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.

Other Finding Aids
Inventory available.

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

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Abbott &amp; Costello</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Tums</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Margaret Adams with/ Image(s)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lux soap</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Vera Allen</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lux soap</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>June Knight</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lux soap</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Eleanor Powell</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lux soap</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Benay Venuta</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lux soap</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Beryl Wallace</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lux soap</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th><strong>Programme Notes. [Print advertising.]</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Item (35.5 x 25 cm.)</td>
</tr>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
<tr>
<td></td>
<td>Lever Brothers Company, Advertiser</td>
</tr>
<tr>
<td></td>
<td>6 actresses (portraits shown) endorse Lux Toilet Soap.</td>
</tr>
</tbody>
</table>
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Good condition.

Local Numbers
Ivorydata4 1133
03061101 (Scan No.)

<table>
<thead>
<tr>
<th>Names</th>
<th>Topic</th>
<th>Genre/Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams, Margaret</td>
<td>Actors</td>
<td>Photographs -- Reproductions</td>
</tr>
<tr>
<td>Allen, Vera</td>
<td>Celebrities</td>
<td>Print advertising</td>
</tr>
<tr>
<td>Knight, June, 1913-1987</td>
<td>Complexion</td>
<td></td>
</tr>
<tr>
<td>Powell, Eleanor, 1912-1982</td>
<td>Endorsements in advertising</td>
<td></td>
</tr>
<tr>
<td>Venuta, Benay</td>
<td>Lux Toilet Soap</td>
<td></td>
</tr>
<tr>
<td>Wallace, Beryl</td>
<td>Soap</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Women</td>
<td></td>
</tr>
</tbody>
</table>

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

Genre/ Form: Photographs -- Reproductions

Box 1, Folder 1 June Allyson

Product Brand
Lipton Tea

Box 1, Folder 1 Don Ameche

Product Brand
Persona Blades

Box 1, Folder 1 Don Ameche

Product Brand
Blackstone cigars

Box 1, Folder 1 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
Image(s)
Product Brand
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

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

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

Genre/Form: Photographs -- Reproductions
            Print advertising

Box 1, Folder 1

Mona Barrie w/

Product Brand

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

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

03061104 (Scan No.)

Names: Barrymore, John, 1882-1942
Miller, Marilyn, 1898-1936

Topic:  Actors
Endorsements in advertising
Hosiery
Soap
Theater

Genre/  Photographs -- Reproductions
Form:  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
<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>David Belasco</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lucky Strike cigarettes</td>
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<tr>
<td>Box 1, Folder 1</td>
<td>Ralph Bellamy</td>
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<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Lord Calvert whiskey</td>
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<tr>
<td>Box 1, Folder 1</td>
<td>Ralph Bellamy</td>
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<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Nescafe</td>
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<tr>
<td>Box 1, Folder 1</td>
<td>William Bendix</td>
</tr>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Persona Blades</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Joan Bennett (2 ads)</td>
</tr>
<tr>
<td></td>
<td>Product Brand</td>
</tr>
<tr>
<td></td>
<td>Calox tooth powder</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Joan Bennett</td>
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<td></td>
<td>Product Brand</td>
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<tr>
<td></td>
<td>Royal Crown Cola</td>
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<tr>
<td>Box 1, Folder 1</td>
<td>Joan Bennett</td>
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<tr>
<td></td>
<td>Product Brand</td>
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<tr>
<td></td>
<td>Lux soap</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Joan Bennett</td>
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<td></td>
<td>Product Brand</td>
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<tr>
<td></td>
<td>Woodbury cold cream</td>
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<td>Joan Bennett</td>
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<td></td>
<td>Product Brand</td>
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<td></td>
<td>American Airlines</td>
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<tr>
<td>Box 1, Folder 1</td>
<td>Joan Bennett</td>
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<tr>
<td>Box 1, Folder 1</td>
<td>Product Brand</td>
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<tr>
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<tr>
<td>Box 1, Folder 1</td>
<td>Chesterfield cigarettes</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Joan Bennett</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Sitrue tissues</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Jack Benny</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Olympic radios</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Mary Livingstone Benny w/ Joan Benny</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Polly Bergen</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Oil of the Turtle</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Ingrid Bergman</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Edna Best</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Lux soap</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Janet Blair</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Schaefer Beer</td>
</tr>
<tr>
<td>Box 1, Folder 1</td>
<td>Max Factor</td>
</tr>
</tbody>
</table>
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
Product Brand
Lux soap

Box 1, Folder 1  Billie Dove
Product Brand
Lux soap

Box 1, Folder 1  Corinne Griffith
Product Brand
Lux soap

Box 1, Folder 1  Merna Kennedy
Product Brand
Lux soap

Box 1, Folder 1  Mae Murray
Product Brand
Lux soap

Box 1, Folder 1  Mary Philbin
Product Brand
Lux soap

Box 1, Folder 1  Aileen Pringle
Product Brand
Lux soap

Box 1, Folder 1  Lupe Velez
Product Brand
Lux soap

Box 1, Folder 1  Hazel Bofinger
Product Brand
Lucky Strike cigarettes

Box 1, Folder 1  Mary Boland
Product Brand
Lux soap

Box 1, Folder 1  Mary Boland with/
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 with
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
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

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

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
<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Product Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher's whiskey</td>
<td></td>
</tr>
<tr>
<td>Sid Cesar and wife</td>
<td></td>
</tr>
<tr>
<td>United States Lines</td>
<td></td>
</tr>
<tr>
<td>Sid Cesar</td>
<td></td>
</tr>
<tr>
<td>Blatz Beer</td>
<td></td>
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<tr>
<td>Sid Cesar w/ (2 ads)</td>
<td></td>
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<tr>
<td>TDC Stereo</td>
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<tr>
<td>Imogene Coca</td>
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<tr>
<td>Sid Cesar</td>
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<tr>
<td>Segram's Gin</td>
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<td>Marge &amp; Gower Champion</td>
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<tr>
<td>TWA Airlines</td>
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<tr>
<td>Jeff Chandler</td>
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<tr>
<td>Fosta-Grantly sunglasses</td>
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<tr>
<td>Jeff Chandler</td>
<td></td>
</tr>
<tr>
<td>After Six clothing</td>
<td></td>
</tr>
<tr>
<td>Cyd Charisse</td>
<td></td>
</tr>
<tr>
<td>Lady Baltimore luggage</td>
<td></td>
</tr>
<tr>
<td>Ilka Chase with/</td>
<td></td>
</tr>
</tbody>
</table>
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
    Arrid 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
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: Actors
Celebrities
Complexion
Endorsements in advertising
Lux Toilet Soap
Skin -- Care and hygiene
Soap
Women
Genre/ Form: Photographs -- Reproductions Print advertising

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

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-

Topic: Actors

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
Evans
Joan Crawford
RCA Victor
Stereo Realist Camera
California lemon juice
Constance Cummings with/
Lux soap
Gloria Dickson
Lux soap
Tony Curtis
Van Heusen shirts
Dan Dailey
Chesterfield cigarettes
Linda Darnell
RC Cola
Bette Davis w/
Lux soap
<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Product Brand</th>
<th>Lux soap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Martha Scott</td>
<td></td>
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<tr>
<td>Jeanne Dante</td>
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<tr>
<td>Bett Goodrich</td>
<td></td>
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<tr>
<td>Doris Day</td>
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<tr>
<td>Arden Young</td>
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<tr>
<td>Janice Hanford</td>
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<tr>
<td>Barbara Barton</td>
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<tr>
<td>Frances Harison</td>
<td></td>
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<tr>
<td>Peggy French</td>
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<tr>
<td>Lyn Swann</td>
<td></td>
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</tr>
</tbody>
</table>
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&w; 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
  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-

Topic:  Actors
  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
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

Topic: Actors
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
Box 1, Folder 2  Clifton Fadiman

Box 1, Folder 2  Douglas Fairbanks

Box 1, Folder 2  Frances Farmer with/

Box 1, Folder 2  Claire Luce

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

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

Topic:  Actors
          Celebrities
          Complexion
          Endorsements in advertising
          Skin -- Care and hygiene
          Women
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
Product Brand
Lux soap

Box 1, Folder 2  Kay Francis
Product Brand
Lucky Strike cigarettes

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

Box 1, Folder 2  Mona Freeman
Product Brand
   Chesterfield cigarettes

Box 1, Folder 2  Alice Frost with/
Product Brand
   Lux soap

Box 1, Folder 2  Katherine Locke
Product Brand
   Lux soap

Box 1, Folder 2  Claudia Morgan
Product Brand
   Lux soap

Box 1, Folder 2  Peggy Simpson
Product Brand
   Lux soap

Box 1, Folder 2  Jane Sterling
Product Brand
   Lux soap

Box 1, Folder 2  Eva Gabor
Product Brand
   Camels

Box 1, Folder 2  Ava Gardner
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
For Lustre-Creme Shampoo.

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Good condition.

Local Numbers
Ivorydata4 1143
03061111 (Scan No.)

Names: Gaynor, Mitzi, 1930-
Topic: Actors
Celebrities
Endorsements in advertising
Hair -- Care and hygiene
Lustre-Creme Shampoo
Shampoos
Women in advertising

Genre/ Form: Photographs -- Reproductions
Print advertising

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
Mr. & Mrs. Charles Hamilton

Hon. & Mrs. Jacques LeClercq

Bonita Granville
Product Brand
Arrid

Bonita Granville
Product Brand
Schaefer Beer

Jane Greer
Product Brand
Woodbury Cold Cream

Cynthia Gregory
Product Brand
Blackglama mink

Alan Hale
Product Brand
Chesterfield cigarettes

Barbara Hale
Product Brand
Chesterfield cigarettes

Ruth Hammond w/
Product Brand
Lux soap

Dorothy Stickney

Carol Wheeler

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
   Caption: ”Girls with sweet fragrant skin win out.” For Lux soap.

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   Good condition.

   Local Numbers
   245287

   Ivorydata4 1144

   030611112 (Scan No.)

   Names: Hayworth, Rita, 1918-1987

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

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 2  Rita Hayworth
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
<table>
<thead>
<tr>
<th>Folder</th>
<th>Celebrity</th>
<th>Product</th>
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<tr>
<td>Box 1</td>
<td>Bob Hope</td>
<td>Norelco 83</td>
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<td></td>
<td>E. Mason Hooper</td>
<td>Lux soap</td>
</tr>
<tr>
<td></td>
<td>Hedda Hopper</td>
<td>Rheingold Beer</td>
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<tr>
<td></td>
<td>Hedda Hopper</td>
<td>Servel gas appliances</td>
</tr>
<tr>
<td></td>
<td>Leslie Howard</td>
<td>Lucky Strike cigarettes</td>
</tr>
<tr>
<td></td>
<td>Rock Hudson</td>
<td>Air France</td>
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<td>Walter Huston</td>
<td>Sun-Kraft lamp</td>
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<td>Betty Hutton</td>
<td>Lux soap</td>
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<td></td>
<td>Betty Hutton</td>
<td>Briskin 8 Camera</td>
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</tbody>
</table>
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
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.
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
Topic:  Actors
       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
Advertisement for Lux soap. Endorsement by actress Veronica Lake. (This collection contains several other endorsement by Veronica Lake.

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Good condition.

Local Numbers
Ivorydata4 1148
03061117 (Scan No.)

Names: Lake, Veronica
Topic: Actors
      Celebrities
      Endorsements in advertising
      Skin -- Care and hygiene
      Women in advertising

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3 Veronica Lake
Product Brand
Stratford pens

Box 1, Folder 3 Veronica Lake
Product Brand
Lux soap

Box 1, Folder 3 Veronica Lake
Product Brand
Frederica Tru-Curl

Box 1, Folder 3 Veronica Lake
Product Brand
  Bexel vitamins

Box 1, Folder 3  Hedy Lamarr
Product Brand
  Lucky Strike cigarettes

Box 1, Folder 3  Hedy Lamarr
Product Brand
  Max Factor

Box 1, Folder 3  Dorothy Lamour
Image(s)

Product Brand
  Chesterfield cigarettes

Box 1, Folder 3  Dorothy Lamour
Image(s)

Product Brand
  Yolande

Box 1, Folder 3  Dainty Girls Win Out. [Print advertising.]
  1 Item (b&w; 35 x 27 cm.)
  Image(s)
Lever Brothers Company
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-

Topic:    Actors
         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

Box 1, Folder 3  Paul Lukas
Product Brand
   Camels

Box 1, Folder 3  Paul Lukas (2 ads)
Product Brand
   Lord Calvert whiskey

Box 1, Folder 3  John Lund
Product Brand
   Chesterfield cigarettes

Box 1, Folder 3  Alfred Lunt
Product Brand
   Parker pens

Box 1, Folder 3  Alfred Lunt
Product Brand
Blatz Beer

Box 1, Folder 3  Diana Lynn
Product Brand
L&M cigarettes

Box 1, Folder 3  Diana Lynn
Product Brand
Royal Crown Cola

Box 1, Folder 3  Ralph Lynn
Product Brand
Kensitas cigarettes

Box 1, Folder 3  Shirley MacLaine
Product Brand
Blackglama mink

Box 1, Folder 3  Fred MacMurry
Product Brand
Puffed Wheat

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 Calvet whiskey

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

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

Box 1, Folder 3  
Sir Hubert Wilkins
Product Brand  
Lord Calvet 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/  
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
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
Topic: Actors
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

Caption: "9 out of 10 Screen Stars are Lux Girls!"

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Good condition.
**Local Numbers**

245294

Ivorydata4 1151

03061120 (Scan No.)

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<tr>
<th>Names</th>
<th>Topic</th>
<th>Genre/ Form</th>
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<tr>
<td>O'Hara, Maureen, 1920-</td>
<td>Actors, Celebrities, Complexion, Endorsements in advertising, Skin -- Care and hygiene, Women</td>
<td>Photographs -- Reproductions, Print advertising</td>
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<tr>
<th>Box 1, Folder 3</th>
<th>Maureen O'Hara</th>
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<tr>
<td>Product Brand</td>
<td>Camels</td>
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<tr>
<th>Box 1, Folder 3</th>
<th>Dennis O'Keefe</th>
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<tr>
<td>Product Brand</td>
<td>Camels</td>
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<th>Box 1, Folder 3</th>
<th>Our Gang</th>
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<tr>
<td>Product Brand</td>
<td>Pep Bran flakes</td>
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<th>Box 1, Folder 3</th>
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<td>Product Brand</td>
<td>US Trunk Co.</td>
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<td>Product Brand</td>
<td>Curtis gin</td>
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<tr>
<th>Box 1, Folder 3</th>
<th>John Payne</th>
</tr>
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</table>
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)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Susan Peters

Product Brand
Lux soap

Box 1, Folder 3  Mary Pickford (2 ads)

Product Brand
Mary Pickford cosmetics

Box 1, Folder 3  Dick Powell

Product Brand
Camels

Box 1, Folder 3  Dick Powell

Product Brand
Buick

Box 1, Folder 3  Dick Powell
Product Brand
   Swank jewelery

Box 1, Folder 3  Dick Powell
Product Brand
   Keystone cameras

Box 1, Folder 3  Jane Powell
Product Brand
   Chromcraft

Box 1, Folder 3  Tyrone Power
Product Brand
   TWA airlines

Box 1, Folder 3  Tyrone Power
Product Brand
   Chesterfield cigarettes

Box 1, Folder 3  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
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
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-
Topic: Actors
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  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

Topic: Actors  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
   Caption: "For the Most Beautiful Hair in the World...". For Lustre-Creme Shampoo.

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   Good condition.

Local Numbers
   Ivorydata4 1154
Names: Stanwyck, Barbara, 1907-
Topic: Actors
        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
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

Barbara Stanwyck

Product Brand
Lustre-Creme shampoo

Leni Stengel w/

Product Brand
Lux soap

Margot Stevenson

Product Brand
Lux soap

Dorothy Stone

Product Brand
Lux soap

Jan Sterling

Product Brand
Chesterfield cigarettes

K.T. Stevens

Product Brand
Ampro Tape Recorder

Dorothy Stone

Product Brand
Lux soap

Preston Sturges

Product Brand
Scripto

Margaret Sullavan (2 ads)

Product Brand
Lux soap

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
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

Topic: Actors
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
Gene Tierney
Product Brand
Ronson cigarette lighters

Arthur Treacher
Product Brand
Walker's Bourbon

Claire Trevor
Product Brand
Lemon Rinse

Lana Turner (4 ads)
Product Brand
Max Factor

Peter Ustinov (2 ads)
Product Brand
Gallo Wine

Lupe Velez
Product Brand
Lucky Strike cigarettes

Martha Vickers
Product Brand
Stauffer System Inc.

Cheryl Walker
Product Brand
Woodbury face cream

Polly Walters
Product Brand
Lux soap

David Warfield
<table>
<thead>
<tr>
<th>Box 1, Folder 3</th>
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<td><strong>Product Brand</strong></td>
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<td>Camels</td>
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<tr>
<td><strong>Product Brand</strong></td>
<td></td>
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<tr>
<td>L&amp;M cigarettes</td>
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<tr>
<td><strong>Product Brand</strong></td>
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<tr>
<td>Chesterfield cigarettes</td>
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<td><strong>Product Brand</strong></td>
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<tr>
<td><strong>Product Brand</strong></td>
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<td><strong>Product Brand</strong></td>
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<td>Chesterfield cigarettes</td>
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<td><strong>Product Brand</strong></td>
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<td>Kuppenheimer clothes</td>
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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  
Caption: ""You're beautiful"" for Lux soap.  
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Good condition.  
Local Numbers  
245299  
Ivorydata4 1156  
03061125 (Scan No.)  
Names:  
Lawford, Peter, 1923-  
Williams, Esther, 1923-  
Topic:  
Actors  
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
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-
Topic: Actors
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
<table>
<thead>
<tr>
<th>Box 2, Folder 1</th>
<th>Name</th>
<th>Product Brand</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>W.S. Anderson</td>
<td>US Lines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M.W.V. Ash</td>
<td>US Lines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Harry S. Truman</td>
<td>US Lines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E.P. Baker</td>
<td>Plymouth automobiles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ray Baker</td>
<td>Camels</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mrs. &amp; Mrs. James P. Baxter, III</td>
<td>United States Lines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mr. &amp; Mrs. Dryden R. Reid</td>
<td>United States Lines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>King Paul &amp; Queen Frederika</td>
<td>United States Lines</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bill Cook</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fernando Berckemeyer</td>
<td></td>
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</tr>
</tbody>
</table>
Product Brand
United States Lines

Box 2, Folder 1  Mrs. H. Q.H. Frelinghuysen
Product Brand
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
Camels

Box 2, Folder 1  Lucius Boomer
Product Brand
Wamsutta Mills

Box 2, Folder 1  Joe L. Brown w/
Product Brand
Freeman Shoes

Box 2, Folder 1  Hank Greenberg
Product Brand
Freeman Shoes

Box 2, Folder 1 Barron Hilton
Product Brand
Freeman Shoes

Box 2, Folder 1 Kyle Rote
Product Brand
Freeman Shoes

Box 2, Folder 1 Herbert Barnet
Product Brand
Freeman Shoes

Box 2, Folder 1 Maurice Evans
Product Brand
Freeman Shoes

Box 2, Folder 1 Lucius D. Clay
Product Brand
US Savings Bonds

Box 2, Folder 1 Arthur Concello w/
Product Brand
Alfred of New York

Box 2, Folder 1 John Ringling North
Product Brand
Alfred of New York

Box 2, Folder 1 D. Donald Dallas (2 ads)
Product Brand
United States Lines

Box 2, Folder 1 Judge Day
Product Brand
Parker pens

Box 2, Folder 1 Elizabeth R. Dessez
Product Brand
Daggett & Ramsdale cosmetics

Box 2, Folder 1  Charles A. Duchateau

Product Brand
United States Lines

Box 2, Folder 1  Carolyn Edmundson

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
Box 2, Folder 1  
James A. Farley  
Product Brand  
United States Lines

Box 2, Folder 1  
Mr. & Mrs. Thom Fogarty w/  
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/  
Product Brand  
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

Product Brand
Douglas Aircraft Corp.

Box 2, Folder 1
Conrad Hilton

Product Brand
Rolex

Box 2, Folder 1
Duncan Hines

Product Brand
California wines

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.

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

Box 2, Folder 1
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
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.

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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

Return to Table of Contents
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
Box 2, Folder 2  
Rex Beach  
Product Brand  
Camels

Box 2, Folder 2  
Walter Beaver  
Product Brand  
Camels

Box 2, Folder 2  
William Bendix w/  
Product Brand  
Camels

Box 2, Folder 2  
D.J. McLawhorn (farmer)  
Product Brand  
Camels

Box 2, Folder 2  
Ewell Blackwell w/ (2 ads)  
Product Brand  
Camels

http://amhistory.si.edu/archives/images/d7611-3.jpg

Box 2, Folder 2  
Joe DiMaggio  
Product Brand  
Chesterfield cigarettes

Box 2, Folder 2  
Bob Elliott  
Product Brand  
Chesterfield cigarettes

Box 2, Folder 2  
Bucky Harris  
Product Brand  
Chesterfield cigarettes

Box 2, Folder 2  
Stan Musial
Product Brand
  Chesterfield cigarettes

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
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
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
<table>
<thead>
<tr>
<th>Box 2, Folder 2</th>
<th>Product Brand</th>
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<tbody>
<tr>
<td>Gene Sarazan w/ Teacher's Scotch</td>
<td></td>
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<tr>
<td>Ella Barnett Bromo Seltzer</td>
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<tr>
<td>Carl G. Triest Bromo Seltzer</td>
<td></td>
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<tr>
<td>Gene Sarazan Libby's Tomato Juice</td>
<td></td>
</tr>
<tr>
<td>Gene Sarazan Teacher's Scotch</td>
<td></td>
</tr>
<tr>
<td>Jane Sharp w/ Camels</td>
<td></td>
</tr>
<tr>
<td>F.B. Fowler Camels</td>
<td></td>
</tr>
<tr>
<td>Bill Stern Cape Coral, Florida</td>
<td></td>
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<tr>
<td>Bill Stern Florida tourism</td>
<td></td>
</tr>
<tr>
<td>Mrs. Louis J. Swift, Jr.</td>
<td></td>
</tr>
</tbody>
</table>
Box 2, Folder 2  M.J. "Mike" Thompson
Product Brand
Camels

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

Box 2, Folder 2
L.E. Stemmler
Product Brand
Camels

Box 2, Folder 2
Eddie Woods
Product Brand
Camels

Return to Table of Contents
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
Box 2, Folder 3  Mrs. Ellen Tuck Astor w/

Pond's Cream

Box 2, Folder 3  It's my one essential [Print advertising.] Vogue, incorporating Vanity Fair

*Image(s): It's my one essential [Print advertising.] Vogue, incorporating Vanity Fair.*

Pond's Inc., Advertiser

Ad for Pond's Cold Cream. Mrs. Nicholas R. du Pont and Ellen Tuck Astor featured.

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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)

Pond's Cream

Box 2, Folder 3  Lady Violet Astor

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  Brynhild

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 watchess

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

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.  
Caption: "Beauty is my business". for SweetHeart soap.  
Ad at bottom of page.  
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Good condition.
Local Numbers
245303

Ivorydata4 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/ Pond's Cream
Box 2, Folder 3  Susan Medlock Pond's Cream
Box 2, Folder 3  Hattie Carnegie Air France
Box 2, Folder 3  Mrs. Thomas M. Carnegie, Jr. Camels
Box 2, Folder 3  Mr. & Mrs. Igor Cassini Cinzano
Box 2, Folder 3  Mrs. Igor Cassini Tintain Hair Coloring
Box 2, Folder 3  Igor Cassini Heublein's Cocktails
Box 2, Folder 3  Olive Cawley w/ Image(s) Lux soap
Box 2, Folder 3  Virginia Parker 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
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
03061130 (Scan No.)

Ivorydata4 1161

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
Product Brand
Silvo Silver Polish

Box 2, Folder 3  Harry Conover
Product Brand
Scripto Pencil

Box 2, Folder 3  Grace Coolidge
Product Brand
Tareyton cigarettes

Box 2, Folder 3  Mrs. J. Gardner Coolidge, III
Product Brand
Camels

Box 2, Folder 3  Miss Rosalie de Forest Crosby w/
Product Brand
Lux soap

Box 2, Folder 3  Mrs. G. John L. Griswold
Product Brand
Lux soap

Box 2, Folder 3  Mrs. David I. Mackie, Jr.
Product Brand
Lux soap

Box 2, Folder 3  Mrs. Roderick Oakley
Product Brand
Lux soap

Box 2, Folder 3  Miss Mimi Richardson
Product Brand
Lux soap

Box 2, Folder 3  Mrs. Ely Culbertson

Image(s)

Product Brand
Pacquin's Hand Cream

Box 2, Folder 3  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.
Caption: """"Sticky Hand Lotions are Impossible--"" says Mrs. [Josephine] Ely Culbertson."" for Pacquins Hand Cream.

Published 1 Nov. 1934.
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Good condition.

Local Numbers
245305

Ivorydata4 1162

03061131 (Scan No.)

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<thead>
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<th>Card games</th>
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<td>Complexion</td>
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<td>Women</td>
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<td>hands -- Care and hygiene</td>
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<th>Photographs -- Reproductions</th>
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</thead>
<tbody>
<tr>
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<td>Print advertising</td>
</tr>
</tbody>
</table>

Box 2, Folder 3  Galli Curci

Product Brand
Winship

Box 2, Folder 3  Lady Georgiana Curzon w/

Product Brand
Pond's Tissues

Box 2, Folder 3  The Countess Howe

Product Brand
Pond's Tissues

Box 2, Folder 3  Viscountess Curzon

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
Product Brand
Pond's Cream

Box 2, Folder 3  Mrs. Anthony J. Drexel, III w/ Image(s)
Product Brand
Pond's Cream
"Bad Skin" [sic] means--A Lazy Under Skin. [Print advertising.]

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

**Image(s)**

Pond's Inc., Advertiser

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, Stedma, Helen Mitchell

**Topic:** Complexion

Endorsements in advertising

Skin -- Care and hygiene

Social classes

Women

Women in advertising

**Genre//Form:**

Photographs -- Reproductions

Print advertising

**Box 2, Folder 3**

Helen Steadman

Audrey Druhonel

Product Brand

Pond's Cream

Mrs. Anthony D. Duke

Product Brand

Pond's Cream

The Viscountess Dunwich w/

Product Brand

Pond's Cream

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
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
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

Genre/ Form: Photographs -- Reproductions
Print advertising

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

Box 2, Folder 3  Mr. & Mrs. Robert Sherwood
Product Brand
United States Lines

Box 2, Folder 3  Mrs. Alexander C. Forbes w/
Product Brand
Pond's Cream

Box 2, Folder 3  Mrs. William Rhinelander Stewart
Product Brand
Pond's Cream

Box 2, Folder 3  Mrs. David C. Gamble, Jr. w/
Product Brand
Pond's Cream

Box 2, Folder 3  Mrs. Vanderbilt Phelps
Product Brand
Pond's Cream

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

Box 2, Folder 3  Mrs. Kendall Lee Glaenzer
Product Brand
Listerine tooth paste

Box 2, Folder 3  Mrs. Charles J. Gossner
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
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
Ad contains reproductions of three photographs with endorsements: Aimee Lopes De Sotto 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/Photographs -- Reproductions
Form: Print advertising

Box 2, Folder 3 Isabelle, Duchesse de Guise
Product Brand  
Pond's Cream

Box 2, Folder 3  Mrs. Alexander Hamilton  
Product Brand  
Pond's Cream

Box 2, Folder 3  Mrs. Pierpont M. Hamilton  
Product Brand  
Studebaker

Box 2, Folder 3  Mrs. Ogden Hammond, Jr.  
Product Brand  
Camels

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

Box 2, Folder 3  Harris, butler to Lord Hamilton  
Product Brand  
Benedictine

Box 2, Folder 3  The Marchioness of Milford Haven w/  
Product Brand  
Pond's Cream

Box 2, Folder 3  The Duchess of Rutland

Box 2, Folder 3  The Marchioness of Milford Haven  
Product Brand  
Pond's Cream

Box 2, Folder 3  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
Advertisement for Pond's Cold Cream. Contains reproductions of photographs of Countess Howe, the Duchess of Leinster, and Her Royal Highness Princess Genevieve d'Orleans, and their endorsements.

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Good.

Local Numbers
Ivorydata4 1167
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

Box 2, Folder 3 Mr. A. Atwater Kent
Product Brand Packard

Box 2, Folder 3 Kathy Knight
Sweetheart soap

Mrs. John P. Labouisse

Dorothy Grey

Lafayette (restaurant)

Camels

Conutess Isabella de Lalaing

Mallinson's silks

Eleanor Lambert

Air India

Mrs. Chiswell Dabney Langhorne

Camels

Mrs. Ring Lardner

Martex

Lanvin

Cutex

Denise Lawson-Johnsto

Tareyton cigarettes

Duchess of Leinster

Pond's Cream

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

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
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

Genre/
Photographs -- Reproductions
Form:
Print advertising

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)
Product Brand
  Camels

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.
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
Premiums (Retail trade)
Skin -- Care and hygiene
Social classes
Teenagers
Women

Genre/ Form: Photographs -- Reproductions
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

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)
Mrs. Cornlius 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] Entracing.....Beautiful...as the world expects her to be. [Print advertising.] 1929.

Ponds Extract Company, Advertiser
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
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
<table>
<thead>
<tr>
<th>Product Brand</th>
<th>Box 2, Folder 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eugene Perm Wave</td>
<td>Miss Nancy Whitney</td>
</tr>
<tr>
<td>Pond's Cream</td>
<td>Prince Wilhelm of Sweden</td>
</tr>
<tr>
<td>Melachrino cigarettes</td>
<td>Sir Hubert Wilkins</td>
</tr>
<tr>
<td>Lord Calvert Whiskey</td>
<td>Bob Williams</td>
</tr>
<tr>
<td>Carstairs liquor</td>
<td>Margery Wilson</td>
</tr>
<tr>
<td>Frostilla lotion</td>
<td>The Duke &amp; Duchess of Windsor w/ Mr. &amp; Mrs. Bob Trout</td>
</tr>
<tr>
<td>United States Lines</td>
<td>Mr. &amp; Mrs. H.D. Hodgkinson</td>
</tr>
<tr>
<td>Chesterfield cigarettes</td>
<td>Geraldine Fitzgerald</td>
</tr>
<tr>
<td></td>
<td>The Duchess of Windsor</td>
</tr>
</tbody>
</table>
Series 5: Writers, Musicians, Artists, Singers

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
Series 5: Writers, Musicians, Artists, Singers

Sandra and Gary Baden Collection of Celebrity Endorsements in Advertising

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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
Image(s)
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 Fitzgeralds
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
Series 5: Writers, Musicians, Artists, Singers

Sandra and Gary Baden Collection of Celebrity Endorsements in Advertising
NMAH.AC.0611

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
Product Brand
Baldwin Piano

Box 2, Folder 5
Beniamino Gigli
Product Brand
Greeting cards

Box 2, Folder 5
Oscar Hammerstein
Product Brand
Dictaphone

Box 2, Folder 5
Moss Hart w/
Product Brand
Jamaica

Box 2, Folder 5
Kitty Carlisle Hart
Product Brand
Jamaica

Box 2, Folder 5
Jascha Heifetz
Product Brand
Victrola

Box 2, Folder 5
Jascha Heifetz
Product Brand
Victor Red Seal records

Box 2, Folder 5
Lillian Hellman
Product Brand
Blackglama

Box 2, Folder 5
Libby Holman
Product Brand
Lux soap

Box 2, Folder 5
Vladimir Horowitz
Product Brand
Steinway

Box 2, Folder 5
Vladimir Horowitz
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
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Series 5: Writers, Musicians, Artists, Singers

Product Brand
Steinway

Box 2, Folder 5
Sergei Rachmaninoff

Product Brand
Steinway

Box 2, Folder 5
Fritz Kreisler

Product Brand
Magnavox

Box 2, Folder 5
Snooky Lansen

Product Brand
Lucky Strike cigarettes

Box 2, Folder 5
Mario Lanza

Product Brand
Camels

Box 2, Folder 5
Kate Lawson

Product Brand
Imperial Wallpaper

Box 2, Folder 5
Peggy Lee

Product Brand
Chesterfield cigarettes

Box 2, Folder 5
William Lescaze

Product Brand
Lord Calvert whiskey

Box 2, Folder 5
Oscar Levant

Product Brand
Columbia Records

Box 2, Folder 5
Mischa Levitzki

Product Brand
Steinway

Box 2, Folder 5
Monica Lewis
Box 2, Folder 5  Liberace (note: on reverse is an ad with Tony Martin for After Six formals)
Box 2, Folder 5  Guy Lombardo
Box 2, Folder 5  Guy Lombardo
Box 2, Folder 5  Guy Lombardo
Box 2, Folder 5  Vincent Lopez
Box 2, Folder 6  Jeanette MacDonald
Box 2, Folder 6  Tony Martin (2 ads)
Box 2, Folder 6  Lauritz Melchoir
Box 2, Folder 6  Lauritz Melchoir
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
Kleenex

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
Lockheed
Lily Pons
French tourism
Cole Porter (2 ads)
Rheingold beer
Sergei Rachmaninoff
Steinway
Madame Rappold w/
The New Edison
Spalding
The New Edison
John Raskof
Ampico
Robert L. Ripley
Old Gold cigarettes
Norman Rockwell (2 ads)
Aqua-Velva
Norman Rockwell
Parker "51" pen
Norman Rockwell
Product Brand
Dictaphone

Box 2, Folder 6  Norman Rockwell
Product Brand
Eastman Kodak

Box 2, Folder 6  Diana Ross
Product Brand
Blackglama

Box 2, Folder 6  Leon Robbins
Product Brand
Lucky Strike cigarettes

Box 2, Folder 6  Arthur Rubenstein
Product Brand
Steinway

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

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

Box 2, Folder 6  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
Simmons bedding

Dinah Shore

Schaefer beer

Dinah Shore

RCA Victor

Dinah Shore

GE Radio

Frank Sinatra (2 ads)

Old Gold cigarettes

Frank Sinatra

Chesterfield cigarettes

Kate Smith (2 ads)

Calumet Baking Powder

John Phillip Sousa w/

Victorla

Santelmann

Victorla

Pryor

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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