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Collection Overview

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

Administrative Information

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

Other Finding Aids
Inventory available.

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

Preferred Citation

Restrictions
Collection is open for research.

Conditions Governing Use
Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.
Biographical / Historical

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

Scope and Contents

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

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

Arrangement

The collection is arranged into five series.

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

Names and Subject Terms

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

Subjects:
Celebrities
Endorsements in advertising
advertising
Types of Materials:

- Magazines (periodicals) -- 20th century
- Tear sheets
Container Listing

Series 1: Performing Arts

Box 1, Folder 1  Abbott & Costello
                  Product Brand
                  Tums

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

Box 1, Folder 1  Vera Allen
                  Product Brand
                  Lux soap

Box 1, Folder 1  June Knight
                  Product Brand
                  Lux soap

Box 1, Folder 1  Eleanor Powell
                  Product Brand
                  Lux soap

Box 1, Folder 1  Benay Venuta
                  Product Brand
                  Lux soap

Box 1, Folder 1  Beryl Wallace
                  Product Brand
                  Lux soap

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

Local Numbers
Ivorydata4 1133

03061101 (Scan No.)

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

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

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

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Good condition.

Local Numbers
Ivorydata4 1134
03061102 (Scan No.)

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

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

Genre/Form: Photographs -- Reproductions
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
Caption: "Getting to the Heart of this Valentine Question--". 5 actresses endorse Lux soap.

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Good condition.

Local Numbers
245278
Ivorydata4 1135
03061103 (Scan No.)

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

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

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)

Box 1, Folder 1 Ethel Barrymore
Product Brand
Milgrim

Box 1, Folder 1 John Barrymore with/
Image(s)

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

Box 1, Folder 1 The most Beautiful Clothes in the world are kept like new with Lux. [Print advertising.]
1 Item (col.; 29.5 x 21 cm.)
Image(s)

Lever Brothers Company, Advertiser
Text with four images with references to Warner Brothers movies and New York theater. Caption: "The most Beautiful Clothes in the world are kept like new with Lux--".

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Good condition.

Local Numbers
Ivorydata4 1136
03061104 (Scan No.)

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

Topic: Actors
Endorsements in advertising
Hosiery
Soap
Theater

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

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Good condition.
Local Numbers
Ivorydata4 1137
03061105 (Scan No.)

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

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

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

Box 1, Folder 1  Marcy Wescott
Product Brand
Lux soap

Box 1, Folder 1  Patricia Morison
Product Brand
Lux soap

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

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

Box 1, Folder 1  Joyce Compton
Product Brand
Lux soap

Box 1, Folder 1  Billie Burke
Product Brand
Cutex

Box 1, Folder 1  Carol Burnett
Product Brand
  Blackglama mink

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

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

Box 1, Folder 1  Judy Canova
Product Brand
  Nescafe

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

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

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

Box 1, Folder 1  Madeleine Carroll
Product Brand
  Certo

Box 1, Folder 1  Irene Castle
Product Brand
  Cutex

Box 1, Folder 1  Irene Castle
Product Brand
  Lastex

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

Box 1, Folder 1  Sid Cesar and wife
Product Brand
United States Lines

Box 1, Folder 1  Sid Cesar
Product Brand
Blatz Beer

Box 1, Folder 1  Sid Cesar w/ (2 ads)
Product Brand
TDC Stereo

Box 1, Folder 1  Imogene Coca

Box 1, Folder 1  Sid Cesar
Product Brand
Segram's Gin

Box 1, Folder 1  Marge & Gower Champion
Product Brand
TWA Airlines

Box 1, Folder 1  Jeff Chandler
Product Brand
Fosta-Grantly sunglasses

Box 1, Folder 1  Jeff Chandler
Product Brand
After Six clothing

Box 1, Folder 1  Cyd Charisse
Product Brand
Lady Baltimore luggage

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

Box 1, Folder 1
Elizabeth Hawes
Product Brand
Cusenier liquers

Box 1, Folder 1
Ilka Chase
Product Brand
Scripto pencils

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

Box 1, Folder 1
Linda Watkins
Product Brand
Lux soap

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

Box 1, Folder 1
Ilka Chase
Product Brand
Arrid deodorant

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

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

Box 1, Folder 1
Luella Gear
Product Brand
Lux soap

Box 1, Folder 1
Marion Pierce
Product Brand
Lux soap

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

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

Box 1, Folder 1  Claudette Colbert
Product Brand
Rheingold Beer

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

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

Box 1, Folder 1  Joan Crawford
Product Brand
Blackglama mink

Box 1, Folder 1  Roberta Peters
Product Brand
Blackglama mink

Box 1, Folder 1  Leontyne Price
Product Brand
Blackglama mink

Box 1, Folder 1  Rosalind Russell
Product Brand
Blackglama mink

Box 1, Folder 1  Barbara Stanwyck
Product Brand
Blackglama mink

Box 1, Folder 1 Claudette Colbert (3 ads)

Product Brand
Max Factor

Box 1, Folder 1 Claudette Colbert (2 ads)

Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Claudette Colbert

Product Brand
Avon cosmetics

Box 1, Folder 1 Claudette Colbert

Product Brand
Lux soap

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

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Good condition.

Local Numbers
Ivorydata4 1138

03061106 (Scan No.)

Names: Colbert, Claudette
        Cummings, Robert, 1908-

Topic: Actors
       Celebrities
       Complexion
       Endorsements in advertising
       Lux Toilet Soap
       Skin -- Care and hygiene
       Soap
       Women
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
Cook's Champagne

Product Brand
Ronald Coleman w/ Magnavox

Mrs. Coleman

Betty Compson
Lucky Strike cigarettes

Antoinette Concello
Camels

Peggy Conklin
Lux soap

Gary Cooper
Chesterfield cigarettes

Gary Cooper with family
US Lines

Gary Cooper
Lucky Strike cigarettes

Gladys Cooper
Lux soap

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

Image(s)

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

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Good condition.

Local Numbers

245282

Ivorydata4 1139

03061107 (Scan No.)

Names: Cooper, Gladys, 1888-

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

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1 Laura Cowie
Product Brand
Pond's Cream

Box 1, Folder 1 Broderick Crawford
Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Joan Crawford
Product Brand
Kellogg's All-Bran

Box 1, Folder 1 Joan Crawford
Product Brand
Max Factor

Box 1, Folder 1 Joan Crawford
Product Brand
Evans

Box 1, Folder 1 Joan Crawford
Product Brand
RCA Victor

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

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

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

Box 1, Folder 1 Gloria Dickson
Product Brand
Lux soap

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

Box 1, Folder 1 Dan Dailey
Product Brand
Chesterfield cigarettes

Box 1, Folder 1 Linda Darnell
Product Brand
RC Cola

Box 1, Folder 1 Bette Davis w/
Product Brand
Lux soap
Box 1, Folder 1  Martha Scott  
Product Brand  
Lux soap  

Box 1, Folder 1  Jeanne Dante  
Product Brand  
Lux soap  

Box 1, Folder 1  Bett Goodrich  
Product Brand  
Lux soap  

Box 1, Folder 1  Doris Day  
Product Brand  
Lux soap  

Box 1, Folder 1  Arden Young  
Product Brand  
Lux soap  

Box 1, Folder 1  Janice Hanford  
Product Brand  
Lux soap  

Box 1, Folder 1  Barbara Barton  
Product Brand  
Lux soap  

Box 1, Folder 1  Frances Harison  
Product Brand  
Lux soap  

Box 1, Folder 1  Peggy French  
Product Brand  
Lux soap  

Box 1, Folder 1  Lyn Swann
Product Brand
Lux soap

Box 1, Folder 1
Hassoldt Davis

Product Brand
Lord Calvert whiskey

Box 1, Folder 1
Joan Davis w/

Product Brand
Blackstone cigars

Box 1, Folder 1
Jack Haley

Box 1, Folder 1
Joan Davis

Product Brand
Nescafe

Box 1, Folder 1
Doris Day

Image(s)

Product Brand
Lux soap

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

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

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

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Good condition.

Local Numbers
Ivorydata4 1140
03061108 (Scan No.)

Names: Day, Doris, 1924-
Topic: Actors
Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Soap
Women
Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1
Lorraine Day
Product Brand
Max Factor

Box 1, Folder 1
Yvonne DeCarlo
Image(s)
Product Brand
Lux soap

Box 1, Folder 1
If you'd like to have a "second look" complexion. [Print advertising.]
1 Item (col.; 27.5 x 21.5 cm.)
Image(s)
Lever Brothers Company
Caption: "If you'd like to have a "second look" complexion". For Lux soap.
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Good condition.

Local Numbers
245284
Ivorydata4 1141
03061109 (Scan No.)

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

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 1
Yvonne DeCarlo
Product Brand
Chesterfield cigarettes
Box 1, Folder 1  Olivia de Haviland
Product Brand
Lux soap

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

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

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

Box 1, Folder 1  Irene Delroy
Product Brand
Glyco Thymoline

Box 1, Folder 1  Marlene Dietrich
Product Brand
Rheingold Beer

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

Box 1, Folder 1  Walt Disney
Product Brand
Missouri travel

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

Box 1, Folder 1  Brian Donlevy
<table>
<thead>
<tr>
<th>Box 1, Folder 1</th>
<th>Product Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kirk Douglas</td>
<td>Blatz Beer</td>
</tr>
<tr>
<td>Kirk Douglas</td>
<td>Chesterfield cigarettes</td>
</tr>
<tr>
<td>Kirk Douglas</td>
<td>Plymouth coats</td>
</tr>
<tr>
<td>Faye Dunaway</td>
<td>Blackglama mink</td>
</tr>
<tr>
<td>Irene Dunne</td>
<td>Capehart Radio-Phonograph</td>
</tr>
<tr>
<td>Irene Dunne with/</td>
<td>Mallinson's</td>
</tr>
<tr>
<td>Chrystal Herne</td>
<td>Mallinson's</td>
</tr>
<tr>
<td>Mary Nash</td>
<td>Mallinson's</td>
</tr>
<tr>
<td>Lenore Ulric</td>
<td>Mallinson's</td>
</tr>
<tr>
<td>Ada May Weeks</td>
<td>Mallinson's</td>
</tr>
<tr>
<td>Irene Dunne</td>
<td>Mallinson's</td>
</tr>
</tbody>
</table>
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
Caption: "Hearts and Flowers go to the girl with Lovely Skin...". For Lux soap.

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Good condition.

Local Numbers
245285

Ivorydata4 1142
03061110 (Scan No.)

Names: Farmer, Frances, 1913-1970
Luce, Claire

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

Product Brand
Lustre-Creme Shampoo

Box 1, Folder 2  Never dries--it Beautifies! [Print advertising.]
1 Item (col.; 34 x 27.5 cm.)

Image(s)
Colgate-Palmolive Co., Advertiser
For Lustre-Creme Shampoo.

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Good condition.

Local Numbers
Ivorydata4 1143
03061111 (Scan No.)

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

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 2  Virginia Gilmore

Product Brand
Cinema Sable lipstick

Box 1, Folder 2  Lillian Gish
Product Brand
Blackglama mink

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

Box 1, Folder 2  Paulette Goddard
Product Brand
RC Cola

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

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

Box 1, Folder 2  Arthur Godfrey
Product Brand
Jamaca

Box 1, Folder 2  Samuel Goldwyn
Product Brand
Douglas Aircraft

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

Box 1, Folder 2  Betty Grable
Product Brand
Motorola radios

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

Product Brand
RCA Victor

Box 1, Folder 2

Rita Hayworth (2 ads)

Image(s)

Product Brand
Lux soap

Box 1, Folder 2

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

Image(s): Girls with sweet fragrant skin win out. [Print advertising.] Woman's Home Companion.

Lever Brothers Company

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

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Good condition.

Local Numbers
245287

Ivorydata4 1144

03061112 (Scan No.)

Names: Hayworth, Rita, 1918-1987

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

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 2

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

Image(s)

Lever Brothers Company

Caption: "Every Girl Should Have The Charm of Sweet, Fragrant Skin!..." For Lux soap.

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Good condition.
Local Numbers
245288
Ivorydata4 1145
03061113 (Scan No.)

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

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 2 Rita Hayworth

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
Product Brand
Prim Hosiery

Box 1, Folder 2
Betty Hutton

Product Brand
Max Factor

Box 1, Folder 2
Betty Hutton

Product Brand
Harper beauty salons

Box 1, Folder 2
Leila Hyams with/

Product Brand
Daggett & Ramsdell cosmetics

Box 1, Folder 2
Faye Copeland

Product Brand
Daggett & Ramsdell cosmetics

Box 1, Folder 2
Anita De Vries

Product Brand
Daggett & Ramsdell cosmetics

Box 1, Folder 2
Virginia Snyder

Product Brand
Daggett & Ramsdell cosmetics

Box 1, Folder 2
Ann Jillian

Product Brand
Blackglama mink

Box 1, Folder 2
Jinx & Tex

Product Brand
Ipana toothpaste

Box 1, Folder 2
Van Johnson w/

Product Brand
United States Lines

Box 1, Folder 2
Viscountess Furness
Box 1, Folder 2  Mrs. Reginald C. Vanderbilt

Box 1, Folder 2  Shirley Jones
Product Brand  Sunbeam

Box 1, Folder 2  Louis Jourdan
Product Brand  Christian Dior

Box 1, Folder 2  Jumbo the elephant
Image(s)
Product Brand  Lux soap

Box 1, Folder 2  Jumbo the Colossal / The Magnificent / insists on Lux for thrifty costume care. [Print advertising.]
1 Item (b&w; 30 x 45.5 cm.)
Image(s)
Lever Brothers Company, Advertiser
Two-page spread, containing reproductions of 9 circus scenes, including an elephant, clown, aerialist, bareback rider, etc.

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Good condition.

Local Numbers  Ivorydata4 1146

03061114 (Scan No.)

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

Genre/ Form:  Photographs -- Reproductions
Print advertising
Box 1, Folder 3  Boris Karloff  
Product Brand  
Tums

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

Box 1, Folder 3  Ruby Keeler  
Product Brand  
Lux soap

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

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

Never Dries--it Beautifies! [Print advertising.]  
1 Item (col.; 34.5 x 14.5 cm.)  
Image(s)  
Colgate-Palmolive Co.  
Caption: "Never Dries--it Beautifies!" Grace Kelly for Lustre-Creme Shampoo.  
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Good condition.

Local Numbers  
245290

Ivorydata4 1147

03061116 (Scan No.)  

Names:  
Grace, Princess of Monaco, 1929-1982

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

Genre/ Form: Photographs -- Reproductions
Print advertising

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

Box 1, Folder 3  Evelyn Keyes
Product Brand
Lux soap

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

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

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

Box 1, Folder 3  Alan Ladd
Product Brand
Camp Hosiery

Box 1, Folder 3  Alan Ladd (2 ads)
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Bert Lahr
Product Brand
Personna blades

Box 1, Folder 3  Veronica Lake
**Image(s)**

**Product Brand**

Ayds diet candy

**Box 1, Folder 3**

Now...In new Bath Size. [Print advertising.]

1 Item (b&w; 27.5 x 21.5 cm.)

**Image(s)**

Lever Brothers Company, Advertiser

Advertisement for Lux soap. Endorsement by actress Veronica Lake. (This collection contains several other endorsement by Veronica Lake.

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Good condition.

**Local Numbers**

Ivorydata4 1148

03061117 (Scan No.)

**Names:** Lake, Veronica

**Topic:** Actors

Celebrities

Endorsements in advertising

Skin -- Care and hygiene

Women in advertising

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

Print advertising

**Box 1, Folder 3**

Veronica Lake

**Product Brand**

Stratford pens

**Box 1, Folder 3**

Veronica Lake

**Product Brand**

Lux soap

**Box 1, Folder 3**

Veronica Lake

**Product Brand**

Frederica Tru-Curl

**Box 1, Folder 3**

Veronica Lake
Product Brand
   Bexel vitamins

Box 1, Folder 3  Hedy Lamarr

Product Brand
   Lucky Strike cigarettes

Box 1, Folder 3  Hedy Lamarr

Product Brand
   Max Factor

Box 1, Folder 3  Dorothy Lamour

Image(s)

Product Brand
   Chesterfield cigarettes

Box 1, Folder 3  Dorothy Lamour

Image(s)

Product Brand
   Yolande

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

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Good condition.

Local Numbers
   245292

Ivorydata4 1149

03061118 (Scan No.)

Names: Lamour, Dorothy, 1914-

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

Box 1, Folder 3  Russell Patterson
Product Brand
   Lord Calvert 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)
Every Musical show in New York uses Lux... [Print advertising.]

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

Image(s)

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

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Good condition.

Local Numbers

Ivorydata4 1150

03061119 (Scan No.)

Names: Miller, Marilyn, 1898-1936

Topic: Actors

Celebrities

Endorsements in advertising

Hosiery

Theater

Genre/Form: Photographs -- Reproductions

Print advertising

Liza Minelli

Product Brand

Blackglama mink

Tom Mix

Product Brand

Ralston Purina

Robert Montgomery

Product Brand

Lucky Strike cigarettes

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
Box 1, Folder 3  Nazimova
Product Brand
Lucky Strike cigarettes

Box 1, Folder 3  Gertrude Niesen
Product Brand
GE clocks

Box 1, Folder 3  Lucille Norman
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Merle Oberon (4 ads)

Image(s)
Product Brand
Max Factor

Box 1, Folder 3  Merle Oberon
Product Brand
Lux soap

Box 1, Folder 3  Maureen O'Hara
Image(s)
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  9 out of 10 Screen Stars are Lux Girls! [Print advertising.] Ladies Home Journal
1 Item (b&w; 35 x 27 cm.)
Image(s): 9 out of 10 Screen Stars are Lux Girls! [Print advertising.] Ladies Home Journal.
Lever Brothers Company
Caption: "9 out of 10 Screen Stars are Lux Girls!"

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Good condition.
Local Numbers

245294

Ivorydata4 1151

03061120 (Scan No.)

Names: O’Hara, Maureen, 1920-

Topic: Actors
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
Box 1, Folder 3

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 jewelry

Box 1, Folder 3  Dick Powell
Product Brand
Keystone cameras

Box 1, Folder 3  Jane Powell
Product Brand
Chromcraft

Box 1, Folder 3  Tyrone Power
Product Brand
TWA airlines

Box 1, Folder 3  Tyrone Power
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Yvonne Printemps
Product Brand
Lux soap

Box 1, Folder 3  Irene Pucell
Product Brand
Cusenier Liquers

Box 1, Folder 3  Ernie Pyle
Image(s)
Product Brand
Chesterfield cigarettes

Box 1, Folder 3  Ernie Pyle
Product Brand
Nestles chocolate

Box 1, Folder 3  Anthony Quayle
Product Brand
Parker pens
Box 1, Folder 3  Ella Raines
    Product Brand
        Woodbury Cold Cream

Box 1, Folder 3  Albertina Rasch Dancers
    Product Brand
        Camels

Box 1, Folder 3  Basil Rathbone (2 ads)
    Image(s)
    Product Brand
        Chesterfield cigarettes

Box 1, Folder 3  Ronald Reagan
    Product Brand
        Jeris hair tonic

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

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

Box 1, Folder 3  Jennifer Jones
    Product Brand
        Pittsburgh Paints

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

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

Box 1, Folder 3  Marjorie Reynolds
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
For Lux Soap.

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Good condition.

Local Numbers
245295
Ivorydata4 1152
03061121 (Scan No.)

Published 1 Feb. 1935

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

Genre/ Form: Photographs -- Reproductions
Print advertising

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

Box 1, Folder 3 Ginger Rogers
Product Brand
Lux soap

Box 1, Folder 3 Ruth Roman
Product Brand
Chesterfield cigarettes

Box 1, Folder 3 Billy Rose
Product Brand
Disc Edison

Box 1, Folder 3 Jane Russell
Product Brand
Corocraft jewelry

Box 1, Folder 3 Rosalind Russell
Image(s)

Product Brand
Chesterfield cigarettes

Box 1, Folder 3 Rosalind Russell
Image(s)

Product Brand
Woodbury Cold Cream

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

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Good condition.

Local Numbers
245296

Ivorydata4 1153

03061122 (Scan No.)

Names: Russell, Rosalind
Topic: Actors
Celebrities
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Women

Genre/ Form: Photographs -- Reproductions
Print advertising

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

Box 1, Folder 3  Rosalind Russell
          Product Brand
              Elgin watches

Box 1, Folder 3  Robert Ryan
          Product Brand
              Phoenix clothes

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

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

Box 1, Folder 3  Randolph Scott
          Product Brand
              Corling’s Ale

Box 1, Folder 3  Ann Sheridan (2 ads)
          Product Brand
              Chesterfield cigarettes

Box 1, Folder 3  Ann Sheridan
          Product Brand
              Ayds diet candy

Box 1, Folder 3  Ann Sheridan
          Product Brand
              Max Factor

Box 1, Folder 3  Ann Sheridan
Product Brand
    Velva Simulated Pearls

Box 1, Folder 3  Alexis Smith
Product Brand
    Lipton Tea

Box 1, Folder 3  C. Aubrey Smith
Product Brand
    Williams shaving cream

Box 1, Folder 3  Ann Sothern (2 ads)
Product Brand
    Max Factor

Box 1, Folder 3  Ann Sothern
Product Brand
    DeVilbiss perfume atomizers

Box 1, Folder 3  Ann Sothern
Product Brand
    Elizabeth Arden

Box 1, Folder 3  Barbara Stanwyck
Image(s)
Product Brand
    Calox tooth powder

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

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Good condition.

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

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

Genre/ Form: Photographs -- Reproductions
Print advertising

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

Box 1, Folder 3
Barbara Stanwyck
Product Brand
Dictaphone

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

Box 1, Folder 3
Barbara Stanwyck
Product Brand
Chesterfield cigarettes

Box 1, Folder 3
Barbara Stanwyck
Product Brand
Duncan Glass

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

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

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

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.)

Lever Brothers Company

Caption: "A Succession of Successes--" for Lux soap.

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Good condition.

Local Numbers

245298

03061124 (Scan No.)

Names: Sullavan, Margaret, 1911-1960

Topic: Actors

Celebrities

Complexion

Endorsements in advertising

Skin -- Care and hygiene

Women

Genre/Form: Photographs -- Reproductions

Print advertising

Box 1, Folder 3

Ed Sullivan

Product Brand

Chesterfield cigarettes

Box 1, Folder 3

Ed Sullivan

Product Brand

Schenley whiskey

Box 1, Folder 3

Gloria Swanson

Product Brand

Wrigley's Double Mint Gum

Box 1, Folder 3

John Cameron Swayze
Product Brand
Fram Filters

Box 1, Folder 3 Sylvia
Product Brand
Wamsutta sheets

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

Box 1, Folder 3 Estelle Taylor
Product Brand
Chermay cosmetics

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

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

Box 1, Folder 3 Joan Tetzel
Product Brand
Schaefer Beer

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

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

Box 1, Folder 3 Gene Tierney
Product Brand
Royal Crown Cola
<table>
<thead>
<tr>
<th>Box 1, Folder 3</th>
<th>Ingredient</th>
<th>Product Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gene Tierney</td>
<td>Ronson cigarette lighters</td>
<td></td>
</tr>
<tr>
<td>Arthur Treacher</td>
<td>Walker's Bourbon</td>
<td></td>
</tr>
<tr>
<td>Claire Trevor</td>
<td>Lemon Rinse</td>
<td></td>
</tr>
<tr>
<td>Lana Turner (4 ads)</td>
<td>Max Factor</td>
<td></td>
</tr>
<tr>
<td>Peter Ustinov (2 ads)</td>
<td>Gallo Wine</td>
<td></td>
</tr>
<tr>
<td>Lupe Velez</td>
<td>Lucky Strike cigarettes</td>
<td></td>
</tr>
<tr>
<td>Martha Vickers</td>
<td>Stauffer System Inc.</td>
<td></td>
</tr>
<tr>
<td>Cheryl Walker</td>
<td>Woodbury face cream</td>
<td></td>
</tr>
<tr>
<td>Polly Walters</td>
<td>Lux soap</td>
<td></td>
</tr>
<tr>
<td>David Warfield</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box 1, Folder 3</td>
<td>Product Brand</td>
<td>Image(s)</td>
</tr>
<tr>
<td>----------------</td>
<td>------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td>John Wayne</td>
<td>Lucky Strike cigarettes</td>
<td></td>
</tr>
<tr>
<td>John Wayne</td>
<td>Air France</td>
<td></td>
</tr>
<tr>
<td>Jack Webb</td>
<td>Camels</td>
<td></td>
</tr>
<tr>
<td>Jack Webb</td>
<td>L&amp;M cigarettes</td>
<td></td>
</tr>
<tr>
<td>Clifton Webb</td>
<td>Chesterfield cigarettes</td>
<td></td>
</tr>
<tr>
<td>George White</td>
<td>Heublein's Cocktails</td>
<td></td>
</tr>
<tr>
<td>Alice White</td>
<td>Lucky Strike cigarettes</td>
<td></td>
</tr>
<tr>
<td>Alice White</td>
<td>Blue-Jay</td>
<td></td>
</tr>
<tr>
<td>Richard Widmark</td>
<td>Chesterfield cigarettes</td>
<td></td>
</tr>
<tr>
<td>Cornel Wilde</td>
<td>Kuppenheimer clothes</td>
<td></td>
</tr>
</tbody>
</table>
Box 1, Folder 3

Esther Williams with

Image(s)

Product Brand

Lux soap

Box 1, Folder 3

Peter Lawford

Product Brand

Lux soap

Box 1, Folder 4

You're beautiful! [Print advertising.] Ladies Home Journal

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


Lever Brothers Company

Caption: "'You're beautiful!'" for Lux soap.

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Good condition.

Local Numbers

245299

ivorydata4 1156

03061125 (Scan No.)

Names: Lawford, Peter, 1923-

Williams, Esther, 1923-

Topic: Actors

Celebrities

Complexion

Endorsements in advertising

Skin -- Care and hygiene

Women

Genre/Form: Photographs -- Reproductions

Print advertising

Box 1, Folder 3

Esther Williams

Product Brand

Cole bathing suits

Box 1, Folder 3

Earl Wilson

Product Brand

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

Box 1, Folder 3  Jane Withers  
Product Brand  
Royal Gelatin

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

Box 1, Folder 3  Jane Wyman  
Product Brand  
Chesterfield cigarettes

Box 1, Folder 3  Jane Wyman  
Product Brand  
Lux soap

Box 1, Folder 3  Jane Wyman  
Product Brand  
Lipton Tea

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

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

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

Box 1, Folder 3  Loretta Young (3 ads)
Image(s)

Box 1, Folder 4

Product Brand
Lux soap

I Didn't Know I Could Be So Happy [Print advertising.], 1935
1 Item (b&w; 35 x 28.5 cm.)

Image(s): I Didn't Know I Could Be So Happy [Print advertising.] 1935

Lever Brothers Company
Caption: "I Didn't Know I Could Be So Happy". for Lux soap.

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Good condition.

Local Numbers
245300

Ivorydata4 1157

03061126 (Scan No.)

Names: Young, Loretta, 1913-

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

Genre/Form: Photographs -- Reproductions
Print advertising

Box 1, Folder 3

Loretta Young

Product Brand
Dexdale stockings

Box 1, Folder 3

Robert Young

Product Brand
Schaefer Beer

Box 1, Folder 3

Lin Yutang

Product Brand
Parker pens

Box 1, Folder 3

Pia Zadora
Product Brand
Dubonnet wine
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 Edmundson

Product Brand
Chrysler Airflow

Box 2, Folder 1  Norman Bel Geddes

Product Brand
Chrysler Airflow

Box 2, Folder 1  Grantland Rice

Product Brand
Chrysler Airflow

Box 2, Folder 1  Alexander Woolcott

Product Brand
Chrysler Airflow

Box 2, Folder 1  Maj. George Fielding Eliot

Product Brand
Aqua-Velva after shave

Box 2, Folder 1  Maurice Evans

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)

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

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

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

Box 2, Folder 1  
James D. Mooney  
Product Brand  
Air Transport Assoc.

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

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

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

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

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

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

Baden, Sandra, Collector  
Baden, Gary, Collector

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

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Ink on paper.

Local Numbers  
01061101.tif(AC Scan)

Names:  
Roosevelt, Eleanor, 1884-1962
Topic: Air travel -- 1930-1950
Knitting

Genre/ Form: Advertisements -- 1930-1950
Photographs -- 1930-1940 -- Color -- Reproductions

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

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

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

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

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

Box 2, Folder 1  Mrs. John McLean

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

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

Box 2, Folder 2 Red Barber with/
Product Brand
Old Gold cigarettes

Box 2, Folder 2 Connie Desmond
Product Brand
Old Gold cigarettes

Box 2, Folder 2 Red Barber
Product Brand
Old Gold cigarettes

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

Box 2, Folder 2 Bruce Barnes
Product Brand
Camels

Box 2, Folder 2 J.A. Brooks
Product Brand
Camels

Box 2, Folder 2 Rip Collins
Product Brand
Camels

Box 2, Folder 2 Edward Cross (farmer)
Product Brand
Camels

Box 2, Folder 2 Willie Macfarlane
Product Brand
Camels

Box 2, Folder 2 Jennie Rooney
Box 2, Folder 2  Rex Beach
Product Brand
Camels

Box 2, Folder 2  Walter Beaver
Product Brand
Camels

Box 2, Folder 2  William Bendix w/
Product Brand
Camels
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
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
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
  Ad for Pond's Cold Cream. Mrs. Nicholas R. du Pont and Ellen Tuck Astor featured.

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Good.

Local Numbers
  Ivorydata4 1158
  03061127 (Scan No.)

Names:  Astor, Ellen Tuck, Mrs.
         DuPont, Nicholas R., Mrs.

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

Genre/  Photographs -- Reproductions
Form:   Print advertising

Box 2, Folder 3  Mrs. Nicholas R. duPont

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

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 watchess

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

Box 2, Folder 3  Sophie Gimbel
Box 2, Folder 3  Andrew Goodman
Product Brand
Gruen watches

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

Box 2, Folder 3  Philip Mangone
Product Brand
Gruen watches

Box 2, Folder 3  Nettie Rosenstein
Product Brand
Gruen watches

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

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

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

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

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

Product Brand
Pond's Cream

Box 2, Folder 3  Life's a Whirl! [Print advertising.]
1 Item (b&w; 29.5 x 21.5 cm.)

Image(s)

Pond's Inc., Advertiser

Ad contains a series of reproductions of photographs with captions: debutantes endorse Pond's Cold Cream. They include Margaret Biddle, Tita Johnson, Phebe 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/  Photographs -- Reproductions
Form:  Print advertising

Box 2, Folder 3  Mrs. Livingston Biddle, Jr.

Image(s)

Product Brand
Tareyton cigarettes

Box 2, Folder 3  Sherman Billingsley w/

Product Brand
Sortilege perfume
Box 2, Folder 3  Morton Downey
Product Brand
Sortilege perfume

Box 2, Folder 3  Arthur Godfrey
Product Brand
Sortilege perfume

Box 2, Folder 3  Steve Hannagan
Product Brand
Sortilege perfume

Box 2, Folder 3  Sherman Billingsley/Stork Club
Product Brand
Camels

Box 2, Folder 3  Sherman Billingsley
Product Brand
Brewers' Best Beer

Box 2, Folder 3  Mrs. Alden S. Blodgett
Product Brand
Dorothy Gray cosmetics

Box 2, Folder 3  Martha Boss
Image(s)
Product Brand
Sweetheart soap

Box 2, Folder 3  Beauty is my business. [Print advertising.]
1 Item (b&w; 29 x 22.5 cm.)
Image(s)
SweetHeart Soap.
Caption: "Beauty is my business". for SweetHeart soap.

Ad at bottom of page.

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Good condition.
Local Numbers
245303

Ivorydata4 1160
03061129 (Scan No.)

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

Genre/ Form: Photographs -- Reproductions
            Print advertising

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

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

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

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

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

Box 2, Folder 3  Marilyn Buferd
Product Brand
Everglaze fabric

Box 2, Folder 3  Rose Caldwell
Product Brand
Perfect Eze shoes
Box 2, Folder 3  Nancy Calhoun w/
Product Brand
Pond's Cream

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

Box 2, Folder 3  Hattie Carnegie
Product Brand
Air France

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

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

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

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

Box 2, Folder 3  Olive Cawley w/
Image(s)
Product Brand
Lux soap

Box 2, Folder 3  Virginia Parker
Product Brand
Lux soap

Box 2, Folder 3  Peggy Patterson
Product Brand
Lux soap

Box 2, Folder 3 Jane Will
Product Brand
Lux soap

Box 2, Folder 3 New York Debutantes Live in Luxables. [Print advertising.], 1936
1 Item (b&w; 32.5 x 25.5 cm.)
Image(s): New York Debutantes Live in Luxables. [Print advertising.] 1936
Lever Brothers Company
Caption: "New York Debutantes Live in Luxables". Teenage girls engaging in winter sports.

Published 15 Nov. 1936.

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Good condition.

Local Numbers
245304

Ivorydata4 1161
03061130 (Scan No.)

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

Place: New York (N.Y.)

Genre/ Form: Photographs -- Reproductions
Print advertising

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

Box 2, Folder 3 Mrs. Bob Considine

Box 2, Folder 3 Mr. & Mrs. Marvin Pierce
Box 2, Folder 3  Charles of London
   Product Brand
      Chrysler

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

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

Box 2, Folder 3  Princess Alphonse de Chimay
   Product Brand
      Lenthalric 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.


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
"Bad Skin" [sic] means--A Lazy Under Skin. [Print advertising.]

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

Image(s)

Pond's Inc., Advertiser

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

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Good.

Local Numbers

Ivorydata4 1163

03061132 (Scan No.)

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

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

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

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

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

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

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

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

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

Box 2, Folder 3
Fernandel
Product Brand
United States Lines

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

Box 2, Folder 3
Antonia Drexel Earle (2 ads)
Product Brand
Pond's Cream

Box 2, Folder 3
King Edward VII
Product Brand
Angelus pianos

Box 2, Folder 3
Stephen B. Elkins, III

Product Brand
Cream of Wheat

Box 2, Folder 3
La Comtesse Maria Esterhazy

Product Brand
Cadillac

Box 2, Folder 3
Countess de La Falaise

Product Brand
Pond's Cream

Box 2, Folder 3
A new study of the Countess de la Falaise. [Print advertising.]

1 Item (b&w; 32.5 x 25.4 cm.)

Image(s)

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

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Good.

Local Numbers
Ivorydata4 1164
03061133 (Scan No.)

Names: Falaise, de la, Countess
Topic: Aristocracy (Social class)
Complexion
Endorsements in advertising
Skin -- Care and hygiene
Tiaras
Women in advertising

Genre/Photographs -- Reproductions
Form: Print advertising

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

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

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

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

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

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

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

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

Box 2, Folder 3  Mrs. Charles J. Gossner
Image(s)
Product Brand
Camay soap

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

Image(s)

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

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Good condition.

Local Numbers
245308

Ivorydata4 1165

03061134 (Scan No.)

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

Genre/ Form: Photographs -- Reproductions
Print advertising

Box 2, Folder 3 Mrs. George Jay Gould, Jr.
Product Brand
Pond's Cream

Box 2, Folder 3 Beatrice "Milo" Grey
Product Brand
Camels

Box 2, Folder 3 Beatrice "Milo" Grey w/
Image(s)
Product Brand
Camels

Box 2, Folder 3 Le Brun Rhinelander

Box 2, Folder 3 Peggy Stevenson

Box 2, Folder 3 Senorita Ana Rosa Martinez Guerrero w/
Box 2, Folder 3  Senhora Aimee Lopes de Sotto Maior

Product Brand
Pond's Cream

Box 2, Folder 3  Senora Pila Subercaseaux

Product Brand
Pond's Cream

Box 2, Folder 3  The Americas. [Print advertising.], 1941
1 Item (b&w; 31 x 22.5 cm.)

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

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

Published 15 March 1941.

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Good.

Local Numbers
Ivorydata4 1166
03061135 (Scan No.)

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

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

Genre/ Form: Photographs -- Reproductions
               Print advertising

Box 2, Folder 3  Isabelle, Duchesse de Guise
<table>
<thead>
<tr>
<th>Product Brand</th>
<th>Box 2, Folder 3</th>
<th>endorsement</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pond's Cream</td>
<td></td>
<td>Pond's Cream</td>
<td>Mrs. Alexander Hamilton</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Studebaker</td>
<td>Mrs. Pierpont M. Hamilton</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Camels</td>
<td>Mrs. Ogden Hammond, Jr.</td>
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<tr>
<td>Pond's Cream</td>
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<td>Pond's Cream</td>
<td>Lady Harmsworth</td>
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<td>Benedictine</td>
<td>Harris, butler to Lord Hamilton</td>
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<td>Pond's Cream</td>
<td>The Marchioness of Milford Haven w/</td>
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<td></td>
<td>The Duchess of Rutland</td>
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<td></td>
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<td>The Marchioness of Milford Haven</td>
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<td></td>
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<td>Lord Milford Haven</td>
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<tr>
<td></td>
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<td>Edith Head</td>
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</table>
Product Brand
  Fashion Plate Shoes

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

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

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

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

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

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

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

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Good.

Local Numbers
  Ivorydata4 1167
Names: Howe, Countess
Leinster, Duchess of

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

Genre/ Form: Photographs -- Reproductions
Print advertising

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

Box 2, Folder 3 Miss Josephine Johnson
Product Brand
Woodbury

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

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

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

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

Box 2, Folder 3 Tennessee Williams

Box 2, Folder 3 Joan Kemp
Product Brand
Sweetheart soap

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

Box 2, Folder 3 Kathy Knight
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 Strike cigarettes

Box 2, Folder 4  Mandel Brothers w/
Product Brand
Lux soap

Box 2, Folder 4 Carson Pirie Scott & Co.
Product Brand
Lux soap

Box 2, Folder 4 Martha Weathered
Product Brand
Lux soap

Box 2, Folder 4 Grand Duchesse Marie
Product Brand
Lord & Taylor

Box 2, Folder 4 Maximillan
Product Brand
Kaiser-Frazier

Box 2, Folder 4 Elsa Maxwell (2 ads, one color)
Product Brand
Universal Cook-a-matic

Box 2, Folder 4 Elsa Maxwell
Product Brand
Candy of the Month

Box 2, Folder 4 Mrs. Francis H. McAdoo
Product Brand
Nobility Plate silver

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

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

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

Box 2, Folder 4  Mrs. Rodman Wannamaker

Product Brand
Pond's Cream

Box 2, Folder 4  Mrs. William G. McKnight

Product Brand
Tareyton cigarettes

Box 2, Folder 4  Lady Mendl

Product Brand
Chrysler

Box 2, Folder 4  Leslie Morris

Product Brand
Camel

Box 2, Folder 4  Mrs. W. Forbes Morgan

Product Brand
Pond's Cream

Box 2, Folder 4  Lady Louis Mountbatten

Product Brand
Pond's Cream

Box 2, Folder 4  Miss Mary de Mumm

Product Brand
Pond's Cream

Box 2, Folder 4  Mrs. Orson Munn, Sr.

Product Brand
Ronson lighters

Box 2, Folder 4  Princess Murat

Product Brand
Pond's Cream

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

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

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

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

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

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

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

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

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

Box 2, Folder 4  Peter Perkins
Product Brand
Tareyton cigarettes

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

Box 2, Folder 4  Mrs. R.S. Pierrepont, Jr.

Product Brand
Tareyton cigarettes

Box 2, Folder 4  Rosamond Pinchot

Image(s)

Product Brand
Hupmobile

Box 2, Folder 4  Take a Leaf from the Debs' Glamour Book... [Print advertising.]
1 Item (b&w.; 29 x 21.5 cm.)

Image(s)
Woodbury, John H., Dermatologica
Caption: "Take a Leaf from the Debs' Glamour Book...try a Woodbury Facial Cocktail".

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Good condition.

Local Numbers
Ivorydata4 1168
03061137 (Scan No.)

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

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

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Good condition.

Local Numbers
245312
Ivorydata4 1169

03061138 (Scan No.)

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

Genre/ Form: Photographs -- Reproductions
Print advertising

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

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

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

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

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

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

Box 2, Folder 4
Mrs. George H. Shaw
Product Brand
Yuban Coffee
Box 2, Folder 4  Mrs. Thomas Edison Sloane
Product Brand  Camels

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

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

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

Box 2, Folder 4  Miriam Stevenson
Product Brand  South Carolina

Box 2, Folder 4  Elaine Stewart
Product Brand  Sweetheart soap

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

Box 2, Folder 4  w/ Jacque Dupont

Box 2, Folder 4  US Woman's Squash Team

Box 2, Folder 4  Duchess of Sutherland
Image(s)
Product Brand  Pond's Cream

Box 2, Folder 4  The Duchess of Sutherland. [Print advertising.], 1948
1 Item (b&w; 32.5 x 24 cm.)

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

Pond's Inc., Advertiser

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

Published 1 Nov. 1948.

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Good.

Local Numbers
   Ivorydata4 1170

03061139 (Scan No.)

Names: Sutherland, Duchess of

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

Genre/ Form: Photographs -- Reproductions
            Print advertising

Box 2, Folder 4  Mrs. Edward F. Swift

   Product Brand
       Simmons Mattresses

Box 2, Folder 4  Pauline Trigere

   Product Brand
       Kaiser-Frazier

Box 2, Folder 4  Cleon Throckmorton

   Product Brand
       Chrysler

Box 2, Folder 4  Cornelius Vanderbilt

   Product Brand
       United States Lines

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

Product Brand
Pond's Cream

Box 2, Folder 4     Mrs. Cornlius Vanderbilt Jr. is Young...[sic] Entrancing.....Beautiful...as the world expects her to be. [Print advertising.], 1929
1 Item (b&w; 32.5 x 24 cm.)

Image(s): Mrs. Cornlius Vanderbilt Jr. is Young...[sic] Entrancing.....Beautiful...as the world expects her to be. [Print advertising.] 1929.

Ponds Extract Company, Advertiser
Title is caption of advertisement.

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Good condition.

Local Numbers
Ivorydata4 1112
03061140 (Scan No.)

Publication
Published 2 March 1929

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

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

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

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

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Victrola

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Paderewski
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Victrola

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Schumann-Heink
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Victrola

Box 2, Folder 5
Zimbalist
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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
Box 2, Folder 5

Lord Ismay
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United States Lines

Princess Olga Koudacheff
Product Brand
United States Lines

Bobby Riggs
Product Brand
United States Lines

Helen Dryden
Product Brand
Cutex

Deanna Durbin
Product Brand
La Tausca pearls

Mischa Elman
Product Brand
Old Angus Scotch

Mischa Elman
Product Brand
Victor Talking Machine

Bud Fisher
Product Brand
Lucky Strike cigarettes

Arthur Fiedler
Product Brand
Italian wine

Arthur Fiedler
Product Brand
Teacher's Scotch

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

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

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

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

Box 2, Folder 5 Susanna Foster
Product Brand
RC Cola

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

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

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

Box 2, Folder 5 Gieseking
Product Brand
Baldwin Piano

Box 2, Folder 5 Beniamino Gigli
Product Brand
Greeting cards

Box 2, Folder 5 Oscar Hammerstein
Product Brand
Dictaphone

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

Box 2, Folder 5 Kitty Carlisle Hart
Product Brand
Jamaica

Box 2, Folder 5 Jascha Heifetz
Product Brand
Victrola

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

Box 2, Folder 5 Lillian Hellman
Product Brand
Blackglama

Box 2, Folder 5 Libby Holman
Product Brand
Lux soap

Box 2, Folder 5 Vladimir Horowitz
Product Brand
Steinway

Box 2, Folder 5 Vladimir Horowitz
Product Brand
Magnavox

Box 2, Folder 5  Marion Hutton (2 ads)
Product Brand
Chesterfield cigarettes

Arthur Judson
Product Brand
Lord Calvert whiskey

Box 2, Folder 5  Albert Kahn
Product Brand
Goodyear Flooring

Dorothy Kilgallen
Product Brand
Douglas Aircraft

Box 2, Folder 5  Andre Kostelanetz
Product Brand
Lockheed Aircraft

Serge Koussevitzky
Product Brand
Baldwin pianos

Serge Koussevitzky
Product Brand
Magnavox

Fritz Kreisler (2 ads)
Product Brand
Victrola

Fritz Kreisler w/
Product Brand
Steinway

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 Strike cigarettes

Box 2, Folder 5 Mario Lanza

Product Brand
Camels

Box 2, Folder 5 Kate Lawson

Product Brand
Imperial Wallpaper

Box 2, Folder 5 Peggy Lee

Product Brand
Chesterfield cigarettes

Box 2, Folder 5 William Lescaze

Product Brand
Lord Calvert whiskey

Box 2, Folder 5 Oscar Levant

Product Brand
Columbia Records

Box 2, Folder 5 Mischa Levitzki

Product Brand
Steinway

Box 2, Folder 5 Monica Lewis
Product Brand
GE radio

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

Box 2, Folder 5  Guy Lombardo
Product Brand
Lucky Strike cigarettes

Box 2, Folder 5  Guy Lombardo
Product Brand
Schaefer Beer

Box 2, Folder 5  Guy Lombardo
Product Brand
flower delivery

Box 2, Folder 5  Vincent Lopez
Product Brand
Miller tires

Box 2, Folder 6  Jeanette MacDonald
Product Brand
GE Radio

Box 2, Folder 6  Tony Martin (2 ads)
Product Brand
After Six formals

Box 2, Folder 6  Lauritz Melchoir
Product Brand
Lucky Strike

Box 2, Folder 6  Lauritz Melchoir
Product Brand
Romanoff caviar

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

Box 2, Folder 6 Ethel Merman
Product Brand
Charbeat perfume

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

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

Box 2, Folder 6 Polly Walters
Product Brand
Lux soap

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

Box 2, Folder 6 Grace Moore
Product Brand
Prince Matchabelli

Box 2, Folder 6 Grace Moore
Product Brand
Chesterfield cigarettes

Box 2, Folder 6 Grace Moore
Product Brand
Lux soap

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

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

Box 2, Folder 6 Helen Morgan
Product Brand
Lux soap

Box 2, Folder 6 Charles Munch
Product Brand
Baldwin pianos

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

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

Box 2, Folder 6 Ozzie Nelson
Product Brand
Astor Roof

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

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

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

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

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

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

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

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

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

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

Box 2, Folder 6 Rudolph Nureyve
Product Brand
Blackglama

Box 2, Folder 6 Marguerite Piazza
Product Brand
Camels

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

Box 2, Folder 6 Ezio Pinza
Product Brand
Schenley Whiskey

Box 2, Folder 6 Lily Pons
Product Brand
Lockheed

Box 2, Folder 6

Lily Pons
Product Brand
French tourism

Box 2, Folder 6

Cole Porter (2 ads)
Product Brand
Rheingold beer

Box 2, Folder 6

Sergei Rachmaninoff
Product Brand
Steinway

Box 2, Folder 6

Madame Rappold w/
Product Brand
The New Edison

Box 2, Folder 6

Spalding
Product Brand
The New Edison

Box 2, Folder 6

John Raskof
Product Brand
Ampico

Box 2, Folder 6

Robert L. Ripley
Product Brand
Old Gold cigarettes

Box 2, Folder 6

Norman Rockwell (2 ads)
Product Brand
Aqua-Velva

Box 2, Folder 6

Norman Rockwell
Product Brand
Parker "51" pen

Box 2, Folder 6

Norman Rockwell
Product Brand
Dictaphone

Box 2, Folder 6
Norman Rockwell
Product Brand
Eastman Kodak

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