
Product Brand
Chesterfield cigarettes

Box 2, Folder 6  Igor Stravinsky
Product Brand
Stromberg-Carlson

Box 2, Folder 6  Mme. Sundelius
Product Brand
Edison

Box 2, Folder 6  Gladys Swarthout
Product Brand
Harvey's Sherry

Box 2, Folder 6  Booth Tarkington
Product Brand
Hiram Walkers & Sons

Box 2, Folder 6  Martha Tilton
Product Brand
Camels

Box 2, Folder 6  Arturo Toscanini
Product Brand
Stratford pens

Box 2, Folder 6  Arturo Toscanini
Product Brand  
RCA Victrola  

Box 2, Folder 6  
Arturo Toscanini  
Product Brand  
Magnavox  

Box 2, Folder 6  
Arturo Toscanini  
Product Brand  
Victor Red Seal records  

Box 2, Folder 6  
Rudy Vallee  
Product Brand  
Fleischmann's Yeast  

Box 2, Folder 6  
Paul Van Passen  
Product Brand  
Stratford pens  

Box 2, Folder 6  
Danton Walker  
Product Brand  
Lord Calvert whiskey  

Box 2, Folder 6  
Andy Warhol  
Product Brand  
Pioneer Electronics  

Box 2, Folder 6  
Reinold Werrenrath  
Product Brand  
Greeting cards  

Box 2, Folder 6  
Paul Whiteman  
Product Brand  
Stratford pens  

Box 2, Folder 6  
Mrs. Paul Whiteman  
Product Brand  
Imperial wallpaper  

Box 2, Folder 6  
Tennessee Williams  

Product Brand
WPAT Radio

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