



Smithsonian
National Museum of American History
Kenneth E. Behring Center

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

NMAH.AC.0611

Franklin A. Robinson, Jr.

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Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
archivescenter@si.edu
<http://americanhistory.si.edu/archives>

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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

The Sandra and Gary Baden Collection of Celebrity Endorsements in Advertising, 1897-1979, Archives Center, National Museum of American History.

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, McCalls, Playbill and Vogue. They feature a wide range of celebrities from the fields of performing arts, sports, business, politics and "society." The products endorsed vary greatly with heavy concentrations of cigarettes, beauty products and electronic equipment predominating. The bulk of the collection covers the 1920s-1970s with an especially high concentration of material from the 1930s-1940s. The majority are in color.

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

Arrangement

The collection is arranged into five series.

Series 1: Performing Arts

Series 2: Business/Politics

Series 3: Sports

Series 4: Society, fashion, Royalty

Series 5: Writers, Musicians, Artists, Singers

Names and Subject Terms

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

Subjects:

Celebrities
Endorsements in advertising
advertising

Types of Materials:

Magazines (periodicals) -- 20th century
Tear sheets

Container Listing

Series 1: Performing Arts

Box 1, Folder 1	Abbott & Costello Product Brand Tums
Box 1, Folder 1	Margaret Adams with/ Image(s) Product Brand Lux soap
Box 1, Folder 1	Vera Allen Product Brand Lux soap
Box 1, Folder 1	June Knight Product Brand Lux soap
Box 1, Folder 1	Eleanor Powell Product Brand Lux soap
Box 1, Folder 1	Benay Venuta Product Brand Lux soap
Box 1, Folder 1	Beryl Wallace Product Brand Lux soap
Box 1, Folder 1	Programme Notes. [Print advertising.] <i>1 Item (35.5 x 25 cm.)</i> Image(s) Lever Brothers Company, Advertiser English. 6 actresses (portraits shown) endorse Lux Toilet Soap.

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Good condition.

Local Numbers

Ivorydata4 1133

03061101 (Scan No.)

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

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

Occupation: Actors

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1	Ben Alexander with Product Brand Chesterfield cigarettes
Box 1, Folder 1	Jack Webb Product Brand Chesterfield cigarettes
Box 1, Folder 1	Fred Allen Product Brand Maxwell House Coffee
Box 1, Folder 1	Fred Allen (2 ads) Product Brand Persona Blades
Box 1, Folder 1	Fred Allen with

	Product Brand Heublein Cocktails
Box 1, Folder 1	Fred Allen Product Brand RCA Radiotron
Box 1, Folder 1	Maurice Evans Product Brand RCA Radiotron
Box 1, Folder 1	Gracie Allen with Product Brand Blackstone Cigars
Box 1, Folder 1	George Burns Product Brand Blackstone Cigars
Box 1, Folder 1	Gracie Allen with Product Brand Spam
Box 1, Folder 1	George Burns Product Brand Spam
Box 1, Folder 1	June Allyson (2 ads) Image(s) Product Brand Lux soap
Box 1, Folder 1	June Allyson Image(s) Product Brand Max Factor
Box 1, Folder 1	"You're adorable!" [sic] [Print advertising.]

1 Item (b&w; 27.5 x 20.5 cm.)

[Image\(s\)](#)

Lever Brothers Company, Advertiser

English.

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

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Good condition.

Local Numbers

Ivorydata4 1134

03061102 (Scan No.)

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

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

Occupation: Actors

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1	June Allyson Product Brand Lipton Tea
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
English.
Caption: "Getting to the Heart of this Valentine Question--". 5 actresses endorse Lux soap.
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- Good condition.
- Local Numbers
245278
- Ivorydata4 1135
- 03061103 (Scan No.)
- Names: Barrie, Gracie
 Booth, Shirley
 Brooks, Phyllis, 1914-
 Moore, Dennie, 1907-
 Van Cleve, Edith
- Occupation: Actors
- Topic: Celebrities
 Complexion
 Cupids (Art)
 Endorsements in advertising
 Women
 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
English.
Text with four images with references to Warner Brothers movies and New
York theater. Caption: "The most Beautiful Clothes in the world are kept like
new with Lux--".

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Good condition.

Local Numbers
Ivorydata4 1136

03061104 (Scan No.)

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

Topic: Endorsements in advertising
Hosiery
Soap
Theater

Occupation: Actors

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1	Barbara Bedford with/ Product Brand Lux soap
Box 1, Folder 1	Joyce Compton Product Brand Lux soap
Box 1, Folder 1	Frances Dade Product Brand Lux soap
Box 1, Folder 1	Noel Francis Product Brand Lux soap
Box 1, Folder 1	Jean Harlow Product Brand Lux soap
Box 1, Folder 1	Laura LaPlante Product Brand Lux soap
Box 1, Folder 1	Anita Stewart Product Brand Lux soap
Box 1, Folder 1	Lois Wilson

	Product Brand Lux soap
Box 1, Folder 1	David Belasco Product Brand Lucky Strike cigarettes
Box 1, Folder 1	Ralph Bellamy Product Brand Lord Calvert whiskey
Box 1, Folder 1	Ralph Bellamy Product Brand Nescafe
Box 1, Folder 1	William Bendix Product Brand Persona Blades
Box 1, Folder 1	Joan Bennett (2 ads) Product Brand Calox tooth powder
Box 1, Folder 1	Joan Bennett Product Brand Royal Crown Cola
Box 1, Folder 1	Joan Bennett Product Brand Lux soap
Box 1, Folder 1	Joan Bennett Product Brand Woodbury cold cream
Box 1, Folder 1	Joan Bennett Product Brand American Airlines
Box 1, Folder 1	Joan Bennett

	Product Brand
	Chesterfield cigarettes
Box 1, Folder 1	Joan Bennett
	Product Brand
	Sitruie tissues
Box 1, Folder 1	Jack Benny
	Product Brand
	Lucky Strike cigarettes
Box 1, Folder 1	Mary Livingstone Benny w/ Joan Benny
	Product Brand
	Olympic radios
Box 1, Folder 1	Edgar Bergen & Charlie McCarthy
	Image(s)
	Product Brand
	Coca-Cola
Box 1, Folder 1	Polly Bergen
	Product Brand
	Oil of the Turtle
Box 1, Folder 1	Ingrid Bergman
	Product Brand
	US Savings Bonds
Box 1, Folder 1	Edna Best
	Product Brand
	Lux soap
Box 1, Folder 1	Janet Blair
	Product Brand
	Schaefer Beer
Box 1, Folder 1	Janet Blair
	Product Brand
	Max Factor

Box 1, Folder 1	Gloria Blondell with/ Product Brand Lux soap
Box 1, Folder 1	Helen Gahagan Product Brand Lux soap
Box 1, Folder 1	Jean Rouverol Product Brand Lux soap
Box 1, Folder 1	Kay Strozzi Product Brand Lux soap
Box 1, Folder 1	Eleanor Boardman with/ Product Brand Lux soap
Box 1, Folder 1	Clara Bow Product Brand Lux soap
Box 1, Folder 1	Sue Carol Product Brand Lux soap
Box 1, Folder 1	June Collyer Product Brand Lux soap
Box 1, Folder 1	Maria Corda Product Brand Lux soap
Box 1, Folder 1	Marion Davies

	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 w/ Product Brand Maxwell House coffee
Box 1, Folder 1	Jessica Dragonette
Box 1, Folder 1	Henry Hull
Box 1, Folder 1	Victor Moore
Box 1, Folder 1	Barbara Britton Product Brand Westmore's Overglo
Box 1, Folder 1	Paula Britton

- Product Brand
Blatz Beer
- Box 1, Folder 1 Leslie Brooks with/ the cast of "The Scar"
[Image\(s\)](#)
- Product Brand
Totebrush
- Box 1, Folder 1 Leslie Brooks
- Product Brand
W.C. Ritchie & Co.
- Box 1, Folder 1 Louise Brooks
[Image\(s\)](#)
- Product Brand
Milgrim
- Box 1, Folder 1 Phyllis Brooks
- Product Brand
Rheingold Beer
- Box 1, Folder 1 Virginia Bruce
- Product Brand
Max Factor
- Box 1, Folder 1 Gabrielle Brune w/
[Image\(s\)](#)
- Product Brand
Lux soap
- Box 1, Folder 1 Tell Us, Pretty Maidens... [print advertising], [ca. 1930s]
1 Item (b&w; 32.5 x 24.5 cm.)
[Image\(s\): Tell Us, Pretty Maidens... \[print advertising, ca. 1930s\].](#)
Lever Brothers Company, Advertiser
English.
Caption: "Tell Us, Pretty Maidens / How you keep your skin so smooth and soft..." 3 actresses, Patricia Morison, Marcy Wescott, and Gabrielle Brune, endorse Lux soap.
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- Good condition.

Local Numbers

Ivorydata4 1137

03061105 (Scan No.)

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

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

Occupation: Actors

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

Box 1, Folder 1	<p>Marcy Wescott</p> <p>Product Brand</p> <p>Lux soap</p>
Box 1, Folder 1	<p>Patricia Morison</p> <p>Product Brand</p> <p>Lux soap</p>
Box 1, Folder 1	<p>Frank Buck</p> <p>Product Brand</p> <p>Armour & Co.</p>
Box 1, Folder 1	<p>Billie Burke with/</p> <p>Product Brand</p> <p>Lux soap</p>
Box 1, Folder 1	<p>Joyce Compton</p> <p>Product Brand</p> <p>Lux soap</p>
Box 1, Folder 1	<p>Billie Burke</p> <p>Product Brand</p> <p>Cutex</p>
Box 1, Folder 1	<p>Carol Burnett</p>

	Product Brand
	Blackglama mink
Box 1, Folder 1	George Burns
	Product Brand
	Teacher's whiskey
Box 1, Folder 1	Louis Calhern
	Product Brand
	Williams shaving cream
Box 1, Folder 1	Judy Canova
	Product Brand
	Nescafe
Box 1, Folder 1	Eddie Cantor (2 ads)
	Product Brand
	Stratford pens
Box 1, Folder 1	Eddie Cantor
	Product Brand
	Old Gold cigarettes
Box 1, Folder 1	Art Carney
	Product Brand
	Columbia "360"
Box 1, Folder 1	Madeleine Carroll
	Product Brand
	Certo
Box 1, Folder 1	Irene Castle
	Product Brand
	Cutex
Box 1, Folder 1	Irene Castle
	Product Brand
	Lastex
Box 1, Folder 1	Dick Cavett

	Product Brand
	Teacher's whiskey
Box 1, Folder 1	Sid Cesar and wife
	Product Brand
	United States Lines
Box 1, Folder 1	Sid Cesar
	Product Brand
	Blatz Beer
Box 1, Folder 1	Sid Cesar w/ (2 ads)
	Product Brand
	TDC Stereo
Box 1, Folder 1	Imogene Coca
Box 1, Folder 1	Sid Cesar
	Product Brand
	Seagram's Gin
Box 1, Folder 1	Marge & Gower Champion
	Product Brand
	TWA Airlines
Box 1, Folder 1	Jeff Chandler
	Product Brand
	Fosta-Grantly sunglasses
Box 1, Folder 1	Jeff Chandler
	Product Brand
	After Six clothing
Box 1, Folder 1	Cyd Charisse
	Product Brand
	Lady Baltimore luggage
Box 1, Folder 1	Ilka Chase with/

	Product Brand Cusenier liquers
Box 1, Folder 1	Elizabeth Hawes Product Brand Cusenier liquers
Box 1, Folder 1	Ilka Chase Product Brand Scripto pencils
Box 1, Folder 1	Ilka Chase w/ Product Brand Lux soap
Box 1, Folder 1	Linda Watkins Product Brand Lux soap
Box 1, Folder 1	Ilka Chase Product Brand Talon Slide Fastner
Box 1, Folder 1	Ilka Chase Product Brand 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

Box 1, Folder 1 "You're lovely!" [sic] [Print advertising.] Ladies Home Journal
1 Item (b&w; 35 x 27 cm.)
[Image\(s\): "You're lovely!" \[sic\] \[Print advertising.\] Ladies Home Journal.](#)
Lever Brothers Company, Advertiser
English.
Caption: "'You're lovely!'" 'I'm a Lux Girl,' Says Claudette Colbert." Claudette Colbert and Robert Cummings for Lux soap.

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Good condition.

Local Numbers
Ivorydata4 1138

03061106 (Scan No.)

Names: Colbert, Claudette
Cummings, Robert, 1908-

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

Occupation: Actors
Genre/ Photographs -- Reproductions
Form: 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

English.

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

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Good condition.

Local Numbers

245282

Ivorydata4 1139

03061107 (Scan No.)

Names: Cooper, Gladys, 1888-

Occupation: Actors

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

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1	Laura Cowie Product Brand Pond's Cream
Box 1, Folder 1	Broderick Crawford Product Brand Chesterfield cigarettes
Box 1, Folder 1	Joan Crawford Product Brand Kellogg's All-Bran
Box 1, Folder 1	Joan Crawford Product Brand Max Factor
Box 1, Folder 1	Joan Crawford

	Product Brand Evans
Box 1, Folder 1	Joan Crawford Product Brand RCA Victor
Box 1, Folder 1	Joan Crawford Product Brand Stereo Realist Camera
Box 1, Folder 1	Joan Crawford Product Brand California lemon juice
Box 1, Folder 1	Constance Cummings with/ Product Brand Lux soap
Box 1, Folder 1	Gloria Dickson Product Brand Lux soap
Box 1, Folder 1	Tony Curtis Image(s) Product Brand Van Heusen shirts
Box 1, Folder 1	Dan Dailey Product Brand Chesterfield cigarettes
Box 1, Folder 1	Linda Darnell Product Brand RC Cola
Box 1, Folder 1	Bette Davis w/ Product Brand Lux soap

Box 1, Folder 1 Martha Scott
 Product Brand
 Lux soap

Box 1, Folder 1 Jeanne Dante
 Product Brand
 Lux soap

Box 1, Folder 1 Bett Goodrich
 Product Brand
 Lux soap

Box 1, Folder 1 Doris Day
 Product Brand
 Lux soap

Box 1, Folder 1 Arden Young
 Product Brand
 Lux soap

Box 1, Folder 1 Janice Hanford
 Product Brand
 Lux soap

Box 1, Folder 1 Barbara Barton
 Product Brand
 Lux soap

Box 1, Folder 1 Frances Harison
 Product Brand
 Lux soap

Box 1, Folder 1 Peggy French
 Product Brand
 Lux soap

Box 1, Folder 1 Lyn Swann

	Product Brand Lux soap
Box 1, Folder 1	Hassoldt Davis Product Brand Lord Calvert whiskey
Box 1, Folder 1	Joan Davis w/ Product Brand Blackstone cigars
Box 1, Folder 1	Jack Haley
Box 1, Folder 1	Joan Davis Product Brand Nescafe
Box 1, Folder 1	Doris Day Image(s) Product Brand Lux soap
Box 1, Folder 1	I'm sure of all-over Lux Loveliness with this big BATH SIZE! [Print advertising.] Redbook, Oct. 1950 <i>1 item (b&w; 29 x 21 cm.)</i> Image(s): I'm sure of all-over Lux Loveliness with this big BATH SIZE! [Print advertising.] Redbook. Oct. 1950. Lever Brothers Company, Advertiser English. Caption: "I'm sure of all-over Lux Loveliness with this big BATH SIZE!" Doris Day endorses Lux soap. Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Good condition. Local Numbers Ivorydata4 1140 03061108 (Scan No.) Names: Day, Doris, 1924- Occupation: Actors Topic: Celebrities

		Complexion Endorsements in advertising Skin -- Care and hygiene Soap Women
	Genre/ Form:	Photographs -- Reproductions Print advertising
Box 1, Folder 1	Lorraine Day Product Brand Max Factor	
Box 1, Folder 1	Yvonne DeCarlo Image(s) Product Brand Lux soap	
Box 1, Folder 1	If you'd like to have a "second look" complexion. [Print advertising.] <i>1 Item (col.; 27.5 x 21.5 cm.)</i> Image(s) Lever Brothers Company English. Caption: "If you'd like to have a "second look" complexion". For Lux soap. Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Good condition. Local Numbers 245284 Ivorydata4 1141 03061109 (Scan No.) Names: De Carlo, Yvonne Occupation: Actors Topic: Celebrities Complexion Endorsements in advertising Skin -- Care and hygiene Women Genre/ Form:	Photographs -- Reproductions Print advertising
Box 1, Folder 1	Yvonne DeCarlo	

	Product Brand Chesterfield cigarettes
Box 1, Folder 1	Olivia de Haviland Product Brand Lux soap
Box 1, Folder 1	Olivia de Haviland Product Brand Catalina swim suits
Box 1, Folder 1	Dolores Del Rio Image(s) Product Brand Knox the hatter
Box 1, Folder 1	Dolores Del Rio Image(s) Product Brand Lucky Strike cigarettes
Box 1, Folder 1	Irene Delroy Product Brand Glyco Thymoline
Box 1, Folder 1	Marlene Dietrich Product Brand Rheingold Beer
Box 1, Folder 1	Marlene Dietrich Product Brand Lucky Strike cigarettes
Box 1, Folder 1	Walt Disney Product Brand Missouri travel
Box 1, Folder 1	The Dolly Sisters

	Product Brand Savon Cadum
Box 1, Folder 1	Brian Donlevy Product Brand Blatz Beer
Box 1, Folder 1	Kirk Douglas Product Brand Chesterfield cigarettes
Box 1, Folder 1	Kirk Douglas Product Brand Plymouth coats
Box 1, Folder 1	Faye Dunaway Product Brand Blackglama mink
Box 1, Folder 1	Irene Dunne Product Brand Capehart Radio-Phonograph
Box 1, Folder 1	Irene Dunne with/ Product Brand Mallinson's
Box 1, Folder 1	Chrystal Herne Product Brand Mallinson's
Box 1, Folder 1	Mary Nash Product Brand Mallinson's
Box 1, Folder 1	Lenore Ulric Product Brand Mallinson's
Box 1, Folder 1	Ada May Weeks

	Product Brand
	Mallinson's
Box 1, Folder 1	Irene Dunne
	Product Brand
	Lux soap
Box 1, Folder 1	Irene Dunne
	Product Brand
	Elizabeth Arden
Box 1, Folder 1	Irene Dunne
	Product Brand
	Stuart Hall stationery
Box 1, Folder 1	Nancy Dussault
	Product Brand
	Blackglama mink
Box 1, Folder 1	Dan Dunyea
	Product Brand
	Blatz Beer
Box 1, Folder 2	Patricia Elliott
	Product Brand
	Blackglama mink
Box 1, Folder 2	Mary Ellis
	Product Brand
	Lux soap
Box 1, Folder 2	Madge Evans
	Product Brand
	Tru-Poise Shoes
Box 1, Folder 2	Maurice Evans
	Product Brand
	Hammond Organ
Box 1, Folder 2	Maurice Evans w/ (on reverse)

Product Brand
Old Angus Scotch

Box 1, Folder 2 Randolph Scott

Product Brand
Stereo Realist Camera

Box 1, Folder 2 Clifton Fadiman

Product Brand
Lucky Strike cigarettes

Box 1, Folder 2 Douglas Fairbanks

Product Brand
Lucky Strike cigarettes

Box 1, Folder 2 Frances Farmer with/
[Image\(s\)](#)

Product Brand
Lux soap

Box 1, Folder 2 Claire Luce

Product Brand
Lux soap

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

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Good condition.

Local Numbers
245285

Ivorydata4 1142

03061110 (Scan No.)

Names: Farmer, Frances, 1913-1970

		Luce, Claire
	Occupation:	Actors
	Topic:	Celebrities Complexion Endorsements in advertising Skin -- Care and hygiene Women
	Genre/ Form:	Photographs -- Reproductions Print advertising
Box 1, Folder 2	Alice Faye	
	Product Brand	Woodbury's Cold Cream
Box 1, Folder 2	Betty Field w/	
	Product Brand	Lux soap
Box 1, Folder 2	Juliet Forbes	
	Product Brand	Lux soap
Box 1, Folder 2	Sidney Fox	
	Product Brand	Lux soap
Box 1, Folder 2	Violet Heming	
	Product Brand	Lux soap
Box 1, Folder 2	Geraldine Fitzgerald	
	Product Brand	1847 Rogers Bros.
Box 1, Folder 2	Louisa Flaningam	
	Product Brand	Blackglama mink
Box 1, Folder 2	Errol Flynn	

	Product Brand Waterman Lektrolite Dest Set
Box 1, Folder 2	Henry Fonda Product Brand Camels
Box 1, Folder 2	Henry Fonda Product Brand Schaefer Beer
Box 1, Folder 2	Henry Fonda Product Brand Nunn Bush Shoes
Box 1, Folder 2	Joan Fontaine Product Brand Chesterfield cigarettes
Box 1, Folder 2	Joan Fontaine Product Brand Blackglama mink
Box 1, Folder 2	Glenn Ford (2 ads) Product Brand Chesterfield cigarettes
Box 1, Folder 2	Ruth Ford with/ Product Brand Lux soap
Box 1, Folder 2	Julie Haydon Product Brand Lux soap
Box 1, Folder 2	Doris Nolan Product Brand Lux soap
Box 1, Folder 2	Vivian Vance

	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
English.
For Lustre-Creme Shampoo.

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due to copyright.

Good condition.

Local Numbers
Ivorydata4 1143

03061111 (Scan No.)

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

	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
Box 1, Folder 2	Mr. & Mrs. Charles Hamilton
Box 1, Folder 2	Hon. & Mrs. Jacques LeClercq
Box 1, Folder 2	Bonita Granville Product Brand Arrid
Box 1, Folder 2	Bonita Granville Product Brand Schaefer Beer
Box 1, Folder 2	Jane Greer Product Brand Woodbury Cold Cream
Box 1, Folder 2	Cynthia Gregory Product Brand Blackglama mink
Box 1, Folder 2	Alan Hale Product Brand Chesterfield cigarettes
Box 1, Folder 2	Barbara Hale Product Brand Chesterfield cigarettes
Box 1, Folder 2	Ruth Hammond w/

	Product Brand Lux soap
Box 1, Folder 2	Dorothy Stickney
Box 1, Folder 2	Carol Wheeler
Box 1, Folder 2	Oliver Hardy
	Product Brand Hotel Del Monte
Box 1, Folder 2	Jack Haley
	Product Brand Rheingold Beer
Box 1, Folder 2	Margaret Hamilton w/ Product Brand Safety Plate glass
Box 1, Folder 2	Abby Westman
	Product Brand Safety Plate glass
Box 1, Folder 2	Ruth Hammond w/ Product Brand Lux soap
Box 1, Folder 2	Dorothy Stickney
	Product Brand Lux soap
Box 1, Folder 2	Carol Wheeler
	Product Brand Lux soap
Box 1, Folder 2	June Haver
	Product Brand Lux soap
Box 1, Folder 2	June Haver

Product Brand
Lustre-Creme shampoo

Box 1, Folder 2 Stirling Hayden

Product Brand
Bahama Passage

Box 1, Folder 2 Helen Hayes

Product Brand
RCA Victor

Box 1, Folder 2 Rita Hayworth (2 ads)
[Image\(s\)](#)

Product Brand
Lux soap

Box 1, Folder 2 Girls with sweet fragrant skin win out. [Print advertising.] Woman's Home
Companion
1 Item (b&w; 34.5 x 27.5 cm.)
[Image\(s\): Girls with sweet fragrant skin win out. \[Print advertising.\] Woman's
Home Companion.](#)
Lever Brothers Company
English.
Caption: ""Girls with sweet fragrant skin win out."" For Lux soap.

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Good condition.

Local Numbers
245287

Ivorydata4 1144

03061112 (Scan No.)

Names: Hayworth, Rita, 1918-1987

Occupation: Actors

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

Genre/
Form: Photographs -- Reproductions
Print advertising

- Box 1, Folder 2 [Every Girl Should Have The Charm of Sweet, Fragrant Skin!] [Print advertising.]
1 Item (col.; 34.5 x 28.5 cm.)
[Image\(s\)](#)
Lever Brothers Company
English.
Caption: "Every Girl Shoud Have The Charm of Sweet, Fragrant Skin!..." For Lux soap.
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- Good condition.
- Local Numbers
245288
- Ivorydata4 1145
03061113 (Scan No.)
- Names: Hayworth, Rita, 1918-1987
Occupation: Actors
Topic: Celebrities
Endorsements in advertising
Skin -- Care and hygiene
Women
Genre/
Form: Photographs -- Reproductions
Print advertising
- Box 1, Folder 2 Rita Hayworth
[Image\(s\)](#)
Product Brand
Calox tooth powder
- Box 1, Folder 2 Rita Hayworth
Product Brand
Bryan hosiery
- Box 1, Folder 2 Rita Hayworth
Product Brand
Chesterfield cigarettes
- Box 1, Folder 2 Wanda Hendrix

	Product Brand Pepsodent
Box 1, Folder 2	Sonja Henie (2 ads, one in color) Product Brand Wrigley's Double Mint Gum
Box 1, Folder 2	Audrey Hepburn Product Brand L'Interdit perfume
Box 1, Folder 2	Charlton Heston Product Brand Stero Realist Camera
Box 1, Folder 2	Hugh Herbert w/ Product Brand Blackstone Cigar
Box 1, Folder 2	Ann Savage
Box 1, Folder 2	Edwin C. Hill Product Brand Heublein's Cocktails
Box 1, Folder 2	William Holden Product Brand Keystone cameras
Box 1, Folder 2	Celeste Holm Product Brand Avon
Box 1, Folder 2	Celeste Holm with/ Product Brand Lux soap
Box 1, Folder 2	Joan Roberts

	Product Brand Lux soap
Box 1, Folder 2	Betty Garde Product Brand Lux soap
Box 1, Folder 2	Jack Holt Product Brand Lucky Strike cigarettes
Box 1, Folder 2	Bob Hope (2 ads) Product Brand Chesterfield cigarettes
Box 1, Folder 2	Bob Hope Image(s) Product Brand Hart, Schaffner & Marx taylors
Box 1, Folder 2	Bob Hope Product Brand Remington Shaver
Box 1, Folder 2	Bob Hope Product Brand Douglas Aircraft
Box 1, Folder 2	Bob Hope Product Brand Canada Dry Cordials
Box 1, Folder 2	Bob Hope Product Brand Sonic Industries
Box 1, Folder 2	Bob Hope Product Brand Royal Crown Cola

Box 1, Folder 2	Bob Hope Product Brand Rolex
Box 1, Folder 2	Bob Hope Product Brand NBC
Box 1, Folder 2	Bob Hope Product Brand Eagle clothes
Box 1, Folder 2	Bob Hope Product Brand Norelco 83
Box 1, Folder 2	E. Mason Hooper Product Brand Lux soap
Box 1, Folder 2	Hedda Hopper Product Brand Rheingold Beer
Box 1, Folder 2	Hedda Hopper Product Brand Servel gas appliances
Box 1, Folder 2	Leslie Howard Product Brand Lucky Strike cigarettes
Box 1, Folder 2	Rock Hudson Product Brand Air France
Box 1, Folder 2	Walter Huston

	Product Brand Sun-Kraft lamp
Box 1, Folder 2	Betty Hutton Product Brand Lux soap
Box 1, Folder 2	Betty Hutton Product Brand Briskin 8 Camera
Box 1, Folder 2	Betty Hutton Product Brand Prim Hosiery
Box 1, Folder 2	Betty Hutton Product Brand Max Factor
Box 1, Folder 2	Betty Hutton Product Brand Harper beauty salons
Box 1, Folder 2	Leila Hyams with/ Product Brand Daggett & Ramsdell cosmetics
Box 1, Folder 2	Faye Copeland Product Brand Daggett & Ramsdell cosmetics
Box 1, Folder 2	Anita De Vries Product Brand Daggett & Ramsdell cosmetics
Box 1, Folder 2	Virginia Snyder Product Brand Daggett & Ramsdell cosmetics
Box 1, Folder 2	Ann Jillian

	Product Brand Blackglama mink
Box 1, Folder 2	Jinx & Tex Product Brand Ipana toothpaste
Box 1, Folder 2	Van Johnson w/ Product Brand United States Lines
Box 1, Folder 2	Viscountess Furness
Box 1, Folder 2	Mrs. Reginald C. Vanderbilt
Box 1, Folder 2	Shirley Jones Product Brand Sunbeam
Box 1, Folder 2	Louis Jourdan Product Brand Christian Dior
Box 1, Folder 2	Jumbo the elephant Image(s) Product Brand Lux soap
Box 1, Folder 2	Jumbo the Colossal / The Magnificent / insists on Lux for thrifty costume care. [Print advertising.] <i>1 Item (b&w; 30 x 45.5 cm.)</i> Image(s) Lever Brothers Company, Advertiser English. Two-page spread, containing reproductions of 9 circus scenes, including an elephant, clown, aerialist, bareback rider, etc. Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Good condition.

Local Numbers

Ivorydata4 1146

03061114 (Scan No.)

Topic:	Circus Circus performers Clothing and dress Clowns Complexion Cost effectiveness Elephants Endorsements in advertising Laundry Skin -- Care and hygiene
Genre/ Form:	Photographs -- Reproductions Print advertising

Box 1, Folder 3	Boris Karloff Product Brand Tums
Box 1, Folder 3	Danny Kaye (2 ads) Product Brand US Savings Bonds
Box 1, Folder 3	Ruby Keeler Product Brand Lux soap
Box 1, Folder 3	Gene Kelly Image(s) Product Brand Air France
Box 1, Folder 3	Grace Kelly Image(s) Product Brand Lustre-Creme Shampoo
Box 1, Folder 3	Never Dries--it Beautifies! [Print advertising.]

1 Item (col.; 34.5 x 14.5 cm.)

[Image\(s\)](#)

Colgate-Palmolive Co.

English.

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

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Good condition.

Local Numbers

245290

Ivorydata4 1147

03061116 (Scan No.)

Names: Grace, Princess of Monaco, 1929-1982

Occupation: Actors

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

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3	Evelyn Keyes (2 ads) Product Brand Max Factor
Box 1, Folder 3	Evelyn Keyes Product Brand Lux soap
Box 1, Folder 3	Evelyn Keyes Product Brand Union Pacific Railroad
Box 1, Folder 3	Alan Ladd Product Brand Calox tooth powder
Box 1, Folder 3	Alan Ladd (2 ads)

Product Brand
California Sportswear Co.

Box 1, Folder 3 Alan Ladd

Product Brand
Camp Hosiery

Box 1, Folder 3 Alan Ladd (2 ads)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3 Bert Lahr

Product Brand
Personna blades

Box 1, Folder 3 Veronica Lake
[Image\(s\)](#)

Product Brand
Ayds diet candy

Box 1, Folder 3 Now...In new Bath Size. [Print advertising.]
1 Item (b&w; 27.5 x 21.5 cm.)
[Image\(s\)](#)
Lever Brothers Company, Advertiser
English.
Advertisement for Lux soap. Endorsement by actress Veronica Lake. (This collection contains several other endorsement by Veronica Lake.)

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Good condition.

Local Numbers
Ivorydata4 1148

03061117 (Scan No.)

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

	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

English.

Caption: ""Dainty Girls Win Out."" for Lux soap.

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Good condition.

Local Numbers

245292

Ivorydata4 1149

03061118 (Scan No.)

Names: Lamour, Dorothy, 1914-

Occupation: Actors

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

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3	Dorothy Lamour Product Brand The Shamrock Hotel
Box 1, Folder 3	Dorothy Lamour Product Brand Lux soap
Box 1, Folder 3	Dorothy Lamour Product Brand RC Cola
Box 1, Folder 3	Dorothy Lamour Product Brand Calox toothpowder
Box 1, Folder 3	Dorothy Lamour

	Product Brand Stratford pens
Box 1, Folder 3	Dorothy Lamour Product Brand Johnson shoes
Box 1, Folder 3	Elissa Landi (2 ads) Product Brand Lux soap
Box 1, Folder 3	Elissa Landi Product Brand Crown rayon
Box 1, Folder 3	Angela Lansbury Product Brand WPAT radio, NY
Box 1, Folder 3	Harry Lauder Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Gertrude Lawrence (2 ads) Product Brand Lux soap
Box 1, Folder 3	Lila Lee Product Brand Lux soap
Box 1, Folder 3	Mervyn LeRoy Product Brand Lord Calvert whiskey
Box 1, Folder 3	Li'l Abner (3 ads) Product Brand Cream of Wheat
Box 1, Folder 3	Beatrice Lillie

	Product Brand Lux soap
Box 1, Folder 3	Margaret Lindsay Product Brand North Star Blankets
Box 1, Folder 3	Harold Lloyd Image(s) Product Brand Stereo Realist Camera
Box 1, Folder 3	Carole Lombard Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Carole Lombard Product Brand Lux soap
Box 1, Folder 3	Carole Lombard Product Brand Elizabeth Arden
Box 1, Folder 3	Carole Lombard Product Brand 1847 Rogers Bros.
Box 1, Folder 3	Sophia Loren Product Brand Blackglama mink
Box 1, Folder 3	Anita Louise Product Brand Wrigley's gum
Box 1, Folder 3	Claire Luce Product Brand Peggy Sage cosmetics

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/

	Product Brand Lux soap
Box 1, Folder 3	the cast of "Anything Goes" Product Brand Lux soap
Box 1, Folder 3	David Merrick Product Brand Teacher's Scotch
Box 1, Folder 3	Ray Milland Product Brand Serval refrigerators
Box 1, Folder 3	Ray Milland Product Brand Belber luggage
Box 1, Folder 3	Marilyn Miller (2 ads) Image(s) Product Brand Lux soap
Box 1, Folder 3	Every Musical show in New York uses Lux... [Print advertising.] <i>1 Item (col.; 30 x 22 cm.)</i> Image(s) Lever Brothers Company, Advertiser English. Caption: "Every Musical show in New York uses Lux to double the life of stockings..." For Lux soap. Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Good condition. Local Numbers Ivorydata4 1150 03061119 (Scan No.) Names: Miller, Marilyn, 1898-1936 Occupation: Actors

Topic: Celebrities
Endorsements in advertising
Hosiery
Theater

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3	Liza Minelli Product Brand Blackglama mink
Box 1, Folder 3	Tom Mix Product Brand Ralston Purina
Box 1, Folder 3	Robert Montgomery Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Victor Moore with/ Product Brand White Rock water
Box 1, Folder 3	Mary Lewis Product Brand White Rock water
Box 1, Folder 3	Guy Lombardo Product Brand White Rock water
Box 1, Folder 3	Sigrid Lassen Product Brand White Rock water
Box 1, Folder 3	Rosie Moran with/ Product Brand Lux soap
Box 1, Folder 3	Jane Wyatt

	Product Brand Lux soap
Box 1, Folder 3	Mary Jane Walsh Product Brand Lux soap
Box 1, Folder 3	Martha Scott Product Brand Lux soap
Box 1, Folder 3	Patricia Morison Product Brand L&M cigarettes
Box 1, Folder 3	Zero Mostel Product Brand Teacher's scotch
Box 1, Folder 3	Arthur Murray Product Brand West Mill Tuxedo
Box 1, Folder 3	Nazimova Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Gertrude Niesen Product Brand GE clocks
Box 1, Folder 3	Lucille Norman Product Brand Chesterfield cigarettes
Box 1, Folder 3	Merle Oberon (4 ads) Image(s) Product Brand Max Factor

- Box 1, Folder 3 Merle Oberon
Product Brand
Lux soap
- Box 1, Folder 3 Maureen O'Hara
[Image\(s\)](#)
Product Brand
Chesterfield cigarettes
- Box 1, Folder 3 9 out of 10 Screen Stars are Lux Girls! [Print advertising.] Ladies Home
Journal
1 Item (b&w; 35 x 27 cm.)
[Image\(s\): 9 out of 10 Screen Stars are Lux Girls! \[Print advertising.\] Ladies
Home Journal.](#)
Lever Brothers Company
English.
Caption: "9 out of 10 Screen Stars are Lux Girls!"

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Good condition.

Local Numbers
245294

Ivorydata4 1151
03061120 (Scan No.)

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

Genre/
Form: Photographs -- Reproductions
 Print advertising
- Box 1, Folder 3 Maureen O'Hara
Product Brand
Camels
- Box 1, Folder 3 Maureen O'Hara

	Product Brand Lux soap
Box 1, Folder 3	Dennis O'Keefe Product Brand Camels
Box 1, Folder 3	Our Gang Product Brand Pep Bran flakes
Box 1, Folder 3	Janis Paige Product Brand US Trunk Co.
Box 1, Folder 3	Nigel Patrick Product Brand Curtis gin
Box 1, Folder 3	John Payne Product Brand Blatz Beer
Box 1, Folder 3	Drew Pearson Product Brand Bromo-Seltzer
Box 1, Folder 3	Gregory Peck w/ (on reverse) Product Brand Stereo Realist Camera
Box 1, Folder 3	Lanny Ross Product Brand Old Angus Scotch
Box 1, Folder 3	Gregory Peck (2 ads) Product Brand Air France
Box 1, Folder 3	Gregory Peck (2 ads)

	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 Liguers
Box 1, Folder 3	Ernie Pyle Image(s) Product Brand Chesterfield cigarettes
Box 1, Folder 3	Ernie Pyle Product Brand Nestles choclote
Box 1, Folder 3	Anthony Quayle Product Brand Parker pens
Box 1, Folder 3	Ella Raines Product Brand Woodbury Cold Cream
Box 1, Folder 3	Albertina Rasch Dancers Product Brand Camels
Box 1, Folder 3	Basil Rathbone (2 ads) Image(s) Product Brand Chesterfield cigarettes
Box 1, Folder 3	Ronald Reagan Product Brand Jeris hair tonic
Box 1, Folder 3	Sir Carol Reed

	Product Brand Parker pens
Box 1, Folder 3	Ray Rennahan with/ Product Brand Pittsburgh Paints
Box 1, Folder 3	Jennifer Jones Product Brand Pittsburgh Paints
Box 1, Folder 3	Carl Reiner (2 ads) Product Brand Kahlua liquer
Box 1, Folder 3	Debbie Reynolds Product Brand Lustre-Cream shampoo
Box 1, Folder 3	Marjorie Reynolds Product Brand RC Cola
Box 1, Folder 3	Alicia Rhett Product Brand Camel cigarettes
Box 1, Folder 3	Sarah Rice Product Brand Blackglama mink
Box 1, Folder 3	Irene Rich Image(s) Product Brand Maybelline
Box 1, Folder 3	Lyda Roberti Product Brand Lastex yarn

- Box 1, Folder 3 Lyda Roberti
Product Brand
Lux soap
- Box 1, Folder 3 Dale Robertson
Product Brand
Chesterfield cigarettes
- Box 1, Folder 3 Ginger Rogers (2 ads)
[Image\(s\)](#)
Product Brand
Max Factor
- Box 1, Folder 3 Ginger Rogers
[Image\(s\)](#)
Product Brand
Clairol
- Box 1, Folder 4 I Adore You... [print advertising], 1935
1 item (b&w; 32.5 x 24 cm.)
[Image\(s\): I Adore You... \[print advertising\], 1935.](#)
Lever Brothers Company
English.
For Lux Soap.
- Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
- Good condition.
- Local Numbers
245295
- Ivorydata4 1152
03061121 (Scan No.)
Published 1 Feb. 1935
- Names: Rogers, Ginger, 1911-
Occupation: Actors
Topic: Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene

Women

Genre/
Form: Photographs -- Reproductions
Print advertising

- Box 1, Folder 3 Ginger Rogers
Product Brand
Lady Baltimore luggage
- Box 1, Folder 3 Ginger Rogers
Product Brand
Lux soap
- Box 1, Folder 3 Ruth Roman
Product Brand
Chesterfield cigarettes
- Box 1, Folder 3 Billy Rose
Product Brand
Disc Edison
- Box 1, Folder 3 Jane Russell
Product Brand
Corocraft jewelry
- Box 1, Folder 3 Rosalind Russell
[Image\(s\)](#)
Product Brand
Chesterfield cigarettes
- Box 1, Folder 3 Rosalind Russell
[Image\(s\)](#)
Product Brand
Woodbury Cold Cream
- Box 1, Folder 4 Will you give one month to winning a Romance Complexion? [Print
advertising.]
1 Item (b&w; 34 x 14 cm.)
[Image\(s\)](#)
Lever Brothers Company
English.
Caption: ""Will YOU give one month to winning a Romance Complexion?""

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Good condition.

Local Numbers

245296

Ivorydata4 1153

03061122 (Scan No.)

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

Box 1, Folder 3 Rosalind Russell (2 ads)

Product Brand

Lux soap

Box 1, Folder 3 Rosalind Russell

Product Brand

Blackglama mink

Box 1, Folder 3 Rosalind Russell

Product Brand

Elgin watches

Box 1, Folder 3 Robert Ryan

Product Brand

Phoenix clothes

Box 1, Folder 3 George Sanders (2 ads)

Product Brand

Blatz Beer

Box 1, Folder 3 Lizabeth Scott

	Product Brand Woodbury Cold Cream
Box 1, Folder 3	Randolph Scott Product Brand Corling's Ale
Box 1, Folder 3	Ann Sheridan (2 ads) Product Brand Chesterfield cigarettes
Box 1, Folder 3	Ann Sheridan Product Brand Ayds diet candy
Box 1, Folder 3	Ann Sheridan Product Brand Max Factor
Box 1, Folder 3	Ann Sheridan Product Brand Velva Simulated Pearls
Box 1, Folder 3	Alexis Smith Product Brand Lipton Tea
Box 1, Folder 3	C. Aubrey Smith Product Brand Williams shaving cream
Box 1, Folder 3	Ann Sothern (2 ads) Product Brand Max Factor
Box 1, Folder 3	Ann Sothern Product Brand DeVilbiss perfume atomizers
Box 1, Folder 3	Ann Sothern

Product Brand
Elizabeth Arden

Box 1, Folder 3
Barbara Stanwyck
[Image\(s\)](#)

Product Brand
Calox tooth powder

Box 1, Folder 4
For the Most Beautiful Hair in the World... [Print advertising.]
1 Item (col.; 28.5 x 21 cm.)
[Image\(s\)](#)
Colgate-Palmolive Co., Advertiser
English.
Caption: "For the Most Beautiful Hair in the World...". For Lustre-Creme Shampoo.

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Good condition.

Local Numbers
Ivorydata4 1154
03061123 (Scan No.)

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

Genre/
Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3
Barbara Stanwyck
Product Brand
Old Gold cigarettes

Box 1, Folder 3
Barbara Stanwyck
Product Brand
Dictaphone

Box 1, Folder 3
Barbara Stanwyck

	Product Brand L&M cigarettes
Box 1, Folder 3	Barbara Stanwyck Product Brand Chesterfield cigarettes
Box 1, Folder 3	Barbara Stanwyck Product Brand Duncan Glass
Box 1, Folder 3	Barbara Stanwyck Product Brand Ronson cigarette lighters
Box 1, Folder 3	Barbara Stanwyck (2 ads) Product Brand Max Factor
Box 1, Folder 3	Barbara Stanwyck (3 ads) Product Brand Lux soap
Box 1, Folder 3	Barbara Stanwyck Product Brand Lustre-Creme shampoo
Box 1, Folder 3	Leni Stengel w/ Product Brand Lux soap
Box 1, Folder 3	Margot Stevenson Product Brand Lux soap
Box 1, Folder 3	Dorothy Stone Product Brand Lux soap
Box 1, Folder 3	Jan Sterling

Product Brand
Chesterfield cigarettes

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

Box 1, Folder 3 Dorothy Stone
Product Brand
Lux soap

Box 1, Folder 3 Preston Sturges
Product Brand
Scripto

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

Box 1, Folder 3 Margaret Sullavan
[Image\(s\)](#)
Product Brand
Max Factor

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

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due to copyright.

Good condition.

Local Numbers
245298

Ivorydata4 1155
03061124 (Scan No.)

Names: Sullavan, Margaret, 1911-1960

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

Box 1, Folder 3	Ed Sullivan Product Brand Chesterfield cigarettes
Box 1, Folder 3	Ed Sullivan Product Brand Schenley whiskey
Box 1, Folder 3	Gloria Swanson Product Brand Wrigley's Double Mint Gum
Box 1, Folder 3	John Cameron Swayze Product Brand Fram Filters
Box 1, Folder 3	Sylvia Product Brand Wamsutta sheets
Box 1, Folder 3	Elizabeth Taylor & Mike Todd Product Brand TWA airlines
Box 1, Folder 3	Estelle Taylor Product Brand Chermay cosmetics
Box 1, Folder 3	Robert Taylor and wife Product Brand SS Matsonia

Box 1, Folder 3	Robert Taylor Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Joan Tetzl Product Brand Schaefer Beer
Box 1, Folder 3	Shirley Temple (3 ads) Image(s) Product Brand Quaker Puffed Wheat
Box 1, Folder 3	Lowell Thomas (2 ads) Product Brand Kaiser automobiles
Box 1, Folder 3	Gene Tierney Product Brand Royal Crown Cola
Box 1, Folder 3	Gene Tierney Product Brand Ronson cigarette lighters
Box 1, Folder 3	Arthur Treacher Product Brand Walker's Bourbon
Box 1, Folder 3	Claire Trevor Product Brand Lemon Rinse
Box 1, Folder 3	Lana Turner (4 ads) Image(s) Product Brand Max Factor
Box 1, Folder 3	Peter Ustinov (2 ads)

	Product Brand Gallo Wine
Box 1, Folder 3	Lupe Velez Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Martha Vickers Product Brand Stauffer System Inc.
Box 1, Folder 3	Cheryl Walker Product Brand Woodbury face cream
Box 1, Folder 3	Polly Walters Product Brand Lux soap
Box 1, Folder 3	David Warfield Product Brand Lucky Strike cigarettes
Box 1, Folder 3	John Wayne Image(s) Product Brand Air France
Box 1, Folder 3	John Wayne Product Brand Camels
Box 1, Folder 3	Jack Webb Product Brand L&M cigarettes
Box 1, Folder 3	Jack Webb Product Brand Chesterfield cigarettes

Box 1, Folder 3	Clifton Webb Product Brand Heublein's Cocktails
Box 1, Folder 3	George White Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Alice White Product Brand Blue-Jay
Box 1, Folder 3	Richard Widmark Product Brand Chesterfield cigarettes
Box 1, Folder 3	Cornel Wilde Product Brand Kuppenheimer clothes
Box 1, Folder 3	Esther Williams with/ Image(s) Product Brand Lux soap
Box 1, Folder 3	Peter Lawford Product Brand Lux soap
Box 1, Folder 4	You're beautiful! [Print advertising.] Ladies Home Journal <i>1 Item (b&w; 35 x 27 cm.)</i> Image(s): You're beautiful! [Print advertising.] Ladies Home Journal. Lever Brothers Company English. Caption: ""You're beautiful!"" for Lux soap. Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Good condition.

Local Numbers

245299

Ivorydata4 1156

03061125 (Scan No.)

Names:	Lawford, Peter, 1923- Williams, Esther, 1923-
Occupation:	Actors
Topic:	Celebrities Complexion Endorsements in advertising Skin -- Care and hygiene Women
Genre/ Form:	Photographs -- Reproductions Print advertising

Box 1, Folder 3	Esther Williams Product Brand Cole bathing suits
Box 1, Folder 3	Earl Wilson Product Brand Lord Calvert whiskey
Box 1, Folder 3	Walter Winchell Product Brand Lucky Strike cigarettes
Box 1, Folder 3	Jane Withers Product Brand Royal Gelatin
Box 1, Folder 3	Teresa Wright Product Brand Woodbury face cream
Box 1, Folder 3	Jane Wyman Product Brand Chesterfield cigarettes
Box 1, Folder 3	Jane Wyman

Product Brand
Lux soap

Box 1, Folder 3 Jane Wyman
Product Brand
Lipton Tea

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

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

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

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

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

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Good condition.

Local Numbers
245300

Ivorydata4 1157

03061126 (Scan No.)

Names: Young, Loretta, 1913-

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

Box 1, Folder 3 Loretta Young
Product Brand
Dexdale stockings

Box 1, Folder 3 Robert Young
Product Brand
Schaefer Beer

Box 1, Folder 3 Lin Yutang
Product Brand
Parker pens

Box 1, Folder 3 Pia Zadora
Product Brand
Dubonnet wine

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Series 2: Business/Politics

Box 2, Folder 1	W.S. Anderson with/ Product Brand US Lines
Box 2, Folder 1	M.W.V. Ash Product Brand US Lines
Box 2, Folder 1	Harry S. Truman Product Brand US Lines
Box 2, Folder 1	E.P. Baker Product Brand Plymouth automobiles
Box 2, Folder 1	Ray Baker with/ Product Brand Camels
Box 2, Folder 1	Mrs. & Mrs. James P. Baxter, III w/ Product Brand United States Lines
Box 2, Folder 1	Mr. & Mrs. Dryden R. Reid Product Brand United States Lines
Box 2, Folder 1	King Paul & Queen Frederika Product Brand United States Lines
Box 2, Folder 1	Bill Cook
Box 2, Folder 1	Fernando Berckemeyer w/

	Product Brand
	United States Lines
Box 2, Folder 1	Mrs. H. Q.H. Frelinghuysen
	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 Edmundsonw/ 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

English.

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

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

Ink on paper.

Local Numbers

01061101.tif(AC Scan)

Names: Roosevelt, Eleanor, 1884-1962
Topic: Air travel -- 1930-1950
Knitting
Genre/
Form: Advertisements -- 1930-1950
Photographs -- 1930-1940 -- Color -- Reproductions

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

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

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

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

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

Box 2, Folder 1 Mrs. John McLean

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

Box 2, Folder 1 James Walker
Product Brand
Lucky Strike cigarettes

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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

	Product Brand Camels
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 Chesterfield cigarettes
Box 2, Folder 2	D.J. McLawhorn (farmer) Product Brand Chesterfield cigarettes
Box 2, Folder 2	Ewell Blackwell w/ (2 ads) Product Brand Chesterfield cigarettes http://amhistory.si.edu/archives/images/d7611-3.jpg
Box 2, Folder 2	Joe DiMaggio Image(s) 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

	Product Brand Camels
Box 2, Folder 2	Pete Desjardins Product Brand Camels
Box 2, Folder 2	Lou Gehrig Product Brand Camels
Box 2, Folder 2	Helen Hicks Product Brand Camels
Box 2, Folder 2	Josephine McKim Product Brand Camels
Box 2, Folder 2	Mel Ott Product Brand Camels
Box 2, Folder 2	Gene Sarazen Product Brand Camels
Box 2, Folder 2	Harold Smith Product Brand Camels
Box 2, Folder 2	Bill Tilden Product Brand Camels
Box 2, Folder 2	Susan Vilas Product Brand Camels
Box 2, Folder 2	Whitey Ford

	Product Brand Seven Seas Slax
Box 2, Folder 2	Walt Frazier Product Brand Colgate
Box 2, Folder 2	Commander Gatti Product Brand Stereo Realist Camera
Box 2, Folder 2	Lou Gehrig w/ (2 ads) Product Brand Camels
Box 2, Folder 2	Tommy Armour Product Brand Camels
Box 2, Folder 2	Betty Bailey Product Brand Camels
Box 2, Folder 2	George Barker Product Brand Camels
Box 2, Folder 2	Bruce Barnes Product Brand Camels
Box 2, Folder 2	Bobby Walthour, Jr. Product Brand Camels
Box 2, Folder 2	Lou Gehrig Product Brand Aqua-Velva
Box 2, Folder 2	Frank Gifford

	Product Brand Jantzen
Box 2, Folder 2	Charles Goren Product Brand Teacher's Scotch
Box 2, Folder 2	Rocky Graziano Product Brand Dakin
Box 2, Folder 2	Walter Hagen Product Brand Lucky Strike cigarettes
Box 2, Folder 2	Tom Harmon Product Brand Catalina Sportswear
Box 2, Folder 2	Frank Harrigan w/ Product Brand O'Shea knitting Mills
Box 2, Folder 2	Bennie Oosterbaan Product Brand O'Shea Knitting Mills
Box 2, Folder 2	Russ Hodges Product Brand John C. Roberts shoes
Box 2, Folder 2	Mr. & Mrs. Ben Hogan w/ Product Brand United States Lines
Box 2, Folder 2	Donald Burr
Box 2, Folder 2	Billie Worth
Box 2, Folder 2	Francis Parkinson Keyes

Box 2, Folder 2	Rear Admiral Tully Shelly
Box 2, Folder 2	Ben Hogan w/ Product Brand MacGregor Golf Co.
Box 2, Folder 2	Louise Suggs Product Brand MacGregor Golf Co.
Box 2, Folder 2	Lamar Hunt Product Brand Rolex
Box 2, Folder 2	Harmon Killebrew Product Brand Northcool Vycott
Box 2, Folder 2	Edward Kent w/ Product Brand Camels
Box 2, Folder 2	Betty Chase Product Brand Camels
Box 2, Folder 2	Jack Shea Product Brand Camels
Box 2, Folder 2	Ray F. Stevens Product Brand Camels
Box 2, Folder 2	Paul Thompson Product Brand Camels

Box 2, Folder 2	Anton LeKang Product Brand Camels
Box 2, Folder 2	Sid Luckman Product Brand Pabst Blue Ribbon beer
Box 2, Folder 2	Mr. & Mrs. Sal Maglie Product Brand Olympic Luggage
Box 2, Folder 2	Mickey Mantle Product Brand Viceroy
Box 2, Folder 2	Mickey Mantle Product Brand Haggar Slacks
Box 2, Folder 2	Rocky Marciano Product Brand National Car Rental
Box 2, Folder 2	Jimmy McLarnin Product Brand Goodrich tires
Box 2, Folder 2	Lillas Moriarty Product Brand Woodbury cream
Box 2, Folder 2	Stan Musial w/ (2 ads) Product Brand Chesterfield cigarettes
Box 2, Folder 2	Ted Williams

Image(s)

	Product Brand Chesterfield cigarettes
Box 2, Folder 2	Joe Namath Product Brand Laz-Z-Boy
Box 2, Folder 2	Bennie Oosterbaan Product Brand Bradley Knitting co.
Box 2, Folder 2	Mel Ott w/ Product Brand Camels
Box 2, Folder 2	Harold Schumacher Product Brand Camels
Box 2, Folder 2	James (Rip) Collins Product Brand Camels
Box 2, Folder 2	Lou Gehrig Product Brand Camels
Box 2, Folder 2	Carl Hubbell Product Brand Camels
Box 2, Folder 2	Arnold Palmer Product Brand Wilson Sporting Goods
Box 2, Folder 2	Peter Perkins

	Product Brand Tareyton cigarettes
Box 2, Folder 2	Grantland Rice Product Brand Carlings Ale
Box 2, Folder 2	"Vinnie" Richards Product Brand Lucky Strike cigarettes
Box 2, Folder 2	Branch Rickey Product Brand Gray Audograph
Box 2, Folder 2	Gene Sarazan w/ Product Brand Camels
Box 2, Folder 2	Georgia Coleman Product Brand Camels
Box 2, Folder 2	Jim Lancaster Product Brand Camels
Box 2, Folder 2	Bill Miller Product Brand Camels
Box 2, Folder 2	Melvin Ott Product Brand Camels
Box 2, Folder 2	John L. Skillman Product Brand Camels
Box 2, Folder 2	Gene Sarazan

	Product Brand Teacher's Scotch
Box 2, Folder 2	Gene Sarazan w/ Product Brand Bromo Seltzer
Box 2, Folder 2	Ella Barnett Product Brand Bromo Seltzer
Box 2, Folder 2	Carl G. Triest Product Brand Bromo Seltzer
Box 2, Folder 2	Gene Sarazan Product Brand Libby's Tomato Juice
Box 2, Folder 2	Gene Sarazan Product Brand Teacher's Scotch
Box 2, Folder 2	Jane Sharp w/ Product Brand Camels
Box 2, Folder 2	F.B. Fowler Product Brand Camels
Box 2, Folder 2	Bill Stern Product Brand Cape Coral, Florida
Box 2, Folder 2	Bill Stern Product Brand Florida tourism
Box 2, Folder 2	Mrs. Louis J. Swift, Jr.

	Product Brand Camels
Box 2, Folder 2	M.J. "Mike" Thompson Product Brand Camels
Box 2, Folder 2	Bill Tilden w/ Product Brand Camels
Box 2, Folder 2	Mrs. J.B. Freeley Product Brand Camels
Box 2, Folder 2	Dick Hungerford Product Brand Camels
Box 2, Folder 2	C.A. Petersen Product Brand Camels
Box 2, Folder 2	Eileen Tighe Product Brand Camels
Box 2, Folder 2	Ellsworth Vines, Jr. Product Brand Pabst Blue Ribbon
Box 2, Folder 2	Ellsworth Vines w/ Product Brand Wheaties
Box 2, Folder 2	Bernie Bierman
Box 2, Folder 2	Pepper martin
Box 2, Folder 2	Arnold Herber

Box 2, Folder 2	"Babe" Didrikson
Box 2, Folder 2	Ken Strong
Box 2, Folder 2	Joe DiMaggio
Box 2, Folder 2	Ellsworth Vines w/ Product Brand Camels
Box 2, Folder 2	Helen Hicks
Box 2, Folder 2	Ellsworth Vines, Jr.
Box 2, Folder 2	"Bucky" Walters w/ Product Brand Gillette Razor
Box 2, Folder 2	Wilbur Shaw Product Brand Gillette Razor
Box 2, Folder 2	Lloyd Waner Product Brand Lucky Strike cigarettes
Box 2, Folder 2	Paul Waner Product Brand Lucky Strike cigarettes
Box 2, Folder 2	"Hub" Whiteman Product Brand Goodrich tires
Box 2, Folder 2	Lenore Kight Wingard w/ Product Brand Camels
Box 2, Folder 2	Ida Gray

	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

Product Brand
tea

Box 2, Folder 3 Mrs. Ellen Tuck Astor w/
Product Brand
Pond's Cream

Box 2, Folder 3 It's my one essential [Print advertising.] Vogue, incorporating Vanity Fair
1 Item (b&w; 33 x 24.5 cm.)
[Image\(s\): It's my one essential \[Print advertising.\] Vogue, incorporating Vanity Fair.](#)
Pond's Inc., Advertiser
English.
Ad for Pond's Cold Cream. Mrs. Nicholas R. du Pont and Ellen Tuck Astor featured.

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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/
Form: Photographs -- Reproductions
Print advertising

Box 2, Folder 3 Mrs. Nicholas R. duPont

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

Box 2, Folder 3 Lady Violet Astor

	Product Brand Pond's Cream
Box 2, Folder 3	Mrs. Henry Barclay Product Brand Tareyton cigarettes
Box 2, Folder 3	Pat Barnard w/ (on reverse) Product Brand Sweetheart soap
Box 2, Folder 3	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
English.
Ad contains a series of reproductions of photographs with captions:
debutantes endorse Pond's Cold Cream. They include Margaret Biddle, Tita
Johnson, Phebe [sic] Thorne, Adelaide Weld, and Evalyn McLean. Note:
copyright date at bottom left of piece.

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Good condition.

Local Numbers
Ivorydata4 1159
03061128 (Scan No.)

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

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

Genre/
Form: Photographs -- Reproductions
 Print advertising
- Box 2, Folder 3 Mrs. Livingston Biddle, Jr.

[Image\(s\)](#)

	Product Brand Tareyton cigarettes
Box 2, Folder 3	Sherman Billingsley w/ Product Brand Sortilege perfume
Box 2, Folder 3	Morton Downey Product Brand Sortilege perfume
Box 2, Folder 3	Arthur Godfrey Product Brand Sortilege perfume
Box 2, Folder 3	Steve Hannagan Product Brand Sortilege perfume
Box 2, Folder 3	Sherman Billingsley/Stork Club Product Brand Camels
Box 2, Folder 3	Sherman Billingsley Product Brand Brewers' Best Beer
Box 2, Folder 3	Mrs. Alden S. Blodgett Product Brand Dorothy Gray cosmetics
Box 2, Folder 3	Martha Boss Image(s) Product Brand Sweetheart soap
Box 2, Folder 3	Beauty is my business. [Print advertising.]

1 Item (b&w; 29 x 22.5 cm.)

[Image\(s\)](#)

SweetHeart Soap.

English.

Caption: "Beauty is my business". for SweetHeart soap.

Ad at bottom of page.

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Good condition.

Local Numbers

245303

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/ Product Brand Pond's Cream
Box 2, Folder 3	Susan Medlock Product Brand Pond's Cream
Box 2, Folder 3	Hattie Carnegie Product Brand Air France
Box 2, Folder 3	Mrs. Thomas M. Carnegie, Jr. Product Brand Camels
Box 2, Folder 3	Mr. & Mrs. Igor Cassini Product Brand Cinzano
Box 2, Folder 3	Mrs. Igor Cassini Product Brand Tintain Hair Coloring
Box 2, Folder 3	Igor Cassini Product Brand Heublein's Cocktails
Box 2, Folder 3	Olive Cawley w/

[Image\(s\)](#)

	Product Brand Lux soap
Box 2, Folder 3	Virginia Parker Product Brand Lux soap
Box 2, Folder 3	Peggy Patterson Product Brand Lux soap
Box 2, Folder 3	Jane Will Product Brand Lux soap
Box 2, Folder 3	New York Debutantes Live in Luxables. [Print advertising.], 1936 <i>1 Item (b&w; 32.5 x 25.5 cm.)</i> Image(s): New York Debutantes Live in Luxables. [Print advertising.] 1936 Lever Brothers Company English. Caption: "New York Debutantes Live in Luxables". Teenage girls engaging in winter sports. Published 15 Nov. 1936. Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Good condition. Local Numbers 245304 Ivorydata4 1161 03061130 (Scan No.) Topic: Clothing and dress Debutantes Endorsements in advertising Girls Laundry Sports Teenagers Winter Place: New York (N.Y.)

	Genre/ Form:	Photographs -- Reproductions Print advertising
Box 2, Folder 3	Countess de Chambrun w/ Product Brand United States Lines	
Box 2, Folder 3	Mrs. Bob Considine	
Box 2, Folder 3	Mr. & Mrs. Marvin Pierce	
Box 2, Folder 3	Charles of London Product Brand Chrysler	
Box 2, Folder 3	Princess Paul Chavchavadze Product Brand Nobility Plate	
Box 2, Folder 3	Prince Paul Chavchavadze Product Brand Hiram Walker Liqueurs	
Box 2, Folder 3	Princess Alphonse de Chimay Product Brand Lentheric Parfumeur	
Box 2, Folder 3	Mrs. Howard C. Christy Product Brand Black Knight china	
Box 2, Folder 3	Elisabeth Coffey w/ Product Brand Pond's Cream	
Box 2, Folder 3	Mrs. Anthony J. Drexel, III Product Brand Pond's Cream	
Box 2, Folder 3	Lady Moira Combe	

	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.
 English.
 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.)
 Topic: Card games
 Complexion
 Endorsements in advertising
 Skin -- Care and hygiene
 Social classes
 Women
 hands -- Care and hygiene
 Genre/
 Form: Photographs -- Reproductions
 Print advertising
- 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

Box 2, Folder 3 "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
English.
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

Box 2, Folder 3 Audrey Druhonel

Product Brand
Pond's Cream

Box 2, Folder 3 Mrs. Anthony D. Duke

	Product Brand Pond's Cream
Box 2, Folder 3	The Viscountess Dunwich w/ Product Brand Pond's Cream
Box 2, Folder 3	The Lady Barbara Gore Product Brand Pond's Cream
Box 2, Folder 3	The Countess Howe Product Brand Pond's Cream
Box 2, Folder 3	The Duchess of Leinster Product Brand Pond's Cream
Box 2, Folder 3	The Vicountess Milton Product Brand Pond's Cream
Box 2, Folder 3	The Lady Helena Fitzwilliam Product Brand Pond's Cream
Box 2, Folder 3	Mrs. Ernest DuPont, Jr. Product Brand Camels
Box 2, Folder 3	Mr. & Mrs. William Dwight w/ Product Brand United States Lines
Box 2, Folder 3	Fernandel Product Brand United States Lines
Box 2, Folder 3	Amelia M. Earhart

Product Brand
Lucky Strike cigarettes

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

Product Brand
Pond's Cream

Box 2, Folder 3 King Edward VII

Product Brand
Angelus pianos

Box 2, Folder 3 Stephen B. Elkins, III

Product Brand
Cream of Wheat

Box 2, Folder 3 La Comtesse Maria Esterhazy

Product Brand
Cadillac

Box 2, Folder 3 Countess de La Falaise
[Image\(s\)](#)

Product Brand
Pond's Cream

Box 2, Folder 3 A new study of the Countess de la Falaise. [Print advertising.]
1 item (b&w; 32.5 x 25.4 cm.)
[Image\(s\)](#)
Pond's Inc., Advertiser
English.
For Pond's cold cream. Reproduction of a single photograph of the countess,
wearing a necklace and tiara. Dated lower left.

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Good.

Local Numbers
Ivorydata4 1164
03061133 (Scan No.)

Names: Falaise, de la, Countess
Topic: Aristocracy (Social class)

Complexion
Endorsements in advertising
Skin -- Care and hygiene
Tiaras
Women in advertising
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 Rhinelanders 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 Winchilsea Product Brand Pond's Cream
Box 2, Folder 3	Mrs. Kendall Lee Glaenger 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

English.

Caption: "Your Skin Will Love Camay's Caressing Care!" For Camay Cold Cream. Mrs. Charles J. Gossner featured.

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Good condition.

Local Numbers

245308

Ivorydata4 1165

03061134 (Scan No.)

Topic:	Complexion Endorsements in advertising Skin -- Care and hygiene Wedding Women
Genre/ Form:	Photographs -- Reproductions Print advertising

Box 2, Folder 3

Mrs. George Jay Gould, Jr.

Product Brand

Pond's Cream

Box 2, Folder 3

Beatrice "Milo" Grey

Product Brand

Camels

Box 2, Folder 3

Beatrice "Milo" Grey w/

[Image\(s\)](#)

Product Brand

Camels

Box 2, Folder 3

Le Brun Rhinelander

- Box 2, Folder 3 Peggy Stevenson
- Box 2, Folder 3 Senorita Ana Rosa Martinez Guerrero w/
Product Brand
Pond's Cream
- Box 2, Folder 3 Senhora Aimee Lopes de Sotto Maior
Product Brand
Pond's Cream
- Box 2, Folder 3 Senora Pila Subercaseaux
Product Brand
Pond's Cream
- Box 2, Folder 3 The Americas. [Print advertising.], 1941
1 Item (b&w; 31 x 22.5 cm.)
[Image\(s\): The Americas. \[Print advertising.\] 1941.](#)
Pond's Inc., Advertiser
English.
Ad contains reproductions of three photographs with endorsements: Aimee Lopes De 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/ Form:	Photographs -- Reproductions 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.] <i>1 item (b&w; 34.5 x 22.5 cm.)</i> Image(s) Pond's Inc., Advertiser English. Advertisement for Pond's Cold Cream. Contains reproductions of photographs of Countess Howe, the Duchess of Leinster, and Her Royal Highness Princesse Genevieve d'Orleans, and their endorsements.

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Good.

Local Numbers

Ivorydata4 1167

03061136 (Scan No.)

Names:	Howe, Countess Leinster, Duchess of
Topic:	Aristocracy (Social class) Complexion Endorsements in advertising Princesses Skin -- Care and hygiene Women in advertising
Genre/ Form:	Photographs -- Reproductions Print advertising

Box 2, Folder 3	Mrs. Sherman Jenney Product Brand Woodbury
Box 2, Folder 3	Miss Josephine Johnson Product Brand Woodbury
Box 2, Folder 3	Mr. & Mrs. George S. Kaufman Product Brand United States Lines
Box 2, Folder 3	w/ Mr. & Mrs. E.R. Cook
Box 2, Folder 3	Mr. & Mrs. George S. Farnsworth
Box 2, Folder 3	Mr. & Mrs. N.H. Heubeck
Box 2, Folder 3	Tennessee Williams
Box 2, Folder 3	Joan Kemp Product Brand Sweetheart soap

Box 2, Folder 3	Mr. A. Atwater Kent Product Brand Packard
Box 2, Folder 3	Kathy Knight Product Brand Sweetheart soap
Box 2, Folder 3	Mrs. John P. Labouisse Product Brand Dorothy Grey
Box 2, Folder 3	Lafayette (restaurant) Product Brand Camels
Box 2, Folder 3	Conutess Isabella de Lalaing Product Brand Mallinson's silks
Box 2, Folder 3	Eleanor Lambert Product Brand Air India
Box 2, Folder 3	Mrs. Chiswell Dabney Langhorne Product Brand Camels
Box 2, Folder 3	Mrs. Ring Lardner Product Brand Martex
Box 2, Folder 3	Lanvin Product Brand Cutex
Box 2, Folder 3	Denise Lawson-Johnsto

	Product Brand Tareyton cigarettes
Box 2, Folder 3	Duchess of Leinster Product Brand Pond's Cream
Box 2, Folder 3	Tina Leser Product Brand Kaiser/Frazier
Box 2, Folder 3	Dorothy Lewis w/ Product Brand Camels
Box 2, Folder 3	Mrs. Frank E. Smith Product Brand Camels
Box 2, Folder 3	Mary Lewis Product Brand Camels
Box 2, Folder 3	Mrs. John Davis Lodge w/ Product Brand Pond's Cream
Box 2, Folder 3	Mrs. Alexander Hamilton
Box 2, Folder 3	Mrs. Adrian Iselin, II
Box 2, Folder 3	Mrs. Alister McCormack
Box 2, Folder 3	Mrs. John Davis Lodge Product Brand Pond's Cream
Box 2, Folder 3	Eugenia Loughlin

	Product Brand Pond's Cream
Box 2, Folder 3	Count Felix von Luckner (2 pgs.) Product Brand Lucky Strke cigarettes
Box 2, Folder 4	Mandel Brothers w/ Product Brand Lux soap
Box 2, Folder 4	Carson Pirie Scott & Co. Product Brand Lux soap
Box 2, Folder 4	Martha Weathered Product Brand Lux soap
Box 2, Folder 4	Grand Duchesse Marie Product Brand Lord & Taylor
Box 2, Folder 4	Maximillian Product Brand Kaiser-Frazier
Box 2, Folder 4	Elsa Maxwell (2 ads, one color) Product Brand Universal Cook-a-matic
Box 2, Folder 4	Elsa Maxwell Product Brand Candy of the Month
Box 2, Folder 4	Mrs. Francis H. McAdoo Product Brand Nobility Plate silver
Box 2, Folder 4	Claire McCardell

	Product Brand Kaiser-Frazier
Box 2, Folder 4	Mrs. Alister McCormick Product Brand Pond's Cream
Box 2, Folder 4	Mary McHale w/ Product Brand Pond's Cream
Box 2, Folder 4	Mrs. Rodman Wannamaker Product Brand Pond's Cream
Box 2, Folder 4	Mrs. William G. McKnight Product Brand Tareyton cigarettes
Box 2, Folder 4	Lady Mendl Product Brand Chrysler
Box 2, Folder 4	Leslie Morris Product Brand Camel
Box 2, Folder 4	Mrs. W. Forbes Morgan Product Brand Pond's Cream
Box 2, Folder 4	Lady Louis Mountbatten Product Brand Pond's Cream
Box 2, Folder 4	Miss Mary de Mumm Product Brand Pond's Cream
Box 2, Folder 4	Mrs. Orson Munn, Sr.

	Product Brand Ronson lighters
Box 2, Folder 4	Princess Murat Product Brand Pond's Cream
Box 2, Folder 4	Lady Elizabeth Murray Product Brand Pond's Cream
Box 2, Folder 4	Mr. & Mrs. DeLancy Nicoll, III Product Brand Romanoff caviar
Box 2, Folder 4	Norman Norell Product Brand Kaiser-Frazier
Box 2, Folder 4	Prince Alexis Obolensky, Jr. Product Brand Lanson Champagne
Box 2, Folder 4	HRH Princesse Genevieve d'Orleans Product Brand Produits Bertie
Box 2, Folder 4	Lady Mary Pakenham Product Brand Pond's Cream
Box 2, Folder 4	Mrs. William Paley Product Brand Hattie Carnegie
Box 2, Folder 4	Miss Elinor Patterson Product Brand Pond's Cream
Box 2, Folder 4	Mrs. Nicholas G. Penniman, III

	Product Brand Camels
Box 2, Folder 4	Peter Perkins Product Brand Tareyton cigarettes
Box 2, Folder 4	Pierre's (restaurant) Product Brand Camels
Box 2, Folder 4	Mrs. R.S. Pierrepont, Jr. Product Brand Tareyton cigarettes
Box 2, Folder 4	Rosamond Pinchot Image(s) Product Brand Hupmobile
Box 2, Folder 4	Take a Leaf from the Debs' Glamour Book... [Print advertising.] <i>1 Item (b&w.; 29 x 21.5 cm.)</i> Image(s) Woodbury, John H., Dermatologica English. Caption: "Take a Leaf from the Debs' Glamour Book...try a Woodbury Facial Cocktail". Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Good condition. Local Numbers Ivorydata4 1168 03061137 (Scan No.) Topic: Complexion Debutantes Endorsements in advertising Skin -- Care and hygiene Teenagers Women

	Genre/ Form:	Photographs -- Reproductions 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.

English.

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

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Good condition.

Local Numbers

245312

Ivorydata4 1169

03061138 (Scan No.)

Topic:	Complexion Endorsements in advertising 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 Rutherford
Product Brand
Tareyton cigarettes

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

Box 2, Folder 4 Mrs. Allan A. Ryan, Jr.

	Product Brand Calibar Sun Glasses
Box 2, Folder 4	Dorothy McGill Scott Product Brand Tareyton cigarettes
Box 2, Folder 4	Mrs. George H. Shaw Product Brand Yuban Coffee
Box 2, Folder 4	Mrs. Thomas Edison Sloane Product Brand Camels
Box 2, Folder 4	Mrs. R.P. Spalding Product Brand AnSCO Film
Box 2, Folder 4	Mrs. Adolph B. Spreckels, Jr. Product Brand Pond's Cream
Box 2, Folder 4	Mrs. Howard Spreckels Product Brand Pond's Cream
Box 2, Folder 4	Miriam Stevenson Product Brand South Carolina
Box 2, Folder 4	Elaine Stewart Product Brand Sweetheart soap
Box 2, Folder 4	Duke & Duchess of Sutherland Product Brand United States Lines
Box 2, Folder 4	w/ Jacque Dupont

- Box 2, Folder 4 US Woman's Squash Team
- Box 2, Folder 4 Duchess of Sutherland
[Image\(s\)](#)
Product Brand
Pond's Cream
- Box 2, Folder 4 The Duchess of Sutherland. [Print advertising.], 1948
1 Item (b&w; 32.5 x 24 cm.)
[Image\(s\): The Duchess of Sutherland. \[Print advertising.\] 1948](#)
Pond's Inc., Advertiser
English.
Reproduction of photograph of The Duchess of Sutherland, with her endorsement for Pond's Cold Cream.

Published 1 Nov. 1948.

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Good.

Local Numbers
Ivorydata4 1170

03061139 (Scan No.)

Names: Sutherland, Duchess of
Topic: Aristocracy (Social class)
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women in advertising

Genre/
Form: Photographs -- Reproductions
Print advertising
- Box 2, Folder 4 Mrs. Edward F. Swift
Product Brand
Simmons Mattresses
- Box 2, Folder 4 Pauline Trigere
Product Brand
Kaiser-Frazier
- Box 2, Folder 4 Cleon Throckmorton

- Product Brand
Chrysler
- Box 2, Folder 4 Cornelius Vanderbilt
- Product Brand
United States Lines
- Box 2, Folder 4 Mrs. Cornelius Vanderbilt, Jr. (2 ads)
[Image\(s\)](#)
- Product Brand
Pond's Cream
- Box 2, Folder 4 Mrs. Cornlius Vanderbilt Jr. is Young...[sic] Entrancing.....Beauful...as the
world expects her to be. [Print advertising.], 1929
1 Item (b&w; 32.5 x 24 cm.)
[Image\(s\): Mrs. Cornlius Vanderbilt Jr. is Young...\[sic\]
Entrancing.....Beauful...as the world expects her to be. \[Print advertising.\]
1929.](#)
Ponds Extract Company, Advertiser
English.
Title is caption of advertisement.

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Good condition.

Local Numbers
Ivorydata4 1112

03061140 (Scan No.)

Publication
Published 2 March 1929
- Names: Vanderbilt, Cornelius, Jr.,Mrs. (Mary Weir)
- Topic: Complexion
 Endorsements in advertising
 Premiums (Retail trade)
 Skin -- Care and hygiene
 Social classes
 Women in advertising
- Genre/
Form: Photographs -- 1920-1930 -- Reproductions
 Print advertising
- Box 2, Folder 4 Mrs.Oliver de Gray Vanderbilt, III

	Product Brand Camels
Box 2, Folder 4	Mrs. B. VanRensselaer Product Brand Camels
Box 2, Folder 4	Comtesse Robert de Veyrac Product Brand Nobility Plate silver
Box 2, Folder 4	Diana Vreeland (2 ads) Product Brand Blackglama
Box 2, Folder 4	The Prince of Wales (Edward VII) Product Brand Hoff's Malt Extract
Box 2, Folder 4	Mrs. Rodman Wanamaker Product Brand Tareyton cigarettes
Box 2, Folder 4	Evelyn Cameron Watts Product Brand Camels
Box 2, Folder 4	Mrs. William T. Wetmore Product Brand Camels
Box 2, Folder 4	Mrs. W.F. Whitehouse Product Brand Tareyton cigarettes
Box 2, Folder 4	Mrs. Howard F. Whitney Product Brand Camels
Box 2, Folder 4	Mrs. Howard F. Whitney, Jr. w/

	Product Brand
	Dodge
Box 2, Folder 4	Miss Miriam Tilden
	Product Brand
	Dodge
Box 2, Folder 4	Miss Margaret C. Whitney
	Product Brand
	Eugene Perm Wave
Box 2, Folder 4	Miss Nancy Whitney
	Product Brand
	Pond's Cream
Box 2, Folder 4	Prince Wilhelm of Sweden
	Product Brand
	Melachrino cigarettes
Box 2, Folder 4	Sir Hubert Wilkins
	Product Brand
	Lord Calvert Whiskey
Box 2, Folder 4	Bob Williams
	Product Brand
	Carstairs liquor
Box 2, Folder 4	Margery Wilson
	Product Brand
	Frostilla lotion
Box 2, Folder 4	The Duke & Duchess of Windsor w/ Mr. & Mrs. Bob Trout
	Product Brand
	United States Lines
Box 2, Folder 4	Mr. & Mrs. H.D. Hodgkinson
Box 2, Folder 4	Geraldine Fitzgerald
Box 2, Folder 4	The Duchess of Windsor

Product Brand

Chesterfield cigarettes

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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

	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 Strke cigarettes
Box 2, Folder 5	Arthur Fiedler Product Brand Italian wine
Box 2, Folder 5	Arthur Fiedler

	Product Brand
	Teacher's Scotch
Box 2, Folder 5	James Montgomery Flagg
	Product Brand
	Rheingold beer
Box 2, Folder 5	James Montgomery Flagg
	Product Brand
	Old Angus Scotch
Box 2, Folder 5	Eugene Fodor
	Product Brand
	View-Master
Box 2, Folder 5	C. Selmer Fougner
	Image(s)
	Product Brand
	California wines
Box 2, Folder 5	Susanna Foster
	Product Brand
	RC Cola
Box 2, Folder 5	Mary Garden (3 ads)
	Product Brand
	Lucky Strke 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	Giesecking

	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	VladimirHorowitz

	Product Brand Magnavox
Box 2, Folder 5	Marion Hutton (2 ads) Product Brand Chesterfield cigarettes
Box 2, Folder 5	Arthur Judson Product Brand Lord Calvert whiskey
Box 2, Folder 5	Albert Kahn Product Brand Goodyear Flooring
Box 2, Folder 5	Dorothy Kilgallen Product Brand Douglas Aircraft
Box 2, Folder 5	Andre Kostelanetz Product Brand Lockheed Aircraft
Box 2, Folder 5	Serge Koussevitzky Product Brand Baldwin pianos
Box 2, Folder 5	Serge Koussevitzky Product Brand Magnavox
Box 2, Folder 5	Fritz Kreisler (2 ads) Product Brand Victrola
Box 2, Folder 55	Fritz Kreisler w/ Product Brand Steinway
Box 2, Folder 5	John McCormack

	Product Brand Steinway
Box 2, Folder 5	Sergei Rachmaninoff Product Brand Steinway
Box 2, Folder 5	Fritz Kreisler Product Brand Magnavox
Box 2, Folder 5	Snooky Lansen Product Brand Lucky Strke 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

	Product Brand GE radio
Box 2, Folder 5	Liberace (note: on reverse is an ad with Tony Martin for After Six formals) Product Brand Ampro tape recorder
Box 2, Folder 5	Guy Lombardo Product Brand Lucky Strke cigarettes
Box 2, Folder 5	Guy Lombardo Product Brand Schaefer Beer
Box 2, Folder 5	Guy Lombardo Product Brand flower delivery
Box 2, Folder 5	Vincent Lopez Product Brand Miller tires
Box 2, Folder 6	Jeanette MacDonald Product Brand GE Radio
Box 2, Folder 6	Tony Martin (2 ads) Product Brand After Six formals
Box 2, Folder 6	Lauritz Melchoir Product Brand Lucky Strike
Box 2, Folder 6	Lauritz Melchoir Product Brand Romanoff caviar
Box 2, Folder 6	Yehudi Menuhin (2 ads)

	Product Brand Capehart phonograph/radio
Box 2, Folder 6	Ethel Merman Product Brand Charbeat perfume
Box 2, Folder 6	Ethel Merman Product Brand Libby-Owens-Ford Glass Co.
Box 2, Folder 6	Ethel Merman w/ Product Brand Lux soap
Box 2, Folder 6	Polly Walters Product Brand Lux soap
Box 2, Folder 6	Mitch Miller (2 ads) Product Brand Scandinavian Air Lines
Box 2, Folder 6	Grace Moore Product Brand Prince Matchabelli
Box 2, Folder 6	Grace Moore Product Brand Chesterfield cigarettes
Box 2, Folder 6	Grace Moore Product Brand Lux soap
Box 2, Folder 6	Grace Moore Product Brand Florist Del. Assoc.
Box 2, Folder 6	Helen Morgan (2 ads)

	Product Brand Kleenix
Box 2, Folder 6	Helen Morgan Product Brand Lux soap
Box 2, Folder 6	Charles Munch Product Brand Baldwin pianos
Box 2, Folder 6	Patrice Munsel (2 ads) Product Brand Camels
Box 2, Folder 6	Patrice Munsel Product Brand Harvey's Sherry
Box 2, Folder 6	Ozzie Nelson Product Brand Astor Roof
Box 2, Folder 6	Garrick Ohlsson Product Brand Dewar's whiskey
Box 2, Folder 6	Paderewski (2 ads) Product Brand Steinway
Box 2, Folder 6	Russell Patterson Product Brand Lord Calvert whiskey
Box 2, Folder 6	Russell Patterson w/ Product Brand Lord Calvert whiskey
Box 2, Folder 6	Adolphe Menjou

	Product Brand Lord Calvert whiskey
Box 2, Folder 6	Robert F. Six Product Brand Lord Calvert whiskey
Box 2, Folder 6	Sir Hubert Wilkins Product Brand Lord Calvert whiskey
Box 2, Folder 6	Jan Peerce Product Brand Old Angus Scotch
Box 2, Folder 6	Brock Pemberton Product Brand Aqua-Velva
Box 2, Folder 6	Roberta Peters w/ Product Brand Blackglama
Box 2, Folder 6	Rudolph Nureyve Product Brand Blackglama
Box 2, Folder 6	Marguerite Piazza Product Brand Camels
Box 2, Folder 6	Ezio Pinza (2 ads) Product Brand Camels
Box 2, Folder 6	Ezio Pinza Product Brand Schenley Whiskey
Box 2, Folder 6	Lily Pons

	Product Brand Lockheed
Box 2, Folder 6	Lily Pons Product Brand French tourism
Box 2, Folder 6	Cole Porter (2 ads) Product Brand Rheingold beer
Box 2, Folder 6	Sergei Rachmaninoff Product Brand Steinway
Box 2, Folder 6	Madame Rappold w/ Product Brand The New Edison
Box 2, Folder 6	Spalding Product Brand The New Edison
Box 2, Folder 6	John Raskof Product Brand Ampico
Box 2, Folder 6	Robert L. Ripley Product Brand Old Gold cigarettes
Box 2, Folder 6	Norman Rockwell (2 ads) Product Brand Aqua-Velva
Box 2, Folder 6	Norman Rockwell Product Brand Parker "51" pen
Box 2, Folder 6	Norman Rockwell

	Product Brand Dictaphone
Box 2, Folder 6	Norman Rockwell Product Brand Eastman Kodak
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

	Product Brand Simmons bedding
Box 2, Folder 6	Dinah Shore Product Brand Schaefer beer
Box 2, Folder 6	Dinah Shore Product Brand RCA Victor
Box 2, Folder 6	Dinah Shore Product Brand GE Radio
Box 2, Folder 6	Frank Sinatra (2 ads) Image(s) Product Brand Old Gold cigarettes
Box 2, Folder 6	Frank Sinatra Product Brand Chesterfield cigarettes
Box 2, Folder 6	Kate Smith (2 ads) Product Brand Calumet Baking Powder
Box 2, Folder 6	John Phillip Sousa w/ Product Brand Victorla
Box 2, Folder 6	Santelmann Product Brand Victorla
Box 2, Folder 6	Pryor Product Brand Victorla

Box 2, Folder 6	Phil Spitalny Product Brand Florist's Tele. Del.
Box 2, Folder 6	Rise Stevens (2 ads) Product Brand GE Radio
Box 2, Folder 6	Rise Stevens (2 ads) Product Brand Chesterfield cigarettes
Box 2, Folder 6	Igor Stravinsky Product Brand Stromberg-Carlson
Box 2, Folder 6	Mme. Sundelius Product Brand Edison
Box 2, Folder 6	Gladys Swarthout Product Brand Harvey's Sherry
Box 2, Folder 6	Booth Tarkington Product Brand Hiram Walkers & Sons
Box 2, Folder 6	Martha Tilton Product Brand Camels
Box 2, Folder 6	Arturo Toscanini Product Brand Stratford pens
Box 2, Folder 6	Arturo Toscanini

	Product Brand RCA Victrola
Box 2, Folder 6	Arturo Toscanini Product Brand Magnavox
Box 2, Folder 6	Arturo Toscanini Product Brand Victor Red Seal records
Box 2, Folder 6	Rudy Vallee Product Brand Fleischmann's Yeast
Box 2, Folder 6	Paul Van Passen Product Brand Stratford pens
Box 2, Folder 6	Danton Walker Product Brand Lord Calvert whiskey
Box 2, Folder 6	Andy Warhol Product Brand Pioneer Electronics
Box 2, Folder 6	Reinold Werrenrath Product Brand Greeting cards
Box 2, Folder 6	Paul Whiteman Product Brand Stratford pens
Box 2, Folder 6	Mrs. Paul Whiteman Product Brand Imperial wallpaper
Box 2, Folder 6	Tennessee Williams

Product Brand

WPAT Radio

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