



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Ivory Soap Advertising Collection

NMAH.AC.0791

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Ivory Soap Advertising Collection
Date:	1883-1998
Identifier:	NMAH.AC.0791
Creator:	Procter & Gamble Company Leyendecker, J. C., 1874-1951 Smith, Jessie Willcox, 1863-1935 Elliott, Elizabeth Shippen Green
Extent:	10 Cubic feet (30 boxes)
Language:	Collection is in English with foreign language materials in Japanese, French, Italian, Polish and Hebrew language. Some materials in Japanese, French, Hebrew, Italian, and Polish.
Summary:	Print advertisements covering almost the entire history of Ivory Soap, including advertisements designed by artists including Jesse Wilcox Smith, Elizabeth Shippen Green, and J. C. Leyendecker.

Administrative Information

Acquisition Information

Procter & Gamble donated this collection to the Archives Center, National Museum of American History, Smithsonian Institution on October 24, 2001.

Separated Materials

Artifacts donated to the Division of Medicine and Science.

Related Materials

Several collections in the Archives Center have materials relating to Ivory Soap. The J. Walter Wilkinson Papers contain art he created for Ivory Soap advertisements. The Ivory Soap 1940 Essay Contest Collection consists of documents relating to the contest and its winner, Helen Nixon. The Procter & Gamble Product Packaging Collection, 1940s-1970s, includes Ivory brand products. The Warshaw Collection of Business Americana's "Soap" subject category contains documents relating to Procter & Gamble and other manufacturers. About twenty-five per cent of the advertisements in this collection are reproduced in the Archives Center's digital image library.

Processing Information

Processed by Laura E. Hunt, 2003 and Anne Jones, volunteer, 2017.

Preferred Citation

Ivory Soap Collection, 1883-1998, undated; Archives Center, National Museum of American History. Gift of Procter & Gamble.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical / Historical

In 1837, candle maker William Procter and soap maker James Gamble formed a partnership in Cincinnati, Ohio, to sell their products. The new company prospered, and by 1859 Procter & Gamble sales reached one million dollars. Contracts with the United States Army during the Civil War to supply soap and candles increased Procter & Gamble's customer base and reputation. In 1879, James Norris Gamble, son of the founder, developed an inexpensive pure white soap. A factory worker who forgot to shut off the soap-making machine when he left for lunch inadvertently improved the product. When he returned, the soap mixture was frothy due to the air that had been whipped into it, and the resulting soap cakes floated in water. There was immediate demand for the "floating soap." After considering many names for the new product, Harley Procter, son of the founder, finally named the soap "Ivory" after Psalms 45:8: "All thy garments smell of myrrh and aloes and cassia, out of the ivory palaces whereby they have made thee glad." Chemical analyses of the soap in 1882 revealed that 56/100 of the ingredients were not pure soap. Harley Procter subtracted that amount from one hundred and the slogan "99 and 44/100% pure" was born. The first ads appeared in 1882 in *The Independent*, a weekly newspaper.

Innovations in production, distribution, and market research contributed to Procter & Gamble's success. Procter & Gamble also developed other products such as Ivory Flakes, Chipso (the first dishwasher soap), and Crisco. By 1945, Procter & Gamble had become a nearly \$350 million company. The company also was an innovator in advertising, developing creative print advertisements aimed at different target groups, sponsoring radio shows and comic strips, and airing its first television commercial (for Ivory Soap) during the first televised major league baseball game. Procter & Gamble is now a global company, selling more than 250 products, including Ivory Soap, to five billion customers in 130 countries.

Scope and Contents

The collection consists of print advertising and publications covering almost the entire history of Ivory Soap. Researchers may use this collection to examine the evolution of advertising strategies and techniques from the very early days of mass-produced brand-name consumer products to the present. From the beginning, Ivory advertisements proclaimed the product's "99 and 44/100%" purity, its ability to float, and its versatility. The collection, however, is much more than a glimpse into advertising history. It is an extremely rich resource for a wide range of cultural studies. Ivory advertising was primarily aimed at women, and it contains many images of women, babies, and young children. The depictions reflect contemporary attitudes toward class structure, race, immigrants and residents of other countries, cleanliness, and domestic relationships. The advertisements often play upon the guilt of women, suggesting that their main concerns should be their husbands, children, and dishpan hands. Many advertisements associate cleanliness with social and religious propriety, physical fitness, and athleticism. There also are many images of men and women performing every-day tasks in gender-defined situations.

Arrangement

The collection is arranged into two series.

Series 1: Ivory Soap Products Advertisements, 1883-1998, undated

Series 2: Publications, 1883-1969, undated

Names and Subject Terms

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

Subjects:

- Soap
advertising

Types of Materials:

- Advertisements -- 19th century
- Advertisements -- 20th century
- Photomechanical reproductions

Container Listing

Series 1: Ivory Soap Products Advertisements, 1883-1998; undated

Scope and Contents: These materials comprise the largest portion of the collection and include advertisements for primarily Ivory Soap in North American newspapers, national periodicals, magazines, and grocery trade publications. Among these materials are lists of publications that advertised Procter & Gamble standard products including Ivory soap flakes, White Naphtha soap and Crisco for a particular year. These materials constitute virtually a complete run of advertisements for Ivory standard products during this time period. Foreign language materials consist of Japanese advertisements for Hawaiian newspapers; French advertisements for Montreal newspapers; and Hebrew language, Italian, and Polish advertisements for New York newspapers. Procter & Gamble introduced many advertising innovations, including the use of color images as early as 1896, and the work of nationally known and lesser known illustrators, such as I. R. Wiles, K. R. Wireman, Elizabeth Shippen, Green Elliott, Jessie Wilcox Smith, J. C. Leyendecker, Stanford Briggs, George O'Neill, T. D. Skidmore, Dorothy Hope Smith and Maud Humphrey (actor Humphrey Bogart's mother). Many of the advertisements were signed by the artist. A 1949 Grace Kelly magazine advertisement, created when she was working as a model before entering show business, is noteworthy. Materials in boxes 31-35 are very fragile with a number of advertisements that are stuck together. Researchers must handle these materials with great care. The advertisements are arranged first in chronological order, then by size with later years also by publication type. In addition to the advertisements there is a point of purchase display, scrapbook and photographs of advertising designs found at the end of the series.

Box 1, Folder 1-2

[Advertisements, 1883](#)

Box 1, Folder 1

[A New Departure. \[Print advertising.\], 1883](#)

1 Item (b&w; 19 x 13.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 35

0207910025 (Scan No.)

Lithograph: Uncle Sam handing a huge bar of Ivory soap to Native Americans (caricature). A humorous poem is below the image.

Good condition.

Topic: Soap
 Uncle Sam (Symbolic character) in art
 Indians of North America

Genre/Form: Print advertising
 Poems

Box 1, Folder 1

[While passing through a wood one day... \[Print advertising.\] The Century Magazine, 1883](#)

1 Item (b&w; 20.5 x 15 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Cox, Palmer, 1840-1924
 Language: English.
 Notes: Ivorydata4 36
 0207910026 (Scan No.)
 Illustration: Bears in woods cleaning themselves with Ivory Soap.
 Above humorous poem.
 Good condition.

Topic: Baths
 Animals
 Bears
 Soap

Genre/Form: Print advertising
 Poems

Box 1, Folder 1

[Proprietary Articles / Laboratory of Chemistry / Stevens Institute of Technology.](#)
[\[Print advertising.\] The Century Magazine, 1883](#)
 1 Item (b&w; 24 x 15.5 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Author: Leeds, Albert Ripley, 1843-1902
 Creator: Stevens Institute of Technology
 Language: English.
 Notes: Ivorydata4 37
 0207910027 (Scan No.)
 Text only: Stevens Institute of Technology testimonial.
 Good condition.

Topic: Soap
 Endorsements in advertising
 Century illustrated monthly magazine

Genre/Form: Print advertising

Box 1, Folder 1

[When cheerful light of day has fled... \[Print advertising.\] The Century Magazine, 1883](#)
 1 Item (b&w; 24.5 x 16 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Artist: Cox, Palmer, 1840-1924
 Language: English.
 Notes: Ivorydata4 38
 0207910028 (Scan No.)
 Illustration: elves washing laundry with Ivory Soap.
 Good condition.

Topic: Laundry
 Elves
 Soap

Genre/Form: Print advertising

Box 1, Folder 1

[Because it is so unusually handsome... \[Print advertising.\] Harper's Young People, 1883](#)

1 Item (b&w; 19 x 26.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 39

0207910029 (Scan No.)

Text ad from Harper's Young People.

Good condition.

Topic: Endorsements in advertising

Yale College (1718-1887)

Laundry

Soap

Genre/Form: Print advertising

Box 1, Folder 2

[Are you certain that the plate you eat off of... \[Print advertising.\] Harper's Young People, 1883](#)

1 Item (b&w; 13 x 19.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Mueller, Rose

Language: English.

Notes: Ivorydata4 40

0207910030 (Scan No.)

Line illustration of children washing dishes. Partial text: "Are you certain that the plate you eat off of, and the cup you drink from, have not been washed with soap made of the fat of diseased cattle?" Citing tests made by Dr. Doremus of Bellevue Hospital, the purity of Ivory is emphasized. Illustration signed by Rose Mueller.

Glue stains.

Topic: Diseases

Cattle

Premiums (Retail trade)

Dishwashing

Children in advertising

Endorsements in advertising

Soap

Genre/Form: Print advertising

Box 1, Folder 2

[A Safe Ship. \[Print advertising.\], 1883](#)

1 Item (b&w; 25 x 19 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 41

0207910031 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Uncle Sam on a raft made of Ivory Soap bars.
Poor condition, very tattered.

Topic: Uncle Sam (Symbolic character) in art
Premiums (Retail trade)
Soap

Genre/Form: Print advertising -- 1850-1900

Box 1, Folder 3

[Advertisements, 1884](#)

Box 1, Folder 3

[The Secret Out. \[Print advertising.\], 1884](#)

1 Item (b&w; 20 x 13 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 42

0207910032 (Scan No.)

Illustration: elephant being cleaned with Ivory Soap. Humorous poem below illustration.

Good condition.

Topic: Arabs
Elephants
Premiums (Retail trade)
Baths
Animals
Soap

Genre/Form: Poems
Print advertising -- 1850-1900

Box 1, Folder 3

[The Sultan. \[Print advertising.\] The Century Magazine, 1884](#)

1 Item (b&w; 24 x 15 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: Cox, Palmer, 1840-1924
Language: English.
Notes: Ivorydata4 43

0207910033 (Scan No.)

Under "Proprietary Articles" title. Humorous poem with black-and-white illustration (lithograph?), signed by Palmer Cox: Sultan speaking with well-dressed white man.

Good condition.

Topic: Soap
Sultans
Premiums (Retail trade)
Sultans
Stereotypes (Social psychology)
Century illustrated monthly magazine

Genre/Form: Print advertising
Poems
Culture: Arabs

Box 1, Folder 3

[Did it ever occur to you...](#) [Print advertising.] The Century Magazine, 1884

1 Item (b&w; 24 x 15 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 44

02079134 (Scan No.)

Family eating dinner, butler in background. "Proprietary Articles" heading. Text under drawing.

Good condition.

Topic: Ivory Soap (Brand name)
Family
Premiums (Retail trade)
Butlers
Laundry
Household linens
Soap
Genre/Form: Print advertising

Box 1, Folder 3

[The Studious Man.](#) [Print advertising.] The Century Magazine, 1884

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: Cox, Palmer, 1840-1924
Language: English.
Notes: Ivorydata4 45

02079135 (Scan No.)

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

"Proprietary Articles" heading. Illustration: Man with bar of Ivory stops man on donkey. With humorous poem.

Good condition. Loss on right edge of page.

Topic: Donkeys
Arabs
Premiums (Retail trade)
Soap
Century illustrated monthly magazine
Genre/Form: Print advertising
Poems

Box 1, Folder 3

[To thoroughly cleanse and purify garments without injury, they must be boiled...](#) [Print advertising.] Harper's Magazine Advertiser, 1884

1 Item (b&w; 25 x 16.5 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company

Creator:	Harper's Magazine Foundation
Language:	English.
Notes:	Ivorydata4 46 02079136 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Reproduction of a drawing: Mother with child, maid in background with cauldron. P. 61. Good condition. Loss at top of page.
Topic:	Children in advertising Mothers Premiums (Retail trade) Laundry Women domestics Soap Cauldrons Harper's
Genre/Form:	Print advertising

Box 1, Folder 3

[The Magic Lantern Exhibition. \[Print advertising.\] Harper's Magazine Advertiser, 1884](#)

1 Item (b&w; 17 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 47

02079137 (Scan No.)

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

Reproduction of a drawing: Animals seated in a theater, with a lecturer pointing to a slide with text, "Ivory Soap 99 44/100 Pure."

Good condition.

Topic: Projectors
Slide projectors
Slide shows
Animals
Premiums (Retail trade)
Soap

Genre/Form: Lectures
Print advertising

Box 1, Folder 3

[Reclaimed. \[title under illustration\] \[Print advertising.\] Harper's / Young People / An Illustrated Weekly, 1884](#)

1 Item (b&w; 27.5 x 20 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 48

	0207910038 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Illustration on blue-green cover: Male and female Native Americans and child dressed in fashionable clothing.
	Poor condition, ragged edges, discoloration.
Topic:	Indians of North America Family Soap
Genre/Form:	Print advertising

Box 1, Folder 3

[To preserve the richness of color... \[Print advertising.\] Harper's Magazine Advertiser, 1884](#)

1 Item (b&w; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 49

0207910039 (Scan No.)

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

Line illustration: Two ladies in park comparing dresses, while a man and woman play tennis in the background.

Good condition.

Topic: Women in advertising
Tennis
Endorsements in advertising
Laundry
Premiums (Retail trade)
Clothing and dress
Soap

Genre/Form: Print advertising

Box 1, Folder 4

[Advertisements, 1885](#)

Box 1, Folder 4

[John Anderson my jo, John... \[first line of poem\] \[Print advertising.\] Harper's Magazine Advertiser, 1885](#)

1 Item (b&w; Ink on paper; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Wiles, Irving R.

Language: English.

Notes: Ivorydata4 50

0207910040 (Scan No.)

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

Illustration (lithograph?) with poem. Elderly couple, woman ironing and talking to seated man with pipe.

Good condition.

Topic: Ivory Soap (Brand name)
Wives
Older people
Laundry
Husbands
Premiums (Retail trade)
Clothing and dress
Soap
Older people

Genre/Form: Print advertising
Poems

Box 1, Folder 4

[Our advice to consumers...](#) [Print advertising.] The Century Magazine, 1885

1 Item (b&w; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 51

0207910041 (Scan No.)

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

Mother and daughter; Ivory encourages buying bars in bulk.

Good condition.

Topic: Mothers
Children in advertising
Soap

Genre/Form: Print advertising

Box 1, Folder 4

[Thoughtful Santa Claus.](#) [Print advertising.], 1885

1 Item (b&w; 20 x 12 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 52

0207910042 (Scan No.)

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

Illustration: Santa delivers Ivory to stockings.

Good condition.

Topic: Christmas
Laundry
Santa Claus
Soap

Genre/Form: Print advertising

Box 1, Folder 4

[For washing the hair, only the very best of soap and pure water should be used...](#) [Print advertising.] Harper's Magazine Advertiser, 1885

1 Item (b&w; 25 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 53

0207910043 (Scan No.)

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

Illustration: Maid brushing woman's hair.

Good condition.

Topic: Women in advertising
Premiums (Retail trade)
Hair -- Care and hygiene
Women domestics

Genre/Form: Print advertising

Box 1, Folder 4

[The Rustic Crown. \[Print advertising.\] The Century Magazine, 1885](#)

1 Item (b&w; 24.5 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Cox, Palmer, 1840-1924

Language: English.

Notes: Ivorydata4 54

0207910044 (Scan No.)

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

Illustration: Elves in woods, accompanied by a poem. "Proprietary Articles" at top of page.

Good condition.

Topic: Elves
Premiums (Retail trade)

Genre/Form: Poems
Print advertising

Box 1, Folder 4

[Take The Hint. \[Print advertising.\] Harper's Magazine Advertiser, 1885](#)

1 Item (b&w; 26 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Wiles, Irving R.

Language: English.

Notes: Ivorydata4 55

0207910045 (Scan No.)

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

Drawing of young women reading a magazine. With humorous poem.

Good condition. Wrinkled at bottom.

Topic: Reading
Women in advertising
Teenagers
Soap

Genre/Form: Poems
Print advertising

Box 1, Folder 4

[The Barber's Opinion. \[Print advertising.\] The Century Magazine, 1885](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: Wiles, Irving R.
Language: English.
Notes: Ivorydata4 56

0207910046 (Scan No.)

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

Reproduction of a drawing: Man in 18th-century costume at barber's. With humorous poem. On "Proprietary Articles" page.

Good condition.

Topic: Men in advertising
Costume -- 18th century
Barbers
Soap

Genre/Form: Poems
Drawings -- 1870-1910
Print advertising

Box 1, Folder 4

[The Contented Rat. \[Print advertising.\] Harper's Magazine Advertiser, 1885](#)

1 Item (b&w; 25.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 57

0207910047 (Scan No.)

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

Illustration: Rat family with bar of Ivory.

Good condition.

Topic: Animals
Mothers
Family
Rats
Mice
Soap

Genre/Form: Print advertising

Box 1, Folder 5-8

[Advertisements, 1886](#)

Box 1, Folder 5
(1886)

[The clearness of plate glass windows is impaired by washing them with soap containing resin...](#) [Print advertising.] [Our Little Men and Women, 1886](#)

1 Item (b&w; 23.5 x 18.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 58

0207910048 (Scan No.)

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

Line illustration: woman washing window while seated on windowsill. Marked in pencil "Oct. 1890."

Published October 1890.

Poor condition. Faded, mottled, edges damaged.

Topic: Women in advertising

Windows

Window cleaning

Soap

Genre/Form: Print advertising

Box 1, Folder 5
(1886)

["Dirt rots the fibre and invites the moth." \[sic\]](#) [Print advertising.] [Our Little Men and Women, 1886](#)

1 Item (b&w; 23.5 x 18.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 59

0207910049 (Scan No.)

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

Line 1Illustration: Women folding bed sheets.

Published November 1890.

Poor condition: ragged edges, stains, foxing.

Topic: Women in advertising

Laundresses

Endorsements in advertising

Women domestics

Bedding

Soap

Genre/Form: Print advertising

Box 1, Folder 5
(1886)

[Preserve Your Complexion.](#) [Print advertising.] [Our Little Men and Women, 1886](#)

1 Item (b&w; 23.5 x 18.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 60

	0207910050 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Line illustration: Women and man playing tennis in background, while two women converse in the foreground; one stands and holds a tennis racquet..
	Published July 1890. Pencil at top: "Our Little Men and Women / July 1890."
	Poor condition: tears, stains, discoloration, fading. A label of some sort is glued to the print.
Topic:	Soap Women in advertising Skin -- Care and hygiene Beauty, Personal Tennis
Genre/Form:	Print advertising

Box 1, Folder 5
(1886)

[It Is Very Easy. \[Print advertising.\] Our Little Men and Women, 1886](#)

1 Item (b&w; 23.5 x 18.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 61

0207910051 (Scan No.)

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

Illustration: Women cleaning house.

Published April 1890.

Ragged edges.

Topic: Women domestics
House cleaning
Soap

Genre/Form: Print advertising

Box 1, Folder 5
(1886)

[John Anderson, My Jo. \[title of poem\] \[Print advertising.\] J.I. Case Threshing Machine Co., *, c1886](#)

1 Item (b&w; 23.5 x 18.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 62

0207910052 (Scan No.)

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

Illustration: Eldery couple discussing merits of Ivory.

Published 1891. * "Western Farmers Almanac" at bottom of advertisement.

Good condition.

Topic: Ivory Soap (Brand name)
Husbands
Clothing and dress
Older people
Laundry
Wives
Soap

Genre/Form: Print advertising
Poems
Almanacs

Box 1, Folder 5
(1886)

[After Exercise.](#) [Print advertising.] *The Century Magazine*, 1886

1 Item (b&w, 24.5 x 17.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 63

0207910053 (Scan No.)

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

"Proprietary Articles." Line illustration: Man and woman perspiring after tennis game. Horses with riders and a man and woman are in the background. With humorous poem

Ragged edges.

Topic: Men in advertising
Bicycles
Tennis
Exercise
Women in advertising
Soap

Genre/Form: Poems
Print advertising

Box 1, Folder 5
(1886)

[Bubble Parties.](#) [Print advertising.], 1886

1 Item (b&w; 19 x 12 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 64

0207910054 (Scan No.)

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

Reproduction of line drawing of men and women in formal dress, blowing bubbles with Ivory soap solution.

Published 1887 (but contains 1886 copyright date).

Good condition.

Topic: Parties

Women in advertising
Men in advertising
Soap bubbles
Soap
Evening dress
Genre/Form: Print advertising

Box 1, Folder 5
(1886)

[The Makers of a Well Known Churn Write:...](#) [Print advertising.], 1886

1 Item (b&w; 19.5 x 11.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 65

0207910055 (Scan No.)

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

Line illustration: Women cleaning parts of Blanchard dairy churn.
Text about cleaning dairy utensils.

Published May 11, 1889.

Good condition.

Topic: Churns
Women employees
Soap
Dairy farms
Genre/Form: Print advertising

Box 1, Folder 5
(1886)

[To preserve the richness of color..](#) [Print advertising.] Ladies Home Journal, 1886

1 Item (b&w; 16 x 12 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 66

0207910056.tif (Scan No.)

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

Line illustration with text: women comparing summer dresses.

Good condition.

Topic: Women in advertising
Soap
Laundry
Clothing and dress
Endorsements in advertising
Genre/Form: Print advertising

Box 1, Folder 6
(1886)

[Said Lill to Belle / Said Belle to Lill](#) [Print advertising.], 1886

1 Item (b&w; 23 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.
 Notes: Ivorydata4 67
 0207910057 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Line illustration: Ladies discussing hand care.
 Good condition.

Topic: Soap
 hands -- Care and hygiene

Genre/Form: Print advertising

Box 1, Folder 6
(1886)

[Take The Hint. \[Print advertising.\], 1886](#)
 1 Item (b&w; 25 x 16 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 68
 0207910058 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: two men and a woman looking at an Ivory ad in a magazine. Poem underneath.
 Good condition.

Topic: Men in advertising
 Women in advertising
 advertising
 Soap

Genre/Form: Print advertising
 Poems

Box 1, Folder 6
(1886)

[The Village Blacksmith \[Print advertising.\] Babyland Advertiser, 1886](#)
 1 Item (b&w; 21 x 15.5 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 69
 0207910059 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Line illustration: Blacksmith and upper-class man speaking: poem.
 Good condition.

Topic: Soap
 Men in advertising

Occupation: Blacksmiths

Genre/Form: Poems
 Print advertising

Box 1, Folder 6
(1886)

[Interrupted. \[Print advertising.\], 1886](#)

1 Item (b&w; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 70

0207910060 (Scan No.)

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

Illustration: Husband and wife making ball of yarn. Poem below.

Published August 1887.

Good condition.

Topic: Soap
Courtship
Knitting
hands -- Care and hygiene
Men
Women
Genre/Form: Poems
Print advertising

Box 1, Folder 6
(1886)

[Yes, Barber, what you say is true... \[Print advertising.\] The Century Magazine, c1886](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 71

0207910061 (Scan No.)

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

Line illustration of man at barbershop taking off jacket (being assisted by a small African American boy), with poem beginning with the line above. Page heading is "Proprietary Articles." "November 1887" in pencil under title.

Generally good condition, but with stains and loss at upper left corner.

Published November 1887

Topic: Barbers
Men in advertising
Domestics
Soap
Century illustrated monthly magazine
Genre/Form: Print advertising
Poems
Culture: African Americans -- Children

Box 1, Folder 6
(1886)

[You may have observed...\[beginning of text\] \[Print advertising.\] The Century Magazine, 1886](#)

1 Item (b&w; 23 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 72

0207910062 (Scan No.)

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

Illustration: Artist with model and paintings.

Good condition.

Topic: Artists' models
Endorsements in advertising
Paintings -- Cleaning
Women in advertising

Occupation: Painters

Genre/Form: Print advertising

Box 1, Folder 6
(1886)

[The advantage of using an article that is pure... \[beginning of text\] \[Print advertising.\] The Century Magazine, 1886](#)

1 Item (b&w; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 73

0207910063 (Scan No.)

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

Line illustration: Male chemists in laboratory.

Good condition.

Topic: Chemists
Soap
Laundry
Endorsements in advertising

Genre/Form: Print advertising

Box 1, Folder 6
(1886)

[Kid gloves can easily be cleaned... \[beginning of text\] \[Print advertising.\] The Century Magazine, 1886](#)

1 Item (b&w; 23.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 74

0207910064 (Scan No.)

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

Illustration: mother with daughter, washing kid gloves with Ivory.

Good condition.

	Topic:	Gloves Clothing and dress Interior decoration Mothers Soap Children in advertising
	Genre/Form:	Print advertising

Box 1, Folder 6
(1886)

[Examine Before You Buy.](#)[title of poem under illustration] [Print advertising.] [The Century Magazine, 1886](#)

1 Item (b&w; 23 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 75

0207910065 (Scan No.)

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

Illustration: 2 women in store with shop owner.

Good condition.

Topic: Ivory Soap (Brand name)
Shopping
Soap
Women in advertising
Grocers

Genre/Form: Print advertising

Box 1, Folder 6
(1886)

[To thoroughly cleanse and purify garments without injury](#) [beginning of text] [Print advertising.] [Farm & Home Magazine, 1886](#)

1 Item (b&w; 19 x 12 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 76

0207910066 (Scan No.)

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

Illustration: women boiling laundry.

Good condition.

Topic: Laundry
Soap
Women domestics
Laundresses
Women in advertising

Genre/Form: Print advertising

Box 1, Folder 7
(1886)

[After the Bath.](#) [Print advertising.] [The Century Magazine, 1886](#)

1 Item (b&w; 24.5 x 17 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 77
 0207910067 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: 2 women, 1 lounging on daybed.
 Good condition.
 Topic: Interior decoration
 Baths
 Soap
 Women in advertising
 Genre/Form: Print advertising

Box 1, Folder 7
(1886)

[Free Alkali. \[Print advertising.\] The Century Magazine, 1886](#)
 1 Item (b&w; 24 x 16.5 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 78
 0207910068 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Image: Woman speaks with doctor about Ivory soap.
 Good condition.
 Topic: Physicians
 Interior decoration
 Skin -- Care and hygiene
 Clothing and dress
 Women in advertising
 Soap
 Genre/Form: Print advertising

Box 1, Folder 7
(1886)

A New Departure. [title of humorous poem under illustration.] [Print advertising.]
 Chicago Herald, 1886, January 10, 1887
 1 Item (b&w; 22 x 15 cm.)
[Image\(s\): A New Departure. \[title of humorous poem under illustration.\] \[Print advertising.\] Chicago Herald. 1886.](#)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 79
 0207910069 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Native Americans with Uncle Sam, inspecting shipment of Ivory Soap.
 Good condition.

Topic: Wit and humor in advertising
Uncle Sam (Symbolic character) in art
Soap
Genre/Form: Print advertising
Culture: Indians of North America

Box 1, Folder 7
(1886)

[Art needle-work and valuable embroideries..]. [Print advertising.] Ladies Home Journal, 1886
1 Item (b&w; 23 x 15.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 80
0207910070 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: 2 women with embroidered piece.
Published April 1887.
Good condition.
Topic: Embroidery
Women
Laundry
Genre/Form: Print advertising

Box 1, Folder 7
(1886)

[White--Just as soon as cold weather..]. [Print advertising.] The Century Magazine, 1886
1 Item (b&w; 24.5 x 17.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 81
0207910071 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: three men discussing hand softness and color.
Published February 1888.
Good condition.
Topic: Men
hands -- Care and hygiene
Genre/Form: Print advertising

Box 1, Folder 7
(1886)

Casablanca. [Print advertising.], 1886
1 Item (b&w; 23.5 x 18 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 82
0207910072 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Young man saving box of Ivory soap from fire on boat by throwing it overboard.
 Good condition.
 Published January 1888
 Topic: Men in advertising
 Sailors
 Soap
 Genre/Form: Print advertising

Box 1, Folder 7
(1886)

[The makers of the Ivory Soap... \[Print advertising.\] Harper's Magazine Advertiser, 1886](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 83

0207910073 (Scan No.)

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

Illustration: women's chemistry class.

Published August 1888.

Good condition.

Names: Richards, Ellen H. (Ellen Henrietta), 1842-1911

Topic: Women chemists

Endorsements in advertising

Soap

Genre/Form: Print advertising

Box 1, Folder 7
(1886)

[Baby's Bath. \[Print advertising.\], 1886](#)

1 Item (b&w; 21 x 14.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 84

0207910074 (Scan No.)

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Illustration: Woman seated with child.

Good condition.

Names: Leeds, Albert Ripley, 1843-1902

Topic: Ivory Soap (Brand name)

Soap

Mothers

Endorsements in advertising

Children

Skin -- Care and hygiene

Baths

Genre/Form: Print advertising	
Box 1, Folder 8 (1886)	<p>Catchpenny Soaps. [Print advertising.] The Century Magazine, 1886 1 Item (b&w; 23.9 x 15.5 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 85 0207910075 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: Women in store with salesman. Good condition.</p> <p>Topic: Ivory Soap (Brand name) Stores Soap Shopping Women in advertising</p> <p>Genre/Form: Print advertising</p>
Box 1, Folder 8 (1886)	<p>The Children's Latest Craze. [Title above text.] [Print advertising.], 1886 1 Item (b&w; 20 x 12.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 86 0207910076 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Line Illustration: Children at door speaking with woman. Good condition.</p> <p>Topic: Children in advertising Mothers Soap Premiums (Retail trade)</p> <p>Genre/Form: Print advertising</p>
Box 1, Folder 8 (1886)	<p>[Now laughs the sun;..]. [Print advertising.] The Century Magazine, 1886 1 Item (b&w; 25 x 16.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 87 0207910077 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: 3 laundresses in field after hanging laundry. Published April 1888. Good condition.</p>

Topic: Women domestics
Laundry
Laundresses
Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[Agnes--"He praised your tresses..."](#) [Print advertising. General circulation publications], 1886

1 Item (b&w; 22 x 15.5 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 88

0207910078 (Scan No.)

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Caption: Agnes and Louise converse about hair and Ivory soap.
Published 1888.

Good condition.

Topic: Women in advertising
Soap
Beauty, Personal
Courtship
Hair -- Care and hygiene
Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[Using Ivory Soap On The Face.](#) [Print advertising.] The Century Magazine, 1886

1 Item (b&w; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 89

0207910079 (Scan No.)

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

Illustration: Woman washing face with maid at her side.

Good condition.

Topic: Women in advertising
Face -- Care and hygiene
Women domestics
Soap
Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[Haste Makes Waste.](#) [Print advertising.], 1886

1 Item (b&w; 22 x 13 cm.)

Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 90

	0207910080 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Illustration: 2 maids having conversation, one standing on chair.
	Good condition.
Topic:	Women domestics Laundry Laundresses
Genre/Form:	Print advertising

Box 1, Folder 8
(1886)

[\[To Preserve the Softness of Flannel..\]. \[Print advertising.\], 1886](#)

1 Item (b&w; 20 x 13 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 91

0207910081 (Scan No.)

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

Illustration: women doing laundry.

Good condition.

Topic: Women domestics

Laundry

Laundresses

Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[The Ivory Soap is most excellent for washing galled spots scratches &c on horses... \[Print advertising, Harper's Magazine Advertiser.\], 1886](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 92

0207910082.tif (Scan No.)

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Illustrations: Man grooms horse and cleans riding equipment and buggy top with Ivory Soap.

Good condition.

Topic: Horses

Animals

Men in advertising

Soap

Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[Catch-Penny Soaps. \[Print advertising.\], 1886](#)

1 Item (b&w; 18 x 14 cm.)

Advertiser: Procter & Gamble Company

Language: English.
Notes: Ivorydata4 93
0207910083 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: 2 Women in shop with salesman.
Good condition.
Topic: Shopping
Grocers
Women
Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[\[The use of a good soap..\]](#). [\[Print advertising.\]](#), 1886
1 Item (b&w; 14.5 x 12 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 94
0207910084 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Man and woman arriving at social function.
Good condition.
Topic: Men
Skin -- Care and hygiene
Women
Parties
Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[Reclaimed.](#) [\[Print advertising.\]](#), 1886
1 Item (b&w; 19.5 x 11.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 95
0207910085 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Native Americans dressed in American clothing/ Western dress.
Published in 1889.
Poor condition.
Topic: Indians of North America
Family
Genre/Form: Print advertising

Box 1, Folder 8
(1886)

[Kid gloves can easily be cleaned...](#) [\[Print advertising.\]](#) Our Little Men and Women, 1886
1 Item (b&w; 23.5 x 18.5 cm.)

Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 144
 0207910134 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Two women with gloves.
 Published May 1890.
 Poor condition.

Topic: Women
 Laundry
 Clothing and dress

Genre/Form: Print advertising

Box 1, Folder 9-10

[Advertisements, 1887](#)Box 1, Folder 9
(1887)

[\[The average "silver polish" is a strong chemical compound..\]. \[Print advertising.\] The Century Magazine, 1887](#)
 1 Item (b&w; 25 x 16 cm.)

Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 114
 0207910104 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Husband and wife with maid looking at silver; colonial dress.
 Good condition.

Topic: Women domestics
 Husbands
 Wives
 Polishes
 Silver

Genre/Form: Print advertising

Box 1, Folder 9
(1887)

[\[Laces, fine embroideries and other articles..\]. \[Print advertising.\] The Century Magazine, 1887](#)

1 Item (b&w; 25 x 16 cm.)

Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 115
 0207910105 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Reclining woman and maid.
 Good condition.

Topic: Women

Clothing and dress
Laundry
Women domestics
Delicate fabrics
Genre/Form: Print advertising

Box 1, Folder 9
(1887)

[Round in 3 Parts. \[Print advertising.\] The Century Magazine, 1887](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Artist: Wiles, Irving R.

Language: English.

Notes: Ivorydata4 116

0207910106 (Scan No.)

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

Illustration: 3 women carollers with 'sheet music'.

Good condition.

Topic: Women

Genre/Form: Print advertising

Box 1, Folder 10
(1887)

[Two Voices And One Mind. \[Print advertising.\] The Century Magazine, 1887](#)

1 Item (b&w; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 117

0207910107 (Scan No.)

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

Illustration: 2 men in bath house.

Good condition.

Topic: Men

Baths

Genre/Form: Print advertising

Box 1, Folder 10
(1887)

[The Dairy Maid. \[Print advertising.\] The Century Magazine, 1887](#)

1 Item (b&w; 24 x 17 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 118

0207910108 (Scan No.)

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

Illustration: Maid with churn.

Good condition.

Topic: Churns

Women

Genre/Form: Print advertising

Box 1, Folder 10
(1887)

[\[In this age of adulteration..\]. \[Print advertising.\], 1887](#)

1 Item (b&w; 17 x 13 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 119

0207910109 (Scan No.)

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Illustration: Man with young girl discussing laundry.

Good condition.

Topic: Girls

Men

Laundry

Delicate fabrics

Genre/Form: Print advertising

Box 1, Folder 10
(1887)

[To Preserve the Softness of Flannel Garments... \[Print advertising.\] The Century Magazine, 1887](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 244263

Ivorydata4 120

0207910110 (Scan No.)

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Illustration: Five maids doing laundry.

Good condition.

Topic: Laundresses

Laundry

Genre/Form: Print advertising

Box 1, Folder 10
(1887)

["Haste Makes Waste." \[sic\] \[Print advertising.\] The Century Magazine, 1887](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 121

0207910111 (Scan No.)

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Black and white illustration: Two laundresses discussing the ease of doing laundry with Ivory Soap. "Proprietary Articles" series.

Good condition.

Topic: Laundry

Women domestics

Laundresses
Soap
Genre/Form: Print advertising

Box 1, Folder 11

Advertisements, 1888

Box 1, Folder 11
(1888)[The Mandarin. \[Print advertising.\], 1888](#)

1 Item (b&w; 15 x 12 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 122

0207910112 (Scan No.)

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Reproduction of line drawing of Chinese men: two carry the Mandarin in a sedan chair (palanquin), who stops to speak to two men doing laundry. Page includes poem and advertising copy.

Good condition.

Topic: Soap

Laundry

Genre/Form: Print advertising

Poems

Culture: Chinese

Box 1, Folder 11
(1888)[\[Editor American Sportsman: I was much pleased..\]. \[Print advertising.\] The Century Magazine, 1888](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 123

0207910113 (Scan No.)

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Letter to editor of American Sportsman. Illustration of woman with maid preparing to wash dog.

Good condition.

Topic: Women

Interior decoration

Animals

Dogs

Women domestics

Genre/Form: Print advertising

Box 1, Folder 12

Advertisements, 1889

Box 1, Folder 12
(1889)[When with some soap a salesman bold...\[first line of poem\] \[Print advertising.\], 1889](#)

1 Item (b&w; 21.5 x 12.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 124

0207910114 (Scan No.)

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Line illustration: Salesman selling Ivory soap to storeowner. Accompanied by a humorous poem.

Poor condition. Fragile.

Topic: Soap
Sales personnel
Grocers
Shopping

Genre/Form: Poems
Print advertising

Box 1, Folder 12
(1889)

[The Reconciliation. \[Print advertising.\], 1889](#)

1 Item (b&w; 20 x 11.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 125

0207910115 (Scan No.)

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

Illustration: Man on beach with boys giving them Ivory.

Poor condition.

Topic: Men
Children

Genre/Form: Print advertising

Box 1, Folder 12
(1889)

[An Eastern Tale. \[Print advertising.\], 1889](#)

1 Item (b&w; 22 x 11 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 126

0207910116 (Scan No.)

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

Illustration: Arab men.

Text cut off on right side.

Poor condition.

Topic: Arabs
Men

Genre/Form: Print advertising

Box 1, Folder 12
(1889)

[The Barber's Opinion. \[Print advertising.\], 1889](#)

1 Item (b&w; 12 x 19 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 127

0207910117 (Scan No.)

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Illustration: Men in barbershop.

Good condition.

Topic: Men

Barbers

Genre/Form: Print advertising

Box 1, Folder 13-14

[Advertisements, 1890](#)

Box 1, Folder 13

[\[James--"Remember, now! Those clothes.."\]. \[Print advertising.\] Scribner's Magazine, 1889](#)

1 Item (b&w; 24.5 x 15.8 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 128

0207910118 (Scan No.)

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Illustration: James and Laundress discussing merits of Ivory.

Published July 1891.

Good condition.

Topic: Men

Laundry

Laundresses

Genre/Form: Print advertising

Box 1, Folder 13

[You see, young ladies, the value of a well-made soap... \[Print advertising.\] Harper's Magazine Advertiser, 1890](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 129

0207910119 (Scan No.)

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

Illustration: Women chemists.

Published 1891.

Good condition.

Names: Richards, Ellen H. (Ellen Henrietta), 1842-1911

	<p>Topic: Women chemists Endorsements in advertising</p> <p>Genre/Form: Print advertising</p>
Box 1, Folder 13	<p>The first necessity in all hospitals, asylums and institutions is cleanliness. [Print advertising.] The Christian Herald, 1890</p> <p>1 Item (b&w; 17 x 11.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 130</p> <p>0207910120 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Drawing of a well-dressed man and woman presenting a box of Ivory soap to a woman at the door of a building. The theme of the advertisement is to encourage people to donate Ivory soap to charity.</p> <p>Good condition.</p> <p>Topic: Charity Medical care Men in advertising Women in advertising Nurses</p> <p>Genre/Form: Print advertising</p>
Box 1, Folder 13	<p>Clean and White. [Print advertising.] The Christian Herald and Signs o[?], 1890</p> <p>1 Item (b&w; 17 x 12.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 131</p> <p>0207910121 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Clean and White." Pure white color in laundry comes from Ivory Soap.</p> <p>Published July 22, 1891.</p> <p>Good condition.</p> <p>Topic: Men Women domestics Laundresses</p> <p>Genre/Form: Print advertising</p>
Box 1, Folder 13	<p>Your barber will use Ivory Soap if you ask for it. [Print advertising.] The Christian Herald and Signs o[?], 1890</p> <p>1 Item (b&w; 17.5 x 12 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 132</p>

0207910122 (Scan No.)

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Illustration: Man receiving scalp massage from barber.

Published December 9, 1891.

Good condition.

Topic: Barbers
Men in advertising

Genre/Form: Print advertising

Box 1, Folder 13

[Ivory Soap is especially valuable for bathing. \[Print advertising.\] The Christian Herald and Signs o\[?\], 1890](#)

1 Item (b&w; 17.5 x 13 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 133

0207910123 (Scan No.)

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

Caption: "Ivory Soap is especially valuable for bathing the skin of infants..." Illustration: Mother with children and maid.

Published 1891.

Good condition.

Topic: Children
Toys
Skin -- Care and hygiene
Laundry
Mothers
Women domestics
Play

Genre/Form: Print advertising

Box 1, Folder 13

[I see they have put Ivory Soap all over the house.. \[Print advertising.\] The Cosmopolitan, 1890](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 134

0207910124 (Scan No.)

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

Illustration: Men discussing merits of Ivory as facial soap in addition to laundry soap.

Published May 1891.

Good condition.

Topic: Men
Complexion

Genre/Form: Print advertising

Box 1, Folder 13

[My dear fellow, Nature has given us bald heads... \[Print advertising.\] The Christian Herald and Signs o\[?\], 1890](#)

1 Item (b&w; 18 x 14 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 135

0207910125 (Scan No.)

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

Illustration: One man tells other of the merits of Ivory.

Published 1891.

Good condition.

Topic: Men

Genre/Form: Print advertising

Box 1, Folder 13

[While thus engaged on work so fine,... \[Print advertising.\] The Christian Herald and Signs o\[?\], 1890](#)

1 Item (b&w; 17 x 11.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 136

0207910126 (Scan No.)

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

Illustration: Woman working on embroidery with man in foreground.

Published November 4, 1891.

Good condition.

Topic: Embroidery

Women

Men

Laundry

Genre/Form: Print advertising

Box 1, Folder 13

[Infections lurk in many cheap soaps. \[Print advertising.\], 1890](#)

1 Item (b&w; 17 x 13 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 137

0207910127 (Scan No.)

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

Illustration: Couple with butler or waiter.

Published 1891.

Good condition.

Topic: Husbands
Wives
Butlers
Dishwashing
Genre/Form: Print advertising

Box 1, Folder 13

[Ivory Soap is every-room-in-the-house Soap. \[Print advertising.\], 1890](#)

1 Item (b&w; 15.5 x 12.1 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 138

0207910128 (Scan No.)

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

Illustration: Women cleaning furniture with Ivory Soap.

Published 1891.

Good condition.

Topic: Furniture cleaning
Women domestics

Genre/Form: Print advertising

Box 1, Folder 13

[What's the matter, Bob? Chapped hands? \[Print advertising.\], 1890](#)

1 Item (b&w; 17.5 x 13.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 139

0207910129 (Scan No.)

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

Illustration: Two men discuss merits of Ivory on rough hands.

Published 1891.

Good condition.

Topic: Men
hands -- Care and hygiene

Genre/Form: Print advertising

Box 1, Folder 13

[Every reader of Ivory Soap advertisements.. \[Print advertising.\] Harper's Magazine Advertiser, 1890](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 140

0207910130 (Scan No.)

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

Illustration: Woman on telephone to grocer ordering Ivory Soap.

Published 1891.

Good condition.

Topic: Women
Shopping
telephone
advertising

Genre/Form: Print advertising

Box 1, Folder 13

[Interrupted. \[Print advertising.\], 1890](#)

1 Item (b&w; 18.5 x 12.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 141

0207910131 (Scan No.)

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

Illustration: Man holding yarn for woman, discussing hand softness.

Published 1891.

Good condition.

Topic: Courtship
hands -- Care and hygiene
Women
Men

Genre/Form: Print advertising

Box 1, Folder 13

[After your bath--have you ever noticed it? \[Print advertising.\] The Christian Herald and Signs o\[?\], 1890](#)

1 Item (b&w; 17 x 12 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 142

0207910132 (Scan No.)

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

Illustration: Two women, one fresh from bath.

Published July 29, 1891.

Good condition.

Topic: Women
Baths

Genre/Form: Print advertising

Box 1, Folder 13

[Priscilla spinning, long ago,...\[part of first line of poem\] \[Print advertising.\] The Cosmopolitan, 1890](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 143

	0207910133 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Page from The Cosmopolitan. Reproduction of line drawing of woman with a spinning wheel, with a poem below the illustration. Published August 1891. (In pencil) Good condition.
Topic:	The Cosmopolitan Soap Spinning-wheel Laundry
Genre/Form:	Periodicals Drawings -- 1890-1900 Print advertising Poems

Box 1, Folder 14

[Artists use Ivory Soap for a special purpose. \[Print advertising.\] Harper's Magazine Advertiser, 1890](#)

1 Item (b&w; 24.5 x 17 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 244288

Ivorydata4 145

0207910135 (Scan No.)

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

Illustration: Artist cleaning painting for man.

Good condition.

Occupation: Painters

Topic: Men

Paintings -- Cleaning

Genre/Form: Print advertising

Box 1, Folder 14

[Thoughtful Santa Claus. \[Print advertising.\], 1890](#)

1 Item (b&w; 20 x 13.2 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 146

0207910136 (Scan No.)

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

Illustration: Santa delivering Ivory to stockings.

Good condition.

Topic: Santa Claus

Christmas

Genre/Form: Print advertising

Box 1, Folder 14

[At the Club. \[Print advertising.\] The Century Magazine, 1890](#)

1 Item (b&w; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Artist: Faton, H.M.

Language: English.

Notes: Ivorydata4 147

0207910137 (Scan No.)

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

Illustration: Two men discuss Ivory soap.

Published February 1891.

Good condition.

Topic: Men

Genre/Form: Print advertising

Box 1, Folder 14

[Why is it that people do not learn that Ivory Soap prevents chapped hands? \[Print advertising.\], 1890](#)

1 Item (b&w; 18 x 12 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 148

0207910138 (Scan No.)

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

Illustration: Two women, one reading magazine.

Good condition.

Topic: Women

Skin -- Care and hygiene
hands -- Care and hygiene

Genre/Form: Print advertising

Box 1, Folder 14

[A Jeweler Writes... \[Print advertising.\], 1890](#)

1 Item (b&w; 18.5 x 11 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 149

0207910139 (Scan No.)

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

Illustration: Two women cleaning jewelry with Ivory Soap.

Good condition.

Published 1891

Topic: Soap

Jewelry -- Cleaning
Women in advertising

Genre/Form: Print advertising

Box 1, Folder 14

[When the "Wash" Came Up. \[Print advertising.\], 1890](#)

1 Item (b&w; 16.5 x 12.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 150

020791140 (Scan No.)

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

Illustration: Daughter tells Father why they must switch to Ivory Soap.

Published 1891.

Good condition.

Topic: Clothing and dress

Laundry

Daughters

Fathers

Soap

Hosiery

Genre/Form: Print advertising

Box 1, Folder 14

[That Grease Spot. \[Print advertising.\], 1890](#)

1 Item (b&w; 18 x 13 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 151

0207910141 (Scan No.)

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

Illustration: Woman trying to remove grease spot from man's suit.

Published June 3, 1891.

Good condition.

Topic: Clothing and dress

Women

Men

Genre/Form: Print advertising

Box 1, Folder 14

[When children gather in delight,... \[Print advertising.\], 1890](#)

1 Item (b&w; 18.5 x 12.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 152

0207910142 (Scan No.)

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

Reproduction of line illustration of children with mother blowing bubbles, plus a poem, on a newspaper clipping dated 1891 (copyright date 1890).

Good condition.

Topic: Soap
Mothers
Play
Children in advertising
Soap bubbles

Genre/Form: Print advertising
Poems

Box 2, Folder 1-2

[Advertisements, 1891](#)Box 2, Folder 1
(1891)

[Do you know that the "Ivory" is the only soap... \[Print advertising.\] The Century Magazine, 1891](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Artist: Kurtz

Language: English.

Notes: Ivorydata4 153

0207910143 (Scan No.)

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

Illustration: Dutch woman cleaning silver.

Published June 1891.

Good condition.

Topic: Women
Dutch
Polishes
Silver

Genre/Form: Print advertising

Box 2, Folder 1
(1891)

[The Management of Dogs. \[Print advertising.\] The Century Magazine, 1891](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 154

0207910144 (Scan No.)

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

Illustration: Woman and man at dog show.

Good condition.

Topic: Dogs
Men
Women
Animals

Genre/Form: Print advertising

Box 2, Folder 1
(1891)

[She's a Laundress, My Maggie,... \[Print advertising.\] The Century Magazine, 1891](#)

1 Item (b&w; 24.5 x 17.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 155

0207910145 (Scan No.)

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

Illustration: Woman with bar of Ivory.

Good condition.

Topic: Laundresses

Laundry

Genre/Form: Print advertising

Box 2, Folder 1
(1891)

[The tale has oft been told...](#) [Print advertising.] [The Century Magazine, 1891](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Artist: Kemble

Language: English.

Notes: Ivorydata4 156

0207910146 (Scan No.)

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

Illustration: Knight cleaning armor with Ivory Soap.

Published October 1891.

Good condition.

Topic: Men

Armor -- Cleaning

Genre/Form: Print advertising

Box 2, Folder 1
(1891)

[The favorite soap for bathing infants in times past...](#) [Print advertising.] [The Century Magazine, 1891](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 157

0207910147 (Scan No.)

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

Illustration: Mother bathing baby with Ivory Soap.

Published April 1891.

Good condition.

Topic: Mothers

Comparative advertising

Children

Genre/Form: Print advertising

Box 2, Folder 1
(1891)

[My Lady's boudoir's fair to see,... \[Print advertising.\] The Century Magazine, 1891](#)

1 Item (b&w; 24 x 15 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 158

0207910148 (Scan No.)

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

Illustration: Maid cleaning chair.

Published December 1891.

Good condition.

Topic: Furniture cleaning
Women domestics

Genre/Form: Print advertising

Box 2, Folder 1
(1891)

[The effect of alkali on marble... \[Print advertising.\] The Century Magazine, 1891](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 159

0207910149 (Scan No.)

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Illustration: Woman cleaning marble statue.

Published March 1891.

Good condition.

Topic: Women domestics
Marble -- Cleaning

Genre/Form: Print advertising

Box 2, Folder 2
(1891)

[Ethel:--"Agnes, you are a regular little laundress,..". \[Print advertising.\], 1891](#)

1 Item (b&w; 15 x 12 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 160

0207910150 (Scan No.)

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Illustration: Ethel and Agnes discuss merits of using Ivory on delicate fabrics.

Good condition.

Topic: Laundry
Clothing and dress
Delicate fabrics

Genre/Form: Print advertising

Box 2, Folder 2
(1891)

[Just one moment! You haven't washed your new laces yet? \[Print advertising.\] Harper's Bazaar. \[?\], 1891](#)

1 Item (b&w; 24.5 x 17.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 161

0207910151 (Scan No.)

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Illustration: Two women at sink.

Published June 1892.

Good condition.

Topic: Clothing and dress

Laundry

Delicate fabrics

Genre/Form: Print advertising

Box 2, Folder 2
(1891)

[Some grocers are so short sighted as to decline... \[Print advertising.\] Harper's Bazaar. \[?\], 1891](#)

1 Item (b&w; 25 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 162

0207910152 (Scan No.)

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

Illustration: Woman with grocer.

Published March 1892.

Good condition.

Topic: Shopping

Women

Genre/Form: Print advertising

Box 2, Folder 2
(1891)

[What do you use to clean silver? \[Print advertising.\], 1891](#)

1 Item (b&w; 20.5 x 13 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 163

0207910153 (Scan No.)

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Illustration: Two women with candlesticks.

Published 1892.

Good condition.

Topic: Women

Polishes

	Silver Genre/Form: Print advertising
Box 2, Folder 2 (1891)	<p>A good game of tennis is one of the best forms of exercise... [Print advertising.] The Century Magazine, 1891 1 Item (b&w; 24.5 x 17 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 164 0207910154 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: two girls and a boy lounging after tennis (the standing girls holds a racquet behind her back. "Proprietary Articles" title at top of page, with pencil above that, "Sept. 1891 Century." Published September 1891. Good condition.</p> <p>Topic: Children Baths Laundry Tennis Soap Exercise</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 2 (1891)	<p>A Summer Song. [Print advertising.] The Century Magazine, 1891 1 Item (b&w; 24.5 x 16.5 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 165 0207910155 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration of young girls with poem. "Proprietary Articles" heading. Good condition.</p> <p>Topic: Children Summer Soap Century illustrated monthly magazine</p> <p>Genre/Form: Print advertising Poems</p>
Box 2, Folder 1 (1890)	<p>Ivory is essentially the soap for the poor... [Print advertising.] The Christian Herald and Signs o[?], 1890 1 Item (b&w; 15 x 12 cm.) Advertiser: Procter & Gamble Company</p>

Language: English.
 Notes: Ivorydata4 166
 0207910156 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Two women in store buying Ivory.
 Published August 1891.
 Good condition.

Topic: Shopping
 Social classes
 Women
 Poor
 Grocers
 Men

Genre/Form: Print advertising

Box 2, Folder 2
(1891)

[Come, put away your silken thread... \[Print advertising.\], 1891](#)
 1 Item (b&w; 18.5 x 13 cm.)
 Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 167
 0207910157 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Man on one knee holding woman's hand.
 Good condition.

Topic: Courtship
 Silk
 Women
 Men
 Hair -- Care and hygiene
 Embroidery

Genre/Form: Print advertising

Box 2, Folder 2
(1891)

[Ivory Soap. It Floats. \[Print advertising.\] The Century Magazine, 1891](#)
 1 Item (b&w; 24.5 x 17.5 cm.)
 Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 168
 0207910158 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration (lithograph?): African American boy with Ivory soap bar boat. Heading, "Proprietary Articles," with note, "Drawn for the Century Co."
 Good condition.

Topic: Children in advertising

African Americans in advertising
Play
Genre/Form: Print advertising

Box 2, Folder 2
(1891)

[The luxurious Romans adopted Soap in their baths. \[Print advertising.\] The Century Magazine, 1891](#)

1 Item (b&w; 24.5 x 17 cm.)

Advertiser: Procter & Gamble Company

Artist: W.D.

Language: English.

Notes: Ivorydata4 169

0207910159 (Scan No.)

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

Illustration: Robed woman at her bath.

Published November 1891.

Good condition.

Topic: Beauty, Personal
Baths

Baths, Roman

Genre/Form: Print advertising

Box 2, Folder 3

[Advertisements, 1892](#)

Box 2, Folder 3
(1892)

[Does any person suppose that Ivory Soap is expensive... \[Print advertising.\], 1892](#)

1 Item (b&w; 15.5 x 14 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 170

0207910160 (Scan No.)

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Illustration: Man delivering crate of Ivory soap to home.

Good condition.

Topic: Women domestics
Grocers
Shopping

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[Mothers take more pride in the garments of the baby... \[Print advertising.\] Harper's Magazine Advertiser, 1892](#)

1 Item (b&w; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 171

0207910161 (Scan No.)

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

Illustration: Women looking at baby clothing.

Published 1894.

Good condition.

Topic: Mothers
Women
Clothing and dress
Endorsements in advertising
Laundry
Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[The Telegraph, The Telephone and Ivory Soap Came Later. \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w, 25 x 17.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 172

0207910162 (Scan No.)

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

Caption: "First Prize." Illustration: Laundress boiling laundry

Published January 1892.

Good condition.

Topic: Prize contests in advertising
Laundry
Laundresses
Women
Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[Since Ivory Conquers Printer's Ink. \[Print advertising.\] Harper's Bazaar, 1892](#)

1 Item (b&w; 22 x 13 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 173

0207910163 (Scan No.)

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Caption: "Second Prize." Illustration: Man entering through door, greeted by boy.

Published 1893.

Good condition.

Topic: Men
Typesetting
Laundry
Prize contests in advertising
Children

Genre/Form: Print advertising

Box 2, Folder 3
(1892)[The Suburban Resident. \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 25 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 174

0207910164 (Scan No.)

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Caption: "Third Prize." Illustration: Man and woman in suburbia. Published 1893.

Good condition.

Topic: Prize contests in advertising
Husbands
Wives

Genre/Form: Print advertising

Box 2, Folder 3
(1892)[Many Men of Many Minds. \[Print advertising.\] General circulation publications, 1892](#)

1 Item (b&w; 24 x 15 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 244318

Ivorydata4 175

0207910165 (Scan No.)

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Caption: "Fourth Prize." Illustration: Men in store.

Published November 1893.

Good condition.

Topic: Men
Prize contests in advertising

Genre/Form: Print advertising

Box 2, Folder 3
(1892)[A Kitchen Etching. \[Print advertising.\] General circulation publications, 1892](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 176

0207910166 (Scan No.)

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Caption: "Fifth Prize." Illustration: Woman in colonial dress before open fireplace.

Published October 1893.

	<p>Good condition.</p> <p>Topic: Kitchens -- Cleaning Prize contests in advertising Women</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 3 (1892)	<p>The Widow LaRue. [Print advertising.] The Century Magazine, 1892</p> <p>1 Item (b&w; 24.5 x 16.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 177</p> <p>0207910167 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Sixth Prize." Illustration: Woman hanging clothes on line.</p> <p>Published September 1893.</p> <p>Good condition.</p> <p>Topic: Prize contests in advertising Courtship Men Women</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 3 (1892)	<p>A New Departure. [Print advertising, general circulation publications.], 1892, 1893</p> <p>1 Item (b&w; 24.5 x 17 cm.)</p> <p>Image(s): A New Departure. [Print advertising, general circulation publications.] 1892.</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 178</p> <p>0207910168 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Illustration: Native Americans with Uncle Sam and crates of Ivory.</p> <p>Good condition.</p> <p>Topic: Indians of North America Uncle Sam (Symbolic character) in art</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 3 (1892)	<p>Clean linen, clean, pure food, and personal cleanliness... [Print advertising.] General circulation publications, 1892</p> <p>1 Item (b&w; 25 x 17 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 179</p> <p>0207910169 (Scan No.)</p>

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Illustration: Nurse inspecting glass beaker.

Published August 1894.

Good condition.

Topic: Nurses
Hospitals
Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[To keep dining, private, and hotel cars free from disagreeable odors... \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 180

0207910170 (Scan No.)

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Handmade illustration: African American workers cleaning kitchen car. Page heading: "Proprietary Articles."

Good condition.

Topic: African Americans in advertising
Railroads -- Trains
Men in advertising
Kitchens -- Cleaning
Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[Do not restrain your boys in their instinctive desire for outdoor sports. \[Print advertising.\], 1892](#)

1 Item (b&w; 15 x 12 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 181

0207910171 (Scan No.)

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Illustration: Mother with son greeting boys at door.

Good condition.

Topic: Mothers
Children
Exercise
Baths
Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[For trusty steed, which carries you... \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 24.5 x 15 cm.)

Advertiser: Procter & Gamble Company

Artist: Carter, T.G.
Language: English.
Notes: Ivorydata4 182
0207910172 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Rider with horse and well-dressed persons at horse show.
Good condition.
Topic: Horses
Clothing and dress
Animals
Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[The Trained Nurse. \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 183

0207910173 (Scan No.)

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Illustration: Nurse at bedside of patient.

Published December 1892.

Good condition.

Topic: Nurses

Hospitals

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[From Our Mail. \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 184

0207910174 (Scan No.)

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Illustration: Woman chemist at desk.

Published June 1892.

Good condition.

Topic: Women chemists

Endorsements in advertising

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[A Retrospective. \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 17 x 25 cm)

Advertiser: Procter & Gamble Company

Artist: Redmont, A.C.
Language: English.
Notes: Ivorydata4 185
0207910175 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Players and spectators at football game.
Good condition.

Topic: Football
Men
Baths

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[A baby's skin is the most delicate of all... \[Print advertising.\] Harper's Bazaar. \[?\], 1892](#)
1 Item (b&w; 22 x 13 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 186
0207910176 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Family with baby.
Good condition.

Topic: Family
Children
Skin -- Care and hygiene
Laundry
Endorsements in advertising

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[Laces and fine embroideries.. \[Print advertising.\] The Century Magazine, 1892](#)
1 Item (b&w; 24.5 x 16.5 cm.)
Advertiser: Procter & Gamble Company
Artist: Ertz, E.
Language: English.
Notes: Ivorydata4 187
0207910177 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Two women, one seated on garden chair.
Published August 1892.
Good condition.

Topic: Women
Laundry
Delicate fabrics

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[You have no doubt found it difficult... \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 24.5 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 188

0207910178 (Scan No.)

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

Illustration: Two men, one woman in office.

Published October 1892.

Good condition.

Topic: Offices -- Cleaning
Women employees
Men

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[I see you use Ivory Soap in the Laundry. \[Print advertising.\] The Chatauquan, 1892](#)

1 Item (b&w; 22.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 189

0207910179 (Scan No.)

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

Illustration: Two men surveying laundry operation.

Published November 1894.

Good condition.

Topic: Laundresses
Laundry
Men in advertising
Soap

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[If your carpet... \[Print advertising.\] Harper's Bazaar. \[?\], 1892](#)

1 Item (b&w; 24.5 x 17 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 190

0207910180 (Scan No.)

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

Illustration: Woman looking through door at maid cleaning carpet.

Published September 1892.

Good condition.

	Topic: Rug cleaning Women domestics Women in advertising Genre/Form: Print advertising
Box 2, Folder 3 (1892)	<p>Lady: "Your recommendation is certainly a good one." [Print advertising.], 1892 1 Item (b&w; 14.5 x 14 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 191 0207910181 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: Lady and Laundress discuss using Ivory for laundry. Good condition.</p> <p>Topic: Laundresses Women in advertising Laundry Soap Genre/Form: Print advertising</p>
Box 2, Folder 3 (1892)	<p>Gentlemen: This bank has recently erected... [Print advertising.] Harper's Bazaar. [?], 1892 1 Item (b&w; 25.2 x 16.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 192 0207910182 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Letter to P&G re: use of Ivory in limestone water. Published August 1892. Good condition.</p> <p>Topic: Men in advertising Soap Genre/Form: Print advertising</p>
Box 2, Folder 3 (1892)	<p>Here is an advertisement for Ivory Soap... [Print advertising.] [General circulation publications.], 1892 1 Item (b&w; 24.5 x 16 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 193 0207910183 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to trademark. Two men discuss Ivory as skin soap.</p>

Poor condition.

Topic: Men in advertising
advertising
Soap

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[Gentlemen: Although entirely unsolicited... \[Print advertising.\], 1892](#)

1 Item (b&w; 23.5 x 15 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 194

0207910184 (Scan No.)

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

Letter from satisfied customer. Illustration: Three women around table.

Published April 1892.

Good condition.

Topic: Women in advertising
Interior decoration
Laundry
Clothing and dress

Genre/Form: Print advertising

Box 2, Folder 3
(1892)

[When at the sea-shore the ordinary cares of home life are thrown aside... \[Print advertising.\] The Century Magazine, 1892](#)

1 Item (b&w; 22.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 195

0207910185 (Scan No.)

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With illustration of man working on boat, little boy in foreground.

Published July 1892.

Good condition.

Topic: Fathers
Play
Laundry
Clothing and dress
Children
Soap

Genre/Form: Print advertising

Box 2, Folder 4

[Advertisements, 1893](#)

Box 2, Folder 4
(1893)

[Doctors and other people like the Ivory Soap...](#) [Print advertising.] [The Century Magazine, 1893](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 244339

Ivorydata4 196

0207910186 (Scan No.)

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

Illustration: Husband and wife in store.

Good condition.

Topic: Husbands

Grocers

Shopping

Wives

Endorsements in advertising

Soap

Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[To Wash Flannels.](#) [Print advertising.] [Harper's Bazaar](#). [?], 1893

1 Item (b&w; 24.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244340

Ivorydata4 197

0207910187 (Scan No.)

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

Caption: "To Wash Flannels." Two women washing flannels in washtub.

Published April 1894.

Good condition.

Topic: Laundry

Laundresses

Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[\[Women with long, think hair..\].](#) [Print advertising.] [The Century Magazine, 1893](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244341

Ivorydata4 198

0207910188 (Scan No.)

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

Caption: "Women with long, thick hair..." Woman with maid fixing hair.

Published September 1894.

Good condition.

Topic: Hair -- Care and hygiene
Women
Women domestics
Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[Keep a cake of Ivory Soap at the stable... \[Print advertising.\] The Century Magazine, 1893](#)

1 Item (b&w; 25 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 244342

Ivorydata4 199

0207910189 (Scan No.)

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

Illustration: Groom washing horse with owner looking on.

Good condition.

Topic: Horses
Animals
Men in advertising
Soap
Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[\[Said Tom to Will one pleasant night,..\]. \[Print advertising.\] General circulation publications, 1893](#)

1 Item (b&w; 25 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244343

Ivorydata4 200

0207910190 (Scan No.)

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Caption: "Said Tom to Will one pleasant night,...". Two men looking over woman's shoulder as she reads.

Published January 1894.

Good condition.

Topic: Men
advertising
Women
Courtship
Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[Does any person suppose that Ivory Soap is expensive... \[Print advertising.\] Harper's Bazaar. \[?\], 1893](#)

1 Item (b&w; 25 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 201

0207910191 (Scan No.)

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

Caption: "Does any person suppose that Ivory Soap is expensive..." Woman with housekeeper at sink.

Published February 1894.

Good condition.

Topic: Women domestics
Dishwashing
Women in advertising
Soap

Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[Uncle Josh at the Play. \[Print advertising. General circulation publications,\], 1893](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 202

0207910192 (Scan No.)

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Caption: "Tenth Prize." Man at theater.

Good condition.

Topic: Soap
Men in advertising
Theater
Prize contests in advertising
hands -- Care and hygiene

Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[\[Riding in the wind..\]. \[Print advertising.\] Harper's Bazaar. \[?\], 1893](#)

1 Item (b&w; 25 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244346

Ivorydata4 203

0207910193 (Scan No.)

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

Caption: "Riding in the wind...". Man and woman riding horses.

	Published March 1894.
	Good condition.
Topic:	Horses Animals Skin -- Care and hygiene Exercise Baths Men Women
Genre/Form:	Print advertising

Box 2, Folder 4
(1893)

[If the bosoms of the shirts are well starched...](#) [Print advertising.] Harper's Bazaar. [?], 1893

1 Item (b&w; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 204

0207910194 (Scan No.)

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

Illustration: Two women discussing shirts.

Published June 1894.

Good condition.

Topic: Laundry
Clothing and dress
Women
Laundresses

Genre/Form: Print advertising

Box 2, Folder 4
(1893)

[The Housekeeper's Need.](#) [Print advertising.] [General circulation publications], 1893

1 Item (b&wm; 24.5 x 17 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 205

0207910195 (Scan No.)

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Poem under caption entitled: "Seventh Prize." Line illustration of a husband and wife at door of home. "Proprietary Articles" at top of page.

Good condition.

Topic: Wives
Husbands
Prize contests in advertising
Soap

Genre/Form: Print advertising

Poems

Box 2, Folder 4
(1893)[The Mower. \[Print advertising, general circulation publications\], 1893](#)

1 Item (b&w; 25 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 206

0207910196 (Scan No.)

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Poem under caption entitled "Ninth Prize." The Mower. Line illustration of young man holding a bucket in one hand and a bar of Ivory soap in the other; a scythe leans against a tree. "Proprietary Articles" heading.

Good condition.

Topic: Century illustrated monthly magazine
Prize contests in advertising
Skin -- Care and hygiene
Face -- Care and hygiene
SoapGenre/Form: Print advertising
PoemsBox 2, Folder 4
(1893)[Bob's Stocking. \[Print advertising.\] The Century Magazine, 1893](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 207

0207910197 (Scan No.)

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

Mother and children with gifts at Christmas. Line drawing from "Proprietary Articles" series with poem.

Good condition.

Topic: Christmas
Children
MothersGenre/Form: Poems
Print advertisingBox 2, Folder 4
(1893)[Farmer Jones. \[Print advertising.\] General circulation publications, 1893](#)

1 Item (b&w; 21 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244351

Ivorydata4 208

0207910198 (Scan No.)

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

Caption: "Eighth Prize." Farmer Jones in wagon.

Published June 1893.

Good condition.

Topic: Prize contests in advertising
Shopping
Men

Genre/Form: Print advertising

Box 2, Folder 4
(1893)[My Cut Glass. \[Print advertising.\] The Cosmopolitan, 1893](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244352

Ivorydata4 209

0207910199 (Scan No.)

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Caption: "Eleventh Prize." My Cut Glass Sparkles. Woman with cut glass collection.

Poor condition.

Topic: Women
Prize contests in advertising
Cut glass -- Cleaning

Genre/Form: Print advertising

Box 2, Folder 4
(1893)[Choose. \[Print advertising.\] Harper's Bazaar. \[?\], 1893](#)

1 Item (b&w; 23 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244353

Ivorydata4 210

0207910200 (Scan No.)

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Caption: "Twelfth Prize." Choose. Woman writing at desk.

Good condition.

Topic: Women
Wives
Prize contests in advertising

Genre/Form: Print advertising

Box 2, Folder 4
(1893)["My son, I am proud of your industry..." \[Print advertising.\], 1893](#)

1 Item (b&w; 17.5 x 11.5 cm.)

Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 211
 0207910201 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Mother with adult laborer son; she recommends he use Ivory instead of the harsh soap in his shop.
 Good condition.

Topic: Mothers
 hands -- Care and hygiene
 Sons

Genre/Form: Print advertising

Box 2, Folder 5

[Advertisements, 1894](#)Box 2, Folder 5
(1894)

[Ivory Soap 99 44/100 Per Cent. Pure. \[Print advertising.\] Ladies Home Journal, 1894](#)
 1 Item (b&w.; 19 x 12.5 cm.)
 Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 212
 0207910202 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Ivory Soap 99 44/100% Pure". On pink paper.
 Published June 1894.
 Good condition.

Topic: Soap
 Hospitals

Genre/Form: Print advertising

Box 2, Folder 5
(1894)

[\[A visitor forms her first estimate of the housekeeper..\]. \[Print advertising.\] The Century Magazine, 1894](#)
 1 Item (b&w; 24 x 16 cm.)
 Creator: Procter & Gamble Company
 Artist: Wiles, Irving R.
 Language: English.
 Notes: 244356
 Ivorydata4 213
 0207910203 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "A visitor forms her first estimate of the housekeeper...". Housekeeper opening house door.
 Good condition.

Topic: Women domestics
Genre/Form: Print advertising

Box 2, Folder 5
(1894)

[When you pack for the seashore or mountains...](#) [Print advertising.], 1894

1 Item (b&w; 13.5 x 9 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 214

0207910204 (Scan No.)

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

Illustration: mother and child pack trunk with Ivory.

Good condition.

Topic: Mothers

Toys

Travel

Children

Soap

Genre/Form: Print advertising

Box 2, Folder 5
(1894)

[\[When you hear "Spotless Linen"..\].](#) [Print advertising.] Harper's Bazaar. [?], 1894

1 Item (b&w; 25 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244358

Ivorydata4 215

0207910205 (Scan No.)

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Caption: "When you hear "Spotless Linen"..." Two men at table.

Published April 1895.

Good condition.

Topic: Men

Household linens

Laundry

Genre/Form: Print advertising

Box 2, Folder 5
(1894)

[\[Those who think that imported soaps must be the best..\].](#) [Print advertising.] Harper's Bazaar. [?], 1894

1 Item (b&w; 24.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244368

Ivorydata4 225

0207910215 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Those who think that imported soaps must be the best...". Men working at dock. Published February 1895. Good condition.
Topic:	Men Imports
Genre/Form:	Print advertising

Box 22, Folder 1 Advertisements, 1894

Box 2, Folder 6-7 [Advertisements, 1895](#)

Box 2, Folder 6 (1895)	[Only mothers know how intense is the suffering..]. [Print advertising.] The Century Magazine, 1895 1 Item (b&w; 24 x 18.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244359 Ivorydata4 216 0207910206 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Only mothers know how intense is the suffering..." Mother with baby in lap. Published 1898. Good condition.
	Topic: Mothers Children Laundry
	Genre/Form: Print advertising

Box 2, Folder 6 (1895)	Ivory Soap, because of its purity... [Print advertising.] The Century Magazine, 1895 1 Item (b&w; 24.5 x 17 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 217 0207910207 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Woman in robe standing next to bathtub. Good condition. Published January 1896
	Topic: Baths

	Women Genre/Form: Print advertising
Box 2, Folder 6 (1895)	<p>[No housekeeper need have to apologize for her kitchen.] [Print advertising.] Harper's Bazaar. [?], 1895</p> <p>1 Item (b&w; 18 x 11.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Artist: Wiles, Irving R.</p> <p>Language: English.</p> <p>Notes: 244361</p> <p>Ivorydata4 218</p> <p>0207910208 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "No housekeeper need have to apologize for her kitchen." Housekeeper in kitchen holding plate.</p> <p>Published 1898.</p> <p>Good condition.</p> <p>Topic: Women domestics Dishwashing Kitchens -- Cleaning</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 6 (1895)	<p>There is a "comfortable feeling" that comes after a bath with Ivory soap which is conducive to a good night's rest. [Print advertising.] The Century Magazine, 1895</p> <p>1 Item (b&w; 24.5 x 17.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 219</p> <p>0207910209 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Illustration: Mother with child in a bed.</p> <p>Good condition.</p> <p>Topic: Soap Baths Children in advertising Mothers</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 6 (1895)	<p>[To Bicyclists:]. [Print advertising.] The Century Magazine, 1895</p> <p>1 Item (b&w; 24 x 16 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244363</p>

Ivorydata4 220
0207910210 (Scan No.)
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Caption: "To Bicyclists:". Woman standing with bicycle, man kneeling.
Published May 1896.
Good condition.

Topic: Bicycles
Men
Women

Genre/Form: Print advertising

Box 2, Folder 6
(1895)

[Every lot of Ivory Soap \(every 'boil' a soapmaker would say\)...](#) [Print advertising.] [The Century Magazine](#), July 1895
1 Item (b&w; 24 x 15.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 221
0207910211 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Nursemaid [?] with baby.
Poor condition.

Topic: Children
Women domestics

Genre/Form: Print advertising

Box 2, Folder 6
(1895)

[A simple and proper method of cleaning costly and easily injured articles...](#) [Print advertising.], 1895
1 Item (b&w; 19 x 14 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: 244365
Ivorydata4 222
0207910212 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to trademark.
Illustration: Two girls cleaning sculptured portrait bust on an elaborate pedestal with Ivory soap.
Good condition.

Topic: Children
Sculpture -- Cleaning
Soap

Genre/Form: Print advertising -- 1890-1900

Box 2, Folder 6
(1895)

[The brilliancy of those pretty things,... \[Print advertising.\], 1895](#)

1 Item (b&w; 18 x 11.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 223

0207910213 (Scan No.)

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

Woman with maid at set table.

Good condition.

Topic: Women
Women domestics
Household linens

Genre/Form: Print advertising

Box 2, Folder 6
(1895)

[Many soaps, made especially for use in shampooing,... \[Print advertising.\] The Century Magazine, 1895](#)

1 Item (b&w; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 224

0207910214 (Scan No.)

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Good condition.

Topic: Hair -- Care and hygiene
Women domestics
Women

Genre/Form: Print advertising

Box 2, Folder 7
(1895)

[\[What makes this beast so reconciled..\]. \[Print advertising.\], 1895](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244369

Ivorydata4 226

0207910216 (Scan No.)

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Caption: "What makes this beast so reconciled..." Children with elephants.

Good condition.

Topic: Children
Animals
Elephants

Genre/Form: Print advertising

Box 2, Folder 7
(1895)

[The new and beautiful things the bride brings to her home... \[Print advertising.\] The Century Magazine, 1895](#)

1 Item (b&w.; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 227

0207910217 (Scan No.)

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Woman and maid looking at fabric.

Good condition.

Topic: Clothing and dress

Laundry

Women domestics

Women

Genre/Form: Print advertising

Box 2, Folder 7
(1895)

[Some good quick exercise, producing perspiration... \[Print advertising.\] The Century Magazine, 1895](#)

1 Item (b&w.; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 228

02077910218 (Scan No.)

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Woman lifting hand-weights (dumbbells). With reference to "New Woman" in text.

Published September 1895. From the "Proprietary Articles" series.

Good condition.

Topic: Feminism

Soap

Dumbbells

Women in advertising

Exercise

Genre/Form: Print advertising

Box 2, Folder 7
(1895)

[\[One can be genteel and neat, and still indulge a love..\]. \[Print advertising.\] The Century Magazine, 1895](#)

1 Item (b&w.; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244372

Ivorydata4 229

0207910219 (Scan No.)

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Caption: "One can be genteel and neat, and still indulge a love of out-door sports." Woman with bicycle on ground.

Good condition.

Topic: Bicycles
Women
Genre/Form: Print advertising

Box 2, Folder 7
(1895)

[\[The quality of soap at even the best hotels..\]. \[Print advertising.\] Harper's Bazaar. \[?\], 1895](#)

1 Item (b&w; 24.5 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244373

Ivorydata4 230

0207910220 (Scan No.)

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Caption: "The quality of soap at even the best hotels...". Two men washing with Ivory.

Published May 1895.

Good condition.

Topic: Men
Travel
Baths
Genre/Form: Print advertising

Box 2, Folder 8-9

[Advertisements, 1896](#)

Box 2, Folder 9
(1896)

[\[Thrifty Phyllis goes to town, Leaves her gallant sighing:..\]. \[Print advertising.\], 1896](#)

1 Item (col.; 25.5 x 18 cm.)

Creator: Procter & Gamble Company

Artist: Moran, E. Percy

Language: English.

Notes: 244374

Ivorydata4 231

0207910221 (Scan No.)

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Caption: "Thrifty Phyllis goes to town, Leaves her gallant sighing:...". Man and woman on snowy road.

Good condition.

Topic: Courtship
Shopping
Men

	Women Genre/Form: Print advertising
Box 2, Folder 8 (1896)	[When you pack for the seashore or the mountains..]. [Print advertising.] The Century Magazine, 1896 1 Item (b&w; 24 x 16 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244375 Ivorydata4 232 0207910222 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "When you pack for the seashore or the mountains..." Two women packing trunks. Good condition. Topic: Women Travel Genre/Form: Print advertising
Box 2, Folder 8 (1896)	Health is the Vital Principle of Bliss, and Exercise, of.. [Print advertising.] The Century Magazine, 1896 1 Item (b&w; 24 x 16 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244376 Ivorydata4 233 0207910223 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""Health is the Vital Principle of Bliss, and Exercise, of Health."" Man and two women golfing. Published 1897. Good condition. Topic: Golf Men Women Baths Genre/Form: Print advertising
Box 2, Folder 8 (1896)	The Bill Is Too Large. [Print advertising.] The Century Magazine, 1896 1 Item (b&w; 24.5 x 17.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244377 Ivorydata4 234 0207910224 (Scan No.)

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

Caption: "The Bill Is Too Large". Husband examines bill with wife by his side.

Good condition.

Topic: Husbands
Wives
Home economics -- Accounting
Cost effectiveness
Genre/Form: Print advertising

Box 2, Folder 8
(1896)

[In families where neat, dainty garments are admired... \[Print advertising.\] The Century Magazine, 1896](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 235

0207910225 (Scan No.)

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

Illustration: Family in sitting room admiring woman's dress.

Good condition.

Topic: Family
Clothing and dress
Laundry

Genre/Form: Print advertising

Box 2, Folder 8
(1896)

[Some persons say they are never influenced by an advertisement. \[Print advertising.\], 1896](#)

1 Item (b&w; 21 x 14.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 236

0207919226 (Scan No.)

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Illustration: Woman sitting in chair reading.

Good condition.

Topic: Women in advertising
Clothing and dress
advertising

Genre/Form: Print advertising

Box 2, Folder 8
(1896)

[What Does It Mean? \[Print advertising.\], 1896](#)

1 Item (b&w; 21 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244380

	Ivorydata4 237
	0207910227 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "What Does It Mean?" Mother in chair, child reading over shoulder.
	Good condition.
Topic:	Mothers Children Laundry advertising
Genre/Form:	Print advertising

Box 2, Folder 8
(1896)

[Oh Rose-leaf! flushing when the South...](#) [Print advertising.] General circulation publications, 1896

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Morass, Leon

Language: English.

Notes: Ivorydata4 238

0207910228 (Scan No.)

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

Illustration: Woman in pink dress.

Published 1897, 1898.

Good condition.

Topic: Soap
Clothing and dress
Feminine beauty (Aesthetics)
Face -- Care and hygiene
Women in advertising

Genre/Form: Print advertising

Box 2, Folder 8
(1896)

[The ease of manner and appearance of satisfaction which...](#) [Print advertising.] The Century Magazine, 1896

1 Item (b&w; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 239

0207910229 (Scan No.)

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

Man and woman speaking.

Published 1897.

Good condition.

	<p>Topic: Courtship Soap Men Clothing and dress Women in advertising</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 8 (1896)	<p>Business men find that the profuse quick lather of Ivory Soap readily removes the dust and grive of the office... [Print advertising.] The Century Magazine, 1896, Published 1898 1 Item (b&w; 25 x 17 cm.) Image(s): Business men find that the profuse quick lather of Ivory Soap readily removes the dust and grive of the office... [Print advertising.] The Century Magazine. 1896.</p> <p>Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 240 0207910230 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: Two men in washroom. Poor condition. Losses at edges. Published 1898</p> <p>Topic: Men in advertising hands -- Care and hygiene</p> <p>Genre/Form: Print advertising -- 1890-1900</p>
Box 2, Folder 9 (1896)	<p>The odor left by highly scented soap is not agreeable.to most people of refined taste..." [Print advertising.] Harper's Weekly, 1896 1 Item (b&w; 18 x 12 cm.)</p> <p>Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 241 0207910231 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: Woman entering room, seated man looking at her. Published February 1898. Good condition.</p> <p>Topic: Courtship Clothing and dress Soap Men Social classes Women in advertising</p> <p>Genre/Form: Print advertising</p>

Box 2, Folder 9
(1896)

[The best is not always low in price but young housekeepers..\]. \[Print advertising.\] The Century Magazine, 1896](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244385

Ivorydata4 242

0207910232 (Scan No.)

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Caption: "The best is not always low in price but young housekeepers....". Three women with fabric.

Good condition.

Topic: Women domestics

Soap

Genre/Form: Print advertising

Box 2, Folder 9
(1896)

[For years Ivory Soap has been used for the toilet and bath... \[Print advertising.\] The Century Magazine, 1896](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 243

0207910233 (Scan No.)

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

Mother and child splitting bar of soap.

Good condition.

Topic: Children

Mothers

Social classes

Genre/Form: Print advertising

Box 2, Folder 9
(1896)

[To Wash Outing Garments. \[Advertising card.\], 1896](#)

1 Item (b&w)

Creator: Procter & Gamble Company

Language: English.

Notes: 244387

Ivorydata4 244

0207910234 (Scan No.)

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

Caption: "A Word of Warning." and "To Wash Outing Garments." Advertising card.

Outside (top) and inside (bottom) of advertising card.

Good condition.

Topic: Laundry
Kitchens -- Cleaning
Dishwashing
Women
Genre/Form: Advertising cards

Box 2, Folder 9
(1896)

[The Bath. \[Advertising card.\], 1896](#)

1 Item (b&w; 9 x 11 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244388

Ivorydata4 245

0207910235 (Scan No.)

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

Caption: "The Bath". Advertising card.

Outside (top) and inside (bottom) of advertising card.

Good condition.

Topic: Baths
Women
Children

Genre/Form: Advertising cards

Box 8, Folder 1

[Advertisements, 1896](#)

Box 8, Folder 1
(1896)

[O look long to touch her lips,.. \[Print advertising.\] Household, 1896](#)

1 Item (col.; 37 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 107

0207910097 (Scan No.)

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

Color illustration: Woman in yellow dress with parasol. Title is first line of an 8-line poem printed beneath the illustration, which states "pure Ivory soap" makes her so fair.

Wrinkled, otherwise fair.

Topic: Parasols
Soap
Women in advertising
Clothing and dress
Beauty, Personal

Genre/Form: Print advertising
Poems

Box 11, Folder 1

[Advertisements, 1896](#)

Box 2, Folder 10

Advertisements, 1897

Box 2, Folder 10
(1897)[Autumn Leaves. \[Print advertising, general circulation publications\], 1897](#)

1 Item (col.; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Artist: Smith, W. Granville

Language: English.

Notes: Ivorydata4 246

0207910236 (Scan No.)

Caption: "Autumn Leaves." Woman in field holding flowers, by W. Granville Smith. Published 1898.

Good condition.

Topic: Autumn

Clothing and dress

Laundry

Premiums (Retail trade)

Women in advertising

Genre/Form: Print advertising

Box 2, Folder 10
(1897)[To insure the best results from exercise, rub well with..\]. \[Print advertising.\], 1897](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244390

Ivorydata4 247

0207910237 (Scan No.)

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

Caption: "To insure the best results from exercise, rub well with a coarse towel..." Man using exercise rings.

Good condition.

Topic: Exercise

Men

Baths

Genre/Form: Print advertising

Box 2, Folder 10
(1897)[Ready for Battle. \[Print advertising.\] General circulation publications, 1897](#)

1 Item (col.; 24.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244391

Ivorydata4 248

0207910238 (Scan No.)

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Caption: "Ready for Battle." Woman in purple dress holding black fan.
Published 1898.
Good condition.
Topic: Women
Clothing and dress
Vitality
Premiums (Retail trade)
Exercise
Genre/Form: Print advertising

Box 2, Folder 10
(1897)

[Divide a cake of Ivory Soap with a stout thread...](#) [Print advertising.], 1897
1 Item (b&w; 18 x 12 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: McCord
Language: English.
Notes: Ivorydata4 249

0207910239 (Scan No.)

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Illustration: Woman dividing bar of Ivory.

Good condition.

Topic: Soap
Women in advertising
Genre/Form: Print advertising

Box 2, Folder 10
(1897)

[Ivory Soap Paste.](#) [Print advertising.] [The Century Magazine](#), 1897

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 250

0207910240 (Scan No.)

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Text with three pictures in bubbles.

Good condition.

Topic: Soap
Men in advertising
Women in advertising
Spotting (Cleaning)
Genre/Form: Print advertising

Box 2, Folder 10
(1897)

[Ivory Soap.](#) [Print advertising.] [Harper's Bazaar](#). [?], 1897

1 Item (b&w; 24.5 x 17 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244395

	<p>Ivorydata4 252</p> <p>0207910242 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory Soap. The tender skin...". B&W text ad.</p> <p>Published November 1897.</p> <p>Good condition.</p> <p>Topic: Children Skin -- Care and hygiene</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 10 (1897)	<p>The advantage of using an article that is pure and always uniform... [Print advertising.], 1897</p> <p>1 Item (b&w; 24 x 16 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 253</p> <p>0207910243 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Illustration: Maid stretching fabric while woman looks on.</p> <p>Good condition.</p> <p>Topic: Soap Women domestics Endorsements in advertising Women in advertising</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 10 (1897)	<p>[The beauty of a summer dress..]. [Print advertising.] Harper's Round Table, 1897</p> <p>1 Item (b&w 7 x 13 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244397</p> <p>Ivorydata4 254</p> <p>0207910244 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "The beauty of a summer dress..." Small ad with picture of man and woman talking.</p> <p>Good condition.</p> <p>Topic: Laundry Clothing and dress</p> <p>Genre/Form: Print advertising</p>

Box 8, Folder 2

Advertisements, 1897

[At Home. \[Print advertising.\] General circulation publications, 1887](#)

1 Item (col.; 36 x 26 cm.)

Advertiser: Procter & Gamble Company

Artist: Stephens, Alice Barber, 1858-1932

Language: English.

Notes: Ivorydata4 106

0207910096 (Scan No.)

No Box, No Folder (1887).

Box 3, Folder 11

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

Illustration: 3 women in parlor in elegant dresses.

Published 1887, 1898.

Good condition.

Topic: Mothers

Interior decoration

Women

Dishwashing

Clothing and dress

Genre/Form: Print advertising

Box 11, Folder 2

Advertisements, 1897

Box 11, Folder 3

Advertisements, 1898

Box 2, Folder 11-13

Advertisements, 1898

Box 2, Folder 11
(1898)[The Nursery. \[Print advertising.\], 1898](#)

1 Item (col.; 30 x 20 cm.)

Advertiser: Procter & Gamble Company

Artist: Stephens, Alice Barber, 1858-1932

Language: English.

Notes: Ivorydata4 109

0207910099 (Scan No.)

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Illustration: Mother with child and baby in nursery room.

Good condition.

Topic: Mothers

Toys

Children

Premiums (Retail trade)

Play

Genre/Form: Print advertising

Box 2, Folder 13
(1898)

[\[A larger number of housekeepers have entirely..\]. \[Print advertising.\], 1898](#)

1 Item (b&w; 20.5 x 13 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244394

Ivorydata4 251

0207910241 (Scan No.)

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

Caption: "A larger number of housekeepers have entirely..."
Housekeeper with man on ladder.

Good condition.

Topic: Women domestics

Men

House cleaning

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[My Busy Day. \[Print advertising.\] Truth, 1898](#)

1 Item (b&w; 28 x 20.5 cm.)

Advertiser: Procter & Gamble Company

Artist: Humphrey, Maud, b. 1868

Language: English.

Notes: Ivorydata4 255

0207910245 (Scan No.)

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

Illustration: Girl hanging dolls and doll clothes after washing them with Ivory.

Good condition.

Topic: Children

Laundry

Play

Toys

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[\[For the horse, as for his master,..\]. \[Print advertising.\] Harper's Weekly, 1898](#)

1 Item (b&w; 16 x 12.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244399

Ivorydata4 256

0207910246 (Scan No.)

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

Caption: "For the horse, as for his master,...". Groom with horse.

Good condition.

Topic: Horses
Men
Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[Off For A Trip. \[Print advertising.\] Harper's Weekly, 1898](#)

1 Item (b&w; 16 x 12 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244400

Ivorydata4 257

0207910247 (Scan No.)

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Caption: "Off For A Trip." Two men, one with bag.

Good condition.

Topic: Men
Travel

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

["I want a good soap for washing the clothes." \[sic\]. \[Print advertising.\], 1898](#)

1 Item (b&w; 18.5 x 12 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 258

0207910248 (Scan No.)

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Two illustrations, one showing a woman telephoning a grocer for Ivory soap, the other showing the grocer. The text shows their conversation.

Good condition.

Topic: telephone
Shopping
Grocers
Women in advertising
Soap

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[\[If your hands are rough, hard or chapped..\]. \[Print advertising.\], 1898](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244402

Ivorydata4 259

0207910249 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "If your hands are rough, hard or chapped from the repeated washings..." Man speaking to apprentice about washing hands.
	Good condition.
Topic:	Men Offices Women employees hands -- Care and hygiene
Genre/Form:	Print advertising

Box 2, Folder 11
(1898)

[Ivory Soap. The Original Floating Soap. \[Print advertising.\] Grocer's Monthly; London, UK, 1898](#)

1 Item (b&w; 26.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 260

0207910250 (Scan No.)

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

The Grocers' Monthly advertisement; robed woman next to tub.

Published December 1898. Corners torn.

Poor condition.

Topic: Baths
Soap
Women in advertising

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[\[Delicate though they are--made of sheer lawn,...\]. \[Print advertising.\], 1898](#)

1 Item (b&w; 21 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244404

Ivorydata4 261

0207910251 (Scan No.)

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Caption: "Delicate though they are--made of sheer lawn,..." Choir boys in robes.

Good condition.

Topic: Children
Laundry
Clothing and dress
Delicate fabrics

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[\[A tasteful appearance in dress often comes as much..\]. \[Print advertising.\], 1898](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244405

Ivorydata4 262

0207910252 (Scan No.)

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Caption: "A tasteful appearance in dress often comes as much...". Girl with maid, modeling hat in mirror.

Good condition.

Topic: Women domestics

Clothing and dress

Children

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[\[A tasteful appearance often comes as much from good..\]. \[Print advertising.\] The Record; Brooklyn, NY, 1898](#)

1 Item (b&w; 20.5 x 13 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244406

Ivorydata4 263

0207910253 (Scan No.)

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Caption: "A tasteful appearance often comes as much from good laundering...". Girl with maid modeling hat in mirror.

Published 12 August 1899.

Poor condition.

Topic: Women domestics

Children

Clothing and dress

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[\[Successful grocers know full well..\]. \[Print advertising.\], 1898](#)

1 Item (b&w; 16.5 x 11.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244407

Ivorydata4 264

0207910254 (Scan No.)

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

Caption: "Successful grocers know full well..." Grocer with soap salesman.
 Good condition.
 Topic: Sales personnel
 Men
 Grocers
 Genre/Form: Print advertising

Box 2, Folder 11
(1898)

"Mary, how do you find the Ivory Soap does?" [Print advertising.], 1898
 1 Item (b&w; 24.5 x 16.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 265
 0207910255 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to trademark.
 Woman speaking with laundress.
 Good condition.
 Topic: Laundresses
 Women in advertising
 hands -- Care and hygiene
 Clothing and dress
 Soap
 Genre/Form: Print advertising -- 1890-1900

Box 2, Folder 11
(1898)

[There are many white soaps, each represented..]. [Print advertising.] Ladies Home Journal, 1898
 1 Item (b&w; 19 x 13 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244409
 Ivorydata4 266
 0207910256 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "There are many white soaps, each represented...".
 Woman with Ivory in hand.
 Good condition.
 Topic: Women domestics
 Soap
 Genre/Form: Print advertising

Box 2, Folder 11
(1898)

A considerable percentage of disease is the remote if not direct result of uncleanliness. [First line of text below image.] [Print advertising.] The Century Magazine, 1898
 1 Item (b&w; 24 x 16 cm.)
 Advertiser: Procter & Gamble Company
 Language: English.

	Notes:	Ivorydata4 267 0207910257 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. The text continues: "Trained nurses insist on using pure soap." Illustration: Man in top hat delivering crate of Ivory to hospital. The last line of the text suggests that this is a gift to the hospital. Good condition.
	Topic:	Charity Nurses Soap
	Genre/Form:	Print advertising

Box 2, Folder 11
(1898)

[\[White:--Just as soon as cold weather sets in, my hands..\]. \[Print advertising.\] The Century Magazine, 1898](#)

1 Item (b&w; 24.5 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244411

Ivorydata4 268

0207910258 (Scan No.)

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Caption: "White:--Just as soon as cold weather sets in, my hands roughen and crack...." Two men walking down street.

Good condition.

Topic: hands -- Care and hygiene
Clothing and dress
Men

Genre/Form: Print advertising

Box 2, Folder 11
(1898)

[A Good Night's Rest. \[Print advertising.\] Ladies Home Journal, 1898](#)

1 Item (b&w; 20 x 12.5 cm.)

Creator: Procter & Gamble Company

Artist: Wiles, Irving R.

Language: English.

Notes: Ivorydata4 269

0207910259 (Scan No.)

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Illustration: Mother putting children to bed.

Published December 1898.

Good condition.

Topic: Mothers
Toys
Baths
Children

Genre/Form: Print advertising	
Box 2, Folder 12 (1898)	<p>Ivory Soap. [Print advertising.], 1898 1 Item (b&w; 21.5 x 13.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244413 Ivorydata4 270 0207910260 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap. Makes a profuse rich lather...". Ad on upper left of page, man shaving in image. Good condition.</p> <p>Topic: Men Shaving</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 13 (1898)	<p>[The full economy of using Ivory Soap may not be..]. [Print advertising.] Epworth Herald, 1898 1 Item (b&w; 16.5 x 13.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244414 Ivorydata4 271 0207910261 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "The full economy of using Ivory Soap may not be...". Man holding up damaged handkerchief to show his wife. Published 22 October 1898. Good condition.</p> <p>Topic: Husbands Wives Laundry</p> <p>Genre/Form: Print advertising</p>
Box 2, Folder 13 (1898)	<p>[The blackness of Monday is forgotten when the housekeeper..]. [Print advertising.], 1898 1 Item (b&w; 15 x 10.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244415 Ivorydata4 272 0207910262 (Scan No.)</p>

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Caption: "The blackness of Monday is forgotten when the housekeeper...". Child standing on bench leaning over washtub.

Poor condition.

Topic: Laundry
Children
Women domestics
Genre/Form: Print advertising

Box 2, Folder 12
(1898)

[The Care of Blankets. \[Print advertising.\], 1898](#)

1 Item (b&w; 20.5 x 13.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244416

Ivorydata4 273

0207910263 (Scan No.)

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Caption: "The Care of Blankets." Two laundresses hanging blankets.

Good condition.

Topic: Laundresses
Laundry
Household linens
Genre/Form: Print advertising

Box 8, Folder 3

[Advertisements, 1898](#)

Box 8, Folder 3
(1898)

[Baby's Ivory Bath. \[Print advertising. General circulation publications\], 1898](#)

1 Item (col.; 28.5 x 21 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Wiles, Irving R.

Language: English.

Notes: Ivorydata4 108

0207910098 (Scan No.)

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Illustration: Mother with wash basin bathing little girl, who stands on a pedestal, while a baby is seated on the floor.

Good condition.

Topic: Mothers
Skin -- Care and hygiene
Baths
Children in advertising
Premiums (Retail trade)

Nudity
Soap
Genre/Form: Print advertising

Box 2, Folder 14-15 [Advertisements, 1899](#)

Box 2, Folder 14
(1899)

[After the Bath. \[Print advertising.\] Harper's Bazaar. \[?\], 1899](#)

1 Item (b&w; 25 x 17 cm.)

Creator: Procter & Gamble Company

Artist: Wiles, Irving R.

Language: English.

Notes: 244417

Ivorydata4 274

0207910264 (Scan No.)

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Caption: "After the Bath." Nursemaid holding baby.

Published November 1899. See #211 for similar ad.

Good condition.

Topic: Children

Women domestics

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[Bubbles. \[Print advertising.\], 1899](#)

1 Item (b&w; 24.5 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 275

0207910265 (Scan No.)

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

Two children blowing bubbles.

Good condition.

Topic: Children in advertising

Play

Soap bubbles

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[\[Most girls have some dainty belongings..\]. \[Print advertising.\] The Century Magazine, 1899](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244419

Ivorydata4 276

0207910266 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Most girls have some dainty belongings..." Two young women handwashing delicates. Published July 1899. Good condition.
Topic:	Women Laundry Delicate fabrics
Genre/Form:	Print advertising

Box 2, Folder 14
(1899)

[Baby's Toilet. \[Print advertising.\] General circulation publications, 1899](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244420

Ivorydata4 277

0207910267 (Scan No.)

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

Caption: "Baby's Toilet." Mother and baby with maid.

Good condition.

Topic: Mothers
Women domestics
Children
Skin -- Care and hygiene
Endorsements in advertising

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[\[The ordinary yellow laundry soap may do well enough...\]. \[Print advertising.\], 1899](#)

1 Item (col.; 23.5 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244421

Ivorydata4 278

0207910268 (Scan No.)

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

Caption: "The ordinary yellow laundry soap may do well enough..." Woman with laundry and basket.

This advertisement also appears in b&w.

Good condition.

Topic: Laundresses
Laundry

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[The Laundry Class. \[Print advertising.\], 1899](#)

1 Item (col.; 23 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244422

Ivorydata4 279

0207910269 (Scan No.)

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

Caption: "The Laundry Class." A group of women learning to do laundry in a classroom.

This advertisement also appears in b&w.

Good condition.

Topic: Laundresses

Laundry

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[The Best They Know. \[Print advertising.\], 1899](#)

1 Item (b&w; 15.5 x 11 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244423

Ivorydata4 280

0207910270 (Scan No.)

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

Caption: "The Best They Know." Aged woman with traveling bags.

Good condition.

Topic: Older people

Women

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[Tub Truths. \[Print advertising.\], 1899](#)

1 Item (b&w; 16 x 11.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244424

Ivorydata4 281

0207910271 (Scan No.)

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

Caption: "Tub Truths." Two girls at washtub with cat washing its face.

Good condition.

Topic: Laundry
Animals
Children
Cats
Laundresses
Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[A White Path. \[Print advertising.\], 1899](#)

1 Item (b&w; 24 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244425

Ivorydata4 282

02079100272 (Scan No.)

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Caption: "A White Path." Drawing of path.

Duplicate ads exist in later years.

Poor condition.

Topic: Baths
Laundry
Soap

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[\[One of the trials of those interested in the culture of..\]. \[Print advertising.\], 1899](#)

1 Item (b&w; 15.5 x 12 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244426

Ivorydata4 283

0207910273 (Scan No.)

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

Caption: "One of the trials of those interested in the culture of flowers..." Woman spraying plants in greenhouse.

Good condition.

Names: Rexford, Eben E. (Eben Eugene), 1848-1916

Topic: Women
Insecticides
Horticulture
Endorsements in advertising

Genre/Form: Print advertising

Box 2, Folder 14
(1899)

[Don't thee wed for money, friend... \[first line of poem\]. \[Print advertising.\], 1899](#)

1 Item (b&w; 15.5 x 12 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.
 Notes: Ivorydata4 284
 0207910274 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Quaker woman speaking to reader on what kind of woman to marry.
 Good condition.

Topic: Women in advertising
 Soap
 Marriage
 Quakers
 Clothing and dress

Genre/Form: Print advertising
 Poems

Box 2, Folder 14
 (1899)

[In the Homes of the People. \[Print advertising.\] McClure's Magazine, 1899](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244428

Ivorydata4 285

0207910275 (Scan No.)

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

Caption: "In the Homes of the People." Mother with baby and child.

Published February 1900.

Good condition.

Topic: Mothers
 Children
 Home economics -- Accounting
 Cost effectiveness

Genre/Form: Print advertising

Box 2, Folder 15
 (1899)

[If you live in a smoky city you find that the lustre of your furniture is soon lost in a smutty haze... \[first lines of extensive text\] \[Print advertising.\] The Century Magazine, 1899](#)

1 Item (b&w; 24.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Smith, W. Granville

Language: English.

Notes: Ivorydata4 288

0207910278 (Scan No.)

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

	Illustration: housekeeper cleaning piano. Advertisement recommends Ivory soap for cleaning furniture.
	Good condition.
	Published May 1899
Topic:	Pollution Women domestics Piano House cleaning
Genre/Form:	Print advertising

Box 2, Folder 15
(1899)

[Ivory Soap is perfectly plain soap--there is nothing in it but soap of the best quality... \[Print advertising.\] The Century Magazine, 1899](#)

1 Item (b&w; 25.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 289

0207910279 (Scan No.)

Unrestricted research use on site by appointment. Possible reproduction restrictions due to copyright or trademark.

Image of three women on beach, hair blowing, probably a lithograph, with text below image.

Good condition.

Topic: Women in advertising
Beauty, Personal

Genre/Form: Print advertising

Box 2, Folder 15
(1899)

[\[Ivory Soap: Original Floating Soap.\] \[Print advertising.\], 1899](#)

1 Item (b&w; 24.5 x 18 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244433

Ivorydata4 290

0207910280 (Scan No.)

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

Caption: "Ivory Soap: Original Floating Soap." Elephant crushing boxes labeled "imitations."

Questionable if published. Notes about additional text to include handwritten at top of ad.

Good condition.

Topic: Elephants

Genre/Form: Print advertising

Box 8, Folder 4

[Advertisements, 1899](#)

Box 8, Folder 4
(1899)

[Miss Blossom. \[Print advertising.\], 1899](#)

1 Item (col.; 34 x 26.5 cm.)

	Advertiser:	Procter & Gamble Company
	Donor:	Procter & Gamble Company
	Artist:	Morass, Leon
	Language:	English.
	Notes:	Ivorydata4 34
		0207910024 (Scan No.)
		Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
		Illustration: Woman in pink dress and large hat. With poetic verses.
		Significant loss in lower right corner.
	Topic:	Women
		Clothing and dress
		Premiums (Retail trade)
		Feminine beauty (Aesthetics)
		Soap
	Genre/Form:	Print advertising

Box 8, Folder 4
(1899)

[A Good Foundation. \[Print advertising.\], 1899](#)

1 Item (col.; 36 x 24.5 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: Smith, Jessie Willcox, 1863-1935
Language: English.
Notes: Ivorydata4 110

0207910100 (Scan No.)

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

Illustration: Children playing with Ivory soap bars in bedroom.

Good condition.

Topic: Children in advertising
Premiums (Retail trade)
Family
Soap

Genre/Form: Print advertising

Box 11, Folder 4

Advertisements, 1899

Box 3, Folder 1

[Advertisements, 1900](#)

Box 3, Folder 1
(1900)

[A Lesson in Values. \[Print advertising.\], 1900](#)

1 Item (col.; 24 x 17.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244434

Ivorydata4 291

0207910281 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "A Lesson in Values." Man lecturing two children on economic reasons for using Ivory.
Good condition.

Topic: Children
Cost effectiveness
Men
International education
Home economics -- Accounting

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[\[The owner of a celebrated ostrich farm..\]. \[Print advertising.\] Overland Monthly, 1900](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244435

Ivorydata4 292

0207910282 (Scan No.)

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

Caption: "The owner of a celebrated ostrich farm uses Ivory Soap...". Ostrich, man, and two women in yard.

Good condition.

Topic: Ostriches
Clothing and dress
Birds
Baths
Women
Men

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[\[After the wedding comes the home-making,..\]. \[Print advertising.\] Overland Monthly, 1900](#)

1 Item (b&w; 23.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244436

Ivorydata4 293

0207910283 (Scan No.)

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Caption: "After the wedding comes the home-making, when the young wife..." Bride and groom walking down aisle of church.

Good condition.

Topic: Wedding

	Marriage Husbands Wives Genre/Form: Print advertising
Box 3, Folder 1 (1900)	[Not until baby comes does a woman fully appreciate..]. [Print advertising.] Scribner's Magazine, 1900 1 Item (b&w; 24.5 x 16.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244437 Ivorydata4 294 0207910284 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Not until baby comes does a woman fully appreciate the all-round usefulness of Ivory Soap." Baby licking bar of Ivory. Poor condition. Topic: Children Household linens Dishwashing Laundry Soap Genre/Form: Print advertising
Box 3, Folder 1 (1900)	[Children take to Ivory Soap like ducks to water.] [Print advertising.], 1900 1 Item (b&w; 20.5 x 14 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244438 Ivorydata4 295 0207910285 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Children take to Ivory Soap like ducks to water." Girl washing face over bowl of water. Good condition. Topic: Children Baths Skin -- Care and hygiene Genre/Form: Print advertising
Box 3, Folder 1 (1900)	As Cheops Saw It. [Print advertising.] Harper's Weekly, 1900 1 Item (b&w; 16 x 11 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 296

0207910286 (Scan No.)

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

Drawing of two Egyptian men.

Published 23 June 1900.

Good condition.

Topic: Men in advertising

Place: Egypt

Genre/Form: Print advertising

Culture: Egyptians

Box 3, Folder 1
(1900)[A Case of Extravagance. \[Print advertising.\], 1900](#)

1 Item (b&w; 22.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244440

Ivorydata4 297

0207910287 (Scan No.)

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Caption: "A Case of Extravagance." Seated woman with bar of Ivory in hand.

Good condition.

Topic: Women

Comparative advertising

Home economics -- Accounting

Cost effectiveness

Genre/Form: Print advertising

Box 3, Folder 1
(1900)[How to Economize. \[Print advertising.\], 1900](#)

1 Item (b&w; 15.5 x 10.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244441

Ivorydata4 298

0207910288 (Scan No.)

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

Caption: "How to Economize." Man at telegraph office.

Good condition.

Topic: Men

Laundry

Home economics -- Accounting

Cost effectiveness

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[\[Choice beds sets in Irish point lace, or tamboured,..\]. \[Print advertising.\], 1900](#)

1 Item (b&w; 24 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244442

Ivorydata4 299

0207910289 (Scan No.)

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Caption: "Choice bed sets in Irish point lace, or tamboured,...".
Baby on bed, girl at foot of bed.

Good condition.

Topic: Children

Laundry

Household linens

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[A Calculation. \[Print advertising.\], 1900](#)

1 Item (b&w; 24.5 x 18 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244443

Ivorydata4 300

0207910290 (Scan No.)

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

Caption: "A Calculation." Woman at desk.

Good condition.

Topic: Wives

Interior decoration

Cost effectiveness

Home economics -- Accounting

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[\[In the studio of the painter Ivory Soap is invaluable..\]. \[Print advertising.\], 1900](#)

1 Item (b&w; 24.5 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244444

Ivorydata4 301

0207910291 (Scan No.)

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

Caption: "In the studio of the painter Ivory Soap is invaluable...".
Two men in artist's studio.

Good condition.

Occupation:	Painters
Topic:	Men Cleaning
Genre/Form:	Print advertising

Box 3, Folder 1
(1900)

[Respect the Flag. \[Print advertising.\] Overland Monthly, 1900](#)

1 Item (b&w; 23.5 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 302

0207910292 (Scan No.)

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

Man and woman with American flag.

Good condition.

Topic: United States. Navy

Men

Women

Laundry

Flags -- United States

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[Pure White. \[Print advertising.\] General circulation publications, 1900](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244446

Ivorydata4 303

0207910293 (Scan No.)

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Caption: "Pure White." nature scene--snowy pasture.

Good condition.

Topic: Home economics -- Accounting

Cost effectiveness

Comparative advertising

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[The Problem. \[Print advertising.\], 1900](#)

1 Item (b&w; 24 x 18 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244447

Ivorydata4 304

0207910294 (Scan No.)

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

Caption: "The Problem." Girl in nursery calculating cost of Ivory.
Pieces torn from ad.
Good condition.

Topic: Children
International education
Cost effectiveness
Home economics -- Accounting

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[\[First draw the water nice and warm..\]. \[Print advertising.\] The Century Magazine, 1900](#)

1 Item (b&w; 24.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244448

Ivorydata4 305

0207910295 (Scan No.)

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

Caption: "First draw the water nice and warm...". Mother with baby in wash tub, other child looking on.

Good condition.

Topic: Mothers
Children
Baths

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[The Delicate Summer Fabrics. \[Print advertising.\], 1900](#)

1 Item (col.; 21.5 x 14.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 306

0207910296 (Scan No.)

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

Mother with two daughters in yard.

Good condition.

Topic: Mothers
Children
Daughters
Laundry
Delicate fabrics

Genre/Form: Print advertising

Box 3, Folder 1
(1900)

[Within Reach. \[Print advertising.\] Ladies Home Journal, 1900](#)

1 Item (b&w; 17.5 x 11.5 cm.)

Creator: Procter & Gamble Company

Language: English.
 Notes: 244450
 Ivorydata4 307
 0207910297 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Within Reach." Girl at table with black cat at her feet.
 Good condition.

Topic: Children
 Cats
 Cleaning
 Home economics -- Accounting
 Cost effectiveness

Genre/Form: Print advertising

Box 8, Folder 5

[Advertisements, 1900](#)Box 8, Folder 5
(1900)

[Ivory Soap / It Floats. \[Print advertising.\], 1900](#)
 1 Item (col.; 31 x 25 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Artist: Leyendecker, J. C., 1874-1951
 Language: English.
 Notes: Ivorydata4 111
 0207910101 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Man in Roman[?] robe with tub in background; mosaic tiles.
 Good condition.

Topic: Baths
 Men in advertising
 Premiums (Retail trade)
 Soap

Genre/Form: Print advertising

Box 11, Folder 5

[Advertisements, 1900](#)Box 11, Folder 5
(1900)

[Ivory Soap 99 44/100 Per Cent Pure. \[Print advertising.\] Woman's Home Companion, 1900](#)
 1 Item (col.; 40 x 27.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245425
 Ivorydata4 1282
 03007910087 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "Ivory Soap 99 44/100 Per Cent Pure". White cat surrounded by green cats.
	Published Nov. 1900. Top left and right corners torn; all edges rough.
	Poor condition.
Topic:	Cats
	Premiums (Retail trade)
Genre/Form:	Print advertising

Box 3, Folder 2

Advertisements, 1901

Box 3, Folder 2 (1901)	The housekeeper must learn to discriminate between... [Print advertising,] McClure's Magazine, 1901
	1 Item (b&w; 23.5 x 16 cm.)
Advertiser:	Procter & Gamble Company
Language:	English.
Notes:	Ivorydata4 308
	0207910298 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Maid at sink with child.
	Good condition.
Topic:	Women domestics
	Comparative advertising
	Children
	Hosiery
	Delicate fabrics
Genre/Form:	Print advertising

Box 3, Folder 2
(1901)[\[Care and precision are the characteristics of Ivory Soap..\]. \[Print advertising.\], 1901](#)

1 Item (b&w; 20.5 x 12.5 cm.)

Creator: Procter & Gamble Company

Artist: Smith, Jessie Willcox, 1863-1935

Language: English.

Notes: 244452

Ivorydata4 309

0207910299 (Scan No.)

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

Caption: "Care and precision are the characteristics of Ivory Soap manufacture." Mother washing child's face.

Good condition.

Topic: Mothers
Children

Daughters
Baths
Genre/Form: Print advertising

Box 3, Folder 2
(1901)

[\[To save the colors have your laundress use only Ivory..\]. \[Print advertising.\]](#)
[Overland Monthly, 1901](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244453

Ivorydata4 310

0207910300 (Scan No.)

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

Caption: "To save the colors have your laundress use only Ivory Soap;...". Man examining shirt by open suitcase.

Good condition.

Topic: Men
Travel
Laundry
Laundresses

Genre/Form: Print advertising

Box 3, Folder 2
(1901)

[Why? \[Print advertising.\], 1901](#)

1 Item (b&w; 20.5 x 14 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244454

Ivorydata4 311

0207910301 (Scan No.)

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Caption: "Why?" Woman drying arm with towel.

Good condition.

Topic: Women
Genre/Form: Print advertising

Box 3, Folder 2
(1901)

[Ivory Soap is a plain soap--there is nothing in it but soap of the purest and best quality... \[Print advertising. General circulation publications\], \[1901?\]](#)

1 Item (b&w; 22.5 x 15 cm.)

Advertiser: Procter & Gamble Company

Artist: Gillbert, C. Allen

Language: English.

Notes: Ivorydata4 312

0207910302 (Scan No.)

Unrestricted research use on site by appointment. Possible reproduction restrictions due to copyright or trademark.

	Portrait of an elegantly dressed woman and man, apparently a lithograph, with text below image. Published 1901 and 1902. This copy from Overland Monthly, marked 1902 in pencil. Good condition.
Topic:	Men in advertising Women in advertising
Genre/Form:	Print advertising

Box 3, Folder 2
(1901)

[\[The man who uses Ivory Soap..\]. \[Print advertising.\], 1901](#)

1 Item (b&w; 24 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244456

Ivorydata4 313

0207910303 (Scan No.)

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

Caption: "The man who uses Ivory Soap...". Portrait of man.

Good condition.

Topic: Men

Complexion

Genre/Form: Print advertising

Box 3, Folder 2
(1901)

[\[What sensations are more agreeable than those following..\]. \[Print advertising.\], 1901](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244457

Ivorydata4 314

0207910304 (Scan No.)

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

Caption: "What sensations are more agreeable than those following...". Two women in exercise outfits.

Good condition.

Topic: Exercise

Women

Baths

Genre/Form: Print advertising

Box 3, Folder 2
(1901)

[The increase of culture and intelligence brings a demand for more highly refined and better articles of home use and consumption. \[First line of text under image\] \[Print advertising.\] Overland Monthly, 1901](#)

1 Item (b&w; 24 x 15.5. cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 315
 0207910305 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction
 restrictions due to copyright.
 Image: Women at meeting.
 Good condition.
 Topic: Soap
 Women in advertising
 Genre/Form: Print advertising

Box 3, Folder 2
(1901)

[\[The salesmen may offer you a strangely perfumed soap..\]. \[Print advertising.\], 1901](#)
 1 Item (b&w; 21 x 13.5 cm.)
 Creator: Procter & Gamble Company
 Artist: Smith, Jessie Willcox, 1863-1935
 Language: English.
 Notes: 244459
 Ivorydata4 316
 0207910306 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction
 restrictions due to copyright.
 Caption: "The salesmen may offer you a strongly perfumed
 soap...". Mother with baby on her lap. Jessie Wilcox Smith
 illustration.
 Good condition.
 Topic: Children
 Mothers
 Sales personnel
 Genre/Form: Print advertising

Box 3, Folder 2
(1901)

[A Sweet Restorer. \[Print advertising.\], 1901](#)
 1 Item (b&w; 24 x 16 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244460
 Ivorydata4 317
 0207910307 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction
 restrictions due to copyright.
 Caption: "A Sweet Restorer." Mother with sleeping baby and
 older child looking at baby.
 Good condition.
 Topic: Mothers
 Children
 Baths

Genre/Form: Print advertising

Box 3, Folder 3

Advertisements, 1902

Box 3, Folder 3
(1902)[\[Our young Americans have early and frequent lessons..\]. \[Print advertising.\], 1902](#)

1 Item (b&w; 18.5 x 12 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244461

Ivorydata4 318

0207910308 (Scan No.)

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

Caption: "Our young Americans have early and frequent lessons in that cleanliness...". Mother cleaning boy's face, girl in background.

Good condition.

Topic: Mothers
Children
Baths

Genre/Form: Print advertising

Box 3, Folder 3
(1902)[\[Ivory Soap is the children's soap, their friend and playmate.\] \[Print advertising.\], 1902](#)

1 Item (b&w; 24 x 17 cm.)

Creator: Procter & Gamble Company

Artist: Elliott, Elizabeth Shippen Green

Language: English.

Notes: 244462

Ivorydata4 319

0207910309 (Scan No.)

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Caption: "Ivory Soap is the children's soap, their friend and playmate." Mother and daughter looking into wishing well.

Good condition.

Topic: Children
Mothers

Genre/Form: Print advertising

Box 3, Folder 3
(1902)[\[There are many white soaps,..\]. \[Print advertising.\] Harper's Magazine Advertiser, 1902](#)

1 Item (b&w; 23 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Cory, Fanny Y.

Language: English.

Notes: 244463

Ivorydata4 320

0207910310 (Scan No.)

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Caption: "There are many white soaps,...". Woman with basket of Ivory surrounded by children.

Good condition.

Topic: Women
Children

Genre/Form: Print advertising

Box 3, Folder 3
(1902)[\[Better preserve a good, clear, natural complexion..\]. \[Print advertising.\], 1902](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Merter, Albert

Language: English.

Notes: 244464

Ivorydata4 321

0207910311 (Scan No.)

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

Caption: "Better preserve a good, clear, natural complexion...". Woman surrounded by children near wash basin.

Good condition.

Topic: Children
Women
Baths
Complexion

Genre/Form: Print advertising

Box 3, Folder 3
(1902)[\[The skin, when its 2,300,000 pores are opened by exercise,..\]. \[Print advertising.\] General circulation publications, 1902](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244465

Ivorydata4 322

0207910312 (Scan No.)

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Caption: "The skin, when its 2,300,000 pores are opened by exercise,...". Women chasing ball on field.

Good condition.

Topic: Exercise
Women
Baths

Genre/Form: Print advertising

Box 3, Folder 3
(1902)[When you take the family away for a vacation trip... \[Print advertising.\] \[General circulation publications.\]](#), 1902

1 Item (b&w; 20.5 x 13.5 cm.)

Advertiser: Procter & Gamble Company

Artist: Ahrens, Ellen Wetherald

Language: English.

Notes: Ivorydata4 323

0207910313 (Scan No.)

Unrestricted research use on site by appointment. Possible reproduction restrictions due to trademark.

Caption: "When you take the family away for a vacation trip, put some Ivory Soap in the trunk." Children playing with boats made from Ivory bars.

Good condition.

Topic: Children in advertising
Play
Travel
Vacations

Genre/Form: Print advertising

Box 3, Folder 3
(1902)[\[The sweetest thing on earth is the face of a little child.\] \[Print advertising.\] General circulation publications](#), 1902

1 Item (b&w; 23 x 15 cm.)

Creator: Procter & Gamble Company

Artist: Smith, Jessie Willcox, 1863-1935

Language: English.

Notes: 244467

Ivorydata4 324

0207910314 (Scan No.)

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

Caption: "The sweetest thing on earth is the face of a little child." Girl washing at basin. Illustration by Jessie Wilcox Smith.

Good condition.

Topic: Children
Baths

Genre/Form: Print advertising

Box 3, Folder 3
(1902)[\[Children grow to enjoy bathing through pure delight..\]. \[Print advertising.\] Overland Monthly](#), 1902

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244468

Ivorydata4 325

	0207910315 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Children grow to enjoy bathing through pure delight in the snow-white...". Mother, child in tub, child getting undressed. Good condition.
Topic:	Children Mothers Baths
Genre/Form:	Print advertising

Box 8, Folder 6

[Advertisements, 1902](#)

Box 8, Folder 6 (1902)	[A complexion of paint and powder..]. [Print advertising.], 1902 1 Item (b&w; 40 x 25 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 113 0207910103 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: Woman preparing her hair in front of mirror. Good condition.
	Topic: Skin -- Care and hygiene Women Women domestics Complexion
	Genre/Form: Print advertising

Box 3, Folder 4

[Advertisements, 1903](#)

Box 3, Folder 4 (1903)	[People who care most for the refinements of the toilet..]. [Print advertising.], 1903 1 Item (b&w; 21 x 14.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244469 Ivorydata4 326 0207910316 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "People who care most for the refinements of the toilet...". Portrait of woman with bouquet of flowers. Good condition.
	Topic: Women
	Genre/Form: Print advertising

Box 3, Folder 4
(1903)

[If you are using Ivory Soap for the bath alone you are..]. [Print advertising.]
Frank Leslie's Popular Monthly, 1903

1 Item (b&w; 23.5 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244470

Ivorydata4 327

0207910317 (Scan No.)

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Caption: "If you are using Ivory Soap for the bath alone you are...". Sailors cleaning boat with Ivory.

Published September 1903.

Good condition.

Topic: Sailors
Cleaning
Men

Genre/Form: Print advertising

Box 3, Folder 4
(1903)

[Wherever there is stainless white cleanliness..]. [Print advertising.] General circulation publications, 1903

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244471

Ivorydata4 328

0207910318 (Scan No.)

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

Caption: "Wherever there is stainless white cleanliness...". Sailors with their laundry.

Published January 1903.

Good condition.

Topic: Sailors
Men
Baths
Laundry

Genre/Form: Print advertising

Box 3, Folder 4
(1903)

["People, generally, care more about comfortable living.."]. [Print advertising.], 1903

1 Item (b&w; 23.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244472

Ivorydata4 329

0207910319 (Scan No.)

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

Caption: ""People, generally, care more about comfortable living these days...." Two men on horseback.

Good condition.

Topic: Horses
Men
House cleaning

Genre/Form: Print advertising

Box 3, Folder 4
(1903)[\[Because of its purity, its easy rinsing qualities..\]. \[Print advertising.\] Burlington Gazette, 1903](#)

1 Item (b&w; 21 x 11.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244473

Ivorydata4 330

0207910320 (Scan No.)

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

Caption: "Because of its purity, its easy rinsing qualities..." Men and women bowling.

Extremely brittle.

Poor condition.

Topic: Men
Women
Bowling
Exercise
Baths

Genre/Form: Print advertising

Box 3, Folder 4
(1903)[Dreamland. \[Print advertising.\] McClure's Magazine, 1903](#)

1 Item (b&w; 25 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244474

Ivorydata4 331

0207910321 (Scan No.)

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

Caption: "Dreamland." Children with animals.

Good condition.

Topic: Animals
Children

Genre/Form: Print advertising

Box 3, Folder 4
(1903)

[Ivory Paste. \[Advertising card.\], 1903](#)

1 Item (b&w; 9.1 x 11 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244475

Ivorydata4 332

0207910322 (Scan No.)

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

Caption: "Ivory Paste." Front and inside--2 separate items.

Outside (top) and inside (bottom) of advertising card.

Good condition.

Topic: Laundry

Women

Genre/Form: Advertising cards

Box 3, Folder 4
(1903)

[\[Whispers as soft as the breath of the rose..\]. \[Print advertising.\], 1903](#)

1 Item (b&w; 21 x 14 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244476

Ivorydata4 333

0207910323 (Scan No.)

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

Caption: "Whispers as soft as the breath of the rose..." Man and women in garden.

Good condition.

Topic: Courtship

Women

Men

Gardens

Genre/Form: Print advertising

Box 11, Folder 6

Advertisements, 1903

Box 3, Folder 5

[Advertisements, 1904](#)

Box 3, Folder 5
(1904)

[\[To look clean is gratifying..\]. \[Print advertising.\] The Century Magazine, 1904](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244477

Ivorydata4 334

0207910324 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "To look clean is gratifying...". Portrait of woman with dark hair. Good condition.
Topic:	Women Hygiene
Genre/Form:	Print advertising

Box 3, Folder 5
(1904)

[\[A clever chap was Billy Pope,..\]. \[Print advertising.\], 1904](#)

1 Item (b&w; 22 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244478

Ivorydata4 335

0207910325 (Scan No.)

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

Caption: "A clever chap was Billy Pope,...". Boy jumping over wall.

Good condition.

Topic: Children

Play

Genre/Form: Print advertising

Box 3, Folder 5
(1904)

[Ivory and Ivory Soap. There is no Substitute for Either. \[Print advertising.\] The American Magazine, 1904](#)

1 Item (b&w; 25 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244479

Ivorydata4 336

0207910326 (Scan No.)

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

Caption: "Ivory and Ivory Soap. There is no Substitute for Either." Elephants carrying giant bars of Ivory Soap in their trunks.

Published 4 October 1904.

Good condition.

Topic: Elephants

Soap

Genre/Form: Print advertising

Box 3, Folder 5
(1904)

[The cake of Ivory Soap is so large... \[Print advertising.\] Harper's Magazine Advertiser, 1904](#)

1 Item (b&w; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.
 Notes: Ivorydata4 337
 0207910327 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Bar of Ivory with opened wrapper.
 Published March 1904.
 Good condition.

Topic: Soap
 Genre/Form: Print advertising

Box 3, Folder 5
(1904)

[All receptacles for your food, whether bottle or pan, must..]. [Print advertising.]
 General circulation publications, 1904
 1 Item (b&w; 24.5 x 17.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244481
 Ivorydata4 338
 0207910328 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "All receptacles for your food, whether bottle or pan. must be clean...". Woman cleaning bottles and jars.
 Good condition.

Topic: Women
 Dishwashing
 Genre/Form: Print advertising

Box 3, Folder 5
(1904)

"Well, how do I look?" / "As if you used Ivory Soap." [caption under illustration]
 [Print advertising.], 1904
 1 Item (b&w; 23.5 x 16 cm.)
 Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 339
 0207910329 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Woman meeting man by horse carriage.
 Good condition.

Topic: Soap
 Horses
 Clothing and dress
 Beauty, Personal
 Women in advertising
 Men in advertising
 Genre/Form: Print advertising

Box 3, Folder 5
(1904)

[Use a clean sponge, cold water and Ivory Soap, and you..]. [Print advertising.]
The Century Magazine, 1904

1 Item (b&w; 23.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244483

Ivorydata4 340

0207910330 (Scan No.)

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

Caption: "Use a clean sponge, cold water and Ivory Soap, and you will restore the colors...". Man and woman gazing at portrait, butler with rag in hand.

Published 4 October 1904.

Good condition.

Topic: Men

Women

Paintings -- Cleaning

Genre/Form: Print advertising

Box 3, Folder 5
(1904)

[It knows no class distinction.] [Print advertising.] The Century Magazine, 1904

1 Item (b&w; 23.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244484

Ivorydata4 341

0207910331 (Scan No.)

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

Caption: "It knows no class distinction." Women at store counter.

Good condition.

Topic: Women

Shopping

Social classes

Genre/Form: Print advertising

Box 3, Folder 5
(1904)

[Few realize that the finest table linen can be made..]. [Print advertising.], 1904

1 Item (b&w; 16 x 23.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244485

Ivorydata4 342

0207910332 (Scan No.)

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	Caption: "Few realize that the finest table linen can be made to look like cotton...". Party of men and women around table.
	Good condition.
Topic:	Parties Clothing and dress Men Women Household linens
Genre/Form:	Print advertising

Box 3, Folder 5
(1904)

[\[To view the world A. Bulle Frogge sails..\]. \[Print advertising.\], 1904](#)

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

Creator: Procter & Gamble Company

Language: English.

Notes: 244486

Ivorydata4 343

0207910333 (Scan No.)

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

Caption: "To view the world A. Bulle Frogge sails..." Frogs--one on boat of Ivory soap.

Published March-June 1904. No. 161.

Good condition.

Topic: Frogs
Animals

Genre/Form: Print advertising

Box 3, Folder 5
(1904)

[\[The Turtlevillains throng the shore..\]. \[Print advertising.\], 1904](#)

1 Item (b&w; 25.5 x 18.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244487

Ivorydata4 344

0207910334 (Scan No.)

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

Caption: "The Turtlevillains throng the shore..." Turtles and frogs. No. 162.

Good condition.

Topic: Frogs
Turtles
Animals

Genre/Form: Print advertising

Box 3, Folder 5
(1904)

["Excuse me," quoth the Sea Serpent, "I do not come in wrath" \[sic: first line of couplet under illustration\] \[Print advertising.\], 1904](#)

1 Item (b&w; 26.5 x 18.5 cm.)

Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 345
 0207910335 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Sea serpent disturbing frogs on Ivory Soap bar boat.
 No. 163.
 Good condition.

Topic: Frogs
 Sea monsters
 Animals
 Soap

Genre/Form: Print advertising

Box 3, Folder 5
(1904)

["Ivory" always gets there!... \[Print advertising.\], 1904](#)
 1 Item (b&w; 26.5 x 18.5 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 346
 0207910336 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption is part of a poetic couplet. Illustration: Frogs and polar bears near the North Pole, floating on a bar of Ivory soap.
 No. 164. Date may be 1909--the announcement of the discovery of the North Pole by two different explorers was made in 1909.
 Good condition.

Topic: Soap
 Frogs
 Animals
 Bears

Genre/Form: Print advertising

Box 8, Folder 7

Advertisements, 1904

Box 11, Folder 7

[Advertisements, 1904](#)

Box 11, Folder 7

[The cakes of Ivory are so shaped that they.. \[Print advertising.\] Woman's Home Companion, 1904](#)
 1 Item (b&w; 38 x 24 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245426
 Ivorydata4 1283

0307910088 (Scan No.)

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Caption: "The cakes of Ivory are so shaped that they [...]". Bar of Ivory being carried by beetles, grasshoppers, and other bugs.

Good condition.

Topic: Insects
 Genre/Form: Print advertising

Box 11, Folder 7

[Linen is a more elegant material than cotton for summer dress. \[Print advertising.\] Ladies Home Journal, 1900](#)

1 Item (b&w; 37 x 24.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245427

Ivorydata4 1284

0307910089 (Scan No.)

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

Caption: "Linen is a more elegant material than cotton for summer dress." Men and women playing tennis.

Fold line near center; image cut down in size.

Good condition.

Topic: Laundry
 Tennis
 Men
 Women
 Clothing and dress
 Genre/Form: Print advertising

Box 3, Folder 6

[Advertisements, 1905](#)Box 3, Folder 6
(1905)[\[There came an awful boy-sterous gale--\]. \[Print advertising.\], 1905](#)

1 Item (b&w; 22 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244490

Ivorydata4 347

0207910337 (Scan No.)

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Caption: "There came an awful boy-sterous gale--". Boy and girl playing with Ivory Soap bar boat.

Good condition.

Topic: Children
 Play

	Social classes Genre/Form: Print advertising
Box 3, Folder 6 (1905)	<p>Ivory Soap--99 44/100 Per Cent. Pure. [Print advertising.], 1905 1 Item (b&w; 25 x 17 cm.) Advertiser: Procter & Gamble Company Artist: Adamson, Sydney Language: English. Notes: 244491</p> <p>Ivorydata4 348 0207910338 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Image: Two men in jungle climbing trees collecting oils. Good condition.</p> <p>Topic: Oils and fats Jungles Soap</p> <p>Place: Sri Lanka Genre/Form: Advertisements -- 1900-1910 Print advertising Culture: Sri Lankans</p>
Box 3, Folder 6 (1905)	<p>Ivory Soap--99 44/100 Per Cent. Pure. [Print advertising.] Harper's Magazine Advertiser, 1905 1 Item (b&w; 24 x 17 cm.) Creator: Procter & Gamble Company Artist: Read, T.W. Language: English. Notes: 244492</p> <p>Ivorydata4 349 0207910339 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap--99 44/100 Per Cent. Pure." Man getting ready in front of mirror, butler in background. Published 1906. Good condition.</p> <p>Topic: Men Butlers Hygiene</p> <p>Genre/Form: Print advertising</p>
Box 3, Folder 6 (1905)	<p>Ivory Soap--99 44/100 Per Cent. Pure. [Print advertising.] The Century Magazine, 1905 1 Item (b&w; 24 x 15.5 cm.) Creator: Procter & Gamble Company</p>

Artist: Mora, F. Luis (Francis Luis), 1874-1940
Language: English.
Notes: 244493
Ivorydata4 350
0207910340 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap--99/100 per Cent. Pure." Mother with child and birds.
Good condition.
Topic: Children
Mothers
House cleaning
Spring
Genre/Form: Print advertising

Box 3, Folder 6
(1905)

[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising. General circulation publications.\], 1905](#)
1 Item (b&w; 23.5 x 17.5 cm.)
Creator: Procter & Gamble Company
Artist: Adamson, Sydney
Language: English.
Notes: 244494
Ivorydata4 351
0207910341 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Image: Arab men looking at rug.
Good condition.
Topic: Arabs
Rug cleaning
Men
Genre/Form: Print advertising

Box 3, Folder 6
(1905)

[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\] Munsey's Magazine, 1905](#)
1 Item (b&w; 25 x 17 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244495
Ivorydata4 352
0207910342 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap--99 44/100 Per Cent Pure". Man and woman steering sail boat.

Published July 1905.
Good condition.
Topic: Men
Women
Women
Face -- Care and hygiene
Boats and boating
Complexion
Genre/Form: Print advertising

Box 3, Folder 6
(1905)

[Ivory Soap. 99 44/100 Per Cent. Pure. \[Print advertising.\], 1905](#)

1 Item (b&w; 23 x 16 cm.)

Creator: Procter & Gamble Company

Artist: Stephens, Alice Barber, 1858-1932

Language: English.

Notes: 244496

Ivorydata4 353

0207910343 (Scan No.)

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

Caption: "Ivory Soap. 99 44/100 Per Cent. Pure." Portrait of young woman in large hat.

Good condition.

Topic: Women
Clothing and dress
Face -- Care and hygiene
Complexion

Genre/Form: Print advertising

Box 3, Folder 6
(1905)

[\[Ivory Soap is more than a bath soap; more than a toilet..\]. \[Print advertising.\] The Century Magazine, 1905](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244497

Ivorydata4 354

0207910344 (Scan No.)

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Caption: "Ivory Soap is more than a bath soap; more than a toilet soap;...". Family around dining table.

Good condition.

Topic: Family
Cleaning
Genre/Form: Print advertising

Box 3, Folder 6
(1905)

[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\], 1905](#)

1 Item (b&w; 23.5 x 16 cm.)

Creator: Procter & Gamble Company

Artist: Campbell, Blendon

Language: English.

Notes: 244498

Ivorydata4 355

0207910345 (Scan No.)

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

Caption: "Ivory Soap--99 44/100 Per Cent. Pure." Mother lying in bed with baby.

Good condition.

Topic: Baths
Children
Mothers
Comparative advertising

Genre/Form: Print advertising

Box 3, Folder 6
(1905)

[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\] General circulation publications, 1905](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244499

Ivorydata4 356

0207910346 (Scan No.)

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Caption: "Ivory Soap--99 44/100 Per Cent Pure". Two men in canoe.

Good condition.

Topic: Canoes and canoeing
Exercise
Men

Genre/Form: Print advertising

Box 3, Folder 6
(1905)

[Ivory Soap--It Floats. \[Print advertising.\] The Century Magazine, 1905](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244500

Ivorydata4 357

0207910347 (Scan No.)

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		Caption: "Ivory Soap--It Floats". Family around fire on camping expedition. Published July 1905. Good condition.
	Topic:	Camping Women Men Children
	Genre/Form:	Print advertising

Box 8, Folder 8 Advertisements, 1905

Box 11, Folder 8 [Advertisements, 1905](#)

Box 11, Folder 8 [For what purpose do YOU use Ivory Soap? \[Print advertising.\], 1905](#)
1 Item (b&w; 37.5 x 25.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245428

Ivorydata4 1285
0307910090 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "For what purpose do YOU use Ivory Soap?" Bar of Ivory above text providing uses for Ivory.
Good condition.

Topic:	Cleaning Laundry Rug cleaning Furniture cleaning Delicate fabrics
Genre/Form:	Print advertising

Box 3, Folder 7 [Advertisements, 1906](#)

Box 3, Folder 7
(1906) [Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1906](#)
1 Item (b&w; 24 x 15.5 cm.)
Creator: Procter & Gamble Company
Artist: Hanna, T.K.
Language: English.
Notes: 244501

Ivorydata4 358
0207910348 (Scan No.)
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Caption: "Ivory Soap--99 44/100 Per Cent. Pure." Just married couple leaving wedding.
Good condition.

Topic: Wedding
Husbands
Wives
Cleaning

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap 99 44/100 Per Cent. Pure. \[Print advertising.\], 1906](#)

1 Item (b&w; 24 x 17 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 244502

Ivorydata4 359

0207910349 (Scan No.)

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Caption: "Ivory Soap 99 44/100 Per Cent. Pure." Children playing in grass.

Good condition.

Topic: Children
Baths

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap 99 44/100 Per Cent. Pure. \[Print advertising.\], 1906](#)

1 Item (b&w; 25 x 17.5 cm.)

Creator: Procter & Gamble Company

Artist: B-K, W.

Language: English.

Notes: 244503

Ivorydata4 360

0207910350 (Scan No.)

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Caption: "Ivory Soap 99 44/100 Per Cent. Pure." Man and woman in car, boy with lantern in road.

Good condition.

Topic: Children
Automobiles -- Cleaning
Women
Men

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap--It Floats. \[Print advertising.\], 1906](#)

1 Item (b&w; 22 x 14 cm.)

Donor: Procter & Gamble Company
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 361
0207910351 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Old King Cole on throne.
Good condition.

Names: King Cole
Topic: Nursery rhymes
Soap
Purity
Royalty

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Will Water Harm It? \[Print advertising.\], 1906](#)
1 Item (b&w; 24 x 17 cm.)
Donor: Procter & Gamble Company
Advertiser: Procter & Gamble Company
Artist: Campbell, Blendon
Language: English.
Notes: Ivorydata4 362
0207910352 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Woman holding stockings.
Good condition.

Topic: Women
Soap
Laundry
Hosiery
Delicate fabrics

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\], 1906](#)
1 Item (b&w; 22.5 x 16 cm.)
Donor: Procter & Gamble Company
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 363
0207910353 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Boy in bed with cat.
Good condition.

Topic: Children

Animals
Cats
Household linens
Soap
Laundry
Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap--It Keeps The Country Clean. \[Print advertising.\] Harper's Magazine Advertiser, 1906](#)

1 Item (b&w; 23.5 x 17 cm.)

Donor: Procter & Gamble Company

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 364

0207910354 (Scan No.)

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

Illustration: Elephant on top of Earth.

Good condition.

Topic: Elephants

Soap

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1906](#)

1 Item (b&w; 24 x 15.5 cm.)

Donor: Procter & Gamble Company

Advertiser: Procter & Gamble Company

Artist: Underwood, Clarence F.

Language: English.

Notes: Ivorydata4 365

0207910355 (Scan No.)

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

Illustration: Mother, father, and daughter leaving Easter church service. Man wears top hat, woman holds parasol.

Good condition.

Topic: Family

Clothing and dress

Soap

Easter

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\] Harper's Magazine Advertiser, 1906](#)

1 Item (b&w; 24.5 x 17 cm.)

Donor: Procter & Gamble Company

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 366
0207910356 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration. Three generations of women cleaning furniture.
Poor condition. Ragged edge.

Topic: Furniture cleaning
Mothers
Grandmothers
Soap
Older people
Women
Children

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[A Christmas Morning Soliloquy. \[Print advertising.\], 1906](#)
1 Item (b&w; 22.5 x 15.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244510
Ivorydata4 367
0207910357 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "A Christmas Morning Soliloquy." Man washing his face.
Good condition.

Topic: Christmas
Men
Morning
Face -- Care and hygiene

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap--It Floats. \[Print advertising.\] The Century Magazine, 1906](#)
1 Item (b&w; 24 x 16 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244511
Ivorydata4 368
0207910358 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap--It Floats." Woman swinging golf club, two men in background.
Good condition.

Topic: Golf
Women
Men

Genre/Form: Print advertising

Box 3, Folder 7
(1906)[Ivory Soap It Floats. \[Print advertising.\], 1906](#)

1 Item (b&w; 25 x 17.5 cm.)

Creator: Procter & Gamble Company

Artist: ASC

Language: English.

Notes: 244512

Ivorydata4 369

0207910359 (Scan No.)

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

Caption: "Ivory Soap It Floats". Man in robe drawing bath water into bathtub.

Good condition.

Topic: Men

Baths

Genre/Form: Print advertising

Box 3, Folder 7
(1906)[Ivory Soap--99 44/100 Per Cent. Pure. \[Print advertising.\], 1906](#)

1 Item (b&w; 25.5 x 17.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 244513

Ivorydata4 370

0207910360 (Scan No.)

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Illustration: Woman with tennis racquet, man at porch rail.

Good condition.

Topic: Tennis

Courtship

Skin -- Care and hygiene

Men in advertising

Women in advertising

Soap

Exercise

Genre/Form: Print advertising

Box 3, Folder 7
(1906)[Ivory Soap--It Floats. \[Print advertising.\] The Century Magazine, 1906](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Underwood, Clarence F.

Language: English.

Notes: 244514

Ivorydata4 371

0207910361 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap--It Floats." Man and woman on deck of ship.
Good condition.

Topic: Courtship
Men
Women
Travel

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Bigger than the biggest battleship that floats. \[Print advertising.\] The Century Magazine, 1906](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244515

Ivorydata4 372

0207910362 (Scan No.)

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

Caption: "Bigger than the biggest battleship that floats." Giant bar of Ivory floating under bridge.

Good condition.

Topic: Soap

Genre/Form: Print advertising

Box 3, Folder 7
(1906)

[Ivory Soap...99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1906](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244516

Ivorydata4 373

0207910363 (Scan No.)

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

Caption: "Ivory Soap...99 44/100 Per Cent. Pure." Man pushing woman in carriage at seashore.

Published June 1908.

Good condition.

Topic: Travel
Animals
Dogs
Men
Women

Genre/Form: Print advertising

Box 11, Folder 9 Advertisements, 1906

Box 3, Folder 8 [Advertisements, 1907](#)Box 3, Folder 8
(1949)[Ivory Soap.....99 44/100 Per Cent. Pure. \[\[Print advertising.\] Saturday Evening Post, 1907](#)

1 Item (b&w; 37 x 29 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 17

0207910005 (Scan No.)

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Magazine page. Illustration: reproduction of monochrome painting of two football players in early uniforms. Floral decoration (Art-Nouveau style) around page. Text below image.

Good condition.

Topic: Football
Baths
Men in advertising
Art nouveau
Soap

Genre/Form: Print advertising

Box 3, Folder 8
(1907)[Ivory Soap..99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1906](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244517

Ivorydata4 374

0207910364 (Scan No.)

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

Caption: "Ivory Soap...99 44/100 Per Cent. Pure." Three children outside in winter.

Good condition.

Topic: Children
Winter
Skin -- Care and hygiene

Genre/Form: Print advertising

Box 3, Folder 8
(1907)[Getting Ready for the Holidays. \[Print advertising.\] The Century Magazine, 1907](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.
Language: English.
Notes: 244518
Ivorydata4 375
0207910365\ (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Getting Ready for the Holidays." Two women housecleaning.
Good condition.

Topic: Christmas
Women
House cleaning
Women domestics

Genre/Form: Print advertising

Box 3, Folder 8
(1907)

[Ivory Soap...99 44/100 Per Cent. Pure. \[Print advertising.\] Scribner's Magazine, 1907](#)
1 Item (b&w; 25 x 15.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 376
0207910366\ (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap...99 44/100 Per Cent. Pure." Ivory Soap bars built into pyramid.
Good condition.
Published March 1907

Topic: Soap
Canadians

Genre/Form: Print advertising

Box 3, Folder 8
(1907)

[Saturday Night Is "The Night". \[Print advertising.\] The Century Magazine, 1907](#)
1 Item (b&w; 24 x 16 cm.)
Creator: Procter & Gamble Company
Artist: Winter, Alice Beach, 1877-ca. 1970
Language: English.
Notes: 244520
Ivorydata4 377
0207910367 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Saturday Night Is 'Tub Night'". Child in bathtub.
See 0307910398.tif for image of booklet.
Good condition.

Topic: Baths
Children
Genre/Form: Print advertising

Box 3, Folder 8
(1907)

[Ivory Soap...99 44/100 Per Cent. Pure. \[Print advertising.\], 1907](#)

1 Item (b&w; 21 x 15 cm.)

Creator: Procter & Gamble Company

Artist: Kimball, Alonzo

Language: English.

Notes: 244521

Ivorydata4 378

0207910368 (Scan No.)

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

Caption: "Ivory Soap....99 44/100 Per Cent. Pure." Woman seated reading large book.

Good condition.

Topic: Women
Skin -- Care and hygiene
Genre/Form: Print advertising

Box 3, Folder 8
(1907)

[Ivory Soap...99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1907](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244522

Ivorydata4 379

0207910369 (Scan No.)

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

Caption: "Ivory Soap....99 44/100 Per Cent. Pure." Woman seated in chair.

Good condition.

Topic: Women
Beauty, Personal
Purity
Genre/Form: Print advertising

Box 3, Folder 8
(1907)

[Ivory Soap...99 44/100 Per Cent. Pure. \[Print advertising.\], 1907](#)

1 Item (b&w; 21 x 14.5 cm.)

Advertiser: Procter & Gamble Company

Artist: Ward

Language: English.

Notes: Ivorydata4 380

0207910370 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap....99 44/100 Per Cent. Pure." Two women in woods embroidering fabric. Good condition.
Topic:	Embroidery Laundry Women in advertising
Genre/Form:	Print advertising
Culture:	Belgians

Box 3, Folder 8
(1907)

[A Ring of Cleanliness Around the Globe. \[Print advertising.\] The Century Magazine, 1907](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244524

Ivorydata4 381

0207910371 (Scan No.)

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

Caption: "A Ring of Cleanliness Around the Globe." Ivory Soap bars in a ring around the earth, as viewed from space.

Published August 1907.

Good condition.

Topic: Soap

Place: Earth

Genre/Form: Print advertising

Box 3, Folder 8
(1907)

[The Best Advertisement of Ivory Soap \[Print advertising.\] The Century Magazine, 1907](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244525

Ivorydata4 382

0207910372 (Scan No.)

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

Caption: "The Best Advertisement of Ivory Soap". View of Ivory Factory.

Good condition.

Topic: Soap factories

Soap -- Manufacturing and processes

Place: Ivorydale (Ohio)

Genre/Form: Print advertising

Box 3, Folder 8
(1907)

[Ivory Soap..99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1907](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 244526

Ivorydata4 383

0207910373 (Scan No.)

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

Caption: "Ivory Soap....99 44/100 Per Cent. Pure." Two women with muffs walking into wind.

Good condition.

Topic: Skin -- Care and hygiene

Women

Genre/Form: Print advertising

Box 11, Folder 10

[Advertisements, 1907](#)

Box 11, Folder 10

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\] Ladies Home Journal, 1907](#)

1 Item (b&w; 41 x 28 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 245429

Ivorydata4 1286

0307910091 (Scan No.)

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

Caption: "Ivory Soap [...] 99 44/100 Per Cent. Pure." Woman washing delicate clotting in wash basin near window.

Published May 1909.

Good condition.

Topic: Laundry

Women

Delicate fabrics

Genre/Form: Print advertising

Box 11, Folder 10

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\] Ladies Home Journal, 1907](#)

1 Item (b&w; 41 x 28 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245430

Ivorydata4 1287

	0307910092 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "Ivory Soap [...] 99 44/100 Per Cent. Pure." Woman in dress and fancy hat seated in arm chair.
	Published July 1907.
	Good condition.
Topic:	Women Beauty, Personal Feminine beauty (Aesthetics) Religion Purity
Genre/Form:	Print advertising

Box 22, Folder 2

Advertisements, 1907

Box 3, Folder 9

Advertisements, 1908

Box 3, Folder 9
(1908)[A Suggestion To Mothers. \[Print advertising.\] Boston Cooking-School Magazine, 1908](#)

1 Item (b&w; 24.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 244527

Ivorydata4 384

0207910374 (Scan No.)

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

Caption: "A Suggestion To Mothers." Mother brushing daughter's hair.

Good condition.

Topic: Children

Mothers

Genre/Form: Print advertising

Box 3, Folder 9
(1908)[Ivory Soap...99 44/100 Per Cent. Pure. \[Print advertising.\], 1908](#)

1 Item (b&w; 21.5 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244528

Ivorydata4 385

0207910375 (Scan No.)

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

	Caption: "Ivory Soap.....99 44/100 Per Cent. Pure." Men from Ceylon carrying coconuts Good condition.
Topic:	Men
Place:	Sri Lanka
Genre/Form:	Print advertising

Box 3, Folder 9
(1908)

[Ivory Soap--It Floats. \[Print advertising.\] The Century Magazine, 1908](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244529

Ivorydata4 386

0207910376 (Scan No.)

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

Caption: "Ivory Soap--It Floats." Iceberg made of Ivory Soap bars.

Good condition.

Topic: Soap

Genre/Form: Print advertising

Box 3, Folder 9
(1908)

[An Ivory Soap Fable \[Print advertising.\] General circulation publications, 1908](#)

1 Item (b&w; 25 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244530

Ivorydata4 387

0207910377 (Scan No.)

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Caption: "An Ivory Soap Fable". Picture of man's foot in upper left corner, two women seated in lower right.

Good condition.

Topic: Husbands

Wives

Home economics -- Accounting

hands -- Care and hygiene

Cost effectiveness

Genre/Form: Print advertising

Box 3, Folder 9
(1908)

[Ivory Soap \[...\] It Floats. \[Print advertising.\] The Century Magazine, 1908](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244531

Ivorydata4 388

0207910378 (Scan No.)

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Caption: "Ivory Soap.....It Floats." Julius Caesar getting ready for bath.

Good condition.

Topic: Baths
Men

Genre/Form: Print advertising

Box 3, Folder 9
(1908)[The Story Of A Straw Hat. \[Print advertising.\] Boston Cooking-School Magazine, 1908](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244532

Ivorydata4 389

0207910379 (Scan No.)

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Caption: "The Story Of A Straw Hat." Wife putting straw hat on husband.

Good condition.

Topic: Husbands
Wives
Clothing and dress
Laundry

Genre/Form: Print advertising

Box 3, Folder 9
(1908)[Ivory Soap..99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1908](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244533

Ivorydata4 390

0207910380 (Scan No.)

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Caption: "Ivory Soap...99 44/100 Per Cent. Pure." Arch made of Ivory Soap bars.

Good condition.

Topic: Soap
Genre/Form: Print advertising

Box 3, Folder 9
(1908)

[Come On In! The Water's Fine! \[Print advertising.\] The Century Magazine, 1908](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244534

Ivorydata4 391

0207910381 (Scan No.)

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Caption: "Come On In! The Water's Fine!" Two women in boat, man in water.

Good condition.

Topic: Boats and boating

Men

Women

Baths

Play

Genre/Form: Print advertising

Box 3, Folder 9
(1908)

[Ivory Soap...99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1908](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244535

Ivorydata4 392

0207910382 (Scan No.)

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Caption: "Ivory Soap....99 44/100 Per Cent. Pure." Girl at sink washing hands and face.

Good condition.

Topic: Children

Baths

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 3, Folder 9
(1908)

[Ivory Soap....99 44/100 Per Cent. Pure. \[Print advertising.\], 1908](#)

1 Item (b&w; 20.5 x 14.5 cm.)

Creator: Procter & Gamble Company

Artist: Wilson

Language: English.

Notes: 244536

Ivorydata4 393

0207910383 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap.....99 44/100 Per Cent. Pure." Woman stretching lacey curtains outside to dry. Good condition.
Topic:	Laundry Women draperies -- Cleaning
Genre/Form:	Print advertising

Box 3, Folder 9
(1908)

[Almost As Necessary As The Cook. \[Print advertising.\] Boston Cooking-School Magazine, 1908](#)

1 Item (b&w; 24/5 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 244537

Ivorydata4 394

0207910384 (Scan No.)

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Caption: "'Almost As Necessary As The Cook". Woman stirring mixture in bowl.

Published 1909.

Good condition.

Topic: Women
Comparative advertising

Genre/Form: Print advertising

Box 11, Folder 11

[Advertisements, 1908](#)

Box 11, Folder 11

[Ivory Soap Better Than a Cedar Chest. \[Print advertising.\], 1908](#)

1 Item (b&w; 41 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245431

Ivorydata4 1288

0307910093 (Scan No.)

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Caption: "Ivory Soap Better Than a Cedar Chest." Ivory Soap bars built to look like a chest with linens and clothing inside.

Good condition.

Topic: Marriage
Laundry

Genre/Form: Print advertising

Box 3, Folder 10	Advertisements, 1909
Box 3, Folder 10 (1909)	<p>Ivory Soap...99 44/100 Per Cent. Pure. [Print advertising.] The Century Magazine, 1909</p> <p>1 Item (b&w; 24 x 15.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244538</p> <p>Ivorydata4 395</p> <p>0207910385 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory Soap...99 44/100 Per Cent. Pure." French peasant women washing laundry in river.</p> <p>Good condition.</p> <p>Topic: Laundresses Laundry French</p> <p>Genre/Form: Print advertising</p>
Box 3, Folder 10 (1909)	<p>Ivory Soap [...] It Floats. [Print advertising.], 1909</p> <p>1 Item (b&w; 21 x 15 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244539</p> <p>Ivorydata4 396</p> <p>0207910386 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory Soap.....It Floats." Three men in a bowl on a body of water.</p> <p>Good condition.</p> <p>Topic: Men Cleaning</p> <p>Genre/Form: Print advertising</p>
Box 3, Folder 10 (1909)	<p>Ivory Soap [...] 99 44/100 Per Cent. Pure. [Print advertising.], 1909</p> <p>1 Item (b&w; 24 x 15 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244540</p> <p>Ivorydata4 397</p> <p>0207910387 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p>

Caption: "Ivory Soap.....99 44/100 Per Cent. Pure." Illustration of booklet with Mother, baby, and older child on the cover.

Good condition.

Topic: Children
Mothers
Premiums (Retail trade)
Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[With Ivory Soap and Lukewarm Water. \[Print advertising.\] The Century Magazine, 1909](#)

1 Item (b&w; 24 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244541

Ivorydata4 398

0207910388 (Scan No.)

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Caption: ""With Ivory Soap and Lukewarm Water."" Man cleaning mural with Ivory Soap and water.

Good condition.

Topic: Men
Paintings -- Cleaning
Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[Ivory Soap - 99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1909](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 244542

Ivorydata4 399

0207910389 (Scan No.)

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Caption: "Ivory Soap - 99 44/100 Per Cent. Pure." Woman in flower garden.

Published June 1909.

Good condition.

Topic: Women
Flowers -- Cleaning
Gardens
Horticulture
Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[What Bobby Wants--and Should Have. \[Print advertising.\] The Century Magazine, 1909](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Winter, Alice Beach, 1877-ca. 1970

Language: English.

Notes: Ivorydata4 400

0207910390 (Scan No.)

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Advertisement with drawing of mother and child beside dresser.

Good condition.

Topic: Ivory Soap (Brand name)

Children in advertising

Mothers

Genre/Form: Drawings -- Reproductions

Print advertising

Box 3, Folder 10
(1909)

[Use Ivory Soap--It Floats! \[Print advertising.\] Harper's Magazine Advertiser, 1909](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Artist: Adamson, Sydney

Language: English.

Notes: 244544

Ivorydata4 401

0207910391 (Scan No.)

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Caption: ""Use Ivory Soap--It Floats!"" Two women in bathing suits on dock, one woman in water.

Published July 1909.

Good condition.

Topic: Women

Comparative advertising

Swimming

Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[A Pure Soap in the World's Soap Box. \[Print advertising.\] The Century Magazine, 1909](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244545

Ivorydata4 402

0207910392 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "A Pure Soap in the World's Soap Box." Globe open with bar of Ivory inside. Good condition.
Topic:	Soap Purity
Genre/Form:	Print advertising

Box 3, Folder 10
(1909)

[Ivory Soap \[..\] It Floats. \[Print advertising.\] St. Nicholas, 1909](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Creator: Procter & Gamble Company

Artist: Peck, H.J.

Language: English.

Notes: 244546

Ivorydata4 403

0207910393 (Scan No.)

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

Caption: "Ivory Soap....It Floats." Boy fishing with bar of Ivory in bucket.

Good condition.

Topic: Men
Nursery rhymes
Soap

Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[Ivory Soap \[..\] It Floats. \[Print advertising.\] The Century Magazine, 1909](#)

1 Item (b&w; 25 x 15 cm.)

Creator: Procter & Gamble Company

Artist: Keep, Virginia

Language: English.

Notes: 244547

Ivorydata4 404

0207910394 (Scan No.)

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

Caption: "Ivory Soap.....It Floats." Child looking in mirror.

Good condition.

Topic: Children
Baths

Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[Millions Upon Millions of cakes of Ivory Soap Leave Ivorydale.. \[Print advertising.\] The Century Magazine, 1909](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.
Notes: 244548
Ivorydata4 405
0207910395 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Millions Upon Millions of Cakes of Ivory Soap Leave Ivorydale Every Year." Bars of Ivory Soap in shape of train.
Good condition.
Topic: Soap
Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[Who is Going to Wash the Dishes? \[Print advertising.\] The American Magazine, 1909](#)
1 Item (b&w; 25 x 16.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244549
Ivorydata4 406
0207910396 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""Who is Going to Wash the Dishes?"" Men and women at campsite.
Good condition.
Topic: Camping
Men
Women
Dishwashing
Baths
Laundry
Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[Give Me Hardwood Floors and Rugs,. \[Print advertising.\] The American Magazine, 1909](#)
1 Item (b&w; 25 x 16.5 cm.)
Creator: Procter & Gamble Company
Artist: Flagg, James Montgomery, 1877-1960
Language: English.
Notes: 244550
Ivorydata4 407
0207910397\ (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""Give Me Hardwood Floors and Rugs.". Woman sitting on chair looking at shiny floor.

Good condition.
 Topic: Women
 Rug cleaning
 Floors -- Cleaning
 Genre/Form: Print advertising

Box 3, Folder 10
(1909)

[Ivory Soap - 99 44/100 Per Cent. Pure. \[Print advertising.\], 1909](#)

1 Item (b&w; 17 x 12.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244551

Ivorydata4 408

0207910398 (Scan No.)

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

Caption: "Ivory Soap - 99 44/100 Per Cent. Pure." Woman cleaning refrigerator.

Good condition.

Topic: Women
 Refrigerators -- Cleaning
 Genre/Form: Print advertising

Box 8, Folder 9

Advertisements, 1909

Box 11, Folder 12

[Advertisements, 1909](#)

Box 11, Folder 12

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\], 1909](#)

1 Item (b&w; 41 x 28.5 cm.)

Creator: Procter & Gamble Company

Artist: Alexander, Will

Language: English.

Notes: 245432

Ivorydata4 1289

0307910094 (Scan No.)

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

Caption: "Ivory Soap [...] 99 44/100 Per Cent. Pure." Blossoming trees with text about economical value of Ivory.

Stained; torn; fold lines.

Poor condition.

Topic: Cost effectiveness
 Home economics -- Accounting
 Nature
 Genre/Form: Print advertising

Box 3, Folder 11

[Advertisements, 1910](#)

Box 3, Folder 11
(1910)

[Ivory Soap--It Stands Alone. \[Print advertising.\] St. Nicholas, 1910](#)

1 Item (b&w; 24.5 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244552

Ivorydata4 409

0207910399 (Scan No.)

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Caption: "Ivory Soap--It Stands Alone." Giant bar of Ivory as skyscraper.

Good condition.

Topic: Soap

Genre/Form: Print advertising

Box 3, Folder 11
(1910)

[Campers! \[Print advertising.\] Scribner's Magazine, 1910](#)

1 Item (b&w; 24.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244553

Ivorydata4 410

0207910400 (Scan No.)

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Caption: "Campers!" Two men washing at stream.

Published August 1910.

Good condition.

Topic: Camping

Baths

Men

Genre/Form: Print advertising

Box 3, Folder 11
(1910)

[Ivory Soap \[..\] It Floats. \[Print advertising.\] Everybody's Magazine, 1910](#)

1 Item (b&w; 24.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244554

Ivorydata4 411

0207910401 (Scan No.)

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Caption: "Ivory Soap.....It Floats." Man in bath robe preparing for shower.

Published July 1910.

Poor condition.

Topic: Baths
Men
Genre/Form: Print advertising

Box 3, Folder 11
(1910)

[Ivory Soap...It Floats. \[Print advertising.\] The Century Magazine, 1910](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244555

Ivorydata4 412

0207910402 (Scan No.)

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Caption: "Ivory Soap...It Floats." Woman as 'spirit of cleanliness' atop bar of Ivory soap.

Published November 1910.

Good condition.

Topic: Women
Genre/Form: Print advertising

Box 3, Folder 11
(1910)

[Ivory Soap.....\[sic\] It Floats. \[Print advertising.\] The Century Magazine, 1910](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 413

0207910403 (Scan No.)

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Illustration: Father and daughter on horseback (the "Colonel's Daughter") speaking with ranch foreman about soap.

Lower right corner torn off; stained.

Topic: Fathers
Daughters
Men
Horses
Soap
Genre/Form: Print advertising

Box 11, Folder 13

[Advertisements, 1910](#)

Box 11, Folder 13

[Ivory Soap \[...\] It Floats. \[Print advertising.\] Delineator, The, 1910](#)

1 Item (b&w; 41 x 27 cm.)

Creator: Procter & Gamble Company

Artist: Winter, Alice Beach, 1877-ca. 1970

Language: English.

Notes: 245433

Ivorydata4 1290

0307910095 (Scan No.)

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Caption: "Ivory Soap [...] It Floats." Child soaking feet in wash basin.

Torn along folds.

Poor condition.

Topic: Children

Baths

Genre/Form: Print advertising

Box 11, Folder 13

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\] Woman's Home Companion, 1910](#)

1 Item (b&w; 41 x 27 cm.)

Creator: Procter & Gamble Company

Artist: Ralph, Lester

Language: English.

Notes: 245434

Ivorydata4 1291

0307910096 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100 Per Cent. Pure." Woman at dressing table spot cleaning chamois glove.

Published June 1910.

Good condition.

Topic: Women

Clothing and dress

Genre/Form: Print advertising

Box 3, Folder 12

[Advertisements, 1911](#)Box 3, Folder 12
(1911)[The Symbol of Household Liberty. \[Print advertising.\] The Century Magazine, 1911](#)

1 Item (b&w; 24x15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244557

Ivorydata4 414

0207910404 (Scan No.)

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

Caption: "The Symbol of Household Liberty." Statue of Liberty with bar of Ivory as torch.

Good condition.

	Topic: Statue of Liberty National Monument (N.Y. and N.J.) House cleaning Soap Genre/Form: Print advertising
Box 3, Folder 12 (1911)	Thank Goodness--it floats! [Print advertising.] The Century Magazine, 1911 1 Item (b&w; 24 x 16 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244558 Ivorydata4 415 0207910405 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""Thank Goodness--it floats!"" Man on boat fishing bar of Ivory out of water. Good condition. Topic: Sailors Genre/Form: Print advertising
Box 3, Folder 12 (1911)	Ivory Soap...99 44/100 Per Cent. Pure. [Print advertising.] The American Magazine, 1911 1 Item (b&w; 25 x 17 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244559 Ivorydata4 416 0207910406 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap...99 44/100 per Cent. Pure." Father shaving in mirror, son looks on. Published July 1911. Good condition. Topic: Fathers Sons Face -- Care and hygiene Shaving Genre/Form: Print advertising
Box 3, Folder 12 (1911)	Ivory Soap.99 44/100 Per Cent. Pure. [Print advertising.] The Century Magazine, 1911 1 Item (b&w; 24.5 x 17 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244560 Ivorydata4 417

0207910407 (Scan No.)

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

Caption: "Ivory Soap..99 44/100 PerCent. Pure." Ad discusses Ivory's consistent advertising.

Published May 1911.

Good condition.

Topic: advertising
Genre/Form: Print advertisingBox 3, Folder 12
(1911)[Ivory Soap..99 44/100 Per Cent. Pure. \[Print advertising.\], 1911](#)

1 Item (b&w; 20.5 x 14.5 cm.)

Creator: Procter & Gamble Company

Artist: Shafer, L.A.

Language: English.

Notes: 244561

Ivorydata4 418

0207910408 (Scan No.)

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Caption: "Ivory Soap...99 44/100 Per Cent. Pure." Man cleaning car, woman speaking with him.

Good condition.

Topic: Automobiles -- Cleaning
Women
Men
Genre/Form: Print advertisingBox 3, Folder 12
(1911)[Rings, brooches--Jewelry of almost all kinds can be cleaned.. \[Print advertising. General circulation publications.\], 1911](#)

1 Item (b&w; 25 x 16 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 419

0207910409 (Scan No.)

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

Caption: "Rings, brooches--Jewelry of almost all kinds can be cleaned with Ivory Soap and lukewarm water." Illustration: Woman scrubbing jewelry.

Good condition.

Topic: Soap
Jewelry -- Cleaning
Women in advertising
Genre/Form: Print advertising

Box 11, Folder 14

Advertisements, 1911

Box 11, Folder 14

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\] Woman's Home Companion, 1911](#)

1 Item (b&w; 40.5 x 26.5 cm.)

Creator: Procter & Gamble Company

Artist: Ralph, Lester

Language: English.

Notes: 245435

Ivorydata4 1292

0307910097 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100 Per Cent. Pure." Woman in white dress having palm read by a Gypsy.

Published June 1911.

Good condition.

Topic: Summer
Skin -- Care and hygiene
Women
Fortune-tellers

Genre/Form: Print advertising

Box 11, Folder 14

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\], 1911](#)

1 Item (b&w; 40.5 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245436

Ivorydata4 1293

0307910098 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100 Per Cent. Pure." Child pushing large snow ball.

Published Dec. 1911.

Good condition.

Topic: Children
Winter
Play
Skin -- Care and hygiene
hands -- Care and hygiene
Face -- Care and hygiene
Boys

Genre/Form: Print advertising

Box 3, Folder 13

Advertisements, 1912

Box 3, Folder 13
(1912)

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1912](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 244563

Ivorydata4 420

0207910410 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Two children in Ivory Soap box sled.

Good condition.

Topic: Children

Winter

Play

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 3, Folder 13
(1912)

[Ivory Soap..99 44/100 Per Cent. Pure. \[Print advertising.\], 1912](#)

1 Item (b&w; 24.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244564

Ivorydata4 421

0207910411 (Scan No.)

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Caption: "Ivory Soap....99 44/100 Per Cent. Pure". French court bathing the baby Dauphin.

Good condition.

Topic: French

Baths

Children

Men

Women

Royalty

Genre/Form: Print advertising

Box 3, Folder 13
(1912)

[Ivory Soap \[...\] 99 44/100 Per Cent. Pure. \[Print advertising.\] The Century Magazine, 1912](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Artist: Beneker, Gerrit A. (Gerrit Albertus), 1882-1934

Language: English.

Notes: 244565

	Ivorydata4 422 0207910412 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap.....99 44/100% Pure". Football players and coach in locker room. Good condition.
Topic:	Football Men Baths
Genre/Form:	Print advertising

Box 3, Folder 13
(1912)

[Inspiration. \[Print advertising.\] The Century Magazine, 1912](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Artist: Winter, Charles A.

Language: English.

Notes: 244566

Ivorydata4 423

0207910413 (Scan No.)

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Caption: "Inspiration." Male worker at Ivorydale factory stirring vat of steaming liquid which curls into shape of floating cherubs.

Good condition.

Topic: Men
Soap factories
Soap -- Manufacturing and processes

Genre/Form: Print advertising

Box 3, Folder 13
(1912)

[Ivory Soap \[..\] It Floats. \[Print advertising.\], 1912](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244567

Ivorydata4 424

0207910414 (Scan No.)

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Caption: "Ivory Soap.....It Floats." Burmese man retrieving crate of Ivory from water.

Good condition.

Topic: Burmese
Men
Exports
Baths

Genre/Form: Print advertising	
Box 8, Folder 10	Advertisements, 1912
Box 11, Folder 15	Advertisements, 1912
Box 11, Folder 15	<p>Ivory Soap in the Garden. [Print advertising.], 1912 1 Item (b&w; 41 x 28 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245437 Ivorydata4 1294 0307910099 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap in the Garden". Garden scenes on top and sides, text in middle. Good condition.</p> <p>Topic: Mothers Horticulture Cleaning Men Children Gardens</p> <p>Genre/Form: Print advertising</p>
Box 3, Folder 14	Advertisements, 1913
Box 3, Folder 14 (1913)	<p>Ivory Soap [..] 99 44/100% Pure. [Print advertising.] General circulation publications, 1913 1 Item (b&w; 24.5 x 16 cm.) Advertiser: Procter & Gamble Company Artist: Booth, Franklin Language: English. Notes: Ivorydata4 425 0207910415 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap.....99 44/100% Pure". Men and women outside at party at night. Good condition.</p> <p>Topic: Parties Women Men Laundry Night Delicate fabrics</p>

Genre/Form: Print advertising

Box 3, Folder 14
(1913)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1913](#)

1 Item (b&w; 24.5 x 18 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244569

Ivorydata4 426

0207910416 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Older woman washing face.

Good condition.

Topic: Older people
Skin -- Care and hygiene
WomenFace -- Care and hygiene
Genre/Form: Print advertisingBox 3, Folder 14
(1913)[A word to Girls about their Summer Clothes. \[Point-of-purchase display.\], 1913](#)

1 Item (b&w; 21 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244570

Ivorydata4 427

0207910417 (Scan No.)

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Caption: "A word to Girls about their Summer Clothes". Mother with daughter picking out fabric.

Good condition.

Topic: Daughters
Children
Clothing and dress
Mothers
Laundry
Summer

Genre/Form: Point-of-purchase displays

Box 3, Folder 14
(1913)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1913](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244571

	Ivorydata4 428 0207910418 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap [...] 99 44/100% Pure". Mother taking temperature of bath water while son waits. Good condition.
Topic:	Baths Children Sons Mothers
Genre/Form:	Print advertising

Box 3, Folder 14
(1913)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1913](#)
1 Item (b&w; 24 x 16 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 429
0207910419 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Circus worker washing circus wagon.
Stained.
Good condition.

Topic: Circus performers
Women in advertising
Men in advertising
Cleaning
Circus

Genre/Form: Print advertising

Box 3, Folder 14
(1913)

[To the man about to go on his vacation:. \[Print advertising.\], 1913](#)
1 Item (b&w; 21 x 15 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244573
Ivorydata4 430
0207910420 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "To the man about to go on his vacation:". Two men fishing, one with rod, one with fishing net.
Good condition.

Topic: Men
Travel

	Fishing Genre/Form: Print advertising
Box 3, Folder 14 (1913)	<p>Ivory Soap [...] 99 44/100% Pure. [Point-of-purchase display.] The Century Magazine, 1913</p> <p>1 Item (b&w; 24 x 16.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Artist: Beneker, Gerrit A. (Gerrit Albertus), 1882-1934</p> <p>Language: English.</p> <p>Notes: 244574</p> <p>Ivorydata4 431</p> <p>0207910421 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory Soap [...] 99 44/100% Pure". Two men in locker room after exercising.</p> <p>Good condition.</p> <p>Topic: Men Exercise Skin -- Care and hygiene</p> <p>Genre/Form: Point-of-purchase displays</p>
Box 3, Folder 14 (1913)	<p>Ivory Soap [...] 99 44/100% Pure. [Print advertising.], 1913</p> <p>1 Item (b&w; 24 x 16.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244575</p> <p>Ivorydata4 432</p> <p>0207910422 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory Soap [...] 99 44/100% Pure". Chemist in lab with beaker.</p> <p>Published May 1913.</p> <p>Good condition.</p> <p>Topic: Chemists Men Hygiene</p> <p>Genre/Form: Print advertising</p>
Box 3, Folder 14 (1913)	<p>Ivory Soap [...] 99 44/100% Pure. [Print advertising.] The Century Magazine, 1913</p> <p>1 Item (b&w; 24 x 26 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244576</p> <p>Ivorydata4 433</p>

0207910423 (Scan No.)

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Caption: "Ivory Soap....99 44/100% Pure". Two women in bathroom.

Good condition.

Topic: Women

Genre/Form: Print advertising

Box 3, Folder 14
(1913)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1913](#)

1 Item (b&w; 21.5 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244577

Ivorydata4 434

0207910424 (Scan No.)

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Caption: "Ivory Soap.....99 44/100% Pure". Woman cleaning plants.

Good condition.

Topic: Women

Plants -- Cleaning

Genre/Form: Print advertising

Box 3, Folder 14
(1913)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1913](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Artist: Wireman, Katharine R.

Language: English.

Notes: 244578

Ivorydata4 435

0207910425 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Children playing in snow.

Staple holes and tears along right side.

Good condition.

Topic: Children

Winter

Play

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 8, Folder 10

[Advertisements, 1913](#)

Box 8, Folder 10
(1913)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] American Magazine, The, 1913](#)

1 Item (b&w; 30.6 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244715

Ivorydata4 572

0207910563 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Woman and man working in office.

Good condition.

Topic: Men

Women employees

Hygiene

Genre/Form: Print advertising

Box 8, Folder 10
(1913)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1913](#)

1 Item (b&w; 37 x 24.5 cm.)

Creator: Procter & Gamble Company

Artist: Winter, Alice Beach, 1877-ca. 1970

Language: English.

Notes: 244716

Ivorydata4 573

0207910564 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Mother and daughter washing dishes.

Good condition.

Topic: Daughters

Dishwashing

Mothers

Genre/Form: Print advertising

Box 11, Folder 16

[Advertisements, 1913](#)

Box 11, Folder 16

[Ivory Soap 99 44/100% Pure. \[Print advertising.\], 1913](#)

1 Item (b&w; 41 x 28 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 245438

Ivorydata4 1295

0307910100 (Scan No.)

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Family gathered around dining table for breakfast, boy coming down stairs.

Good condition.

Topic: Family
Women domestics
Morning

Genre/Form: Print advertising

Box 3, Folder 15

[Advertisements, 1914](#)Box 3, Folder 15
(1914)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1914](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244579

Ivorydata4 436

0207910426 (Scan No.)

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Caption: "Ivory Soap....99 44/100% Pure". Man and woman in museum looking at paintings.

Good condition.

Topic: Paintings -- Cleaning
Men
Women

Genre/Form: Print advertising

Box 3, Folder 15
(1914)[The Cruise of Ivory Ship and the Muddies were cleaned. \[Print advertising.\] St. Nicholas, 1914](#)

1 Item (b&w; 25 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244580

Ivorydata4 437

0207910427 (Scan No.)

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Caption: "The Cruise of Ivory Ship and how the Muddies were cleaned." Illustrated tale of cleaning the Muddies to make them white.

Published May 1914.

Good condition.

Topic: Baths
fables

Genre/Form: Hygiene
Print advertising

Box 3, Folder 15
(1914)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1914](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Artist: Pegram

Language: English.

Notes: 244581

Ivorydata4 438

0207910428 (Scan No.)

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

Caption: "Ivory Soap....99 44/100% Pure". American woman at shop counter in London.

Good condition.

Topic: Women
Shopping
Travel
Men

Genre/Form: Print advertising

Box 3, Folder 15

[Ivory Soap...99 44/100% Pure. \[Print advertising.\], 1914](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Artist: Beneker, Gerrit A. (Gerrit Albertus), 1882-1934

Language: English.

Notes: Ivorydata4 439

0207910429 (Scan No.)

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Illustration: Man on crane lift above city skyline.

Good condition.

Topic: Men in advertising
Building -- 1900-1910

Genre/Form: Print advertising

Box 3, Folder 15
(1914)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1914](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244583

Ivorydata4 440

0207910430 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap....99 44/100% Pure". Actor removing stage make-up with Ivory Soap. Good condition.
Occupation:	Actors
Topic:	Men Skin -- Care and hygiene
Genre/Form:	Print advertising

Box 3, Folder 15
(1914)

[The Sporting Editor reported it this way. \[Print advertising.\] The Century Magazine, 1914](#)

1 Item (b&w; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 441

0207910431 (Scan No.)

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

Men in locker room after baseball game.

Good condition.

Published May 1914

Topic: Baseball
Men
Baths

Genre/Form: Print advertising

Box 3, Folder 15
(1914)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1914](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244585

Ivorydata4 442

0207910432 (Scan No.)

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

Caption: "Ivory Soap....99 44/100% Pure". Woman looking at portrait of mother.

Good condition.

Topic: Clothing and dress
Women

Genre/Form: Print advertising

Box 3, Folder 15
(1914)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1914](#)

1 Item (b&w; 25.5 x 16.5 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 244590
 Ivorydata4 447
 0207910437 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Ivory Soap..... 99 44/100% Pure". Man and woman ice skating on pond.
 Published January 1915.
 Good condition.
 Topic: Courtship
 Men
 Women
 Skin -- Care and hygiene
 Genre/Form: Print advertising

Box 8, Folder 11 Advertisements, 1914

Box 11, Folder 17 [Advertisements, 1914](#)

Box 11, Folder 17 [Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] Ladies Home Journal, 1914](#)
 1 Item (b&w; 40 x 27 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245439
 Ivorydata4 1296
 0307910101 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Ivory Soap [...] 99 11/100% Pure". Woman seated on floor packing suitcase.
 Published July 1914. Stained; folds; top left corner torn.
 Good condition.
 Topic: Women
 Travel
 Genre/Form: Print advertising

Box 4, Folder 1 [Advertisements, 1915](#)

Box 4, Folder 1 (1915) [Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1915](#)
 1 Item (b&w; 24 x 15.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244586

	Ivorydata4 443 0207910433 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap....99 44/100% Pure". Male workers at Ivory factory. Good condition.
Topic:	Men Soap factories Soap -- Manufacturing and processes
Genre/Form:	Print advertising

Box 4, Folder 1
(1915)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1915](#)

1 Item (b&w; 24x16.5 cm.)

Creator: Procter & Gamble Company

Artist: Beneker, Gerrit A. (Gerrit Albertus), 1882-1934

Language: English.

Notes: 244587

Ivorydata4 444

0207910434 (Scan No.)

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

Caption: "Ivory Soap [...] 99 44/100% Pure". Blacksmith making chain link.

Published June 1915.

Good condition.

Topic: Men

Genre/Form: Print advertising

Box 4, Folder 1
(1915)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1915](#)

1 Item (b&w; 25.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244588

Ivorydata4 445

0207910435 (Scan No.)

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

Caption: "Ivory Soap....99 44/100% Pure". Boys swimming, one boy on shore throwing bar of Ivory.

Published August 1915.

Good condition.

Topic: Children

Baths

Play

	Swimming Genre/Form: Print advertising
Box 4, Folder 1 (1915)	Ivory Soap [...] 99 44/100% Pure. [Print advertising.] General circulation publications, 1915 1 Item (b&w; 25.5 x 16.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244589 Ivorydata4 446 0207910436 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap [...] 99 44/100% Pure". Child looking up from book with arm extended. Good condition. Topic: Children Soap Genre/Form: Print advertising
Box 4, Folder 1 (1915)	Ivory Soap [...] 99 44/100% Pure. [Print advertising.] General circulation publications, 1915 1 Item (b&w; 25.5 x 16.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244591 Ivorydata4 448 0207910438 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap....99 44/100% Pure". Nurse with five babies. Good condition. Topic: Children Nurses Women Skin -- Care and hygiene Genre/Form: Print advertising
Box 4, Folder 1 (1915)	Ivory Soap...99 44/100% Pure. [Print advertising.] National Geographic, 1915 1 Item (b&w; 22 x 14.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 449 0207910439 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

With reproduction of what appears to be a lithograph of a fisherman with basket of fish and a man bending over boat.

Good condition.

Published September 1915

Topic: Men in advertising
Fishers
Genre/Form: Print advertising

Box 4, Folder 1
(1915)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1915](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244593

Ivorydata4 450

0207910440\ (Scan No.)

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

Caption: "Ivory Soap 99 44/100% Pure". Six hands reaching for big bar of Ivory.

Good condition.

Topic: hands -- Care and hygiene
Cleaning
Genre/Form: Print advertising

Box 4, Folder 1
(1915)

[Ivory Soap ... 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1915](#)

1 Item (b&w; 24 x 16 cm.)

Donor: Procter & Gamble Company

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 452

0207910442\ (Scan No.)

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

Illustration: Man cleaning pillar outside house.

Good condition.

Topic: Men
Premiums (Retail trade)
Soap
Cleaning
Genre/Form: Print advertising

Box 11, Folder 18

[Advertisements, 1915](#)

Box 11, Folder 18

[Elizabeth Harding, Bride. \[Print advertising.\] People's Home Journal, 1915](#)

1 Item (b&w; 40.5 x 28 cm.)

Creator: Procter & Gamble Company
 Artist: Hanna, T.K.
 Language: English.
 Notes: 245440
 Ivorydata4 1297
 0307910102 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Elizabeth Harding, Bride". Bride throwing bouquet over staricase railing.
 Published Nov. 1915. See 0300600299.tif for booklet. Right edge torn.
 Good condition.
 Topic: Wedding
 Premiums (Retail trade)
 Women
 Genre/Form: Print advertising

Box 11, Folder 18

[Ivory Soap...99 44/100% Pure. \[Print advertising.\] Woman's Home Companion, 1915](#)
 1 Item (b&w; 41 x 27.5 cm.)
 Creator: Procter & Gamble Company
 Artist: Booth, Franklin
 Language: English.
 Notes: 245441
 Ivorydata4 1298
 0307910103 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Ivory Soap [...] 99 44/100% Pure". Nature scene--trees, tall grass, clouds in sky.
 Published July 1915. Stains near bottom; folds.
 Poor condition.
 Topic: Nature
 Family
 Cleaning
 Genre/Form: Print advertising

Box 8, Folder 12

[Advertisements, 1916](#)Box 8, Folder 12
(1916)

[Ivory Soap Feels Grateful to Tingling Cheeks and Chapped Hands. \[Print advertising.\] Ladies Home Journal, 1916](#)
 1 Item (b&w; 38 x 24.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244717
 Ivorydata4 574

	0207910564 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap Feels Grateful to Tingling Cheeks and Chapped Hands". Children playing outside in winter weather. Published December 1916. Good condition.
Topic:	Children Face -- Care and hygiene hands -- Care and hygiene Winter Play
Genre/Form:	Print advertising

Box 11, Folder 19

[Advertisements, 1916](#)

Box 11, Folder 19	Have you ever made Ivory Soap Paste for house-cleaning? [Print advertising.] Woman's Home Companion, 1916 1 Item (b&w; 39 x 25.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245442 Ivorydata4 1299 0307910104 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Have you ever made Ivory Soap Paste for house-cleaning?" Mother and daughter in kitchen at stove making Ivory Soap Paste. Published March 1916. Fold. Good condition.
	Topic: Mothers Daughters Premiums (Retail trade) House cleaning
	Genre/Form: Print advertising

Box 11, Folder 19

[Ivory Soap \[.\] 99 44/100% Pure. \[Print advertising.\] Woman's Home Companion, 1916](#)

1 Item (b&w; 40.5 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245443

Ivorydata4 1300

0307910105 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Woman cleaning rug with Ivory Soap Paste.
Published Sept. 1916. Fold at bottom; torn on left.
Good condition.

Topic: Rug cleaning
Women
Autumn

Genre/Form: Print advertising

Box 4, Folder 2

Advertisements, 1916

Box 4, Folder 2
(1916)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1916](#)

1 Item (b&w; 24 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244594

Ivorydata4 451

0207910441 (Scan No.)

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Caption: "Ivory Soap.....99 44/100% Pure". Military men washing at campsite.

Good condition.

Names: United States. Army

Topic: Men

Baths

World War, 1914-1918

Genre/Form: Print advertising

Box 4, Folder 2
(1916)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1916](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244596

Ivorydata4 453

0207910443 (Scan No.)

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Caption: "Ivory Soap....99 44/100% Pure". Two women walking outdoors through wind.

Good condition.

Topic: Women

Winter

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1916](#)

1 Item (b&w; 24 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244597

Ivorydata4 454

0207910444 (Scan No.)

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Caption: "Ivory Soap..99 44/100% Pure". Two women in bathroom, one wearing fur coat.

Good condition.

Topic: Women

Soap

Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap \[..\] It Floats. \[Print advertising.\] General circulation publications, 1916](#)

1 Item (b&w; 25.5 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244598

Ivorydata4 455

0207910445 (Scan No.)

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Caption: "Ivory Soap.....It Floats". Men in locker room, several in showers.

Good condition.

Topic: Men

Skin -- Care and hygiene

Baths

Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap...99 44/100% Pure. \[Print advertising.\] National Geographic, 1916](#)

1 Item (b&w; 25.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244599

Ivorydata4 456

0207910446 (Scan No.)

Mother, daughter, and son making soap over fire.

Good condition.

Published July 1916

Topic: Mothers

Soap, Handmade
Children in advertising
Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1916](#)
1 Item (b&w; 25.5 x 17 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244600
Ivorydata4 457
0207910447 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap....99 44/100% Pure". Children playing outside.
Good condition.
Topic: Children
Premiums (Retail trade)
Play
Clothing and dress
Laundry
Skin -- Care and hygiene
Delicate fabrics
Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap \[..\] It Floats. \[Print advertising.\] National Geographic, 1916](#)
1 Item (b&w; 25.5 x 16 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244601
Ivorydata4 458
0207910448 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap.....It Floats". Mother and daughter at bathroom sink.
Published September 1916.
Good condition.
Topic: Mothers
Daughters
Children
Travel
Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] The Century Magazine, 1916](#)
1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244602
Ivorydata4 459
0207910449 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap.....99 44/100% Pure". Men in restroom at sinks and mirrors.
Good condition.
Topic: Men
Soap
Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1916](#)

1 Item (b&w; 25.5 x 16 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244603

Ivorydata4 460

0207910450 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Men at campsite.

Good condition.

Topic: Camping
Men

Genre/Form: Print advertising

Box 4, Folder 2
(1916)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1916](#)

1 Item (b&w; 23.5 x 15.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244604

Ivorydata4 461

0207910451 (Scan No.)

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

Caption: "Ivory Soap 99 44/100% Pure". Woman cleaning bedroom furniture.

Good condition.

Topic: Furniture cleaning
Women
Premiums (Retail trade)

Genre/Form: Print advertising	
Box 4, Folder 2 (1916)	<p>Purity. [Print advertising.], 1916 1 Item (b&w; 25.5 x 16 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244605 Ivorydata4 462 0207910452 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Purity". Giant bar of Ivory in body of water at foot of mountains. Good condition.</p> <p>Topic: Soap Purity</p> <p>Genre/Form: Print advertising</p>
Box 4, Folder 2 (1916)	<p>Ivory Soap.....99 44/100% Pure. [Print advertising, general circulation publications.], 1916 1 Item (b&w; 25.5 x 16.5 cm.) Advertiser: Procter & Gamble Company Artist: Beneker, Gerrit A. (Gerrit Albertus), 1882-1934 Language: English. Notes: 244606 Ivorydata4 463 0207910453 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Magazine page with illustration, reproduction of painting: Man in bathrobe, preparing for bath with bar of Ivory in hand. Portion of bathtub can be seen. Good condition. Published April 1916</p> <p>Topic: Baths Men in advertising</p> <p>Genre/Form: Print advertising</p>
Box 4, Folder 3	Advertisements, 1917
Box 4, Folder 3 (1917)	<p>Take mirrors for instance. [Print advertising.] General circulation publications, 1917 1 Item (b&w; 24 x 16 cm.) Creator: Procter & Gamble Company Artist: Alexander, Will Language: English. Notes: 244607</p>

	Ivorydata4 464 0207910454 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Take mirrors for instance". Woman cleaning mirror with Ivory Soap. Good condition.
Topic:	Women House cleaning Premiums (Retail trade)
Genre/Form:	Print advertising

Box 4, Folder 3
(1917)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1917](#)
1 Item (b&w; 25.5 x 17 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244608

Ivorydata4 465
0207910455 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap [...] 99 44/100% Pure". Man and woman on beach.
Published July 1917.
Good condition.

Topic: Men
Summer
Travel
Skin -- Care and hygiene
Women
Genre/Form: Print advertising

Box 4, Folder 3
(1917)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1917](#)
1 Item (b&w; 25.5 x 16.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244609

Ivorydata4 466
0207910456 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap.....99 44/100% Pure". Military men at military camp.
Published 18 February 1918.
Good condition.

Names: United States. Army

	Topic: Men World War, 1914-1918 Genre/Form: Print advertising
Box 4, Folder 3 (1917)	The Cruise of the Ivory White. [Print advertising.] St. Nicholas, 1917 1 Item (b&w; 25 x 17 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244610 Ivorydata4 467 0207910457 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "The Cruise of the Ivory White". Fable about Ivory ship and Turks. Published October 1917. Good condition. Topic: fables Turks Cleaning Genre/Form: Print advertising
Box 4, Folder 3 (1917)	The Cruise of the Ivory White. [Print advertising.] St. Nicholas, 1917 1 Item (b&w) Creator: Procter & Gamble Company Language: English. Notes: 244611 Ivorydata4 468 0207910458 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "The Cruise of the Ivory White." Fable about Ivory ship, elves, and typhoon. Published August 1917. Good condition. Topic: fables Elves Genre/Form: Print advertising
Box 4, Folder 3 (1917)	The Cruise of the Ivory White. [Print advertising.] St. Nicholas, 1917 1 Item (b&w; 25 x 17.) Creator: Procter & Gamble Company Language: English. Notes: 244612 Ivorydata4 469 0207910459 (Scan No.)

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

Caption: "The Cruise of the Ivory White". Fable about adventures of Ivory ship and cuttlefish.

Published March 1917.

Good condition.

Topic: fables
Cuttlefish
Cleaning
Genre/Form: Print advertising

Box 4, Folder 3
(1917)

[Safety. \[Print advertising.\], 1917](#)

1 Item (b&w; 20.5 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244613

Ivorydata4 470

0207910460 (Scan No.)

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Caption: "Safety". Ad says to not be afraid of washing delicate items with Ivory.

Good condition.

Topic: Laundry
Delicate fabrics
Genre/Form: Print advertising

Box 4, Folder 3
(1917)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1917](#)

1 Item (b&w; 27.5 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244614

Ivorydata4 471

0207910461 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Two women camping, one doing laundry.

Good condition.

Topic: Camping
Women
Genre/Form: Print advertising

Box 4, Folder 3
(1917)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1917](#)

1 Item (b&w; 28 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244615
Ivorydata4 472
0207910462 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap.....99 44/100% Pure". Man wrapped in shower curtain holding bar of Ivory.
Good condition.

Topic: Baths
Men

Genre/Form: Print advertising

Box 4, Folder 3
(1917)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1917](#)
1 Item (b&w; 25.5 x 16 cm.)
Creator: Procter & Gamble Company
Artist: Pomeroy, Roy Jobbins
Language: English.
Notes: 244616
Ivorydata4 473
0207910463 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap 99 44/100% Pure". Indian men washing clothes in Ganges River; woman watches.
Good condition.

Topic: Hindus
Men
Women
Hygiene

Genre/Form: Print advertising

Box 4, Folder 3
(1917)

[Ivory Soap...99 44/100% Pure. \[Print advertising. General circulation publications.\], 1917](#)
1 Item (b&w; 25.5 x 16.5 cm.)
Advertiser: Procter & Gamble Company
Artist: Pomeroy, Roy Jobbins
Language: English.
Notes: 244617
Ivorydata4 474
0207910464 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Image: Two white men with Arab man looking at rugs.
Good condition.

Topic: Arabs

Men
Rug cleaning
Genre/Form: Print advertising

Box 8, Folder 13

[Advertisements, 1917](#)Box 8, Folder 13
(1917)[Ivory Soap / It floats / 99 44/100% Pure. \[Print advertising.\], 1917](#)

1 Item (b&w; 33.5 x 26 cm.)

Advertiser: Procter & Gamble Company

Artist: Beneker, Gerrit A. (Gerrit Albertus), 1882-1934

Language: English.

Notes: Ivorydata4 575

0207910566 (Scan No.)

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Illustration: Two men playing tennis. Text emphasizes the need for bathing after exercise.

Good condition.

Topic: Tennis
Baths
Exercise
Men in advertising
Soap
Genre/Form: Print advertising

Box 8, Folder 13
(1917)[Ivory Soap 99 44/100% Pure It Floats. \[Print advertising.\], 1917](#)

1 Item (b&w; 34.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244719

Ivorydata4 576

0207910567 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure It Floats". Discusses chemicals in Ivory Soap, unwrapped bar pictured.

Good condition.

Genre/Form: Print advertising
Topic: Soap -- Manufacturing and processes

Box 8, Folder 13
(1917)[Ivory Soap \[.\] 99 44/100% Pure. \[Print advertising.\], 1917](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244720

Ivorydata4 577

0207910568 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "Ivory Soap [...] 99 44/100% Pure". Woman at sink washing hands.
	Good condition.
Topic:	Women hands -- Care and hygiene
Genre/Form:	Print advertising

Box 11, Folder 20

[Advertisements, 1917](#)

Box 11, Folder 20	Ivory Soap 99 44/100% Pure. [Print advertising.] Pictorial Review, Jan. 1917 1 Item (b&w; 40.5 x 26.5 cm.)
	Advertiser: Procter & Gamble Company
	Language: English.
	Notes: Ivorydata4 1301 0307910106 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Two women making a bed.
	Good condition.
Topic:	Women Bedding Women domestics
Genre/Form:	Print advertising

Box 11, Folder 20

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] Ladies Home Journal, 1917](#)

1 Item (b&w; 39 x 27 cm.)

Creator: Procter & Gamble Company

Artist: Hutt, Henry, b. 1875

Language: English.

Notes: 245445

Ivorydata4 1302

0307910107 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Mother and daughter drying and putting away dishes.

Published Feb. 1918.

Good condition.

Topic: Dishwashing
Mothers
Daughters

Genre/Form: Print advertising

Box 11, Folder 20

[Ivory Soap 99 44/100 Per Cent. Pure. \[Print advertising.\], 1917](#)

1 Item (b&w; 38 x 26 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 1303
0307910108 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Actress and African American maid preparing for show.
Yellowing at top.
Topic: Women
Women domestics
African Americans
Theater
Occupation: Actors
Genre/Form: Print advertising

Box 4, Folder 4

[Advertisements, 1918](#)Box 4, Folder 4
(1918)

[Ivory Soap 99 44/100% Pure. \[Print advertising, general circulation publications\], 1918](#)
1 Item (b&w; 25.5 x 16.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 475
0207910465 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Maid handing woman bar of Ivory.
Good condition.
Topic: Women
Women domestics
African Americans
Genre/Form: Print advertising

Box 4, Folder 4
(1918)

[Ivory Soap...99 44/100% Pure. \[Print advertising.\] National Geographic, 1918](#)
1 Item (b&w; 25.5 x 16 cm.)
Advertiser: Procter & Gamble Company
Artist: Stahr, Paul
Language: English.
Notes: Ivorydata4 476
0207910466 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Four women at table, maid serving them.
Good condition.
Topic: Women domestics
Household linens

Tableware
Premiums (Retail trade)
Women in advertising
Parties
Silver
Genre/Form: Print advertising

Box 4, Folder 4
(1918)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1918](#)

1 Item (b&w; 25.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244620

Ivorydata4 477

0207910467 (Scan No.)

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Caption: "Ivory Soap..99 44/100% Pure". Military men bathing in river.

Good condition.

Names: United States. Army

Topic: Baths

Men

World War, 1914-1918

Genre/Form: Print advertising

Box 4, Folder 4
(1918)

[Ivory Soap \[..\] 99 44/100 Per Cent. Pure. \[Print advertising.\] General circulation publications, 1918](#)

1 Item (b&w; 25.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244621

Ivorydata4 478

0207910468 (Scan No.)

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Caption: "Ivory Soap....99 44/100% Pure". Country woman hanging laundry on clothesline outside.

Good condition.

Topic: Women

Laundry

Genre/Form: Print advertising

Box 4, Folder 4
(1918)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1918](#)

1 Item (b&w; 25.5 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244622

	Ivorydata4 479 0207910469 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap..99 44/100% Pure". Group of men leaving work at the shipyard. Good condition.
Topic:	Men Baths Shipyards
Genre/Form:	Print advertising

Box 4, Folder 4
(1918)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1918](#)

1 Item (b&w; 25 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244623

Ivorydata4 480

0207910470 (Scan No.)

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Caption: "Ivory Soap....99 44/100% Pure". Younger woman brushing older woman's hair.

Good condition.

Topic: Older people
Women
Hair -- Care and hygiene

Genre/Form: Print advertising

Box 4, Folder 4
(1918)

[More "Ad"ventures of the Ivory Heroes. \[Print advertising.\], 1918](#)

1 Item (b&w; 21.5 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244624

Ivorydata4 481

0207910471 (Scan No.)

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Caption: "More "Ad"ventures of the Ivory Heroes". Fable about Ivory boat and its inhabitants.

Good condition.

Topic: fables
Elves
Gnomes
Animals

	Cats Genre/Form: Print advertising
Box 4, Folder 4 (1918)	More "Ad"ventures of the Ivory Heroes. [Print advertising.], 1918 1 Item (b&w; 20.5 x 14.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244625 Ivorydata4 482 0207910472 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "More "Ad"ventures of the Ivory Heroes". Fable about the Ivory boat and the adventures of its inhabitants. Good condition. Topic: fables Genre/Form: Print advertising
Box 4, Folder 4 (1918)	Ivory Soap [..] 99 44/100% Pure. [Print advertising.] The Century Magazine, 1918 1 Item (b&w; 24 x 16.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 483 0207910473 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: Woman making lace. Good condition. Topic: Women in advertising Laundry Lace and lace making Delicate fabrics Genre/Form: Print advertising
Box 4, Folder 4 (1918)	Ivory Soap [..] 99 44/100% Pure. [Print advertising.] General circulation publications, 1918 1 Item (b&w; 24 x 16.5 cm.) Creator: Procter & Gamble Company Artist: Peck, Clara Elsane Language: English. Notes: 244627 Ivorydata4 484 0207910474 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Caption: "Ivory Soap.....99 44/100% Pure". Daughter bathing while mother looks on with towel.

Good condition.

Topic: Baths
Mothers
Daughters
Children

Genre/Form: Print advertising

Box 4, Folder 4
(1918)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1918](#)

1 Item (b&w; 25.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244628

Ivorydata4 485

0207910475 (Scan No.)

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Caption: "Ivory Soap....99 44/100% Pure". Women at party admiring silver pieces on table.

Good condition.

Topic: Women
Parties
Tableware
Household linens
Silver

Genre/Form: Print advertising

Box 8, Folder 14

[Advertisements, 1918](#)

Box 8, Folder 14
(1918)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\], 1918](#)

1 Item (b&w; 33 x 25 cm.)

Creator: Procter & Gamble Company

Artist: Pomeroy, Roy Jobbins

Language: English.

Notes: 244721

Ivorydata4 578

0207910569 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Woman in white bonnet stretching lace curtain to dry outside.

Poor condition.

Topic: Laundry
Household linens
Women
Delicate fabrics

Genre/Form: Print advertising	
Box 8, Folder 14 (1918)	<p>Ivory Soap [...] 99 44/100% Pure. [Print advertising.], 1918 1 Item (b&w; 32 x 24.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244722 Ivorydata4 579 0207910570 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap [...] 99 44/100% Pure". Nurse at patient's bedside. Good condition.</p> <p>Topic: Nurses Baths Hospitals</p> <p>Genre/Form: Print advertising</p>
Box 11, Folder 21-22	Advertisements, 1918
Box 11, Folder 21	<p>Ivory Soap [...] 99 44/100% Pure. [Print advertising.], 1918 1 Item (col.; 38 x 26 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245447 Ivorydata4 1304 0307910109 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap [...] 99 44/100% Pure". Little girl with washcloth, mother looking on. Fold; top left corner torn. Good condition.</p> <p>Topic: Mothers Daughters Baths Face -- Care and hygiene hands -- Care and hygiene</p> <p>Genre/Form: Print advertising</p>
Box 22, Folder 3	Advertisements, 1918
Box 31, Folder 1	Advertisements, 1918-1921
Box 4, Folder 5	Advertisements, 1919

Box 4, Folder 5
(1908)

[Ivory Soap...99 44/100% Pure. \[Print advertising.\], 1908](#)

1 Item (b&w; 23.5 x 18 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: Elliott, Elizabeth Shippen Green
Language: English.
Notes: Ivorydata4 33

0207910023 (Scan No.)

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Woman watching housekeeper clean doorway. Illustration by Elizabeth Shippen Green Elliott.

Good condition.

Topic: Women domestics
House cleaning
Soap

Genre/Form: Print advertising

Box 4, Folder 5
(1919)

[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1919](#)

1 Item (b&w; 25.5 x 16 cm.)

Creator: Procter & Gamble Company
Artist: Lauderback
Language: English.
Notes: 244629

Ivorydata4 486

0207910476 (Scan No.)

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Caption: "Ivory Soap..99 44/100% Pure". Boy Scouts on camping trip.

Good condition.

Topic: Boy Scouts
Children
Camping

Genre/Form: Print advertising

Box 4, Folder 5
(1919)

[A picture and a letter from one of the doughboys in the Army.. \[Print advertising.\] National Geographic, 1919](#)

1 Item (b&w; 25.5 x 17 cm.)

Creator: Procter & Gamble Company
Artist: Straub, George
Language: English.
Notes: 244630

Ivorydata4 487

0207910477 (Scan No.)

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Caption: "A picture and a letter from one of the doughboys in the Army of Occupation". Soldiers in barracks with bar of Ivory.
Good condition.

Topic: World War, 1914-1918
Men
United States. Army. American Expeditionary Forces

Genre/Form: Print advertising

Box 4, Folder 5
(1919)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1919](#)
1 Item (b&w; 25.5 x 16 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244631

Ivorydata4 488
0207910480 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap....99 44/100% Pure". Man and "youth" discussing merits of Ivory.
Good condition.

Topic: Baths
Travel
Men

Genre/Form: Print advertising

Box 4, Folder 5
(1919)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1919](#)
1 Item (b&w; 25.5 x 16 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244632

Ivorydata4 489
0207910479 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap..99 44/100% Pure". Father with two boys readying for bath.
Good condition.

Topic: Fathers
Baths
Children
Men

Genre/Form: Print advertising

Box 4, Folder 5
(1919)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\], 1919](#)
1 Item (col.; 25.5 x 16 cm.)
Creator: Procter & Gamble Company
Language: English.

Notes: 244633
Ivorydata4 490
0207910480 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap....99 44/100% Pure". Woman sitting at vanity looking in hand mirror.
Good condition.

Topic: Women
Skin -- Care and hygiene
Hair -- Care and hygiene
Beauty, Personal

Genre/Form: Print advertising

Box 4, Folder 5
(1919)

[Purity. \[Print advertising.\], 1919](#)
1 Item (b&w; 24 x 15.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244634
Ivorydata4 491
0207910481\ (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Purity". Ad discusses chemical purity of Ivory.
Good condition.

Topic: Soap
Purity
Soap -- Manufacturing and processes

Genre/Form: Print advertising

Box 4, Folder 5
(1919)

[It Floats! \[Print advertising.\] General circulation publications, 1919](#)
1 Item (b&w; 25.5 x 17 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244635
Ivorydata4 492
0207910482 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""It Floats!"" Men in uniform next to wash trough in French village.
Good condition.

Names: United States. Army
Topic: World War, 1914-1918
Men
Women

	French Genre/Form: Print advertising
Box 4, Folder 5 (1919)	It Floats. [Print advertising.] National Geographic, 1919 1 Item (b&w; 25.5 x 16.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244636 Ivorydata4 493 0207910483 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "It Floats". Bar of Ivory in pool of water. Good condition. Topic: Soap Genre/Form: Print advertising
Box 4, Folder 5 (1919)	Ivory Soap 99 44/100% Pure. [Print advertising.] National Geographic, 1919 1 Item (b&w; 25.5 x 16.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244637 Ivorydata4 494 0207910484 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap 99 44/100% Pure". Bar of Ivory floating in bathroom sink. Good condition. Topic: Soap Social classes Genre/Form: Print advertising
Box 8, Folder 15	Advertisements, 1919
Box 8, Folder 15 (1919)	Ivory Soap [.] 99 44/100% Pure. [Print advertising.], 1919 1 Item (b&w; 32 x 25.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: 244723 Ivorydata4 580 0207910571 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Men on ship bathing in makeshift tub. Good condition.

Names: United States. Army
 Topic: Baths
 World War, 1914-1918
 Men
 Genre/Form: Print advertising

Box 11, Folder 23

[Advertisements, 1919](#)

Box 11, Folder 23

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\], 1919](#)

1 Item (col.; 38.5 x 26 cm.)

Creator: Procter & Gamble Company
 Artist: Lagatta, John
 Language: English.
 Notes: 245448

Ivorydata4 1305

0307910110 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Woman seated at
 vanity, maid showing her a dress.

Good condition.

Topic: Women domestics
 Women
 Hair -- Care and hygiene
 Premiums (Retail trade)
 Clothing and dress
 Genre/Form: Print advertising

Box 4, Folder 6

[Advertisements, 1920](#)Box 4, Folder 6
(1920)[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1920](#)

1 Item (b&w; 25.5 x 17 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 244638

Ivorydata4 495

0207910485 (Scan No.)

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Caption: "Ivory Soap....99 44/100% Pure". Bar of Ivory in
 bathroom next to sponge and bottle of toilet water.

Good condition.

Topic: Soap
 Genre/Form: Print advertising

Box 4, Folder 6
(1920)

[Lather. \[Print advertising.\] National Geographic, 1920](#)

1 Item (b&w; 25 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244639

Ivorydata4 496

0207910486 (Scan No.)

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Caption: "Lather". Hands with lots of soap suds.

Good condition.

Topic: Soap

hands -- Care and hygiene

Genre/Form: Print advertising

Box 4, Folder 6
(1920)

[Rinsing. \[Print advertising.\], 1920](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244640

Ivorydata4 497

0207910487 (Scan No.)

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Caption: "Rinsing". Woman rinsing her hands under faucet.

Good condition.

Topic: hands -- Care and hygiene

Genre/Form: Print advertising

Box 4, Folder 6
(1920)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\] General circulation publications, 1920](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244641

Ivorydata4 498

0207910488 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Baby with arm raised and happy face.

Good condition.

Topic: Children

Baths

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 4, Folder 6
(1919)[Men like Ivory Soap. \[Print advertising.\] General circulation publications, 1919](#)

1 Item (b&w; 25.5 x 16.5 cm.)

Creator: Procter & Gamble Company

Artist: Hanna, T.K.

Language: English.

Notes: 244642

Ivorydata4 499

0207910489 (Scan No.)

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Caption: "Men like Ivory Soap". Man washing hands at sink.

Good condition.

Topic: Men

Premiums (Retail trade)

Hygiene

Genre/Form: Print advertising

Box 4, Folder 6
(1919)[Fragrance. \[Print advertising.\] The Century Magazine, 1920](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244643

Ivorydata4 500

0207910490 (Scan No.)

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Caption: "Fragrance". Bar of Ivory next to fresh cut flowers.

Published April 1920.

Good condition.

Topic: Soap

Genre/Form: Print advertising

Box 4, Folder 6
(1920)[Ivory Soap \[...\] 99 44/100% Pure. \[Print advertising.\] National Geographic, 1920](#)

1 Item (b&w; 25.5 x 16.5 cm.)

Creator: Procter & Gamble Company

Artist: Bracker, M. Leone

Language: English.

Notes: 244644

Ivorydata4 501

0207910491 (Scan No.)

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Caption: "Ivory Soap [...] 99 44/100% Pure". Men playing football in stadium.

	Good condition.
Topic:	Football Men Baths
Genre/Form:	Print advertising

Box 4, Folder 6
(1920)

[Begin the day right--](#). [Print advertising.], 1920

1 Item (b&w; 23.5 x 16 cm.)

Creator: Procter & Gamble Company
Artist: Smith, Jessie Willcox, 1863-1935
Language: English.
Notes: 244645

Ivorydata4 502

0207910492 (Scan No.)

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Caption: "Begin the day right--" Three little girls carrying Ivory Soap and towels to the bath.

Good condition.

Topic: Children
Baths
Morning
Premiums (Retail trade)

Genre/Form: Print advertising

Box 4, Folder 6
(1920)

[Economy](#). [Print advertising.] [The American Magazine](#), 1920

1 Item (col.; 27 x 20.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244646

Ivorydata4 503

0207910493 (Scan No.)

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Caption: "Economy". Bar of Ivory on desk next to ledger.

Published February 1921.

Good condition.

Topic: Soap
Home economics -- Accounting
Premiums (Retail trade)
Cost effectiveness

Genre/Form: Print advertising

Box 4, Folder 6
(1920)

[Ivory Soap...](#) [sic] [99 44/100% Pure](#) [caption]. [Print advertising.] [National Geographic](#), 1920

1 Item (b&w; 25 x 17 cm.)

Advertiser: Procter & Gamble Company

Artist: Lagatta, John
 Language: English.
 Notes: Ivorydata4 504
 0207910494 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Mother, maid, and daughter admiring dress.
 Good condition.

Topic: Mothers
 Daughters
 Women domestics
 Hair -- Care and hygiene
 Skin -- Care and hygiene
 Clothing and dress
 Hygiene
 Soap

Genre/Form: Print advertising

Box 4, Folder 6
 (1920)

[The Cruise of the Ivory White. \[Print advertising.\], 1920](#)
 1 Item (b&w; 24 x 18.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244648
 Ivorydata4 505
 0207910495 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "The Cruise of the Ivory White". Adventure continues in ocean with whale and fishes.
 Good condition.

Topic: fables
 Christmas
 Animals
 Whales

Genre/Form: Print advertising

Box 8, Folder 16

Advertisements, 1920

Box 11, Folder 24-25

[Advertisements, 1920](#)

Box 11, Folder 24

[Ivory Soap...99 44/100% Pure. \[Print advertisement.\], 1920](#)
 1 Item (b&w; 40.5 x 29 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Artist: Elliott, Elizabeth Shippen Green
 Language: English.
 Notes: Ivorydata4 1306
 0307910111 (Scan No.)

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Illustration: mother holding child in wreath of greens and Ivory.

Good condition.

Topic: Infants
Children in advertising
Laundry
Skin -- Care and hygiene
Baths
Premiums (Retail trade)
Mothers
Genre/Form: Print advertising

Box 11, Folder 25

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\], 1920](#)

1 Item (b&w; 37.5 x 28 cm.)

Creator: Procter & Gamble Company

Artist: Bender

Language: English.

Notes: 245450

Ivorydata4 1307

0307910112 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Four young women looking in trunk and at bar of Ivory.

Top edge torn; tears along right side; folds.

Poor condition.

Topic: Teenagers
Premiums (Retail trade)
Boarding schools
Women

Genre/Form: Print advertising

Box 4, Folder 7

[Advertisements, 1921](#)

Box 4, Folder 7
(1921)

[Trust a child to know the good and the true. \[Print advertising.\], 1921](#)

1 Item (b&w; 23.5 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Smith, Jessie Willcox, 1863-1935

Language: English.

Notes: Ivorydata4 112

0207910102 (Scan No.)

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Illustration: Child washing with bar of Ivory. Image by Jessie Wilcox Smith.

Very ragged right side.
Topic: Baths
Children in advertising
Soap
Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\], 1921](#)

1 Item (b&w; 23.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244649

Ivorydata4 506

0207910496 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Woman in bathroom with bar of Ivory up to nose.

Good condition.

Topic: Women

Soap

Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Where you an Ivory Soap baby? \[Print advertising.\], 1921](#)

1 Item (b&w; 26.5 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244650

Ivorydata4 507

0207910497 (Scan No.)

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Caption: "Where you an Ivory Soap baby?" Woman holding picture of baby.

Good condition.

Topic: Women

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\], 1921](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244651

Ivorydata4 508

0207910498 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Boy at bathtub.

Good condition.

Topic: Children
Baths
Boys
Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\], 1921](#)

1 Item (b&w; 23.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244652

Ivorydata4 509

0207910499 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Man preparing to shave--with Ivory foam on face.

Good condition.

Topic: Men
Shaving
Face -- Care and hygiene
Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\], 1921](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244653

Ivorydata4 510

0207910500 (Scan No.)

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Caption: "Ivory Soap 99 44/100% Pure". Man washing hands at sink.

Good condition.

Topic: Men
hands -- Care and hygiene
Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Ivory Soap 99 44/100% Pure. \[Print advertising.\], 1921](#)

1 Item (b&w; 25 x 16 cm.)

Advertiser: Procter & Gamble Company

Artist: Rae, John

Language: English.

Notes: Ivorydata4 511
0207910501 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Mother bathing baby in basin, older child with toy duck looking on.
Good condition.

Topic: Mothers
Toys
Children
Baths
Hair -- Care and hygiene
hands -- Care and hygiene
Complexion

Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Ivory Soap \[..\] 99 44/100% Pure. \[Print advertising.\], 1921](#)

1 Item (b&w; 23.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244655

Ivorydata4 512

0207910502 (Scan No.)

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

Caption: "Ivory Soap [...] 99 44/100% Pure". Woman looking in hand mirror.

Good condition.

Topic: Women

Social classes

Genre/Form: Print advertising

Box 4, Folder 7
(1921)

[Purity. \[Print advertising.\] The Century Magazine, 1921](#)

1 Item (b&w; 23.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244656

Ivorydata4 513

0207910503 (Scan No.)

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

Caption: "Purity". Woman drying hands after washing dishes.

Published July 1921.

Good condition.

Topic: Women

Premiums (Retail trade)

	hands -- Care and hygiene Dishwashing Purity Genre/Form: Print advertising
Box 4, Folder 7; Box 12, Folder (1921)	<p>Ivory Soap [...] 99 44/100% Pure. [Print advertising.] General circulation publications, 1921</p> <p>1 Item (b&w; 42.5 x 30 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245452</p> <p>Ivorydata4 1309</p> <p>0307910114 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory Soap [...] 99 44/100% Pure". Young girl at bathroom sink letting hands drip.</p> <p>Published in April 1921. Ad Glued to scrapbook page; page is brittle, severe glue staining throughout.</p> <p>Poor condition.</p> <p>Topic: Children hands -- Care and hygiene Face -- Care and hygiene</p> <p>Genre/Form: Print advertising</p>
Box 8, Folder 17	Advertisements, 1921
Box 12, Folder 1	Advertisements, 1921
Box 4, Folder 8	Advertisements, 1922
Box 4, Folder 8 (1922)	<p>Teaching without words. [Print advertising.], 1922</p> <p>1 Item (b&w; 23.5 x 16 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244657</p> <p>Ivorydata4 514</p> <p>0207910504 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Teaching without words". Mother with daughter--about importance of teaching cleanliness.</p> <p>Good condition.</p> <p>Topic: Mothers Daughters Beauty, Personal Hygiene</p>

Genre/Form: Print advertising

Box 4, Folder 8
(1922)[Now to brighten up / after dusty summer! \[Point-of-purchase display.\] Outlook, 1922](#)

1 Item (b&w; 28 x 20 cm.)

Creator: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Stephenson, Eunice Holmes

Language: English.

Notes: Ivorydata4 515

0207910505 (Scan No.)

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

Advertisement for Ivory Soap. Illustration: Woman taking slip cover off chair.

Good condition.

Topic: Soap
Women in advertising
House cleaning
SummerGenre/Form: Point-of-purchase displays
Advertisements -- 1920-1930Box 4, Folder 8
(1922)[Watch those first 10 years. \[Print advertising.\] The Century Magazine, 1922](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244659

Ivorydata4 516

0207910506 (Scan No.)

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

Caption: "Watch those first 10 years". Mother with daughter at sink teaching her to handwash clothing items.

Published May 1922. Lower 1/3 torn.

Poor condition.

Topic: Mothers
Hygiene
Daughters

Genre/Form: Print advertising

Box 4, Folder 8
(1922)[Let his skin breathe \[Print advertising.\] The Century Magazine, 1922](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244660

Ivorydata4 517

	0207910507\ (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Let his skin breathe". Baby on back looking happy. Published September 1922. Good condition.
Topic:	Children Baths
Genre/Form:	Print advertising

Box 4, Folder 8
(1922)

[When he suddenly takes to soap and water-- \[Print advertising.\], 1922](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244661

Ivorydata4 518

0207910508 (Scan No.)

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

Caption: "When he suddenly takes to soap and water--". Father and son washing with Ivory Soap.

Good condition.

Topic: Fathers
Sons
Hygiene
Baths

Genre/Form: Print advertising

Box 4, Folder 8
(1922)

[No mountains or seashore for him \[Print advertising.\], 1922](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Artist: Skidmore

Language: English.

Notes: 244662

Ivorydata4 519

0207910509 (Scan No.)

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Caption: "No mountains or seashore for him". Man relaxing in wicker chair.

Good condition.

Topic: Men
Summer

Genre/Form: Print advertising

Box 8, Folder 18

[Advertisements, 1922](#)

Box 8, Folder 18
(1922)

[Look out! here comes the frost chap! \[Print advertising.\] Delineator, The, 1922](#)

1 Item (col.; 34.5 x 26 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244724

Ivorydata4 581

0207910572 (Scan No.)

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

Caption: "Look out! here comes the frost chap!" Mother greeting child at door coming in from winter weather--color image.

Published December 1922. Torn on center fold.

Good condition.

Topic: Children

Baths

Mothers

Winter

Genre/Form: Print advertising

Box 12, Folder 2

[Advertisements, 1922](#)

Box 12, Folder 2

[All Aboard! All Aboard! \[Print advertising.\], 1922](#)

1 Item (col.; 43.5 x 31 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Marsh, Lucile Patterson

Language: English.

Notes: Ivorydata4 1310

0307910115 (Scan No.)

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

Illustration: Group of children playing with Ivory Soap box car.

Advertisement is larger than scanner bed, edges were cropped, image was not. Edges of ad torn and fragile.

Poor condition.

Topic: Soap

Children in advertising

Play

Genre/Form: Print advertising

Box 22, Folder 4

[Advertisements, 1922](#)

Box 26, Folder 1-3

[Advertisements, 1922](#)

Box 31, Folder 2;

[Advertisements, 1922](#)

Box 31, Folder 3

Box 12, Folder 3	Advertisements- Compton, 1922
Box 12, Folder 3	<p>Silk Lace Stockings 15 Years Old! [Print advertising.] Women's publications, 1922</p> <p>1 Item (b&w; 28.5 x 20.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245455</p> <p>Ivorydata4 1312</p> <p>0307910117 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Silk Lace Stockings 15 Years Old!" Woman's legs with stockings and high-heeled shoes.</p> <p>Published April 1922. Ad glued to scrapbook page over another ad.</p> <p>Good condition.</p> <p>Topic: Women Laundry Clothing and dress Hosiery Delicate fabrics</p> <p>Genre/Form: Print advertising</p>
Box 12, Folder 4	Advertisements- Compton, 1922-1923
Box 22, Folder 5	Advertisements- Hebrew-language, 1922
Box 4, Folder 9	Advertisements, 1923
Box 4, Folder 9 (1923)	<p>Ivory Soap 99 44/100% Pure. [Print advertising.], 1923</p> <p>1 Item (b&w; 24 x 16.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244663</p> <p>Ivorydata4 520</p> <p>0207910510 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory Soap 99 44/100% Pure". Man and woman with automobile.</p> <p>Good condition.</p> <p>Topic: Men Women Automobiles Premiums (Retail trade) Travel</p>

Genre/Form: Print advertising

Box 4, Folder 9
(1923)[To prevent rough, reddened hands--To protect the things you..". \[Print advertising.\], 1923](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244664

Ivorydata4 521

0207910511 (Scan No.)

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

Caption: "To prevent rough, reddened hands--To protect the things you clean." Woman washing dishes.

Good condition.

Topic: Women
hands -- Care and hygiene
Cleaning
Premiums (Retail trade)

Genre/Form: Print advertising

Box 4, Folder 9
(1923)[What a beauty editor told us. \[Print advertising.\], 1923](#)

1 Item (b&w; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 244665

Ivorydata4 522

0207910512 (Scan No.)

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

Illustration: Woman with tennis racquet.

Good condition.

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

Genre/Form: Print advertising

Box 4, Folder 9
(1923)[To assure protection to all things that need summer cleaning. \[Print advertising.\] The Century Magazine, 1923](#)

1 Item (b&w; 23.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244666

Ivorydata4 523

	0207910513 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "To assure protection to all things that need summer cleaning". Woman washing summer delicate fabric in sink.
	Published July 1923.
	Good condition.
Topic:	Women Summer Skin -- Care and hygiene Laundry Premiums (Retail trade) Delicate fabrics
Genre/Form:	Print advertising

Box 4, Folder 9
(1923)

[A Treasure! \[Print advertising.\] New York newspapers, 1923](#)

1 Item (b&w; 18 x 12.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244667

Ivorydata4 524

0207910514 (Scan No.)

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

Caption: ""A Treasure!"" Woman drying hands on towel.

Published June 25 & 26, 1923. Glue stains.

Good condition.

Topic: Soap
Women

Genre/Form: Print advertising

Box 8, Folder 19

[Advertisements, 1923](#)

Box 8, Folder 19
(1923)

[Why the new mode requires new methods. \[Print advertising.\], 1923](#)

1 Item (b&w; 28 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244725

Ivorydata4 582

0207910573 (Scan No.)

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

Caption: "Why the new mode requires new methods". Woman seated reaching up to bird cage.

Published 6 January 1924.

Good condition.

Topic: Clothing and dress
hands -- Care and hygiene
Laundry
Women
Genre/Form: Print advertising

Box 8, Folder 19
(1923)

[A little message to mothers of big families. \[Print advertising.\] Canadian newspapers, 1923](#)

1 Item (b&w; 30.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244726

Ivorydata4 583

0207910574 (Scan No.)

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

Caption: "A little message to mothers of big families". Mother with daughter--for Canadian women.

Good condition.

Topic: Family
Mothers
Home economics -- Accounting
Children
Daughters
Cost effectiveness

Genre/Form: Print advertising

Box 8, Folder 19
(1923)

[Soap purity is priceless. \[Print advertising.\] Canadian newspapers, 1923](#)

1 Item (b&w; 30 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244727

Ivorydata4 584

0207910575 (Scan No.)

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

Caption: "Soap purity is priceless". Woman looking in mirror--for Canadian women.

Good condition.

Topic: Home economics -- Accounting
Women
Canadians
Cost effectiveness

Genre/Form: Print advertising

Box 8, Folder 19
(1923)

[How the basis of complexion beauty may be easily established. \[Print advertising.\] Saturday Evening Post, 1923](#)

1 Item (b&w; 33.5 x 25 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 244728
 Ivorydata4 585
 0207910576 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "How the basis of complexion beauty may be easily established". Scenes from three different ads included here.
 Published 6 January, 1923. Multiple illustrators.
 Good condition.

Topic: Baths
 Complexion

Genre/Form: Print advertising

Box 12, Folder 5-7

[Advertisements, 1923](#)

Box 12, Folder 5

[I was right! "Captivating!" "Enchanting!" "Fascinating!" \[Print advertising.\] New York newspapers, 1923](#)
 1 Item (b&w; 43 x 30 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245456
 Ivorydata4 1313
 0307910118 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: Four images: ""I was right!" "Captivating!" "Enchanting!" "Fascinating!"" All have woman standing next to sink in various poses.
 Four images glued to scrapbook page. Published July 1923. Glues stains on each ad.
 Good condition.

Topic: Women
 Cost effectiveness

Genre/Form: Print advertising

Box 12, Folder 5

[Canadian women discover a new, luxurious economy. \[Print advertising.\], 1923](#)
 1 Item (b&w; 43 x 30.5 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245457
 Ivorydata4 1314
 0307910119 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Caption: "Canadian women discover a new, luxurious economy".
Drawing of woman standing next to sink.

Edges of ad cropped.

Good condition.

Topic: Women
Cost effectiveness
Genre/Form: Print advertising

Box 12, Folder 7

[To assure protection to all things that need summer cleaning. \[Print advertising.\] McCall's, 1923](#)

1 Item (b&w; 39.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245451

Ivorydata4 1308

0307910113 (Scan No.)

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Caption: "To assure protection to all things that need summer cleaning". Women relaxing outdoors, men in office.

Published July 1923.

Good condition.

Topic: Women
Men
Summer
Skin -- Care and hygiene
Clothing and dress
Delicate fabrics

Genre/Form: Print advertising

Box 22, Folder 6

Advertisements, 1923

Box 27, Folder 42737

Advertisements, 1923

Box 12, Folder 8

[Advertisements- Compton, 1923](#)

Box 12, Folder 8

[What happened to Bill Stevens? \[Print advertising.\], 1923](#)

1 Item (b&w; 20 x 13.3 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245454

Ivorydata4 1311

0307910116 (Scan No.)

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

Caption: "What happened to Bill Stevens?" About friends convincing boy to use Ivory.

Published May 1923.
Good condition.
Topic: Boys
Baths
Children
Genre/Form: Print advertising

Box 12, Folder 8

[Skin-beauty--the result of simple cleansing. \[Print advertising.\] General circulation publications, 1923](#)

1 Item (col.; 34 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245458

Ivorydata4 1315

0307910120 (Scan No.)

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Caption: "Skin-beauty--the result of simple cleansing". Illustrations of daughter with father on sofa, boy playing with dog, and maid and woman looking at garment

Published 23 May 1923. Tape and glue on advertisement.

Good condition.

Topic: Daughters
Women domestics
Mothers
Beauty, Personal
Dogs
Boys
Play
Fathers
Delicate fabrics
Genre/Form: Print advertising

Box 12, Folder 8

[To prevent rough, reddened hands--To protect the things.. \[Print advertising.\] General circulation publications, 1923](#)

1 Item (col.; 36 x 26 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245459

Ivorydata4 1316

0307910121 (Scan No.)

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

Caption: "To prevent rough, reddened hands--To protect the things you clean". Illustrations of maid talking to grocer and husband and wife looking at bedding.

Published October 1923.

Topic: Good condition.
Men
Laundresses
Women domestics
Grocers
hands -- Care and hygiene
Laundry workers
Women employees

Genre/Form: Print advertising

Box 12, Folder 8

[How to bring out the natural beauty of your skin safely and simply. \[Print advertising for general circulation publications.\], 1923](#)

1 Item (col.; 36.5 x 25 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245460

Ivorydata4 1317

0307910122 (Scan No.)

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

Illustrations of (a) Two women, (b) West Point men, and (c) children being bathed in hospital.

Published 23 Nov. 1923.

Good condition.

Names: United States Military Academy

Topic: Men
Children
Skin -- Care and hygiene
Baths
Hospitals
Women domestics
Beauty, Personal

Genre/Form: Print advertising

Box 32, Folder 1

Advertisements, 1923

Box 12, Folder 9

[Advertisements- Compton, 1923-1924](#)

Box 12, Folder 9

[She kissed a cow and said: "There's no accounting for..". \[Print advertising.\] Hotel Management](#)

1 Item (b&w; 26.5 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245461

Ivorydata4 1318

0307910123 (Scan No.)

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	<p>Caption: "She kissed a cow and said: "There's no accounting for people's tastes."" Text-based ad.</p> <p>Published Jan. 1924. Glue stains.</p> <p>Good condition.</p>
Topic:	<p>Women</p> <p>Hotels</p>
Genre/Form:	Print advertising

Box 12, Folder 9

[Why Indian Joe Didn't Need a Towel with Ivory. \[Print advertising.\]](#)

1 Item (b&w; 20 x 14.5 cm.)

Creator: Procter & Gamble Company

Artist: Bradley, F.F.

Language: English.

Notes: 245462

Ivorydata4 1319

0307910124 (Scan No.)

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Caption: "Why Indian Joe Didn't Need a Towel with Ivory". At top, boys sitting around campfire; at bottom, man running.

Ad is faded; glue stains throughout.

Good condition.

Topic: Indians of North America

Baths

Genre/Form: Print advertising

Box 8, Folder 20

Advertisements- Trade, 1923

Box 13, Folder 1

[Advertisements, 1924](#)

Box 13, Folder 1

[Butterfly Clothes. \[Print advertising.\], 1924](#)

1 Item (b&w; 38 x 26 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245465

Ivorydata4 1322

0307910127 (Scan No.)

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

Caption: "Butterfly Clothes". Woman seated looking at delicate garment.

Published 3 Feb. 1924. Brittle; glued to other paper.

Poor condition.

Topic: Women

Clothing and dress

Delicate fabrics

Genre/Form: Print advertising	
Box 13, Folder 1	<p>One Soap for everything and no more worry. [Print advertising.] Newspapers, 1924</p> <p>1 Item (b&w; 41.5 x 28 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245466</p> <p>Ivorydata4 1323</p> <p>0307910128 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "One Soap for everything and no more worry". Illustrations of woman with garment, at vanity table, and in bathroom.</p> <p>Also published in 1925.</p> <p>Good condition.</p> <p>Topic: Cleaning Women Skin -- Care and hygiene Laundry Hair -- Care and hygiene Complexion</p> <p>Genre/Form: Print advertising</p>
Box 4, Folder 10	Advertisements, 1924
Box 4, Folder 10 (1924)	<p>Never let silk garments lie damp and soiled in a hamper. [Print advertising.], 1924</p> <p>1 Item (b&w; 23.5 x 16 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244668</p> <p>Ivorydata4 525</p> <p>0207910515 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Never let silk garments lie damp and soiled in a hamper". Woman washing delicate item in sink.</p> <p>Good condition.</p> <p>Topic: Women Silk Laundry Delicate fabrics</p> <p>Genre/Form: Print advertising</p>

Box 4, Folder 10
(1924)

[Ivory Ad-Ventures - Chapter Two - The Black Ship. \[Print advertising.\] St. Nicholas, 1924](#)

1 Item (b&w; 25 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244669

Ivorydata4 526

0207910516 (Scan No.)

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Caption: "Ivory Ad-Ventures - Chapter Two - The Black Ship". Tale of Ivory boat meeting dirty ships.

Torn on folds.

Poor condition.

Topic: fables

Genre/Form: Print advertising

Box 4, Folder 10
(1924)

[To men who bathe in hope instead of lather. \[Print advertising.\], 1924](#)

1 Item (b&w; 22 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Cushing, Otho

Language: English.

Notes: 244670

Ivorydata4 527

0207910517 (Scan No.)

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Caption: "To men who bathe in hope instead of lather". Man in tub with bar of Ivory in hand.

Good condition.

Topic: Baths

Men

Genre/Form: Print advertising

Box 4, Folder 10
(1924)

[Split-second comfort. \[Print advertising.\], 1924](#)

1 Item (b&w; 24 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Cushing, Otho

Language: English.

Notes: 244671

Ivorydata4 528

0207910518 (Scan No.)

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

Caption: "Split-second comfort". Man at sink washing arm.

Good condition.

	Topic: Baths Men Genre/Form: Print advertising
Box 4, Folder 10 (1924)	Why each day should now have its "washing hour". [Print advertising.], 1924 1 Item (b&w; 23.5 x 15.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244672 Ivorydata4 529 0207910519 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Why each day should now have its "washing hour"". Woman with dark hair with delicate clothing. Good condition. Topic: Women Laundry Delicate fabrics Genre/Form: Print advertising
Box 4, Folder 10 (1924)	The simplest, safest aid to natural beauty. [Print advertising.] The Century Magazine, 1924 1 Item (b&w; 23.5 x 15.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244673 Ivorydata4 530 0207910520 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "The simplest, safest aid to natural beauty". Woman in front of sink with small bar of Ivory in hand. Published October 1924. Good condition. Topic: Women Beauty, Personal Complexion Genre/Form: Print advertising
Box 4, Folder 10 (1924)	To Problem-Solvers. [Print advertising.], 1924 1 Item (b&w; 23.5 x 15.5 cm.) Creator: Procter & Gamble Company Artist: Cushing, Otho Language: English. Notes: 244674 Ivorydata4 531

0207910521 (Scan No.)

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Caption: "To Problem-Solvers". Man in robe.

Good condition.

Topic: Baths
Men

Genre/Form: Print advertising

Box 8, Folder 21

Advertisements, 1924

Box 8, Folder 21
(1924)[\[Yiddish language ad with woman in pretty dress at piano--for Ivory Flakes.\]](#)
[\[Print advertising.\], 1924](#)

1 Item (b&w; 32 x 24 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: In Yiddish.

Notes: Ivorydata4 15

0207910003 (Scan No.)

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Good condition.

Topic: Ivory Flakes (Brand name)
Women in advertising
Piano
Soap
Yiddish

Genre/Form: Print advertising

Culture: Jews -- United States

Box 8, Folder 21
(1924)

Ivory Soap / Cake or Flakes {text at bottom}. [Print advertising.], 1924

1 Item (b&w; 34 x 25 cm.)

[Image\(s\): Ivory Soap / Cake or Flakes {text at bottom}. \[Print advertising.\]](#)
[1924](#)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Thayer, Raymond

Language: In Yiddish.

Notes: Ivorydata4 586

0207910577 (AC Scan No.)

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

Illustration: Man and woman in masks and 17th-18th century period outfits with goose on leash.

Good condition.

Topic: Soap
Geese

	Men in advertising Women in advertising Animals Yiddish
Genre/Form:	Print advertising
Culture:	Jews -- United States

Box 8, Folder 21
(1924)

[Clothes hampers are prison cells! \[Print advertising.\] New York Times, The, 1924](#)

1 Item (b&w; 28.5 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244730

Ivorydata4 587

0207910578 (Scan No.)

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

Caption: "Clothes hampers are prison cells!" Woman with delicate clothing items.

Published 24 July 1924. Brittle.

Poor condition.

Topic: Clothing and dress

Women

Laundry

Delicate fabrics

Genre/Form: Print advertising

Box 8, Folder 21
(1924)

[Ivory Soap / Cake or Flakes. \[Print advertising.\], 1924](#)

1 Item (b&w; 32 x 22 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: In Yiddish.

Notes: Ivorydata4 588

0207910579 (Scan No.)

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

Same as ad 0207910578.tif. Woman with delicate clothing items.

Good condition.

Topic: Women in advertising

Clothing and dress

Laundry

Delicate fabrics

Yiddish

Genre/Form: Print advertising

Culture: Jews -- United States

Box 8, Folder 21
(1924)

[Your new laundry problem. \[Print advertising.\] General circulation publications, 1924](#)

1 Item (b&w; 36 x 25 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244732
 Ivorydata4 589
 0207910580 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Your new laundry problem". About laundering delicate clothing items.
 Published February & March 1924.
 Good condition.

Topic: Laundry
 Women

Genre/Form: Print advertising

Box 27, Folder 3 Advertisements, 1924

Box 12, Folder 10 [Advertisements- Compton, 1924](#)

Box 12, Folder 10 [Blankets. \[Print advertising.\] Laundry trade papers, 1924](#)
 1 Item (b&w; 29 x 21 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245463
 Ivorydata4 1320
 0307910125 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Blankets". Plaid background--like a blanket.
 Published Oct. 1924. Glue stains.
 Good condition.

Topic: Bedding
 Laundry
 Premiums (Retail trade)

Genre/Form: Print advertising

Box 12, Folder 10 [An announcement to all friends of Ivory Soap. \[Print advertising.\] General circulation publications, 1924](#)

1 Item (col.; 36 x 26 cm.)
 Creator: Procter & Gamble Company
 Artist: Hanna, T.K.
 Language: English.
 Notes: 245464
 Ivorydata4 1321
 0307910126 (Scan No.)

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

Caption: "An announcement to all friends of Ivory Soap". Woman playing piano for a group of men.

Published Jan. & Feb. 1924. Some glue stains.

Good condition.

Topic: Women
Men
Piano
Genre/Form: Print advertising

Box 4, Folder 11 [Advertisements- Trade, 1924](#)

Box 4, Folder 11
(1924-Trade)

[With Ivory--no need to supply more than one soap. \[Print advertising.\] Hotel Management, 1924](#)

1 Item (col.; 27 x 19 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244675

Ivorydata4 532

0207910522 (Scan No.)

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

Caption: "With Ivory--no need to supply more than one soap". Bar of Ivory above sink and tub.

Published March 1924.

Good condition.

Topic: Hotels
Endorsements in advertising
Place: New York (N.Y.)
Genre/Form: Print advertising

Box 32, Folder 3 [Advertisements, 1924](#)

Box 32, Folder 2 [Advertisements, 1924](#)

Box 4, Folder 12 [Advertisements, 1925](#)

Box 4, Folder 12
(1925)

[Her face, her hands, her hair.. \[Print advertising.\], 1925](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244676

Ivorydata4 533

0207910523 (Scan No.)

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

Caption: "Her face, her hands, her hair...". Woman in winter wear on crest of hill. Black and white image of 0207910583.tif.

Black and white image of 0207910583.tif.

Good condition.

Topic: Winter
Women
Face -- Care and hygiene
hands -- Care and hygiene
Hair -- Care and hygiene
Skin -- Care and hygiene
Genre/Form: Print advertising

Box 4, Folder 12
(1925)

[Delicate Garments: Reward This Simple Care. \[Print advertising.\] The Century Magazine, 1925](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 534

0207910524 (Scan No.)

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Caption: "Delicate Garments: Reward This Simple Care". Box of open, spilling flakes, box of closed flakes, and bar of Ivory Soap pictured.

Published May 1925.

Good condition.

Topic: Ivory Flakes (Brand name)
Laundry
Premiums (Retail trade)
Delicate fabrics
Genre/Form: Print advertising
Photographs -- Reproductions

Box 4, Folder 12
(1925)

[The Story of Ivory Soap: Scientific Supervision. \[Print advertising.\] American Federationist, 1925](#)

1 Item (b&w; 21 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244678

Ivorydata4 535

0207910525 (Scan No.)

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

Caption: "The Story of Ivory Soap: Scientific Supervision". Building housing Research Division of Procter & Gamble pictured.

Published July 1925. Glue stains.

Good condition.
Topic: Soap factories
Soap -- Manufacturing and processes
Genre/Form: Print advertising

Box 4, Folder 12
(1925)

[How Beauty baffled the Marquis. \[Print advertising.\] The Century Magazine, 1925](#)

1 Item (b&w; 24 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244679

Ivorydata4 536

0207910526 (Scan No.)

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

Caption: "How Beauty baffled the Marquis". Woman with dark hair in circular portrait, drawing of Marquis.

Good condition.

Topic: Beauty, Personal
Women
Courtship

Genre/Form: Print advertising

Box 4, Folder 12
(1925)

[To men who would like to wear bright neckties. \[Print advertising.\], 1925](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Artist: Cushing, Otho

Language: English.

Notes: 244680

Ivorydata4 537

0207910527 (Scan No.)

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

Caption: "To men who would like to wear bright neckties". Man trying on tie and looking in mirror.

Good condition.

Topic: Men
Clothing and dress
Baths

Genre/Form: Print advertising

Box 4, Folder 12
(1925)

[To a second fiddle. \[Print advertising.\], 1925](#)

1 Item (b&w; 24 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244681

Ivorydata4 538

	0207910528 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "To a second fiddle". Mother bathing child, father looks on from doorway. Good condition.
Topic:	Baths Family Children
Genre/Form:	Print advertising

Box 4, Folder 12
(1925)

[Gentlemen bathers it floats! \[Print advertising.\], 1925](#)

1 Item (b&w; 26.5 x 19 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244682

Ivorydata4 539

0207910529 (Scan No.)

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

Caption: "Gentlemen bathers it floats!" Man in tub.

Good condition.

Topic: Men
Baths

Genre/Form: Print advertising

Box 8, Folder 22

[Advertisements, 1925](#)

Box 8, Folder 22
(1925)

[Life and Letter of Ivory Soap. \[Print advertising.\], 1925](#)

2 Items (col.; 34.5 x 51 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244733

Ivorydata4 590

0207910582 (Scan No.)

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

Caption: "Life and Letters of Ivory Soap". Men and women around fireplace.

Folds apparent.

Good condition.

Topic: Parties
Endorsements in advertising
Baths

Genre/Form: Print advertising

Box 8, Folder 22
(1925)

[Her face,...her hands,...her hair.. \[Print advertising.\] General circulation publications, 1925](#)

1 Item (col.; 35 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244734

Ivorydata4 591

0207910583 (Scan No.)

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

Caption: "Her face,...her hands,...her hair...". Woman in winter wear on crest of hill. Color image of 0207910523.tif.

Color image of 0207910523.tif.

Good condition.

Topic: Winter

Women

Face -- Care and hygiene

hands -- Care and hygiene

Hair -- Care and hygiene

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 8, Folder 22
(1925)

[Life and Letters of Ivory Soap. \[Print advertising.\] Saturday Evening Post, 1925](#)

1 Item (col.; 35.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 592

0207910584 (Scan No.)

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

Navy men around table.

Published 17 October 1925.

Poor condition, torn in half.

Topic: Men

Mexicans

United States. Navy

Genre/Form: Print advertising

Box 13, Folder 2

[Advertisements, 1925](#)

Box 13, Folder 2

[A Message to the Young Married Women of New England. \[Print advertising.\] Newspapers, 1925](#)

1 Item (b&w; 40.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245467

Ivorydata4 1324

0307910129 (Scan No.)

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

Caption: "A Message to the Young Married Women of New England". Text-based ad.

Published April 1925. Glue stains; glues to other paper.

Good condition.

Topic: Marriage
Women
Place: New England
Genre/Form: Print advertising

Box 13, Folder 2

[To week-ending males. \[Print advertising.\] Saturday Evening Post, 1925](#)

1 Item (b&w; 35 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245468

Ivorydata4 1325

0307910130 (Scan No.)

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Caption: "To week-ending males". Men in house.

Published 1 Aug. 1925.

Good condition.

Topic: Men
Genre/Form: Print advertising

Box 13, Folder 2

[Life and Letters of Ivory Soap. \[Print advertising.\] Ladies Home Journal, 1925](#)

2 Items (col.; 34.5 x 53 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1326

0307910131 (AC Scan No.)

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Illustration of adults at bubble party; other illustrations throughout. 2 pages pieced together.

Good condition.

Published Feb. 1925

Topic: Automobiles
Cleaning
Men
Women
Indians of North America
Older people
Asians

Genre/Form: Print advertising

Box 22, Folder 7	Advertisements, 1925
Box 28, Folder 1-2	Advertisements, 1925
Box 13, Folder 3	Advertisements- Compton, 1925
Box 13, Folder 3	<p>What can soap do for your skin? [Print advertising.] General circulation publications, 1925</p> <p>1 Item (col.; 35 x 25.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Artist: Thayer, Raymond</p> <p>Language: English.</p> <p>Notes: 245470</p> <p>Ivorydata4 1327</p> <p>0307910132 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "What can soap do for your skin?" Man and woman in woods, man holding bear cub.</p> <p>Published June, July, Aug. 1925.</p> <p>Good condition.</p> <p>Topic: Bears Women Men Nature</p> <p>Genre/Form: Print advertising</p>
Box 13, Folder 3	<p>Your hands can keep their good looks even though they work.. [Print advertising.] General circulation publications, 1925</p> <p>1 Item (b&w; 29.5 x 21 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245471</p> <p>Ivorydata4 1328</p> <p>0307910133 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Your hands can keep their good looks even though they work in the kitchen". Man taking woman's hand.</p> <p>Published Sept., Oct., Nov. 1925. Glue stain on left side.</p> <p>Good condition.</p> <p>Topic: hands -- Care and hygiene Women Men Courtship</p>

	Genre/Form:	Premiums (Retail trade) Print advertising
Box 33, Folder 1	Advertisements, 1925	
Box 13, Folder 5	Advertisements- Compton, 1925-1926	
Box 4, Folder 13	Advertisements- Trade, 1925	
Box 4, Folder 13 (1925 Trade)	Windows that SELL. [Print advertising.] Grocery trade papers, 1925 1 Item (b&w; 27 x 18 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 540 0207910530 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Example of window display pictured. Published October 1925. Minor damage. Topic: Ivory Soap (Brand name) Soap Display of merchandise Premiums (Retail trade) Show windows Genre/Form: Print advertising	
Box 4, Folder 13 (1925-Trade)	Does Your Store Give This Service? [Print advertising.] Southern Dry Goods Merchant, 1925 1 Item (b&w; 29 x 20.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244684 Ivorydata4 541 0207910531 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Does Your Store Give This Service?" Washing instructions pictured. Published August-October 1925. Good condition. Topic: Laundry advertising Clothing and dress Premiums (Retail trade) Genre/Form: Print advertising	

Box 4, Folder 13
(1925-Trade)

[Mr. Auto Manufacturer sets a good example. \[Print advertising.\] Laundry Age, 1925](#)

1 Item (b&w; 26.5 x 18 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244685

Ivorydata4 542

0207910532 (Scan No.)

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Caption: "Mr. Auto Manufacturer sets a good example".

Published March 1925. Glue stains.

Good condition.

Topic: Laundry
advertising

Genre/Form: Print advertising

Box 4, Folder 13
(1925-Trade)

[A home--or merely a place to sleep. \[Print advertising.\] Hotel industry publications, 1925](#)

1 Item (b&w; 27.5 x 19 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244686

Ivorydata4 543

0207910533 (Scan No.)

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Caption: "A home--or merely a place to sleep". Different sizes of Ivory Soap bars pictured.

Published September 1925.

Good condition.

Topic: Hotels
Soap

Genre/Form: Print advertising
Photographs -- Reproductions

Box 4, Folder 14

[Advertisements, 1926](#)

Box 4, Folder 14
(1926)

[The Ivory Ballads. \[Print advertising.\] John Martin's Journal, 1926](#)

1 Item (b&w; 25 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 544

0207910534 (Scan No.)

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A poem/ballad about cleaning "desert freaks."

Poor: major losses, brittle.

Topic: fables
Soap
Genre/Form: Print advertising
Poems

Box 4, Folder 14
(1926)

[For Beauty's gentle care--this delightful new form of genuine.. \[Print advertising.\] The Century Magazine, 1926](#)

1 Item (b&w; 22 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244688

Ivorydata4 545

0207910535 (Scan No.)

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

Caption: "For Beauty's gentle care--this delightful new form of genuine Ivory". Woman's arm with small bar of Ivory in hand.

Published June 1926. Glue stains.

Good condition.

Topic: Women
Soap
Genre/Form: Print advertising

Box 4, Folder 14
(1926)

[What the salespeople in New York's 12 great department stores recommend for cleansing delicate garments. \[Print advertising.\] The Century Magazine, 1926](#)

1 Item (b&w; 24 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Lagatta, John

Language: English.

Notes: Ivorydata4 546

0207910536 (Scan No.)

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

Black-and-white illustration: Women shopping in department store. Text below.

Good condition.

Topic: Soap
Women in advertising
Clothing and dress
Shopping
Laundry
Delicate fabrics

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

Box 4, Folder 14
(1926)

[Ivory Soap Sculpture. \[Print advertising. Children's publications such as Boy's Life, American Boy, and St. Nicholas.\], 1926](#)

1 Item (sheet; b&w; 22 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Artist: Postgate, Margaret J.

Language: English.

Notes: Ivorydata4 547

0207910537 (Scan No.)

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

"Lesson No. 20 / The Mayas / By Margaret J. Postgate / Ivory Soap Sculpture." Advertisement disguised as an article about carving soap.

Poor condition: tears, losses, creases, glue stains.

Published September 1926. Lesson 20

Topic: Children -- Targeted advertising
Soap sculpture
Mayas

Genre/Form: Print advertising

Box 4, Folder 14
(1926)

[Ivory Soap Sculpture. \[Print advertising.\] Boy's Life, 1926](#)

1 Item (b&w; 20.5 x 15 cm.)

Advertiser: Procter & Gamble Company

Artist: Postgate, Margaret J.

Author: Postgate, Margaret J.

Language: English.

Notes: Ivorydata4 548

0207910538 (Scan No.)

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

Text includes: Ivory Soap Sculpture / A monkey mask from Japan. Copied from a real Japanese mask in the Brooklyn Museum. Lesson No. 18 by Margaret Postgate. Advertisement disguised as a magazine article.

Fair condition; glue stains.

Published July 1926

Topic: Soap sculpture
Monkeys
Children -- Targeted advertising

Place: Japan

Genre/Form: Print advertising

Box 4, Folder 14
(1926)

[\[Cartoon, print advertising.\] The Century Magazine, 1926](#)

1 Item (b&w; 24 x 16.5 cm.)

Advertiser: Procter & Gamble Company

	Language:	English.
	Notes:	244692 Ivorydata4 549 0207910539 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "--and then he bought a cake of IVORY". Cartoon from the New York Herald Tribune used in Ivory ad. Good condition.
	Topic:	Baths Men Soap
	Genre/Form:	Print advertising Comics

Box 4, Folder 14
(1926)

The Ivory Ballads. [Print advertising.] John Martin's Journal, 1926, 1926
1 Item (b&w; 25.5 x 18.5 cm.)
[Image\(s\): The Ivory Ballads. \[Print advertising.\] John Martin's Journal. 1926.](#)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 550
0207910540 (Scan No.)
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Good condition.
Published December 1926

Topic: fables
Premiums (Retail trade)
Soap

Genre/Form: Print advertising
Poems

Box 4, Folder 14
(1926)

The Ivory Ballads. [Print advertising.] John Martin's Journal, 1926, 1926
1 Item (b&w; 25 x 18.5 cm.)
[Image\(s\): The Ivory Ballads. \[Print advertising.\] John Martin's Journal. 1926.](#)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 551
0207910541 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Ballad/poem about taming and cleaning African natives.
Good condition.
Published November 1926

Topic: Racism

	<p>fables Premiums (Retail trade) Soap Genre/Form: Print advertising Poems Culture: Africans</p>
Box 4, Folder 14 (1926)	<p>To men who breakfast on nails! [Print advertising.] The Century Magazine, 1926 1 Item (b&w; 24 x 15.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244695 Ivorydata4 552 0207910542 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "To men who breakfast on nails!" Man with wings in bathroom. Good condition. Topic: Men Morning Genre/Form: Print advertising</p>
Box 4, Folder 14 (1926)	<p>Ivory Soap Sculpture. [Print advertising. Children's publications such as Boy's Life, American Boy, and St. Nicholas.], 1926 1 Item (sheet; b&w; 27.5 x 18 cm.) Creator: Procter & Gamble Company (advertising) Artist: Postgate, Margaret J. Language: English. Notes: Ivorydata4 553 0207910543 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. "Lesson No. 22. / By Margaret J. Postgate / A Badger Charm / Ivory Soap Sculpture." Advertisement disguised as an article. Text describes the significance of badgers to Zuni Indians. Fair condition. Ad torn and glued to backing page. Stained and discolored. Published November 1926. Lesson 22 Topic: Badgers Soap sculpture Animals Children -- Targeted advertising Culture: Zuni Genre/Form: Print advertising</p>

Box 4, Folder 14
(1926)

\$1,000.00 in prizes for answers to TIGI BA CABO? [Print advertising.] New York newspapers, 1926

1 Item (b&w; 26 x 19.5 cm.)

[Image\(s\): {dollar}1,000.00 in prizes for answers to TIGI BA CABO? \[Print advertising.\] New York newspapers. 1926](#)

Creator: Procter & Gamble Company

Language: English.

Notes: 244697

Ivorydata4 554

0207910544 (Scan No.)

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Caption: "{dollar}1,000.00 in prizes for answers to TIGI BA CABO?" Contest to define phrase.

Published December 1926.

Good condition.

Topic: Prize contests in advertising

Genre/Form: Print advertising

Box 4, Folder 14
(1926)

[This is the safe way to cleanse fine silks and woolens.. \[Print advertising.\], 1926](#)

1 Item (b&w; 25 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244698

Ivorydata4 555

0207910545 (Scan No.)

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Caption: ""This is the safe way to cleanse fine silks and woolens..."". Two women, one in flowered shawl.

See 0307910143.tif for similar ad.

Good condition.

Topic: Clothing and dress

Silk

Women

Wool fabrics

Delicate fabrics

Genre/Form: Print advertising

Box 4, Folder 14
(1926)

[Fashioned to express its fineness--this bewitching new cake of Ivory. \[Print advertising.\] The Century Magazine, 1926](#)

1 Item (b&w; 24 x 16 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 557

0207910547 (Scan No.)

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

Reproduction of photograph of woman holding bar of Guest Ivory.

Good condition.

Topic: Face -- Care and hygiene
hands -- Care and hygiene
Skin -- Care and hygiene
Women in advertising
Soap

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

Box 4, Folder 14
(1926)[It floats for your bath. \[Print advertising : general circulation publications\], 1926](#)

1 Item (b&w; 14 x 12.5 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: Smith, Dorothy Hope
Language: English.
Notes: Ivorydata4 558

0207910548 (Scan No.)

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

Illustration: Child looking over shoulder at bar of Ivory.

Good condition.

Topic: Children in advertising
Baths
Soap

Genre/Form: Print advertising

Box 4, Folder 14
(1926)[Ivory Soap. \[Print advertising.\], 1926](#)

1 Item (b&w; 10.5 x 13 cm.)

Creator: Procter & Gamble Company
Artist: Smith, Dorothy Hope
Language: English.
Notes: 244702

Ivorydata4 559

0207910549 (Scan No.)

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Caption: "Ivory Soap". Child playing in water with bar of Ivory.

Published February 1926.

Good condition.

Topic: Children
Baths

Genre/Form: Print advertising

Box 4, Folder 14
(1926)[The Cleanliness Crusade. \[Print advertising.\], 1926](#)

1 Item (b&w; 9 x 8 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244703

Ivorydata4 560

0207910550 (Scan No.)

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

Caption: "The Cleanliness Crusade". Ad to educators for free educational chart.

November 1926.

Good condition.

Topic: Hygiene

Children

Teachers

Premiums (Retail trade)

Genre/Form: Print advertising

Box 8, Folder 23

[Advertisements, 1926](#)Box 8, Folder 23
(1926)[For Beauty's gentle care--the delightful new form of genuine.. \[Print advertising.\], 1926](#)

1 Item (b&w; 31 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244736

Ivorydata4 593

0207910585 (Scan No.)

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Caption: "For Beauty's gentle care--the delightful new form of genuine Ivory". Photograph of woman from nose to shoulder holding bar of Guest Ivory.

Good condition.

Topic: Women

Genre/Form: Print advertising

Photographs -- Reproductions

Box 8, Folder 23
(1926)[And when she reached Cleveland..the salespeople in the smart.. \[Print advertising.\], 1926](#)

1 Item (col.; 35 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244737

Ivorydata4 594

0207910586 (Scan No.)

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

Caption: "And when she reached Cleveland...the salespeople in the smart shops said: "For safety, cleanse your finest things this way"". 2 pictures in black a

Good condition.

Topic: Premiums (Retail trade)
Women
Laundry
Clothing and dress
Shopping
Delicate fabrics

Place: Cleveland (Ohio)

Genre/Form: Print advertising

Box 8, Folder 23
(1926)[What the salespeople in New York's 12 great department stores.. \[Print advertising.\], 1926](#)

1 Item (col.; 35 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244738

Ivorydata4 595

0207910587 (Scan No.)

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

Caption: "What the salespeople in New York's 12 great department stores recommend for cleansing delicate garments". Women in department store shopping.

Good condition.

Topic: Laundry
Women
Clothing and dress
Shopping
Premiums (Retail trade)
Delicate fabrics

Place: New York (N.Y.)

Genre/Form: Print advertising

Box 8, Folder 23
(1926)[In Detroit shops, too, she was told.. "Keep fine garments..". \[Print advertising.\], 1926](#)

1 Item (b&w; 35 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244739

Ivorydata4 596

0207910588 (Scan No.)

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

Caption: "In Detroit shops, too, she was told..."Keep fine garments at their loveliest, this safe way"". Women in store.

Glue stains.

Good condition.

Topic: Premiums (Retail trade)
Shopping
Clothing and dress
Women
Laundry
Delicate fabrics

Place: Detroit (Mich.)

Genre/Form: Print advertising

Box 8, Folder 23
(1926)[The dearest possession in all the world! \[Print advertising.\], 1926](#)

1 Item (col.; 35.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244740

Ivorydata4 597

0207910589 (Scan No.)

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

Caption: "The dearest possession in all the world!" Baby sucking on cloth.

Good condition.

Topic: Children
Baths
Laundry
Premiums (Retail trade)
Health

Genre/Form: Print advertising

Box 8, Folder 23
(1926)[Guarding LOVELINESS through the years. \[Print advertising.\], 1926](#)

1 Item (col.; 30.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244741

Ivorydata4 598

0207910590 (Scan No.)

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Caption: "Guarding LOVELINESS through the years". Woman in coral dress with yellow hat.

Good condition.

Topic: Beauty, Personal
Clothing and dress
Women
Complexion
Genre/Form: Print advertising

Box 13, Folder 6-8

[Advertisements, 1926](#)

Box 13, Folder 7

[A Procter & Gamble Product.. \[Print advertising.\] Staten Island Advance, 1926](#)

1 Item (b&w; 38.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245472

Ivorydata4 1329

0307910134 (Scan No.)

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

Caption: "A Procter & Gamble Product...". Illustration of Staten Island factory.

Published 5 May 1926. Brittle.

Good condition.

Topic: Soap factories
Place: Staten Island (New York, N.Y.)
Genre/Form: Print advertising

Box 22, Folder 8

[Advertisements, 1926](#)

Box 22, Folder 8

[Have you discovered this simple path to Your Loveliest Self? \[Print advertising.\] General circulation publications, 1926](#)

1 Item (col.; 35.5 x 50 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245473

Ivorydata4 1330

0307910135 (Scan No.)

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

Caption: "Have you discovered this simple path to Your Loveliest Self?" Woman in black dress with brightly colored flowers; other illustrations.

Published March, Apr., May 1926. Scanned in two parts. Yellowing at center; glue along sides.

Good condition.

Topic: Women
Bedding
Children
Dishwashing

Beauty, Personal
Clothing and dress
Fashion
Genre/Form: Print advertising

Box 28, Folder 3	Advertisements, 1926
Box 13, Folder 9	Advertisements- Compton, 1926
Box 13, Folder 11	Advertisements- Compton, 1926-1927
Box 4, Folder 15	Advertisements- Trade, 1926
Box 4, Folder 15 (1926-Trade)	<p>Hospital approved since 1879. [Print advertising.] Modern Hospital, 1926 1 Item (b&w; 26.5 x 10.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244704</p> <p>Ivorydata4 561 0207910551 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Hospital approved since 1879". Miniature Ivory and soap dispenser pictured. Published September 10, 1926. Good condition.</p> <p>Topic: Hospitals Soap dispensers Genre/Form: Print advertising</p>
Box 13, Folder 10	Advertisements- Trade, 1926
Box 13, Folder 10	<p>Beautiful hair--guard it as you do your lovely complexion. [Print advertising.] Texas Health and Beauty Schools, 1926 1 Item (b&w; 36 x 30 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245474</p> <p>Ivorydata4 1331 0307910136 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Beautiful hair--guard it as you do your lovely complexion". Illustration of woman with short hair at top center. Top of ad cut crookedly. Good condition.</p>

	<p>Topic: International education Hair -- Care and hygiene Complexion</p> <p>Genre/Form: Print advertising</p>
Box 13, Folder 10	<p>What constitutes a "Beauty soap"? The answer is simple. [Print advertising.] Texas Health and Beauty Schools, 1926</p> <p>1 Item (b&w; 35 x 29.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245475</p> <p>Ivorydata4 1332</p> <p>0307910137 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "What constitutes a "Beauty soap"? The answer is simple". Illustration of man and woman on left side; at bottom, woman washing her hair in sink.</p> <p>Good condition.</p> <p>Topic: Beauty, Personal Hair -- Care and hygiene Complexion</p> <p>Genre/Form: Print advertising</p>
Box 34, Folder 1	Advertisements, 1926
Box 33, Folder 3	Advertisements, 1926
Box 33, Folder 2	Advertisements, 1926
Box 30, Folder 1	Advertisements, 1927 February 27-June 5
Box 30, Folder 2	Advertisements, 1927 June 26-September 18
Box 30, Folder 3	Advertisements, 1927 October 16-November 6
Box 4, Folder 16	Advertisements, 1927
Box 4, Folder 16 (1927)	<p>Was Beauty's ransom ever so modest? [Print advertising.] The Century Magazine, 1927</p> <p>1 Item (b&w; 23.5 x 16 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244705</p> <p>Ivorydata4 562</p> <p>0207910552 (Scan No.)</p>

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

Caption: "Was Beauty's ransom ever so modest?" Woman holding bar of Guest Ivory; she is wearing black.

Stained on left side.

Poor condition.

Topic: Beauty, Personal
Cost effectiveness
Women
Home economics -- Accounting
Comparative advertising
Genre/Form: Print advertising
Photographs -- Reproductions

Box 4, Folder 16
(1927)

[If you are like Jane--](#). [Print advertising.] All Fiction, 1927

1 Item (b&w; 25.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244706

Ivorydata4 563

0207910553 (Scan No.)

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

Caption: "If you are like Jane--". bar of Guest Ivory floating in wash basin with white hands reaching in.

Published January 1927.

Good condition.

Topic: Comparative advertising
hands -- Care and hygiene
Genre/Form: Print advertising

Box 4, Folder 16
(1927)

[You can be just as extravagant as Marjorie--](#). [Print advertising.] General circulation publications, 1927

1 Item (b&w; 25.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244707

Ivorydata4 564

0207910554 (Scan No.)

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Caption: "You can be just as extravagant as Marjorie--". Two hands holding bar of Guest Ivory, shadow on wall behind.

Published July-September 1927. Proof.

Good condition.

Topic: Comparative advertising

Genre/Form: hands -- Care and hygiene
Print advertising
Photographs -- Reproductions

Box 4, Folder 16
(1927)

[When good taste smiles at money \[Print advertising.\] Scribner's Magazine, 1927](#)

1 Item (b&w; 28 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244708

Ivorydata4 565

0207910555 (Scan No.)

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Caption: "When good taste smiles at money". Hand holding bar of Guest Ivory, shadow on wall.

Good condition.

Topic: Social classes
Cost effectiveness
Home economics -- Accounting
hands -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 4, Folder 16
(1927)

[You'll pay up as cheerfully as Anne. \[Print advertising.\] General circulation publications, 1927](#)

1 Item (b&w; 25 x 18 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244709

Ivorydata4 566

0207910556 (Scan No.)

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Caption: "You'll pay up as cheerfully as Anne". White hands on black background holding bar of Guest Ivory.

Good condition.

Topic: Comparative advertising
hands -- Care and hygiene

Genre/Form: Print advertising

Box 4, Folder 16
(1927)

[All for Science! \[Print advertising.\] Century Magazine, The, 1927](#)

1 Item (b&w; 23.5 x 20 cm.)

Creator: Procter & Gamble Company

Artist: Smith, Dorothy Hope

Language: English.

Notes: 244710

	Ivorydata4 567 0207910557 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "All for Science!" Boy sitting next to full bathtub with Ivory Soap boat floating in it. Published June 1927. Water damaged. Poor condition.
Topic:	Children Baths Boys Experiments
Genre/Form:	Print advertising

Box 4, Folder 16
(1927)

[If you are like Jane--](#). [Print advertising.] General circulation publications, 1927

1 Item (b&w; 25.5 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244711

Ivorydata4 568

0207910558 (Scan No.)

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

Caption: "If you are like Jane--". Picture of woman holding bar of Guest Ivory with shadow on wall.

Published January 1927.

Good condition.

Topic: hands -- Care and hygiene

Social classes

Genre/Form: Print advertising

Photographs -- Reproductions

Box 4, Folder 16
(1927)

[It floats Ivory Soap](#). [Print advertising.], 1927

1 Item (b&w; 24 x 17.5 cm.)

Creator: Procter & Gamble Company

Artist: Smith, Dorothy Hope

Language: English.

Notes: 244712

Ivorydata4 569

0207910559 (Scan No.)

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Caption: "'It floats" Ivory Soap". Boy in tub spraying himself.

Glued to scrapbook page.

Good condition.

	<p>Topic: Children Baths Boys</p> <p>Genre/Form: Print advertising</p>
Box 4, Folder 16 (1927)	<p>To fathers who bathe 3-year-old sons. [Print advertising.] The Century Magazine, 1927</p> <p>1 Item (b&w; 23.5 x 15.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 570</p> <p>0207910560 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Line illustration of father bathing son in bathtub, with advertising text.</p> <p>Good condition.</p> <p>Topic: Fathers Baths Sons Soap</p> <p>Genre/Form: Print advertising</p>
Box 8, Folder 24-25	Advertisements, 1927
Box 8, Folder 25 (1927)	<p>It Floats. [Print advertising.] General circulation publications, 1927</p> <p>1 Item (b&w; 37 x 25.4 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244743</p> <p>Ivorydata4 600</p> <p>0207910593 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "It Floats". Boy and girl playing with doll and soap in bathtub.</p> <p>Published December 1927.</p> <p>Good condition.</p> <p>Topic: Children Baths Play</p> <p>Genre/Form: Print advertising</p>
Box 8, Folder 25 (1927)	<p>Cosmetics? [caption] [Print advertising.] Photoplay, 1927</p> <p>1 Item (b&w; 29.5 x 20 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p>

Notes: 244744
Ivorydata4 601
0207910594 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Two women, one seated, at mirrored vanity.
Good condition.
Published October 1927

Topic: Women in advertising
Face -- Care and hygiene

Genre/Form: Trade cards
Print advertising

Box 14, Folder 1-5

[Advertisements, 1927](#)

Box 14, Folder 1

[You can't keep a good soap down! \[Print advertising.\] General circulation publications, 1927](#)
1 Item (b&w; 37.5 x 25.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245477
Ivorydata4 1334
0307910139 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""You can't keep a good soap down!"" Wife talking to husband at bathroom door.
Published Jan. & Feb. 1927.
Good condition.

Topic: Cost effectiveness
Baths
Husbands
Wives

Genre/Form: Print advertising

Box 14, Folder 1

[By 6 P.M. the beauty of your skin is smothering! \[Print advertising.\] New York newspapers, 1927](#)
1 Item (b&w; 40.5 x 26.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245478
Ivorydata4 1335
0307910140 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Caption: "By 6 P.M. the beauty of your skin is smothering!"
Illustration of two women at top right.
Published Mar. & Apr. 1927.
Good condition.

Topic: Beauty, Personal
Skin -- Care and hygiene
Women
Face -- Care and hygiene
Complexion

Genre/Form: Print advertising

Box 14, Folder 1

[For rose-petal complexions--hothouse coddling? \[Print advertising.\] General circulation publications, 1927](#)

1 Item (col.; 38 x 25 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245480

Ivorydata4 1337

0307910142 (Scan No.)

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Caption: "For rose-petal complexions--hothouse coddling?"
Illustration of woman near automobile; illustration of royalty, also.

Published Oct. & Nov. 1927.

Good condition.

Topic: Women
Beauty, Personal
Automobiles
Physicians
Royalty

Genre/Form: Print advertising

Box 14, Folder 2

[In shops where trifles are treasures worth a king's ransom.. \[Print advertising.\] Women's publications, 1927](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: O'Neill, George

Language: English.

Notes: 245481

Ivorydata4 1338

0307910143 (Scan No.)

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Caption: "In shops where trifles are treasures worth a king's ransom...you are told:...". Two women, one modeling flowered garment.

Published Jan. & Feb. 1927. See 0207910545.tif for similar ad.

Good condition.

Topic: Women
Shopping
Clothing and dress
Delicate fabrics

Genre/Form: Print advertising

Box 14, Folder 3

[The toilette of Flora.. \[Print advertising.\] Women's publications, 1927](#)

1 Item (col.; 38 x 50 cm.)

Creator: Procter & Gamble Company

Artist: Miller, Hester

Language: English.

Notes: 245482

Ivorydata4 1339

0307910144 (Scan No.)

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Caption: "The toilette of Flora...". Two page ad, on first page in center illustration of woman in red dress holding hand mirror.

Published July, Sept. 1927. Scanned in two parts. Glued together with other ads. Invoice glued to bottom left obscuring ad copy. Better copy found in Box 28, Folder 1927.

Good condition.

Topic: Women
Face -- Care and hygiene
Hair -- Care and hygiene
hands -- Care and hygiene
Premiums (Retail trade)
Complexion

Genre/Form: Print advertising

Box 14, Folder 4

[Then, pounds of muslin in trunks--now, wisps of silk in smart handbags! \[Print advertising. Women's publications.\], 1927](#)

1 Item (col.; 38 x 50 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1340

0307910145 (Scan No.)

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

Two-page ad, illustrations throughout. On right page, large illustration of woman in brightly colored stole or scarf. Female archer at lower left of left page.

Published Mar. & Apr. 1927. Scanned in two parts.

Good condition.

Topic: Clothing and dress
Silk
Exercise

archery
Travel
Fashion
Genre/Form: Print advertising

Box 23, Folder 1

Advertisements, 1927

Box 23, Folder 1

[To save your fresh beauty. \[Print advertising.\] Women's publications, 1927](#)

2 Items (col.; 38 x 51.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245479

Ivorydata4 1336

0307910141 (Scan No.)

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

Caption: "To save your fresh beauty". Two page advertisement with illustrations of four women along top.

Published Oct. & Nov. 1927. Invoice glued to bottom right corner obscuring ad copy.

Good condition.

Topic: Women
Beauty, Personal
Health
Skin -- Care and hygiene
Complexion
Genre/Form: Print advertising

Box 23, Folder 1

[His Majesty of the High Chair. \[Print advertising.\] Ladies Home Journal, 1927](#)

2 Items (col.; 35 x 53.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Marsh, Lucile Patterson

Language: English.

Notes: Ivorydata4 1369

0307910174 (Scan No.)

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

Two-page ad featuring mother and baby.

Published 27 Nov. 1927. Invoice glued to bottom right, obscuring text.

Good condition.

Topic: Soap
Mothers
Children in advertising
Laundry
Premiums (Retail trade)

Genre/Form: Print advertising	
Box 30, Folder 4	Advertisements, 1927
Box 4, Folder 17	Advertisements- Trade, 1927
Box 4, Folder 17 (1927-Trade)	<p>Ivory Soap Dispensers selected for the washrooms of this magnificent new home of the Massachusetts Mutual Life Insurance Co. [Print advertising.] <i>Architectural Record</i>, 1927</p> <p>1 Item (b&w; 22.5 x 15 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 556</p> <p>0207910546 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Ad contains reproductions of sinks with dispensers, the building exterior, and a close-up of a dispenser.</p> <p>Glue stains at right.</p> <p>Topic: Soap dispensers Soap Life insurance</p> <p>Place: Massachusetts</p> <p>Genre/Form: Print advertising</p>
Box 4, Folder 17 (1927-Trade)	<p>Ivory--a fine soap for one of the South's finest hotels. [Print advertising.] <i>Hotel industry publications</i>, 1927</p> <p>1 Item (b&w; 26 x 18.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244714</p> <p>Ivorydata4 571</p> <p>0207910561 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Ivory--a fine soap for one of the South's finest hotels".</p> <p>Ad featuring letter from and picture of Hotel Peabody.</p> <p>Published October 1927. Glue stained.</p> <p>Good condition.</p> <p>Topic: Hotels Hotel management Endorsements in advertising</p> <p>Place: Memphis (Tenn.)</p> <p>Genre/Form: Print advertising</p>
Box 8, Folder 26	Advertisements- Trade, 1927

Box 8, Folder 26
(1927 trade)

[Grocery Shelf Gossip. \[Print advertising.\] Grocery trade papers, 1927](#)

1 Item (b&w; 30 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244745

Ivorydata4 602

0207910595 (Scan No.)

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Caption: "Grocery Shelf Gossip". Two bars of Ivory Soap having a conversation.

Glue stains.

Good condition.

Topic: Display of merchandise

Genre/Form: Print advertising

Box 14, Folder 6

[Advertisements- Trade, 1927](#)

Box 14, Folder 6

[25 Carloads of Ivory Soap. \[Print advertising.\] Laundry trade papers, 1927](#)

1 Item (col. 29 x 38 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245484

Ivorydata4 1341

0307910146 (Scan No.)

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Caption: "25 Carloads of Ivory Soap". Orange borders around ad and photos in ad.

Published Mar. 1927. Glue stains throughout; glued to scrapbook page.

Poor condition.

Topic: Laundry

Laundry workers

Genre/Form: Print advertising

Box 28, Folder 4

[Advertisements- Trade, 1927](#)

Box 28, Folder 4

[This simple costume cost {dollar}13.00 an ounce! \[Print advertising.\] Women's publications, 1927](#)

1 Item (col.; 37.5 x 50.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245717

Ivorydata4 1574

0307910379 (Scan No.)

	<p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "This simple costume cost {dollar}13.00 an ounce!" 2 page ad, illustration of woman holding up clothing items.</p> <p>Published May & June 1927. Scanned in two parts.</p> <p>Good condition.</p> <p>Topic: Fashion Silk Shopping Laundry Women Clothing and dress Delicate fabrics</p> <p>Genre/Form: Print advertising</p>
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Box 23, Folder 2 Advertisements- Newsprint, 1927

Box 34, Folder 2 Advertisements, 1927

Box 5, Folder 1 [Advertisements, 1928](#)

Box 5, Folder 1 (1928)	<p>Is there a cure for.. "SPRING FEVER"? [Print advertising.] American Federationist, 1928</p> <p>1 Item (b&w; 25 x 17.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244850</p> <p>Ivorydata4 707</p> <p>0207910711 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Is there a cure for...." "SPRING FEVER"?" Illustration of floating bar of Ivory.</p> <p>Published May 1928.</p> <p>Good condition.</p> <p>Topic: Spring Baths</p> <p>Genre/Form: Print advertising</p>
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Box 5, Folder 1
(1928)

[It's there when you want it. \[Print advertising.\] American Federationist, 1928](#)

1 Item (b&w; 25 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244852

Ivorydata4 709

0207910713 (Scan No.)

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Caption: "It's there when you want it". Illustration of floating bar of Ivory.

Published Sept. 1928.

Good condition.

Topic: Baths

Genre/Form: Print advertising

Box 5, Folder 1
(1928)

[These women know. \[Print advertising.\] All Fiction, 1928](#)

1 Item (b&w; 26.5 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244853

Ivorydata4 710

0207910714 (Scan No.)

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Caption: "These women know". Black and white illustration of hands holding bar of Ivory.

Published May 1928. Glue & paper damage to right side.

Good condition.

Topic: hands -- Care and hygiene

Beauty, Personal

Women

Purity

Genre/Form: Print advertising

Box 5, Folder 1
(1928)

[To fathers who sometimes spank 'em.. \[Print advertising.\] General circulation publications, 1928](#)

1 Item (b&w; 24.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244854

Ivorydata4 711

0207910715 (Scan No.)

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Caption: "To fathers who sometimes spank 'em...". Illustration of father in tuxedo standing over son in bathtub.

Published June 1928.

Good condition.

Topic: Fathers

Baths

Sons

Genre/Form: Print advertising

Box 5, Folder 1
(1928)

[Its purity protects them both. \[Print advertising.\] General circulation publications, 1928](#)

1 Item (b&w; 26.5 x 19 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244855

Ivorydata4 712

0207910716 (Scan No.)

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Caption: "Its purity protects them both". Illustration of mother with baby.

Published March 1928.

Good condition.

Topic: Mothers
Chemists
hands -- Care and hygiene
Clothing and dress
Home economics -- Accounting
Cost effectiveness
Purity
Complexion

Genre/Form: Print advertising

Box 9, Folder 1

[Advertisements, 1928](#)

Box 9, Folder 1
(1928)

[Will her hands keep their loveliness, too? \[Print advertising.\], 1928](#)

1 Item (col.; 35.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 24

02079110012 (Scan No.)

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Illustration: Woman in pink dress.

Good condition.

Topic: Women in advertising
hands -- Care and hygiene
Feminine beauty (Aesthetics)
Clothing and dress
Soap

Genre/Form: Print advertising

Box 9, Folder 1
(1928)

[In The Leading Shops Of The Great Cities Salespeople.. \[Print advertising.\] Ladies Home Journal, 1928](#)

2 Items (col.; 36 x 56 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244747
Ivorydata4 604
0207910598 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "In The Leading Shops Of The Great Cities Salespeople The Country Over Say:...". 2 items pieced together. Large color image in center of women at pa
Published Oct. 1928. Ad is in two pieces.
Good condition.

Topic: Women
Laundry
Clothing and dress

Genre/Form: Print advertising

Box 9, Folder 1
(1928)

[Welcome home. \[Print advertising.\] General circulation publications, 1928](#)

1 Item (col.; 30 x 22.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244748

Ivorydata4 605

0207910599 (Scan No.)

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Caption: "Welcome home". Mother, father, and son, returning home from being out for the day.

Published August-October 1928.

Good condition.

Topic: Family
Baths
Mothers
Fathers
Sons

Genre/Form: Print advertising

Box 9, Folder 1
(1928)

[To be extra safe, wash it this way \[Print advertising.\], 1928](#)

1 Item (b&w)

Creator: Procter & Gamble Company
Language: English.
Notes: 244749

Ivorydata4 606

0207910600 (Scan No.)

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Caption: ""To be extra safe, wash it this way"". Woman centered with delicate garments hung around her.

See 0307910153.tif for same ad in color.

Good condition.

Topic: Women
Laundry
Delicate fabrics
Genre/Form: Print advertising

Box 9, Folder 1
(1928)

[Rosalia Gianinni...born with a tin spoon. \[caption\] \[Print advertising.\], 1928](#)
1 Item (b&w; 35.5 x 28 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Artist: Smith, Dorothy Hope
Language: English.
Notes: Ivorydata4 607

0207910601 (Scan No.)

Illustration of baby girl's head, wearing bonnet. The text contrasts babies born with "silver spoons in their mouths," as opposed to recent immigrants of modest means (in this case Italian Americans), and indicates that families of modest means can afford the best soap. The text also refers to the assistance of the Visiting Nurse Headquarters.

Good condition.

Names: Gianinni, Rosalia
Visiting Nurse Service of New York
Topic: Immigrants -- 20th century
Nurses -- United States
Soap
Children in advertising
Baths
Laundry
Social classes
Bonnets
Genre/Form: Print advertising
Tear sheets
Culture: Italian Americans

Box 9, Folder 1
(1928)

[And so to bed! \[Print advertising.\], 1928](#)
1 Item (col.; 35.5 x 26.5 cm.)

Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 608

0207910602 (Scan No.)

Caption: "And so to bed!" Woman walking towards bed while taking robe off.

Good condition.

Topic: Women
Bedtime

Night
Baths
Genre/Form: Print advertising

Box 9, Folder 1
(1928)

[Ready for a New Day. \[Print advertising.\], 1928](#)
1 Item (col.; 35.5 x 25 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244752
Ivorydata4 609
0207910603 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ready for a New Day". Family getting ready for the day.
Good condition.
Topic: Morning
Family
Genre/Form: Print advertising

Box 9, Folder 1
(1929)

[Beauty renews itself at night. \[Print advertising.\] General circulation publications, 1929](#)
1 Item (col.; 36.5 x 26.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 611
0207910605 (Scan No.)
Caption: "Beauty renews itself at night". Woman sleeping to renew her beauty.
Published May, July, September, October 1929.
Glue stains.
Topic: Women
Premiums (Retail trade)
Skin -- Care and hygiene
Night
Genre/Form: Print advertising

Box 9, Folder 1
(1929)

[Daddy's gone a-hunting. \[Print advertising.\] \[General circulation publications,\], 1929](#)
1 Item (col.; 35 x 28 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 612
0207910606 (Scan No.)
Illustration: Man in bed with curtain blowing.
Published November & December 1929.
Good condition.
Topic: Men

Fathers
Hunting
Night
Baths
Genre/Form: Print advertising

Box 14, Folder 7-8

[Advertisements, 1928](#)

Box 14, Folder 7

[When she was as tiny as this--.](#) [Print advertising.] General circulation publications, 1928

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245476

Ivorydata4 1333

0307910138 (Scan No.)

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

Caption: "When she was as tiny as this--". Illustrations of woman as baby, teenager, and mother.

Published Jan.-Mar., May 1928. Invoice glued to bottom of ad covering ad copy.

Good condition.

Topic: Children
Teenagers
Women
Mothers
Premiums (Retail trade)
Tennis
Girls
Genre/Form: Print advertising

Box 14, Folder 7

[We're Going For A Bath.](#) [Print advertising.] General circulation publications, 1928

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245485

Ivorydata4 1342

0307910147 (Scan No.)

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

Caption: "We're Going For A Bath". Illustration of people in robes with towels at top center.

Published June-Sept. 1928.

Good condition.

Topic: Baths

Children
Women
Men
Genre/Form: Print advertising
Photographs -- Reproductions

Box 14, Folder 7

[Doing hands can keep their bridal this--this way. \[Print advertising.\] Saturday Evening Post, 1928](#)

1 Item (col.; 40.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245486

Ivorydata4 1343

0307910148 (Scan No.)

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

Caption: ""Doing" hands can keep their bridal lovliness--this way." Woman handing tea cup to someone.

Published 20 Oct. 1928.

Good condition.

Topic: Marriage
hands -- Care and hygiene
Dishwashing
Beauty, Personal
Premiums (Retail trade)
Women

Genre/Form: Print advertising

Box 14, Folder 7

[Some women know. \[Print advertising.\] General circulation publications, 1928](#)

1 Item (col.; 40.5 x 29 cm.)

Creator: Procter & Gamble Company

Artist: Meyer, Harry Morse

Language: English.

Notes: 245487

Ivorydata4 1344

0307910149 (Scan No.)

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

Caption: "Some women know". Woman in green dress seated in chair; man's leg next to her.

Published July, Aug. 1928.

Good condition.

Topic: Women
Beauty, Personal
Baths
Hair -- Care and hygiene
Premiums (Retail trade)

Purity
Genre/Form: Print advertising

Box 14, Folder 7

[Keep your hands lovely by protecting them this way.. \[Print advertising.\]](#)

[General circulation publications, 1928](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: Meyer, Harry Morse

Language: English.

Notes: 245488

Ivorydata4 1345

0307910150 (Scan No.)

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Caption: "Keep your hands lovely by protecting them this way all day long...". Woman with bouquet of flowers, man with pipe.

Published July-Dec. 1928.

Good condition.

Topic: Dishwashing
Premiums (Retail trade)
hands -- Care and hygiene
Men
Women
Courtship

Genre/Form: Print advertising

Box 14, Folder 7

[People who sell fine woolens--and people who weave them--.. \[Print advertising.\], 1928](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: O'Neill, George

Language: English.

Notes: 245489

Ivorydata4 1346

0307910151 (Scan No.)

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

Caption: "People who sell fine woollens--and people who weave them--...". Woman and man near bank of trees.

Published Sept.-Dec. 1928.

Good condition.

Topic: Laundry
Premiums (Retail trade)
Clothing and dress
Nature

Place: Chicago (Ill.)

Genre/Form: Print advertising

Box 14, Folder 7

[Trifles. \[Print advertising.\] General circulation publications, 1928](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: O'Neill, George

Language: English.

Notes: 245490

Ivorydata4 1347

0307910152 (Scan No.)

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Caption: "Trifles". Woman in pink holding stockings.

Published July-Dec. 1928.

Good condition.

Topic: Women

Laundry

Premiums (Retail trade)

Delicate fabrics

Genre/Form: Print advertising

Box 14, Folder 7

[To be extra safe, wash it this way \[Print advertising.\] General circulation publications, 1928](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: Lagatta, John

Language: English.

Notes: 245491

Ivorydata4 1348

0307910153 (Scan No.)

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

Caption: ""To be extra safe, wash it this way"". Color illustration of woman surrounded by delicate garments.

Published Jan.-Mar. 1928. See 0207910600.tif for same ad in b&w.

Good condition.

Topic: Women

Laundry

Delicate fabrics

Genre/Form: Print advertising

Box 14, Folder 7

[Your expressive hands. \[Print advertising.\] General circulation publications, 1928](#)

1 Item (col.; 40.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245492

Ivorydata4 1349

	0307910154 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "Your expressive hands". Woman in green dress and orange wrap with man in tuxedo.
	Published May-Sept. 1928. See 0307910155.tif for similar ad.
	Good condition.
Topic:	hands -- Care and hygiene Men Women
Genre/Form:	Print advertising

Box 14, Folder 7

[With Home-Keeping Ahead--how can she protect the Loveliness.. \[Print advertising.\] Good Housekeeping, 1928](#)

1 Item (col.; 30 x 43.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245493

Ivorydata4 1350

0307910155 (Scan No.)

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

Caption: "With Home-Keeping Ahead--how can she protect the Loveliness of her hands and face?" Two page ad, on right page: woman in green dress and orange wrap with ma

Published Apr. 1928. Scanned in two parts. Stain at top right corner.

Good condition.

Topic: Marriage
Men
Women
hands -- Care and hygiene
Face -- Care and hygiene
Premiums (Retail trade)
Tableware

Genre/Form: Print advertising

Box 14, Folder 8

[Concerning fair, white hands / and how to keep them fair and white. \[Print advertising. General circulation publications,\], 1928](#)

1 Item (col.; 41 x 29 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1351

0307910156 (Scan No.)

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

Illustration of woman and man in center. Ad for Ivory Soap.
Published Sept., Nov., Dec. 1928.
Good condition.

Topic: Ivory Soap (Brand name)
Soap
Women in advertising
hands -- Care and hygiene
Tableware
Premiums (Retail trade)
Clocks and watches

Genre/Form: Advertisements -- 1920-1930
Print advertising

Box 14, Folder 8

[then ho! for the day's gayest adventure. \[Print advertising.\] Saturday Evening Post, 1928](#)

1 Item (col.; 41 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245495

Ivorydata4 1352

0307910157 (Scan No.)

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

Caption: "then ho! for the day's gayest adventure". Five illustrations of babies.

Published 29 Dec. 1928.

Good condition.

Topic: Baths
Children
Skin -- Care and hygiene

Genre/Form: Print advertising

Box 14, Folder 8

[When you face sunlight--instead of moonlight--... \[Print advertising.\] Good Housekeeping, 1928](#)

1 Item (col.; 30 x 43.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245496

Ivorydata4 1353

0307910158 (Scan No.)

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

Caption: "When you face sunlight--instead of moonlight--what of beauty, then?" Two page ad. On left top, queen with gentleman; on right, woman sitting on hill outdoor

Published Aug. 1928. Scanned in two parts.

Good condition.

	Topic:	Beauty, Personal Nature Premiums (Retail trade) Women Complexion
	Genre/Form:	Print advertising

Box 14, Folder 8

[The sunlight test for evening-complexions. \[Print advertising.\] Saturday Evening Post, 1928](#)

1 Item (col.; 41 x 29 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1354

0307910159 (Scan No.)

Caption: "The sunlight test for evening-complexions". Illustration of woman in red and white outfit, surrounded by illustration of party.

Published 5 May 1928.

Good condition.

Topic: Parties
Night
Premiums (Retail trade)
Women
Complexion

Genre/Form: Print advertising

Box 23, Folder 3

[Advertisements, 1928](#)

Box 23, Folder 3

[Yes, we could guarantee the colors of all these lovely new.. \[Print advertising.\] McCall's, 1928](#)

1 Item (col.; 37.5 x 50.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245575

Ivorydata4 1432

0307910237 (Scan No.)

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Caption: ""Yes, we could guarantee the colors of all these lovely new silks if"". Illustrations of women at Horse chow (left) and ain hotel dining room (right).

Published 28 June 1928. Scanned in two parts.

Good condition.

Topic: Silk
Shopping
Fashion
Social classes
Women

Genre/Form: Laundry
Print advertising

Box 23, Folder 3

[You'll have no trouble washing these, if... \[Print advertising. Women's publications.\], 1928](#)

1 Item (col.; 38 x 50.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 245577

Ivorydata4 1434

0307910239 (Scan No.)

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

Illustration of women in Wisconsin (left), illustration of women at Mardi Gras (right).

Published Jan. & Feb. 1928. Scanned in two parts.

Good condition.

Topic: Laundry
Wool fabrics
Silk
Winter
Clothing and dress

Place: Wisconsin
New Orleans (La.)

Genre/Form: Print advertising

Box 28, Folder 5

[Advertisements, 1928](#)

Box 28, Folder 5

[..hands that hold fast to their loveliness.. \[Print advertising.\], 1928](#)

1 Item (col.; 38 x 50 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245718

Ivorydata4 1575

0307910380 (Scan No.)

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Caption: "...hands that hold fast to their loveliness...". 2 page ad, bride cutting wedding cake.

Published Aug. & Sept. 1928. Scanned in two parts. Wrinkled near corners on right half due to glue.

Good condition.

Topic: Women
Wedding
hands -- Care and hygiene
Premiums (Retail trade)
Beauty, Personal

	Complexion Genre/Form: Print advertising
Box 9, Folder 2	Advertisements- Trade, 1928
Box 5, Folder 2	Advertisements- Trade, 1928
Box 5, Folder 2 (1928 Trade)	<p>For the less-lucky baby a piece of luck. [Print advertising.] Medical industry publications, 1928</p> <p>1 Item (b&w; 28 x 21 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Artist: Smith, Dorothy Hope</p> <p>Language: English.</p> <p>Notes: 244851</p> <p>Ivorydata4 708</p> <p>0207910712 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "For the less-lucky baby a piece of luck". Illustration of baby playing in water.</p> <p>Published Sept. 1928. Glue stains on right side.</p> <p>Good condition.</p> <p>Topic: Children Baths Social classes Hospitals</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 2 (1928 Trade)	<p>---but when convalescence begins [sic] [Print advertising. Medical industry publications.], 1928</p> <p>1 Item (b&w; 28 x 18.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 713</p> <p>0207910717 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Text angles on page, photograph of soap at bottom right.</p> <p>Severe glue stains.</p> <p>Topic: Care of the sick Soap Patients Hospitals</p> <p>Genre/Form: Print advertising</p>
Box 14, Folder 9	Advertisements- Trade, 1928

Box 35, Folder 1	Advertisements, 1928
Box 34, Folder 4; Box 34, Folder 3	Advertisements, 1928
Box 34, Folder 3 (1928 Trade)	Are 1000 different "beauty treatments" better than.. [Print advertising.] Journal of the American Medical, 1928 1 Item (b&w; 30.5 x 21.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244746 Ivorydata4 603 0207910596 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Are 1000 different "beauty treatments" better than Scientist's simple method?" Illustration of 2 women in top left corner. Published 3 November 1928. Good condition. Topic: Beauty, Personal Women Skin -- Care and hygiene Genre/Form: Print advertising
Box 5, Folder 3	Advertisements, 1929
Box 5, Folder 3 (1929)	The sunny side of seven. [Print advertising.], 1929 1 Item (col.; 30.5 x 21.5 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 23 0207910011 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Color drawing: Men and women waking up. Good condition. Topic: Soap Morning Family Genre/Form: Print advertising
Box 5, Folder 3 (1929)	New men for old. [Print advertising.] General circulation publications, 1929 1 Item (b&w; 28.5 x 17 cm.) Creator: Procter & Gamble Company Language: English.

Notes: 244857
Ivorydata4 714
0207910718 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "New men for old". Illustration of man on stool removing slippers.
Published July & Aug. 1929.
Good condition.

Topic: Baths
Men

Genre/Form: Print advertising

Box 5, Folder 3
(1929)

[A 10-minute rest-cure \[Print advertising.\], 1929](#)
1 Item (b&w; 23.5 x 16.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244858
Ivorydata4 715
0207910719 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "A 10-minute rest-cure". Central illustration of man and woman in embrace.
See 0307910164.tif for color version of ad. Stain at lower right corner.
Good condition.

Topic: Baths
Family
Night
Women
Men

Genre/Form: Print advertising

Box 5, Folder 3
(1929)

[The happy ending... \[Print advertising, general circulation publications.\], 1929](#)
1 Item (b&w; 26.5 x 17.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 716
0207910720 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustrations of men and women engaged in sporting activities; one woman in riding clothes.
Good condition.
Published May 1929. See 0307910167.tif for col. version of ad

Topic: Tennis
Golf
Baseball
Women
Men
Sports
Genre/Form: Print advertising

Box 5, Folder 3
(1929)

[Addressed to him who stares at his first birthday candle. \[Print advertising.\]](#)
[Literary Digest, 1929](#)

1 Item (col.; 28.5 x 19.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 717

0207910721 (Scan No.)

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Color illustration of boy in high chair staring at birthday cake with candle. "1929" in pencil, upper right.

Published Sept. 14, 1929. Better copies of ad in Box 14.

Poor condition. Yellowed and faded.

Topic: Candles
Children
Birthdays
Soap
Baths
Laundry
Cake
Genre/Form: Print advertising

Box 5, Folder 3
(1929)

[To girls around twenty... \[Print advertising.\] Hygeia, 1929](#)

1 Item (b&w; 28.5 x 19.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 718

0207910722 (Scan No.)

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Illustration of three actors with woman coming up steps.

Good condition.

Published Nov. 1929

Topic: Skin -- Care and hygiene
Laundry
Clothing and dress
Theater
Women
Complexion
Occupation: Actors

Genre/Form: Print advertising

Box 9, Folder 3

Advertisements, 1929

Box 9, Folder 3
(1929)[Some like them hot. \[Print advertising.\] Literary Digest, 1929](#)

1 Item (col.; 30.5 x 22 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 21

0207910009 (Scan No.)

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Illustration: Man waking up, going to work, getting ready for bed.

Good condition.

Topic: Men

Male employees

Genre/Form: Print advertising

Box 9, Folder 3
(1929)[Do you ever wish you could leave your hands at home? \[Print advertising.\], 1929](#)

1 Item (col.; 30.5 x 22.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 22

0207910010 (Scan No.)

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Illustration: Woman's hands in bowl of water.

Good condition.

Topic: hands -- Care and hygiene

Glassware

Feminine beauty (Aesthetics)

Women in advertising

Genre/Form: Print advertising

Box 9, Folder 3
(1929)[Ask the saleswoman in any smart shop. \[Print advertising.\] General circulation publications, 1929](#)

1 Item (col.; 30 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244753

Ivorydata4 610

0207910604 (Scan No.)

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

Caption: "Ask the saleswoman in any smart shop". Woman in black dress and woman in green jacket and gold blouse.
Published Summer & June 1929.
Good condition.

Topic: Women
Women sales personnel
Premiums (Retail trade)
Laundry
Shopping

Genre/Form: Print advertising

Box 14, Folder 10

Advertisements, 1929

Box 14, Folder 10

[Fair white hands when you use a kind soap for every.. \[Print advertising.\]](#)
[General circulation publications, 1929](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: Reeses, The

Language: English.

Notes: 245498

Ivorydata4 1355

0307910160 (Scan No.)

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Caption: "Fair white hands when you use a kind soap for every soap-and-water task". Woman lighting candle with match at top center.

Published Mar.-June 1929. Glue stains at corners.

Good condition.

Topic: Premiums (Retail trade)
Tableware
Women
hands -- Care and hygiene
Household linens

Genre/Form: Print advertising

Box 14, Folder 10

[Will it fade? Will it shrink? \[Print advertising.\]](#) [General circulation publications, 1929](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: O'Neill, George

Language: English.

Notes: 245499

Ivorydata4 1356

0307910161 (Scan No.)

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Caption: "Will it fade? Will it shrink?" Woman examining delicate piece of lingerie.
Published Jan.-May 1929.
Good condition.

Topic: Lingerie
Clothing and dress
Shopping
Premiums (Retail trade)
Delicate fabrics

Genre/Form: Print advertising

Box 14, Folder 10

[Splash in! \[Print advertising.\] General circulation publications, 1929](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245500

Ivorydata4 1357

0307910162 (Scan No.)

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

Caption: "Splash in!" Man in bathtub with giant bar of Ivory making a splash in water.

Published July-Aug. 1929. Glue stains in corners.

Good condition.

Topic: Men
Baths

Genre/Form: Print advertising

Box 14, Folder 10

[15 or 50 no age limit here.. \[Print advertising.\] General circulation publications, 1929](#)

1 Item (b&w; 37.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: Smith, Dorothy Hope

Language: English.

Notes: 245501

Ivorydata4 1358

0307910163 (Scan No.)

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Caption: "15 or 50 no age limit here..." Boy in water.

Published Dec. 1929.

Good condition.

Topic: Children
Boys
Baths

Genre/Form: Print advertising

Box 14, Folder 10

[A 10-minute rest-cure. \[Print advertising.\] General circulation publications, 1929](#)

1 Item (col.; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1359

0307910164 (Scan No.)

Published Apr., May 1929. See 0207910719.tif for b&w version.

Caption: "A 10-minute rest-cure". Illustration of people going to the bath to prepare for the morning.

Torn along right edge.

Topic: Men
Women
Night
Baths
Family

Genre/Form: Print advertising

Box 14, Folder 10

[The beauty treatment of ten million babies.. \[Print advertising.\] General circulation publications, 1929](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245503

Ivorydata4 1360

0307910165 (Scan No.)

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

Caption: "The beauty treatment of ten million babies...". Portrait of woman surrounded by babies and perscription from doctor.

Published Sept., Oct., Dec. 1929.

Good condition.

Topic: Children
Women
Premiums (Retail trade)
Complexion

Genre/Form: Print advertising

Box 14, Folder 10

[Sleeping hours bring fresher beauty after this simple.. \[Print advertising.\] General circulation publications, 1929](#)

1 Item (col.; 36 x 29 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1361

0307910166 (Scan No.)

Caption: "Sleeping hours bring fresher beauty after this simple bed-time care". Woman gazing in hand mirror.

Good condition.

Published Feb., Mar., May 1929

Topic: Night
Women
Skin -- Care and hygiene
Beauty, Personal
Premiums (Retail trade)
Complexion

Genre/Form: Print advertising

Box 14, Folder 10

[The happy ending...](#) [Print advertising, general circulation publications.], 1929

1 Item (col.; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1362

0307910167 (Scan No.)

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

Women and men engaged in sports activities.

Good condition.

Published May & June 1929. See 0207910720.tif for b&w version of ad

Topic: Men
Golf
Baseball
Tennis
Sports
Women

Genre/Form: Print advertising

Box 14, Folder 10

[Day-long protection for fair hands.](#) [Print advertising.] General circulation publications, 1929

1 Item (col.; 40.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245506

Ivorydata4 1363

0307910168 (Scan No.)

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

Caption: "Day-long protection for fair hands". Large illustration of hands holding pearls.

Published Jan.-May 1929.

Good condition.

Topic: hands -- Care and hygiene
Tableware
Women
Premiums (Retail trade)
Beauty, Personal

Genre/Form: Print advertising

Box 14, Folder 10

[Why do salespeople everywhere advise Ivory--.](#) [Print advertising.] General circulation publications, 1929

1 Item (col.; 40.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245507

Ivorydata4 1364

0307910169 (Scan No.)

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

Caption: "Why do salespeople everywhere advise Ivory--". Saleswomen handling delicate garments.

Published July-Dec. 1929.

Good condition.

Topic: Shopping
 Laundry
 Premiums (Retail trade)
 Sales personnel
 Clothing and dress
 Delicate fabrics

Genre/Form: Print advertising

Box 23, Folder 4

[Advertisements, 1929](#)

Box 23, Folder 4

[I'm not a beauty editor.](#) [Print advertising.] Women's publications, 1929

1 Item (col.; 38 x 51 cm.)

Creator: Procter & Gamble Company

Artist: Reeses, The

Language: English.

Notes: 245576

Ivorydata4 1433

0307910239 (Scan No.)

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

Caption: "I'm not a beauty editor". On right, woman with necklace and bracelets.

Published Oct. & Nov. 1929. Scanned in two parts. Glue stains.

Good condition.

Topic: Beauty, Personal
 Tableware
 Women
 hands -- Care and hygiene

Genre/Form: Print advertising

Box 28, Folder 6

[Advertisements, 1929](#)

Box 28, Folder 6

[Are your hands as young as your face? \[Print advertising.\] Women's publications, 1929](#)

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245719

Ivorydata4 1576

0307910381 (Scan No.)

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

Caption: "Are your hands as young as your face?" 2 page ad; on left, washing dishes, on right playing cards.

Published July, Aug. 1929. Scanned in two parts.

Good condition.

Topic: Card games
hands -- Care and hygiene
Face -- Care and hygiene
Premiums (Retail trade)
Dishwashing
Women

Genre/Form: Print advertising

Box 28, Folder 6

[Anywhere in America..Salespeople in the Finest Stores Will.. \[Print advertising.\] Women's publications, 1929](#)

1 Item (col.; 41 x 53.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245720

Ivorydata4 1577

0307910382 (Scan No.)

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

Caption: "Anywhere in America...Salespeople in the Finest Stores Will Tell You...". 2 page ad. Illustration of shopper and saleswoman looking at fabric in center.

Published May & June 1929. Scanned in two parts.

Good condition.

Topic: Shopping
Silk
Hosiery
Wool fabrics
Lingerie
Premiums (Retail trade)
Laundry
Women
Delicate fabrics

Genre/Form: Print advertising

Box 9, Folder 4

Advertisements- Trade, 1929

Box 9, Folder 4 (1929
trade)[Ivory Car Cards. \[Print advertising.\], 1929](#)

1 Item (b&w; 33 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244756

Ivorydata4 613

0207910607 (Scan No.)

Unrestricted research use on site by appointment. Reproduction
restrictions due to copyright.Caption: "Ivory Car Cards". Features 6 advertisements for street
cars.

Good condition.

Topic: advertising
Display of merchandise
cable cars (streetcars)

Genre/Form: Print advertising

Box 9, Folder 4 (1929
trade)[What is Prestige? \[Print advertising.\] Hotel industry publications, 1929](#)

1 Item (b&w; 31.5 x 22 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244757

Ivorydata4 614

0207910608 (Scan No.)

Unrestricted research use on site by appointment. Reproduction
restrictions due to copyright.Caption: "What is Prestige?" Photograph of unwrapped bar of
full-size Ivory and wrapped miniature bar of Ivory.

Published September 1929.

Good condition.

Topic: Hotels
PrestigeGenre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 4

Advertisements- Trade, 1929

Box 5, Folder 4 (1929
Trade)[kind to everything it touches --and the home manager knows it. \[Print
advertising.\] Laundry trade papers, 1929](#)

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

Creator: Procter & Gamble Company

Language: English.

Notes: 244862

Ivorydata4 719

0207910723 (Scan No.)

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

Caption: ""kind to everything it touches" --and the home manager knows it". Illustration of chips of Ivory bar falling onto laundry items.

Published May 1929. Glue stains.

Good condition.

Topic: Laundry
House cleaning

Genre/Form: Print advertising

Box 14, Folder 11

[Advertisements- Trade, 1929](#)

Box 14, Folder 11

[Perhaps it was you.. \[Print advertising.\] Nursing profession publications, 1929](#)
1 Item (b&w; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Marsh, Lucile Patterson

Language: English.

Notes: Ivorydata4 1365

0307910170 (Scan No.)

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

Illustration: Baby in elaborate bonnet holding stuffed animal.

Published 29 Sept. 1929.

Ragged bottom edge.

Topic: Social classes
Baths
Children in advertising
Nurses
International education
Soap

Genre/Form: Print advertising

Box 14, Folder 11

[Don't make your face an experimental laboratory say 250.. \[Print advertising.\] Hygeia, 1929](#)
1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245509

Ivorydata4 1366

0307910171 (Scan No.)

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

Caption: ""Don't make your face an experimental laboratory" say 250 skin specialists". Illustration of woman with gypsy fortune teller.

Published 29 March 1929.

Good condition.

Topic: Fortune-tellers
Women
Complexion
Genre/Form: Print advertising

Box 14, Folder 11

[Now the O'Callahans can have their ball team! \[Print advertising.\] Nursing profession publications, 1929](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245510

Ivorydata4 1367

0307910172 (Scan No.)

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

Caption: "Now the O'Callahans can have their ball team!"
Illustration of baby with washcloth.

Published Oct. 1929.

Good condition.

Topic: Baths
Children
Social classes
Nurses
Genre/Form: Print advertising

Box 14, Folder 11

[Olaf Jensen--citizen to be! \[Print advertising.\] Nursing profession publications, 1929](#)

1 Item (b&w; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Marsh, Lucile Patterson

Language: English.

Notes: Ivorydata4 1368

0307910173 (Scan No.)

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

Baby lying on back playing with beads.

Published 29 July 1929.

Good condition.

Topic: Children in advertising
Baths
Social classes

Nurses
Genre/Form: Print advertising

Box 35, Folder 2 Advertisements, 1929

Box 5, Folder 5 [Advertisements, 1930](#)

Box 5, Folder 5 [Why "Ivory" for your house? \[Print advertising.\] Canadian Hotel Review, 1930](#)
1 Item (b&w; 26.5 x 18.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244863

Ivorydata4 720
0207910724 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Why "Ivory" for your house?" Text based ad, photo of soaps at bottom right.
Good condition.

Topic: Hotels
Genre/Form: Print advertising

Box 5, Folder 5 [The six o'clock mystery.. \[Print advertising.\], 1930](#)
1 Item (b&w; 23 x 15.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244864

Ivorydata4 721
0207910725 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "The six o'clock mystery...". Illustration of man in Sherlock Holmes hat, smoking his pipe, with magnifying glass sitting in bathtub.
Good condition.

Topic: Baths
Men
Genre/Form: Print advertising

Box 9, Folder 5 [Advertisements, 1930](#)

Box 9, Folder 5 [Lost -- A Pessimist. \[Print advertising.\] Literary Digest, 1930](#)
1 Item (col.; 30.5 x 23 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 19

0207910007 (Scan No.)

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

Color illustration: Cartoon drawing of a man stretching in bed as a bird sings on his windowsill.

Ragged edges, otherwise good.

Topic: Birds in art
Soap
Men in advertising
Morning

Genre/Form: Print advertising

Box 9, Folder 5

[Fair and Cooler! \[Print advertising.\] Literary Digest, 1930](#)

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

Creator: Procter & Gamble Company

Language: English.

Notes: 244758

Ivorydata4 615

0207910609 (Scan No.)

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

Caption: "Fair and Cooler!" Illustration of man under palm tree sweating profusely, and in tub rejoicing.

Published 16 August 1930.

Good condition.

Topic: Men
Baths
Summer

Genre/Form: Print advertising

Box 9, Folder 5

[To the babies who chose January \[Print advertising.\] Literary Digest, 1930](#)

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

Creator: Procter & Gamble Company

Language: English.

Notes: 244759

Ivorydata4 616

0207910610 (Scan No.)

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

Caption: "To the babies who choose January". Illustration of baby in clouds.

Published 4 January 1930.

Good condition.

Topic: Baths
Children
Winter

Genre/Form: Print advertising

Box 15, Folder 1-2

Advertisements, 1930

Box 15, Folder 1

[My husband says, "Tell then how a man feels about nice hands!" \[Print advertising.\] General circulation publications, 1930](#)

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company

Artist: Reeses, The

Language: English.

Notes: 245513

Ivorydata4 1370

0307910175 (Scan No.)

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

Caption: "My husband says, "Tell them how a man feels about nice hands!"" Two page ad. Illustrations of hands washing a pitcher, a piece of linen, and a woman's had resti

Published Jan. & Mar. 1930. Scanned in two parts.

Good condition.

Topic: hands -- Care and hygiene

Men

Women

Genre/Form: Print advertising

Box 15, Folder 1

[Home port.. \[Print advertising.\] General circulation publications, 1930](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245514

Ivorydata4 1371

0307910176 (Scan No.)

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

Caption: "Home port...". Man in suit with overnight bag, plane, ship and train in background.

Published Feb. & Mar. 1930.

Good condition.

Topic: Men

Ships

Travel

Airplanes

Railroads -- Trains

Genre/Form: Print advertising

Box 15, Folder 2

[In Paris Too... "But Mademoiselle, one should always use Ivory for fine things." \[Print advertising, general circulation publications,\], 1930](#)

1 Item (col.; 39 x 25.5 cm.)
 Advertiser: Procter & Gamble Company
 Language: English.
 Notes: 245515
 Ivorydata4 1372
 0307910177 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Saleswomen and shoppers.
 Published Jan.-Mar. 1930.
 Good condition.

Topic: Sales personnel
 Premiums (Retail trade)
 Ships
 Women in advertising
 Clothing and dress
 Lingerie
 Delicate fabrics

Place: Paris (France)
 Genre/Form: Print advertising

Box 15, Folder 2

[She pays {dollar}780 for nice hands--mine cost me next to nothing! \[Print advertising.\] General circulation publications, 1930](#)

1 Item (col.; 38 x 25.5 cm.)
 Creator: Procter & Gamble Company
 Artist: Reeses, The
 Language: English.
 Notes: 245516
 Ivorydata4 1373
 0307910178 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "She pays \$780 for nice hands--mine cost me next to nothing!" Illustration of hands on table with teacup and cookies.
 Published Jan.-Apr. 1930.
 Good condition.

Topic: hands -- Care and hygiene
 Women
 Tableware
 Cleaning
 Premiums (Retail trade)

Genre/Form: Print advertising

Box 15, Folder 2

[Now I have a brand-new reason for protecting my busy hands.. \[Print advertising.\] General circulation publications, 1930](#)

1 Item (col.; 40.5 x 29 cm.)
 Creator: Procter & Gamble Company

Artist: Reeses, The
 Language: English.
 Notes: 245517
 Ivorydata4 1374
 0307910179 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Now I have a brand-new reason for protecting my busy hands as if they were babies!" Mother's hands reaching for sleeping baby in crib.
 Published Oct.-Dec. 1930.
 Good condition.

Topic: Children
 Mothers
 hands -- Care and hygiene
 Premiums (Retail trade)

Genre/Form: Print advertising

Box 15, Folder 2

[Are your hands your maids-of-all-work? \[Print advertising.\] General circulation publications, 1930](#)
 1 Item (col.; 40.5 x 28.5 cm.)
 Creator: Procter & Gamble Company
 Artist: Reeses, The
 Language: English.
 Notes: 245518
 Ivorydata4 1375
 0307910180 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Are your hands your maids-of-all-work?" Woman in turquoise top holding a hand of cards.
 Published May-Oct. 1930.
 Good condition.

Topic: Women
 hands -- Care and hygiene
 Premiums (Retail trade)
 Card games

Genre/Form: Print advertising

Box 15, Folder 2

[Come into a beauty conference with 10,000,000 babies. \[Print advertising.\] General circulation publications, 1930](#)
 1 Item (col.; 40.5 x 28.5 cm.)
 Creator: Procter & Gamble Company
 Artist: Smith, Dorothy Hope
 Language: English.
 Notes: 245519
 Ivorydata4 1376

0307910181 (Scan No.)

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

Caption: "Come into a beauty conference with 10,000,000 babies". Illustrations of twelve babies at play.

Published Mar-June 1930.

Good condition.

Topic: Children
Play
Premiums (Retail trade)
Complexion

Genre/Form: Print advertising

Box 15, Folder 2

[A girl can't be too careful--.](#) [Print advertising.] General circulation publications, 1930

1 Item (col.; 37.5 x 25.5 cm.)

Creator: Procter & Gamble Company
Artist: Smith, Dorothy Hope
Language: English.
Notes: 245520

Ivorydata4 1377

0307910182 (Scan No.)

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

Caption: "A girl can't be too careful--". Illustration of hands extended to pick up baby.

Published Mar., Apr., June 1930.

Good condition.

Topic: Children
Women
hands -- Care and hygiene

Genre/Form: Print advertising

Box 23, Folder 5

[Advertisements, 1930](#)

Box 23, Folder 5

[Your Summer Clothes..](#) [Print advertising.] Women's publications, 1930

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245578

Ivorydata4 1435

0307910240 (Scan No.)

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

Caption: "Your Summer Clothes...". On left, six women modeling fashions, four salesclerks with clothing.

	Published Aug. 1930. Scanned in two parts. Good condition.
Topic:	Clothing and dress Fashion Summer Sales personnel Women
Genre/Form:	Print advertising

Box 23, Folder 5

[I'm talking about my hands but I'm thinking about yours! \[Print advertising.\], 1930](#)

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company

Artist: Reeses, The

Language: English.

Notes: 245579

Ivorydata4 1436

0307910241 (Scan No.)

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

Caption: "I'm talking about my hands but I'm thinking about yours!" 2 page ad; on left, woman putting pink flowers in vase.

Published Sept. 1930, Jan. & Mar. 1931. Scanned in two parts.

Good condition.

Topic: Glassware
Dishwashing
Cleaning
Women
hands -- Care and hygiene
Delicate fabrics

Genre/Form: Print advertising

Box 23, Folder 5

[I wish I could talk to you.. \[Print advertising.\] Women's publications, 1930](#)

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245580

Ivorydata4 1437

0307910242 (Scan No.)

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

Caption: "I wish I could talk to you...". Woman's hands seen doing various cleaning tasks and putting on necklace (bottom left).

Published May, June, Sept. 1930. Scanned in two parts.

Good condition.

Topic: Cleaning
Glassware

	hands -- Care and hygiene Women Delicate fabrics Genre/Form: Print advertising
--	---

Box 29, Folder 1 [Advertisements, 1930](#)

Box 29, Folder 1; Box 28, Folder (?)	For the feminine trifles that need fastidious cleaning.. [Print advertising.] Ladies Home Journal, 1930 1 Item (col.; 41 x 53.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245721 Ivorydata4 1578 0307910383 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "For the feminine trifles that need fastidious cleaning...". Saleswomen holding up clothing garments; women modeling fashions. Published Dec. 1930. Scanned in two parts. Good condition. Topic: Shopping Sales personnel Women Clothing and dress Fashion Delicate fabrics Genre/Form: Print advertising
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Box 15, Folder 5 Advertisements- Compton, 1930

Box 15, Folder 4 Advertisements- Newsprint, 1930

Box 23, Folder 6 Advertisements- Newsprint, 1930

Box 29, Folder 2 [Advertisements- Newsprint, 1930](#)

Box 29, Folder 2; Box 28, Folder (?)	any fine store..any smart shopping street..any leading city / Ask the salespeople. They will tell you / why "this season's clothes need Ivory." [Print advertising.] Newspapers, 1930 1 Item (col.; 54.5 x 39.5 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 1579 0307910384 (Scan No.)
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Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Illustration: Woman looking down at department store in miniature.

Scanned in two parts.

Good condition.

Topic: Ivory Flakes (Brand name)
Fashion -- 1930-1940
Shopping
Women in advertising
Genre/Form: Print advertising

Box 15, Folder 3 Advertisements- Trade, 1930

Box 9, Folder 6 [Advertisements- Trade, 1930](#)

Box 9, Folder 6 [Will he smile or frown? \[Print advertising.\] Hotel industry publications, 1930](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244760

Ivorydata4 617

0207910611 (Scan No.)

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

Caption: "Will he smile or frown?" Illustration of man at sink, photograph of bars of Ivory.

Published January 1930. Glue stains.

Good condition.

Topic: Hotels
Men

Genre/Form: Print advertising

Box 9, Folder 6 ["Good Old Ivory" \[sic\] Print advertising. Hotel industry publications, 1930](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 618

0207910612 (Scan No.)

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Text with photograph of bars of miniature Ivory at bottom.

Published November 1930.

Good condition except for bad glue stains at corners.

Topic: Soap

Genre/Form: Hotels
Print advertising
Photographs -- Reproductions

Box 5, Folder 6

Advertisements, 1931

Box 5, Folder 6

[National Bankers' interest in soap is 99 44/100%. \[Print advertising.\] General circulation publications, 1931](#)

1 Item (b&w; 25 x 19 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244865

Ivorydata4 722

0207910726 (Scan No.)

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

Caption: "National Bankers' interest in soap is 99 44/100%". Illustration, of man in tub, made to look like stock certificate.

See 0307910185.tif for same image in color.

Good condition.

Topic: Baths

Men

Genre/Form: Print advertising

Box 9, Folder 7

Advertisements, 1931

Box 9, Folder 7
(1931)

[Stroll up this gangplank, sailor! \[Print advertising.\] Literary Digest, 1931](#)

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

Creator: Procter & Gamble Company

Language: English.

Notes: 244762

Ivorydata4 619

0207910613 (Scan No.)

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

Caption: "Stroll up this gangplank, sailor!" Man in bathtub in large body of water with sailboat in background.

Published 3 January 1931.

Good condition.

Topic: Men

Baths

Genre/Form: Print advertising

Box 9, Folder 7
(1931)

[For a \\$345 bridal set..\\$500 silk stockings.."Ivory"--say.. \[Print advertising.\] Photoplay, 1931](#)

1 Item (b&w; 31 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.
 Notes: 244763
 Ivorydata4 620
 0207910614 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "For a {dollar}345 bridal set...{dollar}500 silk stockings..."Ivory"--say salespeople". Saleswoman showing lingerie to customer.
 Published November 1931.
 Good condition.

Topic: Hosiery
 Lingerie
 Wedding
 Delicate fabrics

Place: Washington (D.C.)
 Boston (Mass.)
 New York (N.Y.)

Genre/Form: Print advertising

Box 15, Folder 6

[Advertisements, 1931](#)

Box 15, Folder 6

[Advertising Men Reach For The Floater* Instead. \[Print advertising.\] General circulation publications, 1931](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245521

Ivorydata4 1378

0307910183 (Scan No.)

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

Caption: "Advertising Men Reach For The Floater* Instead". Man in bathtub reading magazine.

Published Nov. 1931.

Good condition.

Topic: Men
 Baths
 telephone

Genre/Form: Print advertising

Box 15, Folder 6

[Yachtsmen vote for the bath soap that Floats. \[Print advertising.\] General circulation publications, 1931](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245522

Ivorydata4 1379

0307910184 (Scan No.)

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

Caption: "Yachtsmen vote for the bath soap that Floats". Man in tub with captain's hat on; map of world behind him.

Published Sept. & Oct 1931.

Good condition.

Topic: Men
Sailors
Baths

Genre/Form: Print advertising

Box 15, Folder 6

[National Bankers' interest in soap is 99 44/100%. \[Print advertising.\] General circulation publications, 1931](#)

1 Item (col.; 40.5 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245523

Ivorydata4 1380

0307910185 (Scan No.)

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

Caption: "National Bankers' interest in soap is 99 44/100%". Man in tub washing leg; border around illustration looks like stock certificate.

Published Oct. & Nov. 1931. See item 0207910726.tif for same image in b&w.

Good condition.

Topic: Baths
Men

Occupation: Bankers

Genre/Form: Print advertising

Box 15, Folder 6

[Shivering is out of fashion! Woolens have taken the shops by.. \[Print advertising.\] Women's publications, 1931](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245524

Ivorydata4 1381

0307910186 (Scan No.)

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

Caption: "Shivering is out of fashion! Woolens have taken the shops by storm". Women modeling clothing, salesclerk showing woman a sweater in center.

Published Jan. & Feb. 1931. Glue stains.

Good condition.

Topic: Fashion
Wool fabrics
Laundry
Women
Sales personnel
Clothing and dress
Genre/Form: Print advertising

Box 15, Folder 6

[A confidential beauty report.. \[Print advertising.\] General circulation publications, 1931](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company
Artist: Smith, Dorothy Hope
Language: English.
Notes: 245525

Ivorydata4 1382

0307910187 (Scan No.)

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

Caption: "A confidential beauty report...". Eight baby girls looking at text of ad.

Published Jan., Feb., May 1931. Glue stains in corners.

Good condition.

Topic: Children
Beauty, Personal
Complexion
Genre/Form: Print advertising

Box 15, Folder 6

[Protect your pastel frocks from that "wishy-washy" look. \[Print advertising.\] General circulation publications, 1931](#)

1 Item (col.; 41 x 28.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245526

Ivorydata4 1383

0307910188 (Scan No.)

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

Caption: "Protect your pastel frocks from that "wishy-washy" look". Women modeling fashions at top, salesclerk holding blue sweater at left side.

Published May-July 1931.

Good condition.

Topic: Women
Fashion
Clothing and dress
Laundry
Shopping
Sales personnel

Genre/Form: Print advertising

Box 15, Folder 6

[Show me the husband who hasn't a weakness for smooth, pretty.. \[Print advertising.\] Women's publications, 1931](#)

1 Item (col.; 41 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245527

Ivorydata4 1384

0307910189 (Scan No.)

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

Caption: "Show me the husband who hasn't a weakness for smooth, pretty hands!" On left, woman's hands holding glass compote.

Published Mar. 1931.

Good condition.

Topic: Glassware
hands -- Care and hygiene
Husbands
Wives

Genre/Form: Beauty, Personal
Print advertising

Box 23, Folder 7

[Advertisements, 1931](#)

Box 23, Folder 7

[If I Were A Bride. \[Print advertising.\] Pictorial Review, 1931](#)

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245581

Ivorydata4 1438

0307910243 (Scan No.)

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

Caption: "If I Were A Bride". 2 page ad; large illustration of groom putting gold ring on bride's finger.

Published June 1931. Scanned in two parts.

Good condition.

Topic: Marriage

Wedding
hands -- Care and hygiene
Dishwashing
Household linens
Laundry
Tableware
Genre/Form: Print advertising

Box 23, Folder 7

[Vacation Clothes For Blonde And Brunette! \[Print advertising.\] Ladies Home Journal, 1931](#)

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245582

Ivorydata4 1439

0307910244 (Scan No.)

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

Caption: "Vacation Clothes For Blonde And Brunette!" Women modeling clothing overlaid on resort-type background.

Published June 1931. Scanned in two parts. Glue at right top.

Good condition.

Topic: Clothing and dress
Women
Sales personnel
Laundry
Travel
Fashion
Summer

Genre/Form: Print advertising

Box 29, Folder 3-4

[Advertisements, 1931](#)

Box 29, Folder 3

[No..husbands aren't blind! \[Print advertising.\] Pictorial Review, 1931](#)

1 Item (col.; 38 x 50.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245723

Ivorydata4 1580

0307910385 (Scan No.)

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

Caption: "No...husbands aren't blind!" 2 page ad, on left, wife seated with arms around husband showing off hands.

Published March 1931. Scanned in two parts. Glue stains on right side.

Good condition.

Topic: hands -- Care and hygiene
Husbands
Wives
Dishwashing
Glassware
Cleaning
Genre/Form: Print advertising

Box 15, Folder 8

Advertisements- Newsprint, 1931

Box 15, Folder 8

[Is she sick? Why does she cry so much? \[Print advertising.\] Newspapers, 1931](#)
1 itm (b&w; 30.5 x 25.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245529

Ivorydata4 1386
0307910191 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""Is she sick? Why does she cry so much?"" Mother talking to nurse about baby.
Glue stains.
Good condition.
Topic: Nurses
Mothers
Children
Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 8

[My baby's so cross this hot weather! \[Print advertising.\] Newspapers, 1931](#)
1 Item (b&w; 30.5 x 25.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245530

Ivorydata4 1387
0307910192 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""My baby's so cross this hot weather!"" Two mothers with babies in conversation.
Good condition.
Topic: Mothers
Children
Summer
Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 8

[More Men Prefer Ivory Soap for bathing.. \[Print advertising.\], 1931](#)

1 Item (b&w; 28 x 30.5 cm.)

Creator: Procter & Gamble Company

Artist: Machamer, Jefferson

Language: English.

Notes: 245531

Ivorydata4 1388

0307910193 (Scan No.)

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

Caption: "More Men Prefer Ivory Soap for bathing...". Comic strip illustration featuring two boys--one in bathtub.

Good condition.

Topic: Baths

Social classes

Men

Genre/Form: Print advertising

Comics

Box 29, Folder 5

[Advertisements- Newsprint, 1931](#)

Box 29, Folder 5

[An all year 'round Gift to the Busy Family \[Print advertising.\], 1931](#)

1 Item (col.; 54 x 41.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245724

Ivorydata4 1581

0307910386 (Scan No.)

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

Caption: "An all year 'round Gift to the Busy Family". Newspaper ad featuring members of the Busy family using Ivory in different ways.

Published 20 Dec. 1931. Scanned in two parts.

Good condition.

Topic: Family

Baths

Christmas

Genre/Form: Print advertising

Box 29, Folder 5

[The Standby of the "Busy Family" can help you in 1001 ways. \[Print advertising.\], 1931](#)

1 Item (col.; 55.5 x 41.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245725

Ivorydata4 1582

	0307910387 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "The Standby of the "Busy Family" can help you in 1001 ways". Illustrations of the Busy family using Ivory in different ways. Published 5 July 1931. Scanned in two parts. Good condition.
Topic:	Family Premiums (Retail trade) Laundry Dishwashing Baths
Genre/Form:	Print advertising

Box 9, Folder 8

Advertisements- Trade, 1931

Box 9, Folder 8 (1931 trade) [Possible cataloguer error; will be checked.]	Ivory Dispensers have made a big hit with our tenants. [Print advertising.] Buildings and Building Management, 1931 1 Item (b&w; 31.5 x 23 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 621 0207910615 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Captioned as above. Illustration of Arrott Building, with photographs of sink and dispenser. Published 16 November 1931. Good condition.
	Topic: Soap Soap dispensers
	Place: Pittsburgh (Pa.)
	Genre/Form: Print advertising Photographs -- Reproductions

Box 9, Folder 8 (1931 trade)

[Brookings Institute, too, selects Ivory Soap Dispensers, \[Print advertising.\] Buildings and Building Management, 1931](#)

1 Item (b&w; 30 x 23 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 622

0207910616 (Scan No.)

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

Caption: "Brookings Institute, too, selects Ivory Soap Dispensers". Photographs of building, sink, and dispenser.

Published 21 September 1931.

Good condition.

Names: Brookings Institution

Topic: Soap

Soap dispensers

Place: Washington (D.C.)

Genre/Form: Print advertising

Photographs -- Reproductions

Box 9, Folder 8 (1931
trade)[104 Ivory Soap Dispensers serve the washrooms of the new Potomac Electric Power Company Building. \[Print advertising.\] Buildings and Building Management, 1931](#)

1 Item (b&w; 30 x 23 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 623

0207910617 (Scan No.)

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

Building exterior, sinks, and dispenser.

Published 27 July 1931.

Good condition.

Topic: Soap

Soap dispensers

Place: Washington (D.C.)

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 7

[Advertisements- Trade, 1931](#)

Box 15, Folder 7

[She gains as she should, now she's comfortable, eh? \[Print advertising.\] Nursing profession publications, 1931](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245528

Ivorydata4 1385

0307910190 (Scan No.)

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

Caption: ""She gains as she should, now she's comfortable, eh?"" Doctor talking to mother about baby who is on the scale.

Published Dec. 1931. Glue stains in corners.

Good condition.

Topic: Physicians

Mothers

Children

Genre/Form: Patients
Print advertising
Photographs -- Reproductions

Box 9, Folder 9

Advertisements, 1932

Box 9, Folder 9
(1932)

[I'll meet you at 9 in my Beauty Parlor. \[Print advertising.\] Scribner's Magazine, 1932](#)

1 Item (b&w.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Smith, Dorothy Hope

Language: English.

Notes: Ivorydata4 32

0207910021 (Scan No.)

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

Illustration of a baby in bathtub.

See 0307910196.tif for col. ad.

Good condition.

Topic: Ivory Soap (Brand name)

Children

Baths

Soap

Genre/Form: Print advertising

Box 15, Folder 9

Advertisements, 1932

Box 15, Folder 9

["Women are on my mind" \[sic\] \[Print advertising.\] Scribner's Magazine, 1932](#)

1 Item (b&w; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1389

0307910194 (Scan No.)

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

Large reproduction of photo of toddler boy, with lengthy copy under title caption. Text attempts to generate masculine appeal for Ivory soap in a humorous way.

Published Apr. 1932. Note: a color version of this ad appeared in the Saturday Evening Post for April 30, 1932. See <http://scriptorium.lib.duke.edu/adaccess/BH/BH08/BH0890-72dpi.jpeg>

Good condition.

Topic: Wit and humor in advertising

Baths

Children in advertising

Boys
Masculinity
Soap
Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 9

[Out of every 100 College Men 100 take Baths. \[Print advertising.\] General circulation publications, 1932](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245533

Ivorydata4 1390

0307910195 (Scan No.)

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

Caption: "Out of every 100 College Men 100 take Baths". Man in bathtub with graduation cap on.

Published Jan. 1932.

Good condition.

Topic: Baths

Men

International education

Genre/Form: Print advertising

Box 15, Folder 9

[I'll Meet you at 9 in my Beauty Parlor. \[Print advertising.\] General circulation publications, 1932](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: Smith, Dorothy Hope

Language: English.

Notes: 245534

Ivorydata4 1391

0307910196 (Scan No.)

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

Caption: "I'll Meet you at 9 in my Beauty Parlor". Baby being bathed.

Published Feb. & Mar. 1932. See 0207910021.tif for b&w ad.

Good condition.

Topic: Children

Baths

Genre/Form: Print advertising

Box 15, Folder 9

[A Stranger's Glance made her blush for her Hands. \[Print advertising.\] Women's publications, 1932](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245535
Ivorydata4 1392
0307910197 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "A Stranger's Glance made her blush for her Hands". Woman looking at other woman's hands.
Apr. & May 1932.
Good condition.

Topic: Women
hands -- Care and hygiene

Genre/Form: Print advertising

Box 15, Folder 9

[If you want a baby's clear, smooth skin use a baby's beauty.. \[Print advertising.\] Ladies Home Journal, 1932](#)
1 Item (col.; 41 x 29 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245536
Ivorydata4 1393
0307910198 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "If you want a baby's clear, smooth skin use a baby's beauty treatment". Woman in red hat and shoes & illustrations of four babies.
Published May 1932.
Good condition.

Topic: Skin -- Care and hygiene
Beauty, Personal
Women
Children

Genre/Form: Print advertising

Box 15, Folder 11

[Advertisements- Newsprint, 1932](#)

Box 15, Folder 11

[A Pair of {dollar}2 party Shoes From Ivory Savings. \[Print advertising.\] American Sunday Weekly, 1932](#)
1 Item (b&w; 28 x 15.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245537
Ivorydata4 1394
0307910199 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "A Pair of {dollar}2 party Shoes From Ivory Savings". Photo of child in shoes.
Published 29 May 1932. Glue stains.
Good condition.

Topic: Children
Home economics -- Accounting
Cost effectiveness

Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 11

[64 bottle feedings of Grade A milk--From Ivory Savings! \[Print advertising.\]](#)
[American Weekly, 29 May 1932](#)

1 Item (b&w; 28 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1395

0307910200 (Scan No.)

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Photo of father holding baby with bottle.

Glue stains.

Published 29 May 1932

Topic: Children
Fathers
Cost effectiveness

Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 11

[Why a daily odorless Ivory bath keeps my skin silken. \[Print advertising.\]](#)
[American Weekly, 1932](#)

1 Item (b&w; 35.5 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245539

Ivorydata4 1396

0307910201 (Scan No.)

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

Caption: ""Why a daily oderless Ivory bath keeps my skin silken"". Photo of Beryl Wallace.

Glue stains.

Good condition.

Names: Wallace, Beryl
Occupation: Actors
Topic: Endorsements in advertising

	Skin -- Care and hygiene Women Genre/Form: Print advertising Photographs -- Reproductions
Box 15, Folder 11	<p>Why I take a dainty odorless Ivory bath every day. [caption] [proof sheet], 1932 1 Item (b&w; 35.5 x 20.5 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 1397 0307910202 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Includes reproduction of photographic portrait of Irene Ahlberg, Miss United States in the 1929 Miss Universe contest. At upper right in image, she is identified as "'MISS AMERICA' / in the last international beauty contest. Featured / in Earl Carroll's Vanities". Advertisement for American Weekly. Known as Irene Ware in motion pictures. Poor condition, with severe glue stains.</p> <p>Names: Ahlberg, Irene Miss Universe pageant</p> <p>Topic: Beauty contests -- United States Beauty contestants Women in advertising Baths Skin -- Care and hygiene Endorsements in advertising Soap</p> <p>Genre/Form: Print advertising Proof sheets -- 1930-1940 Portraits -- Women Photographs -- Reproductions</p>
Box 23, Folder 8	Advertisements- Newsprint, 1932
Box 29, Folder 6	Advertisements- Newsprint, 1932
Box 9, Folder 10	Advertisements- Trade, 1932
Box 9, Folder 10 (1932 trade)	<p>In your modernizing plans include Ivory Soap Dispensers. [Print advertising.], 1932 1 Item (b&w; 29.5 x 22.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244767 Ivorydata4 624 0207910618 (Scan No.)</p>

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

Caption: "In your modernizing plans include Ivory Soap Dispensers". Illustration of dispenser.

Published February 1932.

Good condition.

Genre/Form: Print advertising
Topic: Soap dispensers

Box 15, Folder 10 Advertisements- Trade, 1932

Box 9, Folder 11 [Advertisements, 1933](#)

Box 9, Folder 11
(1933)

[Wise babies aren't cry babies about their skins. \[Print advertising.\] General circulation publications, 1933](#)

1 Item (b&w; 34.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244768

Ivorydata4 625

0207910619 (Scan No.)

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

Caption: "Wise babies aren't cry babies about their skins". Mother seated, child bringing her bar of Ivory.

Published Aug.-Sept. 1933.

Good condition.

Topic: Children
Mothers
Skin -- Care and hygiene
Genre/Form: Print advertising

Box 9, Folder 11
(1933)

[A life-saver for your skin, sister. \[Print advertising.\] General circulation publications, 1933](#)

1 Item (b&w; 32.5 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244769

Ivorydata4 626

0207910620 (Scan No.)

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

Caption: ""A life-saver for your skin, sister"". Child on dock, handing woman in water a bar of Ivory.

Published July 1933.

Good condition.

Topic: Children
Skin -- Care and hygiene
Swimming
Women
Genre/Form: Print advertising

Box 9, Folder 11
(1933)

[Are you getting all the good out of Ivory now that it..](#) [Print advertising.], 1933
1 Item (b&w; 36 x 22 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244770

Ivorydata4 627

0207910621 (Scan No.)

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

Caption: ""Are you getting all the good out of Ivory now that it is priced so low?"" Color image of the same woman doing four different things with Ivory.

Good condition.

Topic: Women
hands -- Care and hygiene
Complexion
Delicate fabrics
Genre/Form: Print advertising

Box 9, Folder 11
(1933)

[Baby's skin is like mine--it chafes easily.](#) [Print advertising.] Newspapers, 1933
1 Item (b&w; 31.5 x 25 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244771

Ivorydata4 628

0207910622 (Scan No.)

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

Caption: ""Baby's skin is like mine--it chafes easily."" Woman holding baby, nurse next to them.

Good condition.

Topic: Mothers
Skin -- Care and hygiene
Nurses
Children
Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 11
(1933)

[What wouldn't I give for a skin like his!](#) [Print advertising.] Newspapers, 1933
1 Item (b&w; 28.5 x 25.5 cm.)

Creator: Procter & Gamble Company
Language: English.

Notes: 244772
Ivorydata4 629
0207910623 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""What wouldn't I give for a skin like his!"" Mother with baby in carriage, woman leaning in to see baby.
Good condition.

Topic: Mothers
Children
Skin -- Care and hygiene
hands -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 11
(1933)

[I hope my baby will never have to ruin her hands with.. \[Print advertising.\] Newspapers, 1933](#)

1 Item (b&w; 29 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244773

Ivorydata4 630

0207910624 (Scan No.)

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

Caption: ""I hope my baby will never have to ruin her hands with housework"". Woman drying dishes, baby in highchair, woman in hat seated.

Good condition.

Topic: Children
Mothers
hands -- Care and hygiene
Premiums (Retail trade)

Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 12

[Advertisements, 1933](#)

Box 15, Folder 12

[Good-bye Blues! \[Print advertising.\] Saturday Evening Post, 1933](#)

1 Item (col.; 36 x 28 cm.)

Creator: Procter & Gamble Company

Artist: Steichen, Edward, 1879-1973

Language: English.

Notes: 245541

Ivorydata4 1398

0307910203 (Scan No.)

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

Caption: "Good-bye Blues!" Photographs of man before and after taking Ivory bath.

Published 1 July 1933. Glue stains.

Good condition.

Topic: Baths
Men

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 7

Advertisements- Newsprint, 1933

Box 5, Folder 7

[Catch Me Missing My Date With Ivory. \[Print advertising.\] Hawaiian News, 1933](#)

1 Item (b&w; 15.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Artist: Smith, Dorothy Hope

Language: English.

Notes: 244866

Ivorydata4 723

0207910727 (Scan No.)

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

Caption: "Catch Me Missing My Date With Ivory". Illustration of baby with hand on bar of Guest Ivory. Illustration by Dorothy Hope Smith. NRA symbol.

Glue stains.

Good condition.

Topic: Baths
Complexion

Genre/Form: Print advertising

Box 5, Folder 7

[My Dad Says Ivory Is A Real He-Man's Soap \[Print advertising.\] Hawaiian News, 1933](#)

1 Item (b&w; 18 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244867

Ivorydata4 724

0207910728 (Scan No.)

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

Caption: ""My Dad Says Ivory Is A Real He-Man's Soap"". Photograph of baby boy clutching towel. NRA symbol.

Glue stains.

Good condition.

	Topic:	Children Fathers Baths
	Genre/Form:	Print advertising Photographs -- Reproductions

Box 5, Folder 7

[Safety first..for her skin! \[Point-of-purchase display.\] Hawaiian News, 1933](#)

1 Item (b&w; 18 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244868

Ivorydata4 725

0207910729 (Scan No.)

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

Caption: "Safety first..for her skin!" Photograph of baby on blanket grabbing her foot. NRA symbol.

Glue stains.

Good condition.

Topic: Children
Skin -- Care and hygiene
Complexion

Genre/Form: Point-of-purchase displays
Photographs -- Reproductions

Box 23, Folder 9

Advertisements- Newsprint, 1933

Box 29, Folder 7

Advertisements- Newsprint, 1933

Box 9, Folder 12

[Advertisements- Trade, 1933](#)

Box 9, Folder 12

[These two famous Seattle hotels find Ivory-Camay Service a sound good-will investment. \[Print advertising, hotel industry publications.\], 1933](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 631

0207910625 (Scan No.)

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

Photographs of hotels and managers with soaps at bottom. Published September 1933.

Good condition.

Topic: Soap
Hotels
Hotel management

Place: Seattle (Wash.)

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 13	Advertisements-Trade, 1933
Box 35, Folder 3	Advertisements, 1933-1949
Box 9, Folder 13	Advertisements, 1934
Box 9, Folder 13 (1934)	<p>The Fleet's In: Pure Ivory Suds! [Print advertising.] Our Navy, 1934 1 Item (b&w; 30.5 x 23 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 30 0207910019 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Comic drawing with sailors. Good condition.</p> <p>Topic: Courtship United States. Navy Soap Men in advertising Women in advertising</p> <p>Genre/Form: Print advertising Comics</p>
Box 9, Folder 13 (1934)	<p>Don't coarsen your skin! [Print advertising.], 1934 1 Item (col.; 40 x 28 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244775 Ivorydata4 632 0207910626 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Don't coarsen your skin!" Mother in yellow dress bathing baby in blue tub. Glue stains. Good condition.</p> <p>Topic: Baths Mothers Children</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>

Box 9, Folder 13
(1934)

[A New Deal With ivory Soap! \[Print advertising.\], 1934](#)

1 Item (b&w; 28.5 x 21 cm.)

Creator: Procter & Gamble Company

Artist: Boyd, Bugs

Language: English.

Notes: 244776

Ivorydata4 633

0207910627 (Scan No.)

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Caption: "A New Deal With Ivory Soap!" Cartoon of man with tattoo on chest washing with Ivory.

Glue stains.

Good condition.

Topic: United States. Navy

Baths

Men

Genre/Form: Print advertising

Comics

Box 9, Folder 13
(1934)

[If you want baby-smooth skin, use the baby's beauty treatment. \[Print advertising.\] General circulation publications, 1934](#)

1 Item (b&w; 31 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244777

Ivorydata4 634

0207910628 (Scan No.)

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

Caption: "If you want a baby-smooth skin, use the baby's beauty treatment". Woman in underwear at mirror with cupids behind her.

Good condition.

Topic: Women

Children

Skin -- Care and hygiene

Beauty, Personal

Complexion

Genre/Form: Print advertising

Box 9, Folder 13
(1934)

[Ivory Soap. \[Print advertising.\], 1934](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244778

Ivorydata4 635

0207910629 (Scan No.)

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

Caption: "Ivory Soap". Woman in black robe on left, 3 cupids on right.

Good condition.

Topic: Women
Children
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising

Box 15, Folder 14

Advertisements, 1934

Box 15, Folder 14

[Why doesn't my Manicure last longer? \[Print advertising.\] General circulation publications, 1934](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245542

Ivorydata4 1399

0307910204 (Scan No.)

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

Caption: ""Why doesn't my Manicure last longer?"" Photo of nail polish being applied to finger nails, bottom photo of hand holding plate.

Published Feb. & Mar. 1934.

Good condition.

Topic: hands -- Care and hygiene
Dishwashing

Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 14

[Why is Sally such a Popular Summer Date? \[Print advertising.\] Modern Magazine, 1934](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245543

Ivorydata4 1400

0307910205 (Scan No.)

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

Caption: "Why is Sally such a Popular Summer Date?" Smiling woman and man.

Published Aug. 1934.
Good condition.
Topic: Courtship
hands -- Care and hygiene
Summer
Men
Women
Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 14

["Yes" or "No" to Beauty Magic? \[Print advertising in general circulation publications.\], 1934](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245545

Ivorydata4 1402

0307910207 (Scan No.)

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

Three humorous photographs of the Gibson family interacting.

Published Aug.-Oct. 1934.

Good condition.

Topic: Travel
Laundry
Hosiery
Women domestics
African Americans
Family
Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 14

[Have you LOST or FOUND the Beauty Secret every Baby knows? \[Print advertising.\] General circulation publications, 1934](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245546

Ivorydata4 1403

0307910208 (Scan No.)

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

Caption: "Have you LOST or FOUND the Beauty Secret every Baby knows?" Photo of mother and baby.

Published Apr.-June 1934.

Good condition.

Topic: Mothers

	Children Beauty, Personal Genre/Form: Print advertising Photographs -- Reproductions
Box 15, Folder 14	<p>We're not afraid of complexion troubles--we use the PURE soap! [Print advertising.] General circulation publications, 1934 1 Item (col.; 38 x 25.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245547 Ivorydata4 1404 0307910209 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""We're not afraid of complexion troubles--we use the PURE soap!"" Woman about to put baby in tub. Published Mar., Apr., June 1934. Glue stains at top and bottom right. Good condition.</p> <p>Topic: Mothers Skin -- Care and hygiene Children Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 15, Folder 14	<p>Blues Disappear! [Print advertising.], 1934 1 Item (col.; 38 x 25.5 cm.) Creator: Procter & Gamble Company Artist: Steichen, Edward, 1879-1973 Language: English. Notes: 245548 Ivorydata4 1405 0307910210 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Blues Disappear!" Photo of man relaxing in bathtub, smaller photos of him looking "blue". Published May& July 1934. Glue stains in corners. Good condition.</p> <p>Topic: Baths Men</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>

Box 15, Folder 14

[Sink those blues under pure suds. \[Print advertising.\] General circulation publications, 1934](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: Steichen, Edward, 1879-1973

Language: English.

Notes: 245549

Ivorydata4 1406

0307910211 (Scan No.)

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

Caption: "Sink those blues under pure suds". Photo of man "blue" then relaxed after Ivory bath.

Published Feb. & Mar. 1934. Glue stains in corners.

Good condition.

Topic: Baths

Men

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 14

[Why Be BLUE? \[Print advertising.\] General circulation publications, 1934](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Artist: Steichen, Edward, 1879-1973

Language: English.

Notes: 245550

Ivorydata4 1407

0307910212 (Scan No.)

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

Caption: "Why Be BLUE?" Photo of family "blue" before using Ivory in bath, and after--looking happy.

Published June, Aug., Nov. 1934.

Good condition.

Topic: Family

Baths

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder (1934)

[How much beauty in beauty promises? \[color advertisement\], 1934](#)

1 Item (Ink on paper.; 15" x 10".)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: 0307910206.tif (AC Scan)

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

Color advertisement (reproduction of three photographs) of the Gibson family advertising Ivory Soap; photographer unidentified. One panel shows man in shower with African American servant in white coat offering Ivory soap, and is quoted speaking in African American dialect (e.g., "Yes, suh, ah took all de Ivory in dis house...")

Topic: Ivory Soap (Brand name)
Racial Stereotypes
Dialect literature, American
Soap
Beauty, Personal
advertising -- Soap
Genre/Form: Advertisements -- 1934
Culture: African Americans -- 20th century

Box 5, Folder 8 Advertisements- Newsprint, 1934

Box 24, Folder 1 Advertisements- Newsprint, 1934

Box 9, Folder 14 [Advertisements- Trade, 1934](#)

Box 9, Folder 14
(1934 Trade) [For seven years Ivory has served us well \[Print advertising.\] Hotel industry publications, 1934](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244779

Ivorydata4 636

0207910630 (Scan No.)

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

Caption: ""For seven years Ivory has served us well"". Photograph of Del Monte Hotel in California.

Published July & Aug. 1934.

Good condition.

Topic: Hotels
Endorsements in advertising
Hotel management
Place: Del Monte (Calif.)
Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 14
(1934 Trade) [All's well in Room 1407. \[Print advertising.\] Hotel industry publications, 1934](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244780

Ivorydata4 637

	0207910631 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "All's well in Room 1407". Illustration of man in bathtub, photograph of Ivory Soap. Published Nov. & Dec. Good condition.
Topic:	Hotels Baths Men
Genre/Form:	Print advertising

Box 9, Folder 14
(1934 Trade)[Streamlined. \[Print advertising.\] Buildings and Building Management, 1934](#)

1 Item (b&w; 31.5 x 23 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 638

0207910632 (Scan No.)

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

Large illustration of new Ivory Soap dispenser.

Published July 1934.

Good condition.

Topic: Soap
Soap dispensers

Genre/Form: Print advertising

Box 9, Folder 14
(1934 Trade)[Don't ask your tenants to go...through this into this. \[Print advertising.\] Buildings and Building Management, 1934](#)

1 Item (b&w; 31.5 x 23 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 639

0207910633 (Scan No.)

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

Silhouette of man walking from lobby to bathroom. Photographs of lobby and washroom.

Published February 1934.

Good condition.

Topic: Soap
Soap dispensersGenre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 14
(1934 Trade)

[Thank you Doctor my skin appreciates a pure soap! \[Print advertising.\], 1934](#)

1 Item (b&w; 27.5 x 22 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 640

0207910634 (Scan No.)

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

Photograph of child in bathtub holding bar of Ivory.

Published Sept. 8, 1934 & Sept. 7 1935. Glue stains on corners.

Good condition.

Topic: Children

Skin -- Care and hygiene

Medical care

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 15

[Advertisements- Trade, 1934](#)

Box 15, Folder 15

[Does Mother always "KNOW BEST?" \[Print advertising.\] Nursing profession publications, 1934](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245551

Ivorydata4 1408

0307910213 (Scan No.)

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

Caption: "Does Mother always "KNOW BEST?" Mother in rocking chair with child.

Published Apr. 1934.

Good condition.

Topic: Mothers

Children

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 15

[It's here! Radio's first Million Dollar Program. \[Print advertising.\] Grocery trade papers, 1934](#)

1 Item (b&w; 35.5 x 24.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245552

Ivorydata4 1409

	0307910214 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "It's here! Radio's first Million Dollar Program". Ad promoting Ivory radio show. Published Oct. 1934. Glue stains in corners. Good condition.
Topic:	Radio programs
Genre/Form:	Print advertising

Box 15, Folder 15

[He's Asking You, Nurse are you sure you can answer his question? \[Print advertising.\], 1934](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245553

Ivorydata4 1410

0307910215 (Scan No.)

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

Caption: "He's Asking You, Nurse are you sure you can answer his question?" Photo of woman bathing baby in tub.

Published March 1934.

Good condition.

Topic: Nurses

Baths

Mothers

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 15

[Will she trade again at the store that sold her the.. \[Print advertising.\] Grocery trade papers, 1934](#)

1 Item (b&w; 35.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245554

Ivorydata4 1411

0307910216 (Scan No.)

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

Caption: "Will she trade again at the store that sold her the "bargain" soap?" Photo of woman lamenting condition of her stocking.

Published Nov. & Dec 1934. Glue stains at corners.

Good condition.

Topic: Women

Genre/Form: Hosiery
Laundry
Delicate fabrics
Print advertising
Photographs -- Reproductions

Box 9, Folder 15

[Advertisements, 1935](#)Box 9, Folder 15
(1935)[They called him the meanest man in the Navy.until. \[Print advertising.\] Our Navy, 1935](#)

1 Item (b&w; 30 x 22.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244784

Ivorydata4 641

0207910635 (Scan No.)

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

Caption: "They called him the meanest man in the Navy..until". Cartoon.

Published Jan. 15, 1935. Glue stains.

Good condition.

Topic: United States. Navy
Courtship
Baths
Men
Women

Genre/Form: Print advertising
Comics

Box 15, Folder 16

[Advertisements, 1935](#)

Box 15, Folder 16

[You're 10 Times Prettier, Dear! \[Photograph.\] General circulation publications, 1935](#)

1 Item (col.; 39 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245555

Ivorydata4 1412

0307910217 (Scan No.)

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Caption: ""You're 10 Times Prettier, Dear!"" Three blue tinted photos at top, large photo of baby in center.

Published Oct. & Dec. 1934, Jan. 1935. Tape residue at top, glue stains at top left and right corners.

Good condition.

Topic: Children
Skin -- Care and hygiene
Beauty, Personal
Wives
Husbands
Genre/Form: Photographs -- Reproductions
Print advertising

Box 15, Folder 16

[Why Ivory Snow cuts down stocking RUNS! \[Print advertising.\] Women's publications, 1935](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245556

Ivorydata4 1413

0307910218 (Scan No.)

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

Caption: "Why Ivory Snow cuts down stocking RUNS!" Two illustrated scenes--one about stockings, the other about hands.

Published Nov. 1935.

Good condition.

Topic: Women
Laundry
Hosiery
hands -- Care and hygiene
Dishwashing
Men
Marriage
Genre/Form: Print advertising
Comics

Box 15, Folder 16

[Wanted: The secret of a soap's "beauty power". \[Print advertising.\] Saturday Evening Post, 1935](#)

1 Item (col.; 34.5 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245557

Ivorydata4 1414

0307910219 (Scan No.)

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

Caption: "Wanted: The secret of a soap's "beauty power"". Three photographs; members of Gibson family interacting.

Published 29 June 1935.

Good condition.

Topic: Family

Older people
Dishwashing
Baths
Bicycles
Mothers
Children
Teenagers
Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 16

[Gentlemen Prefer Baby-Clear skin. \[Print advertising.\] \[Women's publications.\], 1935](#)

1 Item (col.; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1415

0307910220 (Scan No.)

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At top, photo of family; at bottom, cartoon illustrations of woman washing and putting on stockings, with title, "Learn How to Cut Down Stocking Runs." Includes illustration of Ivory Snow box.

Published Sept. 1935.

Good condition.

Topic: Ivory Soap (Brand name)

Soap

Family

Hosiery

Laundry

Skin -- Care and hygiene

Mothers

Fathers

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 18

[Advertisements- Newsprint, 1935](#)

Box 15, Folder 18

["Batter-r-r-Up" \[sic\] / Baseball Tickets Free!! \[Print advertising, newspapers.\], 1935](#)

1 Item (b&w; 33 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1419

0307910224 (AC Scan No.)

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Image: umpire shouting caption above.

Good condition.

Topic: Baseball umpires
Baseball
Men in advertising
Premiums (Retail trade)
Sports -- 1930-1940
Genre/Form: Print advertising

Box 15, Folder 18

[IS HE ASHAMED of your hands? \[Print advertising.\] Pittsburgh newspapers, 1935](#)

1 Item (b&w; 42.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245563

Ivorydata4 1420

0307910225 (Scan No.)

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

Caption: "IS HE ASHAMED of your hands?" Husband criticizing wife for her cracked hands. "Place Your Hand Here" on right side of ad.

Good condition.

Topic: hands -- Care and hygiene
Marriage
Husbands
Wives

Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 18

[Could this happen to you? \[Print advertising.\] Newspapers, 1935](#)

1 Item (b&w; 35.5 x 30.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245564

Ivorydata4 1421

0307910226 (Scan No.)

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Caption: "Could this happen to you?" Husband criticizing wife for her hands. "Place Your Hand Here" on left side of ad.

Good condition.

Topic: Marriage
hands -- Care and hygiene
Husbands
Wives

Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 18

[The Gibson Family Has Moved to Sunday. \[Print advertising.\] Newspapers, 1935](#)

1 Item (b&w; 19 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245565

Ivorydata4 1422

0307910227 (Scan No.)

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

Caption: ""The Gibson Family" Has Moved to Sunday". Man putting up poster of advertisement.

Published 7 Apr. 1935. Glue stains.

Good condition.

Topic: Radio programs

Genre/Form: Print advertising

Box 15, Folder 18

[Easy to have "Lady-of-Leisure Hands". \[Print advertising.\] American Sunday Weekly, 1935](#)

1 Item (b&w; 36 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245566

Ivorydata4 1423

0307910228 (Scan No.)

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

Caption: "Easy to have "Lady-of-Leisure Hands"". Husband criticizing wife for hands; "Place Your Hand Here" at top right.

Published 12 Jan. 1936. Glue stains.

Good condition.

Topic: hands -- Care and hygiene

Husbands

Wives

Marriage

Genre/Form: Print advertising

Photographs -- Reproductions

Box 15, Folder 18

[Football Tickets FREE! \[Print advertising.\], 1935](#)

1 Item (b&w; 35.5 x 30.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245567

Ivorydata4 1424

0307910229 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Football Tickets FREE!" Football player in helmet. Good condition.
Topic:	Football Premiums (Retail trade) Men Sports
Genre/Form:	Print advertising

Box 15, Folder 18

[FREE! Captain Tim's Ivory Stamp Album. \[Print advertising.\] Syracuse newspapers, 1935](#)

1 Item (b&w; 24.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245568

Ivorydata4 1425

0307910230 (Scan No.)

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

Caption: "FREE! Captain Tim's Ivory Stamp Album". Photo of stamp album.

See 0307910391.tif for stamp album. Glue stains.

Good condition.

Topic: Premiums (Retail trade)
Radio programs
Stamp collecting

Genre/Form: Print advertising

Box 15, Folder 18

[Her skin is sensitive so her soap is Ivory. \[Print advertising.\] Saturday Evening Post, 1936](#)

1 Item (col.; 34.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245572

Ivorydata4 1429

0307910234 (Scan No.)

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Caption: "Her skin is sensitive so her soap is Ivory". Photo of woman at top; comic-type illustration at bottom.

Published 17 Oct. 1936.

Good condition.

Topic: Husbands
Wives
hands -- Care and hygiene
Women

	Genre/Form:	Skin -- Care and hygiene Print advertising Comics Photographs -- Reproductions
Box 24, Folder 2	Advertisements- Newsprint, 1935	
Box 9, Folder 16	Advertisements- Trade, 1935	
Box 15, Folder 17	Advertisements- Trade, 1935	
Box 15, Folder 17	Is this healthy for your business? [Print advertising.] [Grocery trade papers.], 1935 1 Item (b&w; 35.5 x 25.5 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 1416 0307910221 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Reproduction of photograph of woman at sink washing slip. Published Jan. & Feb. 1935. Heavy glue stains at corners. Topic: Soap Laundry Lingerie Delicate fabrics Genre/Form: Print advertising Photographs -- Reproductions	
Box 15, Folder 17	It's time we spoke our minds about soaps! [Print advertising.] Medical industry publications, 1935 1 Item (b&w; 38 x 25.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245560 Ivorydata4 1417 0307910222 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""It's time we spoke our minds about soaps!"" Mother speaking to child. Published Jan. & Feb. 1935. Glue stains in corners. Good condition. Topic: Children Mothers	

Genre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 17

[Mother Bought The Soap--and is my face red! \[Print advertising.\] Journal of the American Medical, 1935](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245561

Ivorydata4 1418

0307910223 (Scan No.)

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

Caption: ""Mother Bought The Soap--and is my face red!"" Child speaking above statement.

Published 10 Aug. 1935. Glue stains in corners.

Good condition.

Topic: Children

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 9

[Advertisements, 1936](#)

Box 5, Folder 9
(1936)

[Thorough and Gentle! \[Print advertising.\] Modern Hospital, 1936](#)

1 Item (b&w; 29 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244869

Ivorydata4 726

0207910730 (Scan No.)

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Caption: "Thorough and Gentle!" Illustration of baby in several poses on black background.

Published Nov. 1936.

Good condition.

Topic: Children

Patients

Hospitals

Genre/Form: Print advertising

Box 9, Folder 17

[Advertisements, 1936](#)

Box 9, Folder 17
(1936)

[Mme. Giuseppe Garibaldi. \[Print advertising.\], 1936](#)

1 Item (b&w; 24.5 x 30 cm.)

Creator: Procter & Gamble Company

Language: Italian.
 Notes: 244785
 Ivorydata4 642
 0207910636 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Mme. Giuseppe Garibaldi". Italian ad. Photograph of woman at top, photograph of man at bottom.
 Good condition.

Topic: Women
 Men

Genre/Form: Print advertising

Box 9, Folder 17
 (1936)

[Free 1936 De Luxe Plymouth and 1,000 gals. Super-Shell gas. \[Print advertising.\] Am.-Sunday Weekly \(Pacific Coast, 1936](#)
 1 Item (b&w; 28.5 x 25.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244786
 Ivorydata4 643
 0207910637 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Free 1936 De Luxe Plymouth and 1,000 gals. Super-Shell gas". Illustration of car silhouettes.
 Published Feb. 23, 1936. Brittle.
 Good condition.

Names: O'Neill's, The
 Topic: Automobiles
 Prize contests in advertising

Genre/Form: Print advertising

Box 15, Folder 19

Advertisements, 1936

Box 24, Folder 3

[Advertisements, 1936](#)

Box 24, Folder 3

[Schott's "Comeback" Startles Those Who Knew Him. \[Print advertising.\] Our Navy, 1936](#)
 1 Item (b&w; 35.5 x 30.5 cm.)
 Creator: Procter & Gamble Company
 Artist: Boyd, Bugs
 Language: English.
 Notes: 245597
 Ivorydata4 1454
 0307910259 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Schott's "Comeback" Startles Those Who Knew Him".
Comic illustration of Navy sailor's attempts to smell good.
Published 15 July 1936. Sever glue staining.
Good condition.

Topic: United States. Navy
Men
Baths

Genre/Form: Print advertising

Box 9, Folder 24

[Advertisements- Japanese-language, 1936-1938](#)

Box 9, Folder 24

[\[Uncaptioned illustration of hands. Print advertising.\]](#)
1 Item (b&w. Ink on paper (photomechanical reproduction).; 28 x 21.5 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: Japanese.
Notes: Ivorydata4 3
0207910656 (Scan No.)
Illustration of hands in bowl of water with flowers. Similar to 0207910016.tif.
Good condition.

Topic: Ivory Soap (Brand name)
hands -- Care and hygiene
Soap

Genre/Form: Print advertising

Box 9, Folder 24

[\[Baseball.\]](#) [\[Print advertising.\]](#) [\[Honolulu newspapers.\]](#)
1 Item (b&w; Ink on paper (photomechanical reproduction).; 24 x 31.5 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: Japanese.
Notes: Ivorydata4 4
0207910657 (Scan No.)
Photograph of catcher and umpire in baseball game. With Ivory soap image, upper right.
Good condition.

Topic: Ivory Soap (Brand name)
Sports -- 1930-1940
Baseball
Candles
Soap
Men in advertising

Place: Honolulu (Hawaii)

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder
24 (1936-1938
Japanese)

[Baby]. [Print advertising.]

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

Creator: Procter & Gamble Company

Language: Japanese.

Notes: 244803

Ivorydata4 660

0207910654 (Scan No.)

Caption: Photograph of baby surrounded by Japanese writing.

Good condition.

Topic: Children

Genre/Form: Print advertising

Photographs -- Reproductions

Box 9, Folder
24 (1936-1938
Japanese)

[Unknown]. [Print advertising.]

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

Creator: Procter & Gamble Company

Language: Japanese.

Notes: 244804

Ivorydata4 661

0207910655 (Scan No.)

Caption: Photograph of woman in dress on right side; Japanese writing on left.

Good condition.

Topic: Women

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 10

Advertisements- Newspaper, 1936

Box 5, Folder 10
(1936 Newsprint)

Personal secret [Print advertising.] Hawaiian English newspapers, 1936

1 Item (b&w; 17 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244870

Ivorydata4 727

0207910731 (Scan No.)

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Caption: "Personal secret". Photograph of woman and man.

Good condition.

Topic: Men

Women

Skin -- Care and hygiene

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 10
(1936 Newsprint)[For school clothes--choose Ivory-Washables! \[Print advertising.\] Hawaiian English newspapers, 1936](#)

1 Item (b&w; 16 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244871

Ivorydata4 728

0207910732\ (Scan No.)

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

Caption: "For school clothes--choose Ivory-Washables!"
Illustration of mother on left, daughter on right.

Good condition.

Topic: Mothers
Daughters
Clothing and dress
Laundry

Genre/Form: Print advertising

Box 5, Folder 10
(1936 Newsprint)[More "Hours of Protection". \[Print advertising.\] Hawaiian English newspapers, 1936](#)

1 Item (b&w; 16 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244872

Ivorydata4 729

0207910733 (Scan No.)

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Caption: "More "Hours of Protection"". Photograph of man and woman dancing next to large clock.

Good condition.

Topic: Baths
Courtship
Men
WomenGenre/Form: Print advertising
Photographs -- Reproductions

Box 15, Folder 21

[Advertisements- Newsprint, 1936](#)

Box 15, Folder 21

[What's Wrong with her Hands? \[Print advertising.\] Newspapers, 1936](#)

1 Item (b&w; 29 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245573

Ivorydata4 1430

0307910235 (Scan No.)

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

Caption: "What's Wrong with her Hands?" Pict-o-gram ad about hand softness.

Glue stains in corners.

Good condition.

Topic: hands -- Care and hygiene
Picture-writing
Wives
Husbands

Genre/Form: Print advertising

Box 15, Folder 21

[Oh Dear! A Gray Hair! \[Print advertising.\] Newspapers, 1936](#)

1 Item (b&w; 29 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245574

Ivorydata4 1431

0307910236 (Scan No.)

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

Caption: "Oh Dear! A Gray Hair!" Woman pulling strand of hair forward to look at it--ad about dishpan hands.

Glue stains at corners.

Good condition.

Topic: Women
Beauty, Personal
hands -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 24, Folder 5

Advertisements- Newsprint, 1936

Box 9, Folder 18

[Advertisements- Trade, 1936](#)

Box 15, Folder 20

[Advertisements- Trade, 1936](#)

Box 15, Folder 20

[Love & Kisses. \[Print advertising.\] Women's publications, 1936](#)

1 Item (col.; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1426

0307910231 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Photo of father, baby, and mother at top; cartoon illustration at bottom with title "Nightmare Brings 'Dream-Girl' Hands!"
 Published Dec. 1935, Jan. 1936.
 Glue stains.

Topic: Ivory Soap (Brand name)
 Soap
 Family
 Skin -- Care and hygiene
 hands -- Care and hygiene

Genre/Form: Cartoons (humorous images) -- 1930-1960
 Print advertising
 Photographs -- Reproductions

Box 15, Folder 20

[Secret For Two-And For You Baby-Clear Skin. \[Print advertising.\] General circulation publications, 1936](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245570

Ivorydata4 1427

0307910232 (Scan No.)

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

Caption: "Secret For Two-And For You Baby-Clear Skin". Photo of Mother and baby at top; comic-type illustration at bottom of gypsy fortune teller.

Published Feb & Mar. 1936.

Good condition.

Topic: Fortune-tellers
 Skin -- Care and hygiene
 Children
 hands -- Care and hygiene
 Women
 Palmists

Genre/Form: Print advertising
 Comics
 Photographs -- Reproductions

Box 15, Folder 20

[Missing Ring Mystery. \[Print advertising.\] Saturday Evening Post, 1936](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245571

Ivorydata4 1428

0307910233 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Missing Ring Mystery". Comic-type illustration at top, photo of mother and baby at bottom. Published 4 Apr. 1936. Good condition.
Topic:	Women Skin -- Care and hygiene hands -- Care and hygiene Dishwashing Wives Husbands Children
Genre/Form:	Print advertising Comics Photographs -- Reproductions

Box 24, Folder 4 Advertisements- Trade, 1936

Box 16, Folder 1 Advertisements, 1937

Box 5, Folder 11 [Advertisements- Newsprint, 1937](#)

Box 5, Folder 11 (1937 Newsprint)	Get Rid of "Dishpan Line". [Print advertising.], 1937 1 Item (b&w; 20.5 x 10 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244873 Ivorydata4 730 0207910734 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Get Rid of "Dishpan Line"". Photograph of hand with illustrated dishpan line. Glue stains. Good condition.
	Topic: hands -- Care and hygiene Skin -- Care and hygiene Dishwashing
	Genre/Form: Print advertising Photographs -- Reproductions

Box 5, Folder 11 [What Happened, Dear?... \[Print advertising.\], 1937](#)

(1937 Newsprint) 1 Item (b&w; 20 x 10 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 731
0207910735 (Scan No.)

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

Caption: "What Happened, Dear?..." Coarse halftone reproduction of a photograph of a man holding woman's hand, with speech bubbles for each, plus text explaining that Ivory soap softens hands.

Good condition except for major glue stains.

Topic: Health
Husbands
Wives
Dishwashing
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 11
(1937 Newsprint)

[Doesn't He Love Me Anymore? \[Print advertising.\], 1937](#)

1 Item (b&w; 20 x 10 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244875

Ivorydata4 732

0207910736 (Scan No.)

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

Caption: "Doesn't He Love Me Anymore?" Photograph of crying woman with speech bubble.

Glue stains; hole near bottom outside of image.

Good condition.

Topic: Wives
hands -- Care and hygiene
Dishwashing
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 11
(1937 Newsprint)

[A Year From Today Will Her Hands Be As Lovely? \[Print advertising.\], 1937](#)

1 Item (b&w; 20 x 10 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244876

Ivorydata4 733

0207910737 (Scan No.)

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

Caption: "A Year From Today Will Her Hands Be As Lovely?" Photograph of man putting ring on woman's finger.

Glue stains.

Good condition.

Topic: Marriage

hands -- Care and hygiene
Dishwashing
Wives
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 11
(1937 Newsprint)

[Married Yesterday \[Print advertising.\], 1937](#)

1 Item (b&w; 20 x 10 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244877

Ivorydata4 734

0207910738 (Scan No.)

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

Caption: "Married Yesterday". Photograph of bride.

Glue stains.

Good condition.

Topic: Marriage
hands -- Care and hygiene
Dishwashing

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 20

[Advertisements- Newsprint, 1937](#)

Box 9, Folder 20
(1937 Newsprint)

[Look! A Penny! \[Print advertising.\], 1937](#)

1 Item (b&w; 30 x 20.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 648

0207910642 (Scan No.)

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

A Penny!" Photograph of a feminine hand picking up penny from grass.

Brittle; glue stains.

Topic: Women in advertising
hands -- Care and hygiene
Soap

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 20
(1937 Newsprint)

[The Young Married Set: At the Charity Bazaar. \[Print advertising.\], 1937](#)

1 Item (b&w; 12.5 x 30 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Urfer, Dorothy
 Language: English.
 Notes: Ivorydata4 649
 0207910643 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Comic strip of woman having palm read.
 Glue stains.

Topic: Marriage
 hands -- Care and hygiene
 Palmists
 Dishwashing
 Women in advertising
 Soap

Genre/Form: Print advertising
 Comics

Box 9, Folder 20
 (1937 Newsprint)

[The Young Married Set: Their First Anniversary. \[Print advertising.\], 1937](#)
 1 Item (b&w; 12.5 x 35.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Urfer, Dorothy

Language: English.

Notes: Ivorydata4 650

0207910644 (Scan No.)

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

Comic strip in which a woman receives a charm bracelet as an anniversary gift, but it accentuates her dishpan hands, so she switches to Ivory soap.

Glue stains.

Topic: Marriage
 Husbands
 Wives
 Women in advertising
 Soap

Genre/Form: Print advertising

Box 16, Folder 3

[Advertisements- Newsprint, 1937](#)

Box 16, Folder 3

[Do You Suffer From "Nerves"? \[Print advertising.\] Chicago Tribune, 1937](#)

1 Item (b&w; 41 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245583

Ivorydata4 1440

0307910245 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Do You Suffer From "Nerves"?" 6 photos of woman looking distressed. Glue at top corners. Good condition.
Topic:	Women Health Baths
Genre/Form:	Print advertising Photographs -- Reproductions

Box 16, Folder 3

[Shut Up! \[Print advertising.\] Chicago Tribune, 1937](#)

1 Item (b&w; 41 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245584

Ivorydata4 1441

0307910246 (Scan No.)

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

Caption: "Shut Up!" Photo of husband yelling at wife.

Good condition.

Topic: Husbands
Baths
WivesGenre/Form: Print advertising
Photographs -- Reproductions

Box 24, Folder 6

Advertisements- Newsprint, 1937

Box 9, Folder 19

[Advertisements- Trade, 1937](#)Box 9, Folder 19
(1937 Trade)[Off to a Good Start--. \[Print advertising.\] Canada Medical Association Journ, 1937](#)

1 Item (b&w; 30 x 22.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244788

Ivorydata4 645

0207910639 (Scan No.)

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

Caption: "Off to a Good Start--". Photograph of happy baby with rattle.

Published April 1937.

Good condition.

Topic: Children
Skin -- Care and hygiene
Place: Canada
Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 19
(1937 Trade)

[Ivory has won a place in the ranks of America's great.. \[Print advertising.\]](#)
[Modern Hospital, 1937](#)

1 Item (b&w; 29 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244789

Ivorydata4 646

0207910640 (Scan No.)

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

Caption: "Ivory has won a place in the ranks of America's great "Health Army"". Illustration of marching nurses with sun streaming down on them.

Published May 1937. Glue stains.

Good condition.

Topic: Nurses
Men
Women

Genre/Form: Print advertising

Box 9, Folder 19
(1937 Trade)

[You don't have to be a mind reader to guess this guest.. \[Print advertising.\]](#)
[Hotel industry publications, 1937](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244790

Ivorydata4 647

0207910641 (Scan No.)

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

Caption: "You don't have to be a mind reader to guess this guest preference". Illustration of man in turban seeing a bar of Ivory in a magic glass ball

Published Sept.-Oct. 1937.

Good condition.

Topic: Men
Hotels

Genre/Form: Print advertising

Box 16, Folder 2

Advertisements- Trade, 1937

Box 9, Folder 21

Advertisements-, 1938

Box 9, Folder 21
(1938)[Ivory Soap Rescues Sailor... \[Print advertising.\] Our Navy, 1938](#)

1 Item (b&w; 30.5 x 23 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 18

0207910006 (Scan No.)

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Comic illustrations; five-panel narrative sequence: sailor nearly loses sweetheart due to strong-smelling soap, but wins her back after using Ivory.

Large glue stains.

Topic: Baths
United States. Navy
Courtship
Men in advertising
Sailors
Women in advertising
Soap

Genre/Form: Print advertising
Comics
Narrative cycles
Cartoons (humorous images) -- 1930-1960

Box 9, Folder 21
(1938)[The Gibson Family. \[Print advertising.\], 1938](#)

1 Item (b&w; 29 x 22 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 651

0207910645 (Scan No.)

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

Photographs of family members interacting.

See 0307910206.tif for similar ad.

Glue stains.

Topic: Family
Butlers
Baths
Piano

Genre/Form: Print advertising
Photographs -- Reproductions

Culture: African Americans

Box 9, Folder 21
(1938)[The Gibson Family. \[Print advertising.\] True Story, 1938](#)

1 Item (b&w; 29 x 21.5 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 244795
 Ivorydata4 652
 0207910646 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "The Gibson Family". Photographs of family members interacting.
 Published Dec. 1, 1938. Glue stains at corners.
 Good condition.

Topic: Family
 Railroads -- Trains
 African Americans
 Domestics

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 9, Folder 21
(1938)

[I Thought I'd Been Snubbed. \[Print advertising.\] True Story, 1938](#)
 1 Item (b&w; 29 x 21.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244796
 Ivorydata4 653
 0207910647 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "I Thought I'd Been Snubbed". Photograph of woman with head in arms, showing dishpan hands.
 Published Nov. 1938. Glue stains.
 Good condition.

Topic: Women
 hands -- Care and hygiene

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 16, Folder 4

[Advertisements-, 1938](#)

Box 16, Folder 4

[Help! Mother's borrowed my beauty soap--! \[Print advertising.\] General circulation publications, 1938](#)
 1 Item (col.; 38 x 25.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245585
 Ivorydata4 1442
 0307910247 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Help! Mother's borrowed my beauty soap--!" Photo of baby in tub. Comic at bottom.
Published Oct. & Dec. 1938.
Good condition.

Topic: Children
Parties
Marriage
Wives
Husbands
hands -- Care and hygiene
Beauty, Personal
Baths
Women

Genre/Form: Print advertising
Comics
Photographs -- Reproductions

Box 16, Folder 4

[Find your loveliest self. \[Print advertising. General circulation publications,\], 1938](#)

1 Item (col.; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1443

0307910248 (Scan No.)

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

Advertisement contains a reproduction of a portrait (pastel drawing?) of woman in hat with blue bow.

Published May & June 1938.

Good condition.

Topic: Women in advertising
Soap
Skin -- Care and hygiene
Beauty, Personal

Genre/Form: Print advertising
Paintings -- Reproductions

Box 16, Folder 4

[Reach For Beauty This Young Way. \[Print advertising.\] General circulation publications, 1938](#)

1 Item (col.; 41 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245587

Ivorydata4 1444

0307910249 (Scan No.)

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

Caption: "Reach For Beauty This Young Way". Photo at top of mother and baby by bird cage. At bottom, "Secret of 100-mile Stockings".

Published Apr. 1938.

Good condition.

Topic: Hosiery
Women
Men
Children
Mothers

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 22

[Advertisements- Newsprint, 1938](#)Box 9, Folder 22
(1938 Newsprint)[Wife Wins! \[Print advertising.\], 1938](#)

1 Item (b&w; 23 x 10 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 654

0207910648 (Scan No.)

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

Photograph of woman in hat. The presentation mimics a news story, with a headline, photograph, and story below. At first glance it appears that the story is about a divorce settlement, but it merely explains that Ivory soap has kept her from getting dishpan hands.

Glue stains.

Topic: hands -- Care and hygiene

Premiums (Retail trade)

Women in advertising

Soap

Genre/Form: Print advertising

Photographs -- Reproductions

Box 9, Folder 22
(1938 Newsprint)[Patsy and Her Problems: Surprise for Mother. \[Print advertising.\], 1938](#)

1 Item (b&w; 10 x 29.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Urfer, Dorothy

Language: English.

Notes: Ivorydata4 655

0207910649 (Scan No.)

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

Comic strip of girl giving her mother a birthday note about her hands and Ivory Soap.

Glue stains.

Topic: Daughters
Mothers
hands -- Care and hygiene
Women in advertising
Soap
Genre/Form: Print advertising
Comics

Box 9, Folder 22
(1938 Newsprint)

[The Young Married Set: A Mere Man! \[Print advertising.\], 1938](#)

1 Item (b&w; 10 x 29.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 656

0207910650 (Scan No.)

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

Comic strip of men doing dishes and conversing about condition of hands.

Good condition.

Topic: Ivory Soap (Brand name)
Men in advertising
hands -- Care and hygiene
Marriage
Husbands
Genre/Form: Comic strips
Print advertising

Box 5, Folder 12

[Advertisements- Newsprint, 1938](#)

Box 5, Folder 12
(1938 Newsprint)

[Husband Cruel. \[Print advertising.\], 1938](#)

1 Item (b&w; 21 x 10 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244878

Ivorydata4 735

0207910739 (Scan No.)

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

Caption: "Husband Cruel". Photograph of distraught woman with dishpan hand on cheek.

Good condition.

Topic: hands -- Care and hygiene
Wives
Husbands
Genre/Form: Print advertising
Photographs -- Reproductions

Box 16, Folder 6 [Advertisements- Newsprint, 1938](#)

Box 16, Folder 6 [Special: This 10 \[cent\] Tube of Pond's Cold Cream Only.. \[Print advertising.\], 1938](#)
1 Item (b&w; 35.5 x 30.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245589

Ivorydata4 1446
0307910251 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Special: This 10 [cent] Tube of Pond's Cold Cream Only 1 [cent]...".
Good condition.

Topic: Premiums (Retail trade)
Genre/Form: Print advertising

Box 16, Folder 7 [Advertisements- Newsprint, 1938](#)Box 24, Folder 7 [Advertisements- Newsprint, 1938](#)Box 9, Folder 23 [Advertisements- Trade, 1938](#)

Box 9, Folder 23
(1938 Trade) [Hotel Dempsey Says "Welcome" to its Guests With Ivory-Camay.. \[Print advertising.\] Hotel industry publications, 1938](#)
1 Item (b&w; 31.5 x 21.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244800

Ivorydata4 657
0207910651 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Hotel Dempsey Says "Welcome" to its Guests With Ivory-Camay Service". Photograph of Dempsey owner with speech bubble, hotel pictured at botto
Good condition.

Topic: Hotel management
Hotels
Place: Macon (Ga.)

	Genre/Form: Print advertising Photographs -- Reproductions
Box 9, Folder 23 (1938 Trade)	Here's an Effective Way to "Round" out a "square" service. [Print advertising.] Linen Supply News, 1938 1 Item (b&w; 35 x 27.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244801 Ivorydata4 658 0207910652 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Here's an Effective Way to "Round" out a "Square" Service". Two photographs of Ivory soap unwrapped, illustration of man. Published May & Sept. 1938. Good condition. Topic: Linen supply service Men Laundry workers Genre/Form: Print advertising
Box 9, Folder 23 (1938 Trade)	Let the Majority Rule [Print advertising.] Hotel industry publications, 1938 1 Item (b&w; 31.5 x 21.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244802 Ivorydata4 659 0207910653 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""Let the Majority Rule"". Illustration of men at political campaign. Good condition. Topic: Men Hotels Genre/Form: Print advertising
Box 16, Folder 5	Advertisements- Trade, 1938
Box 16, Folder 5	This Pure Soap Is Free From Every Irritating Element. [Print advertising.] Hospital Management, 1938 1 Item (b&w; 35.5 x 23 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245588

	Ivorydata4 1445
	0307910250 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "This Pure Soap Is Free From Every Irritating Element". Patient commenting how clean he is after nurse gave him a bath.
	Published June 1938. Large glue stain at upper right.
	Good condition.
Topic:	Patients Care of the sick Baths Women Nurses Men
Genre/Form:	Print advertising

Box 9, Folder 25

[Advertisements, 1939](#)

Box 9, Folder 25	257 Miles From 1 Pair of Stockings! [Print advertising.] True Story, 1939
	1 Item (col. ; Ink on paper (photomechanical reproduction).; 29.5 x 21.5 cm.)
Advertiser:	Procter & Gamble Company
Donor:	Procter & Gamble Company
Language:	English.
Notes:	Ivorydata4 5
	0207910658 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Advertisement for Ivory Flakes. Photograph of woman in red dress on white fur rug; photographs of saleswoman, housekeeper, and golfer. Comic strip, "The Young Married Set," at bottom.
	Good condition.
	True Story, July 1939
Topic:	Ivory Flakes (Brand name) Women in advertising hands -- Care and hygiene Hosiery Soap
Genre/Form:	Print advertising Comics Photographs -- Reproductions

Box 9, Folder 25

[No Business Has Ever Yet Failed to Gain Business--And goodwill... \[Print advertising.\] Linen Supply News, 1939](#)

1 Item (b&w; 30.5 x 22.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 6
0207910659 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Large print with photograph of Ivory Soap at bottom left.
Good condition.

Topic: Linen supply service
Soap

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 25
(1939)

[Gets Along Well With People. \[Print advertising.\], 1939](#)
1 Item (b&w; 31.5 x 20 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: 244150
Ivorydata4 7
0207910660 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
With reproduction of a photograph of a seated nurse.
Glue stains.

Topic: Endorsements in advertising
Nurses
Soap

Genre/Form: Print advertising

Box 9, Folder 25
(1939 Trade)

[How to Win Friends and Influence Guests. \[Print advertising.\] \[Hotel industry publications.\], 1939](#)
1 Item (b&w; 31.5 x 21.5 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 8
0207910661 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: cartoon of Ivory Soap character, hammering a nail to hang a "There's No Place Like Home" sign.
Good condition.
Published Sept.-Oct. 1939

Topic: Carpentry
Hotels
Soap

Genre/Form: Print advertising

Box 9, Folder 25
(1939 Trade)

[Take My Advice, Mr. Dealer: Tie in With This Biggest, Newest Ivory Soap Contest.](#) [Print advertising.] [Canadian Grocer, 1939](#)

1 Item (b&w; Ink on paper (photomechanical reproduction); 14 x 11 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 9

0207910662 (Scan No.)

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Photograph of baby with bar of Ivory in raised hand. Text lists Buicks and cash as prizes.

Glue stains.

Topic: Ivory Soap (Brand name)

Children in advertising

Grocers

Automobiles

Prize contests in advertising

Soap

Genre/Form: Print advertising

Photographs -- Reproductions

Box 9, Folder 25

[It Floats: On A Wave Of Popularity.](#) [Print advertising.] [Canadian Grocer, 1939](#)

1 Item (b&w; 35.5 x 28 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: 244153

Ivorydata4 10

0207910663 (Scan No.)

1939 Trade.

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

Illustration of three Ivory bars at top right. Text contains reference to Mary Marlin radio programs.

Glue stains.

Names: Marlin, Mary

Topic: Display of merchandise

Grocers

Soap

Genre/Form: Print advertising

Box 16, Folder 8

[Advertisements, 1939](#)

Box 16, Folder 8

[382 Hours in the air.on the ground.in 1 Pair Of Silk..](#) [Print advertising.] [Women's publications, 1939](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245590
 Ivorydata4 1447
 0307910252 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "382 Hours in the air..on the ground..in 1 Pair Of Silk Stockings!" Flight attendant, airplane in background. Comic at bottom.
 Published Aug. 1939.
 Good condition.
 Topic: Flight attendants
 Children
 Mothers
 Hosiery
 Airplanes
 Genre/Form: Print advertising
 Photographs -- Reproductions
 Comics

Box 16, Folder 8

[Graewil's Young Triumphs--All Ivory Washable! \[Print advertising.\] Parents', 1939](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245591

Ivorydata4 1448

0307910253 (Scan No.)

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

Caption: "Graewil's Young Triumphs--All Ivory Washable!"
 Illustration of children at play.

Published Oct. 1939.

Good condition.

Topic: Children
 Laundry
 Clothing and dress

Genre/Form: Print advertising

Box 16, Folder 8

[Be Fair and Cooler this Summer in New Ivory-washables.. \[Print advertising.\] Women's publications, 1939](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245592

Ivorydata4 1449

0307910254 (Scan No.)

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

Caption: "Be Fair and Cooler this Summer in New Ivory-washables". Fabric samples on left side. Comic at bottom.

Published May & June 1939.

Good condition.

Topic: Summer
Marriage
Laundry
Clothing and dress
Fashion

Genre/Form: Print advertising
Comics

Box 16, Folder 8

[How To Get Extra Stocking Wear! \[Print advertising.\] Women's publications, 1939](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245593

Ivorydata4 1450

0307910255 (Scan No.)

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

Caption: "How To Get Extra Stocking Wear!" larger photo of woman in green and brown dress on orange background on left; comic at bottom.

Published Nov. & Dec. 1939.

Good condition.

Topic: Women
Laundry
Women employees
Nurses
Hosiery

Genre/Form: Print advertising
Comics
Photographs -- Reproductions

Box 5, Folder 14

[Advertisements- Newsprint, 1939](#)

Box 5, Folder 14

[\[Mother with daughter and baby\]. \[Print advertising. Jewish newspapers.\], 1939, July 21, 1939](#)

1 Item (b&w; 19.5 x 15.5 cm.)

[Image\(s\): \[Mother with daughter and baby\]. \[Print advertising. Jewish newspapers.\] 1939.](#)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: In Yiddish.
 Notes: Ivorydata4 741
 0207910745 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Reproduced photograph of mother with older daughter and baby in advertisement for Ivory Soap. Drawing of bar of soap at lower left.
 Good condition but brittle.

Topic: Soap
 Mothers in advertising
 Children in advertising
 Yiddish

Genre/Form: Print advertising
 Photographs -- Reproductions

Culture: Jews -- United States

Box 5, Folder 14

[\[Mother with children, text in Yiddish\]. \[Print advertising.\] Jewish newspapers, 1939](#)

1 Item (b&w; 19.5 x 16.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: In Yiddish.

Notes: Ivorydata4 742

0207910746 (Scan No.)

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

Photograph (halftone reproduction) of mother with daughter and son.

Brittle.

Good condition.

Topic: Soap
 Children in advertising
 Mothers
 Cleaning
 Yiddish
 Women in advertising

Genre/Form: Print advertising
 Photographs -- Reproductions

Culture: Jews -- United States

Box 5, Folder 14

[\[Woman reading to two sons\]. \[Print advertising.\], 1939](#)

1 Item (b&w; 19.5 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: Yiddish.

Notes: Ivorydata4 743

0207910747 (Scan No.)

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

Reproduction of a photograph with text in Yiddish. Very coarse reproduction. Also includes smaller line illustrations: baby being bathed, a woman's arm cleaning a door jamb, and a bar of Ivory soap.

Old newsprint, fragile and brittle.

Topic: Reading
Women in advertising
Soap
Yiddish
Mothers
Cleaning
Children in advertising
Yiddish

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

Culture: Jews -- United States

Box 5, Folder 14

[Smooth Work, Lady! \[Print advertising.\] This Week, 1939](#)

1 Item (col.; 20.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244887

Ivorydata4 744

0207910748 (Scan No.)

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

Caption: "Smooth Work, Lady!" On left, photograph of woman in red coat and hat with white dog; on right photograph of baby.

Published Sept. 3, 1939. Glue stains.

Good condition.

Topic: Children
Women
Dogs
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 14

[June Bride Weeps in October. \[Print advertising.\], 1939](#)

1 Item (b&w; 29 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244888

Ivorydata4 745

0207910749 (Scan No.)

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

Caption: "June Bride Weeps in October". Photograph of hands holding photograph of bride.
Good condition.

Topic: Marriage
hands -- Care and hygiene
Wives

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 14

[Hi Beautiful! Tell the other ladies about our beauty soap. \[Print advertising.\] This Week, 1939](#)

1 Item (col.; 20.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244889

Ivorydata4 746

0207910750 (Scan No.)

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

Caption: ""Hi Beautiful! Tell the other ladies about our beauty soap"" Photograph on left of baby, photograph on right of woman in polka-dot hat.

Published July 30, 1939. Glue stains.

Good condition.

Topic: Women
Children
Feminine beauty (Aesthetics)
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 14

[Look! Easy Way To Amazing Stocking Wear! \[Print advertising.\] This Week, 1939](#)

1 Item (b&w; 20 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244890

Ivorydata4 747

0207910751 (Scan No.)

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

Caption: "Look! Easy Way To Amazing Stocking Wear!" Woman in print dress wearing hat. Photographs with quotes from Tennessee Nurse, Illinois Housekeeper, and Oh

Published July 30, 1939. Glue stains.

Good condition.

Topic: Women

	<p>Hosiery Women employees Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 5, Folder 14	<p>Want our beauty story?.. Okay! [sic] [Print advertising.] This Week, 1939 1 Item (col.; 20 x 26.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 748 0207910752 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. On left, reproduction of photograph of baby in tub with greenery behind; inset photograph of woman. Published June 4, 1939. Black print on yellow background. Glue stains.</p> <p>Topic: Children in advertising Women in advertising Skin -- Care and hygiene Endorsements in advertising Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 5, Folder 14	<p>Matron-of-Honor Shocks Bride! [Print advertising. General circulation publications], 1939 1 Item (b&w; 29.5 x 20 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 749 0207910753 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Ad contains reproduction of photographic portrait of distressed bride. Published Jan. 1939. Severe glue stains.</p> <p>Topic: Brides Soap Wedding Dishwashing hands -- Care and hygiene</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>

Box 5, Folder 14

[Mother Wins \[Print advertising.\] Chicago newspapers, 1939](#)
1 Item (b&w; 24 x 20 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244893
Ivorydata4 750
0207910754 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Mother Wins". Photograph of teenage daughter seated on mother's lap.
Good condition.

Topic: Mothers
Daughters
hands -- Care and hygiene
Dishwashing

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 27 [Advertisements- Newsprint, 1939](#)

Box 9, Folder 27 [Only 1 \[cent\] for this lovely glass bowl. \[Print advertising.\] Canadian News, 1939](#)
1 Item (b&w; 29 x 25.5 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 11
0207910664 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
1939 Newsprint.
Illustration of glass bowl on top of bar of Ivory Soap.
Good condition except for glue stains.

Topic: Premiums (Retail trade)
Soap

Genre/Form: Print advertising

Box 9, Folder 27 [Only 1 \[cent\]. \[Print advertising.\], 1939](#)
1 Item (b&w; 32 x 25.5 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 12
0207910665 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
1939 Newsprint.

	Illustration of snowman with legs next to bar of Ivory Soap. Glue stains.
Topic:	Snowmen Premiums (Retail trade) Soap
Genre/Form:	Print advertising Comics

Box 9, Folder 27
(1939 Newsprint)

Ne manquez pas l'offre de brosse "Beauty Brush" du Savron Ivory / Une valeur épatante. [Print advertising.] Lu Presse, Montreal, Canada, 1939
1 Item (b&w; 32.5 x 26.5 cm.)

[Image\(s\): Ne manquez pas l'offre de brosse "Beauty Brush" du Savron Ivory / Une valeur épatante. \[Print advertising.\] Lu Presse, Montreal, Canada. 1939.](#)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: French.

Notes: Ivorydata4 662

0207910666 (Scan No.)

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

Ad includes photographs of woman and large scrub brush for use in the bath and a smaller brush.

Glue stains at corners.

Topic: Brushes
Premiums (Retail trade)
Women in advertising
Soap

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 27
(1939 Newsprint)

[The Great Ideal: A Smashing Success! \[Print advertising.\], 1939](#)

1 Item (b&w; 9.5 x 29.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Artist: Urfer, Dorothy

Language: English.

Notes: Ivorydata4 663

0207910667 (Scan No.)

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

Comic strip by "Urfer" of man creating sculpture in honor of housewives, then smashing it because it depicts her with dishpan hands.

Good condition.

Topic: Soap
Dishpans
Women in advertising

Genre/Form: hands -- Care and hygiene
Sculptors
Print advertising
Comics

Box 16, Folder 10

Advertisements- Newsprint, 1939

Box 16, Folder 10

[Dizzy and Dolly: The Ivory Twins. \[Print advertising.\] New York Daily News, 1939](#)

1 Item (col.; 38.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245594

Ivorydata4 1451

0307910256 (Scan No.)

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

Caption: "Dizzy and Dolly: The Ivory Twins". Comic strip type advertisement--they are applying for jobs a secretaries.

Published 26 Nov. 1939.

Good condition.

Topic: Twins
Women
Hosiery
Women employees
Genre/Form: Print advertising
Comics

Box 16, Folder 10

[Boys! Girls! Get my Handy Knife!..My Genuine Ivory Ring! \[Print advertising.\] Puck--The Comic Weekly, 1939](#)

1 Item (col.; 27.5 x 39.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1452

0307910257 (Scan No.)

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

Illustration: Frank Buck on left, comic illustration of children showing off premium items.

Published 18 Aug. 1939.

Glue stains, top cut crookedly.

Names: Buck, Frank, 1884-1950

Topic: Toys
Children
Premiums (Retail trade)

Genre/Form: Print advertising
Comics

Box 16, Folder 10	<p>The Ivory Twins: Dizzy In The Arms Of The Law. [Print advertising.] New York Daily News, 1939</p> <p>1 Item (col.; 39 x 29 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245596</p> <p>Ivorydata4 1453</p> <p>0307910258 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "The Ivory Twins: Dizzy In The Arms Of The Law". Comic strip illustration--Dizzy gets caught borrowing money from piggy bank.</p> <p>Published 26 Feb. 1939.</p> <p>Good condition.</p> <p>Topic: Women Police Hosiery Twins</p> <p>Genre/Form: Print advertising Comics</p>
Box 16, Folder 11	Advertisements- Newsprint, 1939
Box 5, Folder 13	Advertisements- Trade, 1939
Box 5, Folder 13 (1939 Trade)	<p>A Familiar Landmark. [Print advertising.] Modern Hospital, 1939</p> <p>1 Item (b&w; 29 x 9.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244879</p> <p>Ivorydata4 736</p> <p>0207910740 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "A Familiar Landmark". Illustration of sailboats near lighthouse at top of ad.</p> <p>Published Nov. 1939.</p> <p>Good condition.</p> <p>Topic: Patients Hospitals</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 13 (1939 Trade)	<p>Ivory Soap's Soothing Qualities Help To Shorten.. [Print advertising.] Modern Hospital, 1939</p> <p>1 Item (b&w; 29 x 13.5 cm.)</p> <p>Creator: Procter & Gamble Company</p>

Language: English.
 Notes: 244880
 Ivorydata4 737
 0207910741 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Ivory Soap's Soothing Qualities Help To Shorten...". Nurse pushing male patient in wheelchair outside.
 Published Dec. 1939. Glue stains.
 Good condition.

Topic: Hospitals
 Health
 Baths
 Patients
 Nurses

Genre/Form: Print advertising

Box 5, Folder 13
 (1939 Trade)

[What is the Function of a Soap? \[Print advertising.\] Canadian Medical Association Jou, 1939](#)

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

Creator: Procter & Gamble Company

Language: English.

Notes: 244881

Ivorydata4 738

0207910742 (Scan No.)

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

Caption: "What is the Function of a Soap?" Photographs of baby and woman in hat at top of ad.

Published Dec. 1939.

Good condition.

Topic: Children
 Skin -- Care and hygiene
 Premiums (Retail trade)
 Physicians
 Women

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 5, Folder 13
 (1939 Trade)

[An Open Letter to Medical Men About Soap Claims in Advertising. \[Print advertising.\] Canadian Medical Association Jou, 1939](#)

1 Item (b&w; 28.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244882

Ivorydata4 739

0207910743 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "An Open Letter to Medical Men About Soap Claims in Advertising". Photographs of baby and woman at top of ad. Published Sept. 1939. Glue stains. Good condition.
Topic:	advertising Premiums (Retail trade) Physicians
Genre/Form:	Print advertising Photographs -- Reproductions

Box 5, Folder 13
(1939 Trade)

[For your Approval, Doctor! \[Print advertising.\], 1939](#)

1 Item (b&w; 28.5 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244883

Ivorydata4 740

0207910744 (Scan No.)

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

Caption: "For your Approval, Doctor!" Photographs of woman and baby at top of ad.

Published Oct. 1939. Glue stains.

Good condition.

Topic: Physicians
Premiums (Retail trade)

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 26

Advertisements- Trade, 1939

Box 16, Folder 9

Advertisements- Trade, 1939

Box 5, Folder 15

[Advertisements- Hebrew-language undated, 1930s](#)

Box 5, Folder 15

[Ivory Soap. \[Print advertising.\]](#)

1 Item (b&w; 21.5 x 21 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: In Yiddish.

Notes: Ivorydata4 751

0207910755 (AC Scan No.)

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

Photograph (reproduction) of mother with child in bassinet.

Labeled #114.

Good condition.

Topic: Women in advertising
Children in advertising
Mothers
Yiddish
Infants in advertising

Genre/Form: Print advertising
Photographs -- Reproductions

Culture: Jews -- United States

Box 5, Folder 15

[Ivory Soap. \[Print advertising.\]](#)

1 Item (b&w; 22 x 19.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: In Yiddish.

Notes: Ivorydata4 752

0207910756 (Scan No.)

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

Photograph (reproduction) of baby beside window.

Labeled #109.

Good condition.

Topic: Infants in advertising
Soap
Children in advertising
Baths
Yiddish

Genre/Form: Print advertising
Photographs -- Reproductions

Culture: Jews -- United States

Box 5, Folder 16

[Advertisements- Newsprint, 1940](#)Box 5, Folder 16
(1940-letter size)[\[Heads of man and woman with advertising text.\] \[Advertisement.\], 1940](#)

1 Item (b&w; Ink on paper (photomechanical reproduction); 23 x 21 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: Text in Yiddish.

Notes: Ivorydata4 13

0207910001 (AC Scan No.)

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

Yiddish advertisement; big number 5 in upper left corner. Man in lower right holds bar of Ivory Soap. Images derived from photographs. Marked at bottom: Jewish Forward.

Poor condition.

Topic: Ivory Soap (Brand name)
Yiddish

	Women in advertising Men in advertising Soap Genre/Form: Photographs -- Reproductions Print advertising Photographs -- Reproductions
--	---

Box 5, Folder 16

[Head of woman, head and hands of man holding bar of soap; Polish text : print advertising], 1940

1 Item (b&w; Ink on newsprint; 25 x 19 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: In Polish.

Notes: Ivorydata4 14

0207910002 (Scan No.)

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Caption: "Tylko 5 [cents] za to "duzej wielkosci" Ivory Mydlo..."

Poor condition.

Topic: Women in advertising

Men in advertising

Soap

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 16

Lady, it Pays to be Kind! [Print advertising.] This Week, 1940

1 Item (col.; 20.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244896

Ivorydata4 753

0207910757 (Scan No.)

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

Caption: "Lady, it Pays to be Kind!" Photograph of baby in bassinet with cat, Photograph of woman in straw hat with pink ribbon.

Published June 2, 1940.

Good condition.

Topic: Children

Face -- Care and hygiene

Skin -- Care and hygiene

Women

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 16

Queer! Some Ladies Still Wash Dishes With Strong Soaps! [Print advertising.], 1940

1 Item (b&w; 23.5 x 20 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244897
Ivorydata4 754
0207910758 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Queer! Some Ladies Still Wash Dishes With Strong Soaps!" Large photograph of baby at top of ad, photograph of woman washing dishes at bottom.
Glue stains.
Good condition.
Topic: Chemists
Dishwashing
hands -- Care and hygiene
Women
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 16

[Lady, Beware of Strong Soap In Your Dishpan! \[Print advertising.\], 1940](#)
1 Item (b&w; 23.5 x 19.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244898
Ivorydata4 755
0207910759 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Lady, Beware of Strong Soap In Your Dishpan!" Large photograph of angry looking baby.
Glue stains.
Good condition.
Topic: Children
Women
Dishwashing
hands -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 16

[Happy Again. \[Point-of-purchase display.\], 1940](#)
1 Item (b&w; 23.5 x 20 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244899
Ivorydata4 756
0207910760 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Happy Again". Photograph of happy wife and husband.
Glue stains at top.
Good condition.

Topic: hands -- Care and hygiene
Marriage
Dishwashing
Men
Wives
Women

Genre/Form: Point-of-purchase displays
Photographs -- Reproductions

Box 5, Folder 16

[Don't Wash Dishes Again Till You Try My Improved Ivory Soap! \[Print advertising.\], 1940](#)

1 Item (b&w; 24 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244900

Ivorydata4 757

0207910761 (Scan No.)

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Caption: "Don't Wash Dishes Again Till You Try My Improved Ivory Soap!" Photograph of baby with open mouth.

Glue stains.

Good condition.

Topic: Children
hands -- Care and hygiene
Dishwashing
Women

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 16

[Yep! My Improved Ivory Soap is Easier-Sudsing in Hard Water! \[Print advertising.\], 1940](#)

1 Item (b&w; 23 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244901

Ivorydata4 758

0207910762 (Scan No.)

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Caption: "Yep! My Improved Ivory Soap is Easier-Sudsing in Hard Water!" Photograph of baby with speech bubble, comic illustrations of woman washing dishes.

Glue stains.

Good condition.

Topic: Children
hands -- Care and hygiene
Dishwashing
Women

Genre/Form: Print advertising
Comics
Photographs -- Reproductions

Box 5, Folder 16

[For Smoother Hands..Try My Improved Ivory Soap. \[Print advertising.\], 1940](#)
1 Item (b&w; 23 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244902

Ivorydata4 759

0207910763 (Scan No.)

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Caption: "For Smoother Hands..Try My Improved Ivory Soap." Photograph of baby at top of ad, comic strip of women talking about hand softness in middle.

Glue stains.

Good condition.

Topic: Children
hands -- Care and hygiene
Women

Genre/Form: Print advertising
Photographs -- Reproductions
Comics

Box 5, Folder 16

[I'LL SCREAM if you touch me with ROUGH DISHPAN HANDS! \[Print advertising.\], 1940](#)

1 Item (b&w; 23.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244903

Ivorydata4 760

0207910764 (Scan No.)

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

Caption: "I'LL SCREAM if you touch me with ROUGH DISHPAN HANDS!" Photogprah of baby at top, photograph of woman showing off hands at bottom.

Good condition.

Topic: Children
hands -- Care and hygiene
Women

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 16

[Makes Amends. \[Print advertising.\], 1940](#)

1 Item (b&w; 23.5 x 20 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 761

0207910765 (Scan No.)

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Caption: "Makes Amends". Photograph (reproduction) of husband and wife at jewelry shop looking at rings.

Good condition.

Topic: Soap
Husbands
Marriage
Wives
hands -- Care and hygiene
Men in advertising
Women in advertising

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 16

[Hi, Glamour Girl! \[Print advertising.\] This Week, 1940](#)

1 Item (col.; 20 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244905

Ivorydata4 762

0207910766 (Scan No.)

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Caption: "Hi, Glamour Girl!" Photograph of baby in bathtub on left, photograph of woman in white sweater on right.

Published Jan. 7, 1940.

Good condition.

Topic: Children
Women
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 16

[Your cheek looks smooth, too, lady! \[Print advertising.\] This Week, 1940](#)

1 Item (col.; 20 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244906

Ivorydata4 763

0207910767 (Scan No.)

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Caption: "Your cheek looks smooth, too, lady!" Photograph of baby in bathtub; photograph of woman on right.

Good condition.

Topic: Children
Skin -- Care and hygiene
Women
ComplexionGenre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 29

[Advertisements- Newsprint, 1940](#)Box 9, Folder 29
(1940)[Large Ivory Soap Only 5 \[cents\]. \[Print advertising.\], 1940](#)

1 Item (b&w; 29.5 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 29

0207910018 (Scan No.)

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Comic drawing of women in store.

Poor condition.

Topic: Premiums (Retail trade)
Grocers
Shopping
Men in advertising
Women in advertising
Soap

Place: Minneapolis (Minn.)

Genre/Form: Print advertising
ComicsBox 9, Folder 29
(1940 Newsprint)[Lady, can you spare a Kiss? \[Print advertising.\], 1940](#)

1 Item (col.; 36 x 24.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244809

Ivorydata4 666

0207910670 (Scan No.)

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

Caption: "Lady, can you spare a Kiss?" Photographs of baby in pink bonnet with cat, and woman in large pink hat. Comic strip at bottom of ad.

Hole in last comic panel; glue stains lower left corner.

Good condition.

Topic: Children
Play
Cats
Women
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Comics
Photographs -- Reproductions

Box 9, Folder 29
(1940 Newsprint)[Everybody Loves My Improved Ivory Soap! \[Print advertising.\], 1940](#)

1 Item (b&w; 29.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244810

Ivorydata4 667

0207910671 (Scan No.)

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

Caption: "Everybody Loves My Improved Ivory Soap!" Photographs of family members using Ivory Soap.

Good condition.

Topic: Family
Baths
Children
Mothers
Dishwashing
hands -- Care and hygiene
Baths
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 17, Folder 1

[Advertisements, 1940](#)

Box 17, Folder 1

[All in Favor say "Ivory". \[Photograph.\] General circulation publications, 1940](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.
 Notes: 245598
 Ivorydata4 1455
 0307910260 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "All in Favor say "Ivory"". Baby in tub, woman in red sweater in hay.
 Published Sept. 1940.
 Good condition.

Topic: Women
 Skin -- Care and hygiene
 Marriage
 Children

Genre/Form: Photographs -- Reproductions
 Print advertising
 Comics

Box 17, Folder 1

[What kind of World is this? \[Print advertisement.\] General circulation publications, 1940](#)

1 Item (col.; 28.5 x 22 cm..)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1456

0307910261 (Scan No.)

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

2 photographs (reproductions) of baby with rosy cheeks in blue sweater; and portrait of woman. Comic strip, "The Young Married Set," at bottom of page.

Glue stains at top corners.

Published Dec. 1939, Jan.-Feb., Aug. 1940

Topic: Soap
 Women in advertising
 Children in advertising
 Marriage
 Skin -- Care and hygiene

Genre/Form: Print advertising
 Comics
 Photographs -- Reproductions

Box 17, Folder 1

[Free! 60 Buicks also {dollar}6,000.00 in cash prizes. \[Print advertising.\] General circulation publications, 1940](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245600

		<p>Ivorydata4 1457</p> <p>0307910262 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Free! 60 Buicks also {dollar}6,000.00 in cash prizes". Blue Buick pictured.</p> <p>Published Jan.-Feb. 1940. Glue stains.</p> <p>Good condition.</p> <p>Topic: Premiums (Retail trade) Automobiles Prize contests in advertising</p> <p>Genre/Form: Print advertising</p>
Box 29, Folder 8	Advertisements, 1940	
Box 17, Folder 3	Advertisements- Newsprint, 1940	
Box 17, Folder 4	Advertisements- Newsprint, 1940	
Box 9, Folder 28	Advertisements- Trade, 1940	
Box 9, Folder 28 (1940 Trade)	<p>--And, When I Am Elected-- [Print advertising.] [Hotel industry publications.], 1940</p> <p>1 Item (b&w; 31.5 x 21.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 664</p> <p>0207910668 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Illustration of man with speech bubble and another of bellhop handing man in hotel bathtub a box of Ivory Flakes.</p> <p>Good condition.</p> <p>Topic: Ivory Flakes (Brand name) Hotels Bellhops Men in advertising Baths</p> <p>Genre/Form: Print advertising</p>	
Box 9, Folder 28 (1940 Trade)	<p>Is There A Secret Of Success? [Print advertising.], 1940</p> <p>1 Item (b&w; 31.5 x 21.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 665</p>	

	0207910669 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Illustration of fortune teller at top center; comic illustration of man and woman in hotel room.
	Good condition.
Topic:	Soap Hotels Husbands Wives
Genre/Form:	Print advertising Comics

Box 9, Folder 28
(1940 Newsprint)

[My Improved Ivory Soap is the Talk of the Town! \[Print advertising.\], 1940](#)

1 Item (b&w; 29 x 25.5. cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244811

Ivorydata4 668

0207910672 (Scan No.)

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

Caption: "My Improved Ivory Soap is the Talk of the Town!"
Photographs of family members using Ivory--including two women in front of a store window

Good condition.

Topic: Baths
Children
Fathers
Face -- Care and hygiene
Mothers
Dishwashing

Genre/Form: Print advertising

Box 17, Folder 2

[Advertisements- Trade, 1940](#)

Box 17, Folder 2

["Hi Doctor! Remember Me?" \[sic\] \[Print advertising.\] Journal of the Canadian Medical Association, 1940](#)

1 Item (b&w; 34 x 27 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1458

0307910263 (Scan No.)

Ad includes four photographs of a baby.

Good condition.

Published Nov. 1940

Used April 27, 2010, on the Smithsonian Photographic Initiative web site, "click! photography changes everything" (<http://click.si.edu>) to accompany contributor Jeremy Wolfe's (a professor at Harvard School of Medicine who investigates visual attention) story, which reflects on how photography changes what and how much we remember.

Topic: Soap
Children in advertising
Baths
Infants
Genre/Form: Print advertising
Photographs -- Reproductions

Box 17, Folder 2

[Which Soap for a Baby's Skin? \[Print advertising.\] Nursing profession publications, 1940](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245602

Ivorydata4 1459

0307910264 (Scan No.)

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

Caption: ""Which Soap for a Baby's Skin?"" Ad aimed at nurses, picture of new mother and baby.

Published May 1940.

Good condition.

Topic: Baths
Patients
Children
Mothers
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17

[Advertisements, 1941](#)

Box 5, Folder 17
(1941)

[New "Velvet-Suds" Ivory Soap! \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 97

0207910087 (Scan No.)

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

Illustration: Baby in tub on left hand side.

Good condition.

Topic: Children in advertising

hands -- Care and hygiene
 Baths
 Skin -- Care and hygiene
 Dishwashing
 Complexion
 Soap
 Genre/Form: Print advertising
 Photographs -- Reproductions

Box 5, Folder 17
 (1941)

[Everybody Says "Better Than ever!" \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 98

0207910088 (Scan No.)

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

Illustration: Big baby in middle of ad, women around.

Good condition.

Topic: Children
 Women
 Mothers
 Dishwashing
 Face -- Care and hygiene
 hands -- Care and hygiene
 Complexion
 Genre/Form: Print advertising
 Photographs -- Reproductions

Box 5, Folder 17
 (1941)

[One Word of Beauty Advice- \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20 x 27 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 100

0207910090 (Scan No.)

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

Illustration: Baby on left hand side with thought bubble.

Good condition.

Topic: Children
 Beauty, Personal
 Skin -- Care and hygiene
 Women
 Complexion
 Genre/Form: Print advertising
 Photographs -- Reproductions

Box 5, Folder 17
 (1941)

[Look for Beauty my way! \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20 x 27 cm.)

Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 101
0207910091 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: Baby in tub with stars wallpaper.
Good condition.

Topic: Children
Baths
Women
Skin -- Care and hygiene
Beauty, Personal
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17
(1941)

[Be a Baby about your Complexion! \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 102

0207910092 (Scan No.)

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

Illustration: Baby in diaper, woman in head scarf.

Good condition.

Topic: Children
Women
Skin -- Care and hygiene
Beauty, Personal
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17
(1941)

[All Aboard for Beauty! \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 103

0207910093 (Scan No.)

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

Illustration: Open-mouthed baby in tub, woman with dark hair.

Good condition.

Topic: Beauty, Personal
Baths

Skin -- Care and hygiene
Women
Children
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17
(1941)

[Take Your Complexion back to its Baby Days-. \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 104

0207910094 (Scan No.)

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

Illustration: Baby with black kitten on pink blanket.

Good condition.

Topic: Children
Women
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17
(1941)

[Step my way to Beauty! \[Print advertising.\] This Week, 1941](#)

1 Item (col.; 20.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 105

0207910095 (Scan No.)

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

Illustration: Baby in tub with star wallpaper, woman in pink sweater.

Good condition.

Topic: Children
Skin -- Care and hygiene
Beauty, Personal
Women
Baths
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17

[IVORY SOAP is Milder than any other widely advertised white floating soap. \[Print advertising.\], 1941](#)

1 Item (b&w; 29 x 20 cm.)

Publisher: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 764
0207910768 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Beauty to cherish / Ivory Soap is Milder than any other widely advertised white floating soap*". Photograph of Mother with baby holding mirror.
Good condition.

Topic: Children
Mothers
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17

[All Aboard Folks! Try My Improved Ivory Soap! \[Print advertising.\] Baltimore News, 1941](#)

1 Item (b&w; 24 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244908

Ivorydata4 765

0207910769 (Scan No.)

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

Caption: "All Aboard Folks! Try My Improved Ivory Soap!"
Photograph of baby at top, comic strip of ladies in middle.

Good condition.

Topic: Children

Women

Genre/Form: Print advertising

Photographs -- Reproductions

Comics

Box 5, Folder 17

[Why, Mommy! Don't Tell Me You've Got Rough Dishpan Hands!! \[Print advertising.\] Newspapers, 1941](#)

1 Item (b&w; 20 x 15.5. cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244909

Ivorydata4 766

0207910770 (Scan No.)

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

Caption: "Why, Mommy! Don't Tell Me You've Got Rough Dishpan Hands!!" Photograph of large baby at top, happy woman washing dishes at bottom.

Published Jan.-Mar. 1940.

Topic: Good condition.
Children
Dishwashing
Women
Dishwashing
Skin -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 17

[Laugh at Rough Dishpan Hands! \[Print advertising.\] Newspapers, 1941](#)

1 Item (b&w; 20.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244910

Ivorydata4 767

0207910771 (Scan No.)

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

Caption: "Laugh at Rough Dishpan Hands!" Large photograph of baby with tongue sticking out.

Published Feb. 1941.

Topic: Good condition.
Children
Women
hands -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 30-32

[Advertisements, 1941](#)Box 9, Folder 31
(1941)[I'm sharing my soap with Mother now. \[Print advertising.\] Family Circle, 1941](#)

1 Item (col.; 29 x 20.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 20

0207910008 (Scan No.)

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

Illustration: Baby in tub at top of ad.

Topic: Good condition.
Children in advertising
Mothers
Baths
Skin -- Care and hygiene
Premiums (Retail trade)
Women in advertising
Soap

Genre/Form: Complexion
Print advertising
Photographs -- Reproductions

Box 9, Folder 30
(1941)

[Ivory Soap's Big 1 \[cent\] Sale. \[Print advertising.\] Canadian News, 1941](#)

1 Item (b&w)

Creator: Procter & Gamble Company

Language: English.

Notes: 244812

Ivorydata4 669

0207910673 (Scan No.)

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

Caption: "Ivory Soap's Big 1 [cent] Sale" Photograph of man holding bar of Ivory, illustrations of women holding signs.

Good condition.

Topic: Women
Grocers

Men

Genre/Form: Print advertising

Box 9, Folder 30
(1941)

[{\\$}1.00 Value: Cooking Thermometer: Yours for only 25 \[cents\]. \[Print advertising.\] Hawaiian News, 1941](#)

1 Item (b&w; 33 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244813

Ivorydata4 670

0207910674 (Scan No.)

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Caption: "{\$}1.00 Value: Cooking Thermometer: Yours for only 25 [cents]". Photograph of woman pointing at large cooking thermometer.

Good condition.

Topic: Women
Premiums (Retail trade)

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 30
(1941)

[Looking for Suds? \[Print advertising.\] Omaha News, 1941](#)

1 Item (b&w; 28 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244814

Ivorydata4 671

0207910675 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Looking for Suds?" Photograph of crawling baby sticking tongue out. Comic illustrations under photo. Good condition.
Topic:	Children Baths Dishwashing Women
Genre/Form:	Print advertising Photographs -- Reproductions Comics

Box 9, Folder 30
(1941)

[A Pledge to Your New Baby.. \[Print advertising.\] Congratulations, 1941](#)

1 Item (b&w; 26.5 x 34.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244815

Ivorydata4 672

0207910676 (Scan No.)

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

Reproduction of photograph of mother lying in bed with baby, father sitting next to them.

Glue stains.

Published Oct. 1941

Topic: Family
Baths
Mothers

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 30
(1941)

[But I Don't Like the Nortons! \[Print advertising.\], 1941](#)

1 Item (b&w; 35.5 x 14 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244816

Ivorydata4 673

0207910677 (Scan No.)

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

Caption: ""But I Don't Like the Nortons!"" At top, illustration of woman recoiling as man yells at her.

Good condition.

Topic: Baths
Husbands
Wives

Genre/Form: Print advertising	
Box 9, Folder 30 (1941)	<p>New Mildness! New Richer Lather! [Print advertising.] General circulation publications, 1941</p> <p>1 Item (col.; 33 x 22 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244817</p> <p>Ivorydata4 674</p> <p>0207910678 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "New Mildness! New Richer Lather!" Photograph of baby holding up bar of Ivory. Other photographs of mother and son using Ivory around the house.</p> <p>Published Oct. 1941.</p> <p>Good condition.</p> <p>Topic: Children Baths Family Dishwashing Mothers hands -- Care and hygiene Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 9, Folder 31 (1941)	<p>Take your complexion back to its Baby Days.. [Print advertising.], 1941</p> <p>1 Item (col.; 35.5 x 25 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244818</p> <p>Ivorydata4 675</p> <p>0207910679 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Take your complexion back to its Baby Days...". Photograph of baby in bassinet with kitten, smaller photo of woman. At bottom, woman holding up st</p> <p>Good condition.</p> <p>Topic: Children Cats Hosiery Skin -- Care and hygiene Women Complexion</p> <p>Genre/Form: Print advertising</p>

Photographs -- Reproductions

Box 9, Folder 31
(1941)

[Please Be Careful of My Skin! \[Print advertising.\], 1941](#)

1 Item (b&w; 29.5 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244819

Ivorydata4 676

0207910680 (Scan No.)

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Caption: "Please Be Careful of My Skin!" Photograph of baby wrapped in towel.

Good condition.

Topic: Children

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 9, Folder 31
(1941)

[Ivory Soap is Milder than any other widely advertised white.. \[Point-of-purchase display.\], 1941](#)

1 Item (b&w; 29.5 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244820

Ivorydata4 677

0207910681 (Scan No.)

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Caption: "Ivory Soap is Milder than any other widely advertised white floating soap*". Photograph of mother holding baby.

Good condition.

Topic: Children

Mothers

Purity

Complexion

Genre/Form: Point-of-purchase displays

Photographs -- Reproductions

Box 9, Folder 32
(1941)

[A Sudsy Wonder! \[Print advertising.\], 1941](#)

1 Item (b&w; 27.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244821

Ivorydata4 678

0207910682 (Scan No.)

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Caption: "A Sudsy Wonder!" Photograph of twin babies, illustrations of woman using Ivory around the house.

Good condition.

Topic: Children
Women
Beauty, Personal
Baths
Dishwashing
Cleaning
Men
Genre/Form: Print advertising
Photographs -- Reproductions
Comics

Box 9, Folder 32
(1941)

[Extra Suds. \[Print advertising.\] Omaha News, 1941](#)

1 Item (b&w; 33 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244822

Ivorydata4 679

0207910683 (Scan No.)

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Caption: "Extra Suds". Photograph of baby at top of ad, illustrations of women and man using Ivory.

Good condition.

Topic: Children
Baths
Face -- Care and hygiene
Women
Men
Dishwashing
Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 32
(1941)

[New Mildness! New Richer Lather! \[Print advertising.\] Ladies Home Journal, 1941](#)

1 Item (col.; 34.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244823

Ivorydata4 680

0207910684 (Scan No.)

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Caption: "New Mildness! New Richer Lather!" Photograph of happy child, smaller photographs of women and men using Ivory Soap.

Published October 1941.

Good condition.

Topic: Children
Women
Men
Dishwashing
Baths
hands -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 32
(1941)

[Free! {dollar} 100 a Month as long as you live! \[Print advertising.\] General Canadian publications, 1941](#)

1 Item (b&w; 35.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244824

Ivorydata4 681

0207910685 (Scan No.)

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Caption: "Free! {dollar}100 a Month as long as you live!"
Illustration of family in front of suburban house. Similar to 0207910686.tif.

Published Jan. & Feb. 1941. Similar to 0207910686.tif.

Good condition.

Topic: Prize contests in advertising
Family

Genre/Form: Print advertising

Box 9, Folder 32
(1941)

[Free! {dollar}100 a Month as long as you live! \[Print advertising.\] Hawaiian News, 1941](#)

1 Item (b&w; 34 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244825

Ivorydata4 682

0207910686 (Scan No.)

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

Caption: "Free! {dollar}100 a Month as long as you live!"
Illustration of family in front of suburban house. Similar to 0207910685.tif.

Similar to 0207910685.tif.

Good condition.

Topic: Family
Prize contests in advertising
Genre/Form: Print advertising

Box 9, Folder 32
(1941)

[I say "NO!" to Rough Dishpan Hands! \[Print advertising.\], 1941](#)

1 Item (b&w; 29 x 11.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244826

Ivorydata4 683

0207910687 (Scan No.)

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

Caption: "I say "NO!" to Rough Dishpan Hands!" Photograph of baby at top of ad, photo pf woman showing hands at bottom.

Good condition.

Topic: Children
Mothers
hands -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 17, Folder 5

[Advertisements, 1941](#)

Box 17, Folder 5

[It's Here! New "Velvet-Suds" Ivory Soap! \[Print advertising.\] General circulation publications, 1941](#)

1 Item (col.; 41 x 29 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245603

Ivorydata4 1460

0307910265 (Scan No.)

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

Caption: "It's Here! New "Velvet-Suds" Ivory Soap!" Photos of family using Ivory Soap in various ways.

Published Aug.-Sept. 1941.

Good condition.

Topic: Family
Fathers
Women
Children
Baths
Dishwashing
Genre/Form: Print advertising

Photographs -- Reproductions

Box 17, Folder 5

[Everybody Says "Better Than Ever!" New "Velvet-Suds" Ivory Soap. \[Print advertising.\] Saturday Evening Post, 1941](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245604

Ivorydata4 1461

0307910266 (Scan No.)

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

Caption: "Everybody Says "Better Than Ever!" New "Velvet-Suds" Ivory Soap". Babyin center, woman using Ivory in various scenes around perimeter.

Published 29 Nov. 1941.

Good condition.

Topic: Children
Daughters
Baths
Face -- Care and hygiene
Dishwashing
Mothers

Genre/Form: Print advertising
Photographs -- Reproductions

Box 25, Folder 1

Advertisements, 1941

Box 29, Folder 9

Advertisements, 1941

Box 9, Folder 34

[Advertisements- Newsprint, 1941](#)Box 9, Folder 34
(1941 Newsprint)[Historians Overlooked the Biggest Event of 1879. \[Print advertising.\] Wall Street Journal, 1941](#)

1 Item (b&w; 28 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244832

Ivorydata4 689

0207910693 (Scan No.)

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

Caption: "Historians Overlooked the Biggest Event of 1879". Illustration of man looking at large book by lamplight.

Published Jan.2, 1941. Glue stains; brittle.

Good condition.

Topic: Men

Genre/Form: Print advertising

Box 17, Folder 7	Advertisements- Newsprint, 1941
Box 17, Folder 8	Advertisements- Newsprint, 1941
Box 5, Folder 18	Advertisements- Trade, 1941
Box 5, Folder 18 (1941)	<p>O.K. From Every Angle. [Print advertising: equipment publications,], 1941 1 Item (b&w; 19 x 21 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 99 0207910089 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Trade ad for Ivory soap dispensers. Good condition.</p> <p>Topic: Men in advertising Trade advertisements Soap Soap dispensers</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 18	<p>This Modern Dispenser Delivers More Than Just Soap! [caption] [Print advertising.] Buildings and Building Management, 1941 1 Item (b&w; 18.5 x 22.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 768 0207910772 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration of man using soap dispenser at sink. Published July-Nov. 1941. Glue stains. Good condition.</p> <p>Topic: Men in advertising Soap Soap dispensers</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 18	<p>Does Your Interest In Tenant Welfare Extend This Far? [caption] [Print advertising.] Buildings and Building Management, 1941 1 Item (b&w; 20 x 24.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: Ivorydata4 769</p>

0207910773 (Scan No.)

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

Illustration of two men at door to men's washroom.

Published Jan. 1941. Glue stains at top.

Good condition.

Topic: Soap
Soap dispensers
Genre/Form: Print advertising

Box 5, Folder 18

[Assets or Liabilities? \[caption\] \[Print advertising.\] Buildings and Building Management, 1941](#)

1 Item (b&w; 28.5 x 21 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 770

0207910774 (Scan No.)

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

Illustration of man in suit standing at door with "Your Washrooms" printed on it.

Published Aug. 1941.

Good condition.

Topic: Men in advertising
Soap
Bathrooms -- United States
Soap dispensers
Genre/Form: Print advertising

Box 5, Folder 18

[Speaking Man to Man, Doctor! \[Print advertising.\] Canadian Medical Association Jou, 1941](#)

1 Item (b&w; 28.5 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244914

Ivorydata4 771

0207910775 (Scan No.)

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

Caption: "Speaking Man to Man, Doctor!" Four photographs of baby in bath basin.

Published Aug. 1941. Glue stains.

Good condition.

Topic: Children
Physicians
Baths

Genre/Form: Skin -- Care and hygiene
Print advertising
Photographs -- Reproductions

Box 5, Folder 18

[And Now May I See Your Washrooms? \[Print advertising.\] Nations School, The, 1941](#)

1 Item (b&w; 28 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244915

Ivorydata4 772

0207910776 (Scan No.)

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

Caption: ""And Now May I See Your Washrooms?"" Illustration of two women asking to see school washrooms.

Published April & Oct. 1941.

Good condition.

Topic: Women
Teachers
Soap dispensers

Genre/Form: Print advertising

Box 5, Folder 18

[New Ivory Soap..Milder Than Ever Before! \[Print advertising.\] Modern Medicine, 1941](#)

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

Creator: Procter & Gamble Company

Language: English.

Notes: 244916

Ivorydata4 773

0207910777 (Scan No.)

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

Caption: "New Ivory Soap...Milder Than Ever Before!" Top photograph of smiling baby in bathtub, smiling woman washing face below.

Published Oct. 1941.

Good condition.

Topic: Children
Women
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 18

[What an Eye-opener, Nurse! \[Print advertising.\], 1942](#)

1 Item

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 774
 0207910778 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Black-and-white Ivory soap advertisement with reproductions of three photographs of a baby making funny faces.
 Good condition.

Topic: Ivory Soap (Brand name)
 Skin -- Care and hygiene
 Children in advertising
 Nurses

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 9, Folder 33

[Advertisements- Trade, 1941](#)Box 9, Folder 33
(1941 Trade)

[Why is IVORY made in so many different forms? \[Print advertising.\] \[Grocery trade papers.\], 1941](#)
 1 Item (b&w; 34.5 x 24.5 cm.)
 Advertiser: Procter & Gamble Company
 Donor: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 684
 0207910688 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustrations of Ivory in different forms (e.g., flakes, snow, bar soap).
 Published June & July 1941.
 Good condition.

Topic: Ivory Flakes (Brand name)
 Soap
 Grocers

Genre/Form: Print advertising

Box 9, Folder 33
(1941 Trade)

[What is the Standard of Soap "Mildness"? \[Print advertising.\] Medical industry publications, 1941](#)
 1 Item (b&w; 33 x 25 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244828
 Ivorydata4 685
 0207910689 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Caption: "What is the Standard of Soap "Mildness"?" Photograph of nurse with baby, and another of mother and baby.

Published May 1941.

Good condition.

Topic: Nurses
Mothers
Children
Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 33
(1941 Trade)

[Capitalize on the "Ivory Habit". \[Print advertising.\] Linen Supply News, 1941](#)
1 Item (b&w; 30 x 23.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244829

Ivorydata4 686

0207910690 (Scan No.)

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

Caption: "Capitalize on the "Ivory Habit"". Illustration of man with pencil.

Published Sept. 1941.

Good condition.

Topic: Linen supply service
Men

Genre/Form: Print advertising
Comics

Box 9, Folder 33
(1941 Trade)

[Ivory Soap. \[Print advertising.\] Canadian Hotel Review, 1941](#)
1 Item (b&w; 30.5 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244830

Ivorydata4 687

0207910691 (Scan No.)

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

Caption: "Ivory Soap". Illustration of husband and wife, with exceptionally large heads, in hotel room.

Published March 1941.

Good condition.

Topic: Hotels
Wives
Husbands

Genre/Form: Print advertising
Comics

Box 9, Folder 33
(1941 Trade)

[Why Doctor! Doesn't every baby get my gentle Ivory care? \[Print advertising.\] Canadian Medical Association Jou, 1941](#)

1 Item (b&w; 34 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244831

Ivorydata4 688

0207910692 (Scan No.)

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

Caption: ""Why Doctor!" Four photographs of a baby getting a bath.

Published Feb. 1941.

Good condition.

Topic: Children
Skin -- Care and hygiene
Physicians

Genre/Form: Print advertising
Photographs -- Reproductions

Box 17, Folder 6

[Advertisements- Trade, 1941](#)

Box 17, Folder 6

[Doctor, I Feel Like A New Woman! \[Print advertising.\] Journal of the American Medical, 1941](#)

1 Item (b&w; 36 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245605

Ivorydata4 1462

0307910267 (Scan No.)

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

Caption: ""Doctor, I Feel Like A New Woman!"" Girl standing in bath water with towel.

Published 20 Dec. 1941 Glue stains in corners.

Good condition.

Topic: Children
Baths
Girls

Genre/Form: Print advertising

Box 17, Folder 6

[They said it couldn't happen..but it did! \[Print advertising.\] Journal of the American Medical, 1941](#)

1 Item (b&w; 36.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245606

Ivorydata4 1463

0307910268 (Scan No.)

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

Caption: "They said it couldn't happen...but it did!" Little girl with mermaid tail seated on rock in foamy water.

Published 6 Dec. 1941. Glue stain at corners.

Good condition.

Topic: Children

Girls

Genre/Form: Print advertising

Box 9, Folder 35

Advertisements, 1942

Box 9, Folder 35
(1942)[Help your BEAUTY welcome winter! \[Print advertising.\] General circulation publications, 1942](#)

1 Item (col.; 36 x 25 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244833

Ivorydata4 690

0207910694 (Scan No.)

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

Caption: "Help your BEAUTY welcome winter!" Photograph of woman in red coat with man in Army cap.

Good condition.

Names: United States. Army

Topic: Women

World War, 1939-1945

Men

Skin -- Care and hygiene

Courtship

Winter

Feminine beauty (Aesthetics)

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 9, Folder 35
(1942)[12 Days from Today your HANDS can be LOVELIER! \[Print advertising.\] Ladies Home Journal, 1942](#)

1 Item (b&w; 35 x 13.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244834

Ivorydata4 691

0207910695 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "12 Days from Today your HANDS can be LOVELIER!" Photograph of three women, one with dishpan hands, at top. Good condition.
Topic:	Women hands -- Care and hygiene
Genre/Form:	Print advertising Photographs -- Reproductions

Box 9, Folder 35
(1942)

[A Girl's got her Future to Think About! \[Print advertising.\] General circulation publications, 1942](#)

1 Item (col.; 35.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244835

Ivorydata4 692

0207910696 (Scan No.)

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

Caption: ""A Girl's got her Future to Think About!"" Large photograph of girl toddler in pink sweater. Smaller photographs of her in bath, and in crib.

Published Dec. 1942, Feb. 1943. Glue stains.

Good condition.

Topic: Children
Skin -- Care and hygiene
Baths
Mothers
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 18, Folder 1-4

[Advertisements, 1942](#)

Box 18, Folder 1

[Be a friend to your 'inti-MATES'..cherish these trousseau.. \[Print advertising.\] Harper's Bazaar, 1942](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245617

Ivorydata4 1474

0307910279 (Scan No.)

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

Caption: ""Be a friend to your 'inti-MATES'...cherish these trousseau treasures..."". Woman holding up slip.

Published 1 Mar. 1942.
Good condition.
Topic: Wedding
Lingerie
Women
Delicate fabrics
Genre/Form: Print advertising
Photographs -- Reproductions

Box 18, Folder 1

[The Little..tykes! \[Print advertising.\] General circulation publications, 1942](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245618

Ivorydata4 1475

0307910280 (Scan No.)

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

Caption: ""The Little...tykes!"" Angry mother, then relaxing in bathtub, and finally having fun with adults in card gme.

Published Mar. 1942. Glue stains at corners.

Good condition.

Topic: Mothers

Children

Baths

Genre/Form: Print advertising

Box 18, Folder 1

[There's NOTHING the matter with me! \[Print advertising.\] General circulation publications, 1942](#)

1 Item (b&w; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245619

Ivorydata4 1476

0307910281 (Scan No.)

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

Caption: ""There's NOTHING the matter with me!"" Man yelling at wife and child, then relaxing in bathtub, and finally having fun bowling with others.

Published Mar. 1942.

Good condition.

Topic: Family

Bowling

Baths

Fathers

Genre/Form: Print advertising

Box 18, Folder 2

[How to win an Engagement. \[Print advertising.\] Women's publications, 1942](#)

1 Item (col.; 41 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245621

Ivorydata4 1478

0307910283 (Scan No.)

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

Caption: "How to win an Engagement". WAAC; man reading letter.

Published Mar.-Apr. 1943.

Good condition.

Topic: United States. Army. Women's Army Corps
World War, 1939-1945

Beauty, Personal

Women

Men

Courtship

Complexion

Genre/Form: Print advertising

Box 18, Folder 3

[Sail through summer LOVELIER! \[Print advertising.\] Women's publications, 1942](#)

1 Item (col.; 38 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 245622

Ivorydata4 1479

0307910284 (Scan No.)

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

Caption: "Sail through summer LOVELIER!" Mother and child on sailboat.

Published Aug. 1942.

Good condition.

Topic: Mothers
Summer
Skin -- Care and hygiene
Boats and boating
Daughters
ChildrenGenre/Form: Print advertising
Photographs -- Reproductions

Box 18, Folder 4

[Keep your BEAUTY on duty! \[Print advertising.\] Women's publications, 1942](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245623

Ivorydata4 1480

0307910285 (Scan No.)

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Caption: "Keep your BEAUTY on duty!" Woman in uniform (American Women's Voluntary Service) on telephone.

Published Sept. & Oct. 1942.

Good condition.

Names: United States. Army

Topic: American Women's Voluntary Services
telephone

Skin -- Care and hygiene

Men

Women

Beauty, Personal

World War, 1939-1945

Genre/Form: Print advertising

Photographs -- Reproductions

Box 18, Folder 4

[First Aid to Autumn Beauty! \[Print advertising.\] McCall's, 1942](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245624

Ivorydata4 1481

0307910286 (Scan No.)

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

Caption: "First Aid to Autumn Beauty!" Nurse in white hat and blue cape, with man in uniform.

Published Oct. 1942.

Good condition.

Topic: Nurses

United States. Navy

Beauty, Personal

Women

Men

Autumn

Skin -- Care and hygiene

World War, 1939-1945

Genre/Form: Print advertising

Photographs -- Reproductions

Box 25, Folder 2

Advertisements, 1942

Box 25, Folder 2
(1942)[Your Beauty can smile at Winter. \[Print advertising.\], 1942](#)

1 Item (col.; 38 x 28.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 28

0207910017 (Scan No.)

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

Illustrations, reproductions of color photographs: Woman and baby in red with dog; and a woman in a bathtub.

Good condition.

Topic: Ivory Soap (Brand name)

bathing

Women in advertising

Bathtubs

Domestic animals

Children in advertising

Dogs

Baths

Skin -- Care and hygiene

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 25, Folder 2

[BEAUTY prescription for Summer... \[Print advertising.\] Sunday News, 1942](#)

1 Item (col.; 38 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245607

Ivorydata4 1464

0307910269 (Scan No.)

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

Caption: "BEAUTY prescription for Summer:...". Woman in orange bathing suit on beach.

Published 21 June 1942. Glue stains.

Good condition.

Topic: Summer

Clothing and dress

Women

Skin -- Care and hygiene

Fashion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 25, Folder 2

["Baby" your face at bedtime to Wake Up Lovelier. \[Print advertising.\] Sunday News, 1942](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245608

Ivorydata4 1465

0307910270 (Scan No.)

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

Caption: "'Baby" your face at bedtime to Wake Up Lovelier". Woman in pink nightgown and bow in hair lying on bed, upper right.

Published 15 Feb. 1942.

Good condition.

Topic: Face -- Care and hygiene

Baths

Children

Women

Genre/Form: Print advertising

Photographs -- Reproductions

Box 25, Folder 2

[Birthdays Don't Count! \[Print advertising.\] Newspapers, 1942](#)

1 Item (col.; 39.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245609

Ivorydata4 1466

0307910271 (Scan No.)

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

Caption: "Birthdays Don't Count!" Pictures of women at various ages using Ivory soap.

Published Feb. 1942. Glue stains; top cut crookedly; bottom right corner torn.

Good condition.

Topic: Older people

Women

Children

Baths

Teenagers

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 25, Folder 2

[Now! MILDER* Beauty Care! \[Print advertising.\] Newspapers, 1942](#)

1 Item (col.; 35.5 x 27 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245610
 Ivorydata4 1467
 0307910272 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Now! MILDER* Beauty Care!" Five photos of babies, one photo of woman with cat; comic illustration of woman doing dishes on right side.
 Glue stains.
 Good condition.
 Topic: Children
 Dishwashing
 Face -- Care and hygiene
 Dogs
 Cats
 Women
 Genre/Form: Print advertising
 Photographs -- Reproductions

Box 25, Folder 2

[Help your BEAUTY bloom this Spring! \[Print advertising.\] Newspapers, 1942](#)

1 Item (col.; 35 x 27 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245611

Ivorydata4 1468

0307910273 (Scan No.)

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

Caption: "Help your BEAUTY bloom this Spring!" Blonde woman with pink blossoms framing face.
 Published March 1942.

Good condition.

Topic: Spring
 Children
 Skin -- Care and hygiene
 Beauty, Personal
 Women

Genre/Form: Print advertising

Box 25, Folder 2

[BE LOVELIER--it's Spring! \[Print advertising.\] Newspapers, 1942](#)

1 Item (col.; 38.5 x 29 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245612

Ivorydata4 1469

0307910274 (Scan No.)

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

Caption: "BE LOVELIER--it's Spring!" Three women with different hair color and skin tones at top.

Glue stains at corners.

Good condition.

Topic: Women
Children
Beauty, Personal
Skin -- Care and hygiene
Spring

Genre/Form: Print advertising
Photographs -- Reproductions

Box 29, Folder 15 Advertisements, 1942

Box 5, Folder 20 Advertisements- Newsprint, 1942

Box 9, Folder 36-37 Advertisements- Newsprint, 1942

Box 9, Folder 36 [Nature's lovelier now..you can be too! \[Print advertising.\] This Week, 1942](#)
(1942) 1 Item (col.; 35 x 27.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244836

Ivorydata4 693

0207910697 (Scan No.)

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

Caption: "Nature's lovelier now...you can be too!" Photograph of mother and child in matching outfits surrounded by flowers.

Good condition.

Topic: Children
Spring
Skin -- Care and hygiene
Mothers
Women
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 36 [Check in Friend! Welcome back to my slap-happy hotel.. \[Print advertising.\], 1942](#)
(1942) 1 Item (b&w; 23.5 x 10 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244837

	Ivorydata4 694 0207910698 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Check in Friend! Welcome back to my slap-happy hotel--Crestfallen Manor!" Illustration of man behind hotel reception desk with dog. Ad for radio program "Crestfallen Manor". Good condition.
Topic:	Hotel management Dogs Men
Genre/Form:	Print advertising

Box 9, Folder 36
(1942)

[I've got a He-Man Husband! \[Print advertising.\] Newspapers, 1942](#)

1 Item (b&w; 28 x 20 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244838

Ivorydata4 695

0207910699 (Scan No.)

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Caption: ""I've got a He-Man Husband!"" Illustration of woman with hand on cheek.

Good condition.

Topic: Wives
hands -- Care and hygiene
Genre/Form: Print advertising

Box 9, Folder 36
(1942)

[Cuckoo! "Yes, I was Cuckoo!" \[Print advertising.\], 1942](#)

1 Item (b&w; 20.5 x 23.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 244839

Ivorydata4 696

02079100700 (Scan No.)

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

Caption: "Cuckoo! "Yes, I was Cuckoo!"" Illustration of woman going through dishwashing process.

Glue stains.

Good condition.

Topic: Wives
Husbands
Dishwashing

	Genre/Form:	hands -- Care and hygiene Print advertising Comics
Box 9, Folder 36 (1942)		Tick! Tick! I'm Telling You, Lady! [Print advertising.] This Week, 1942 1 Item (b&w; 35.5 x 14.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244840 Ivorydata4 697 0207910701 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Tick! Tick! I'm Telling You, Lady!" Illustration of alarm clock and woman going through dishwashing process. Published Jan. 11, 1942. Good condition. Topic: Dishwashing Husbands Wives hands -- Care and hygiene Genre/Form: Print advertising Comics
Box 9, Folder 36 (1942)		Tick! Tock! Lady, You're About to Change Your Mind! [Print advertising.] This Week, 1942 1 Item (b&w; 35.5 x 14 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244841 Ivorydata4 698 0207910702 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Tick! Tock! Lady, You're About to Change Your Mind!" Illustration of alarm clock and woman through dishwashing process. Published Jan. 18, 1942. Good condition. Topic: Husbands Wives hands -- Care and hygiene Dishwashing Genre/Form: Print advertising Comics

Box 9, Folder 36
(1942)

[Pittsburgh Secretary calls Lovely Hands a Woman's Duty. \[Print advertising.\], 1942](#)

1 Item (b&w; 26 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244842

Ivorydata4 699

0207910703 (Scan No.)

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

Caption: "Pittsburgh Secretary calls Lovely Hands a Woman's Duty". Woman standing next to car with its hood up.

Good condition.

Topic: Automobiles
hands -- Care and hygiene

Women employees

Dishwashing

Place: Pittsburgh (Pa.)

Genre/Form: Print advertising

Photographs -- Reproductions

Box 9, Folder 36
(1942)

[Minneapolis Charity Worker says Busy Hands Stay Nice. \[Print advertising.\], 1942](#)

1 Item (b&w; 32 x 22.5 cm.)

Sponsor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 700

0207910704 (Scan No.)

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

Photograph of woman opening refrigerator.

Good condition. Records of a family-owned manufacturing firm, in Minneapolis, Minnesota, best known for kitchenware products including the Bundt Pan and Micro-Go-Round. In 1946, the year he returned from Navy service in the Pacific, H. David (Dave) Dalquist (1918-2005) joined his brother Mark to launch a new manufacturing firm, Plastics for Industry. In 1950, the brothers bought Northland Aluminum Products, a small firm with a line of "Nordic Ware" products including griddles and steak platters. The same year, Dave Dalquist created a cast aluminum, fluted cake pan at the request of two local women, members of the Hadassah organization. Northland Aluminum registered the trademark "Bundt" for the new product and began to sell it to local department stores. During the 1960s, Nordic Ware grew slowly, gradually increasing its product line to include specialty baking and cookware items and stove-top cookware. The company also expanded its production capacity and built its sales and marketing capabilities, including a national network of

sales representatives working on commission. Dorothy Dalquist, Dave's wife, played a vital role in the company's growth. Although the Bundt Pan was only one of many Nordic Ware products, it became a national celebrity in 1966 when a Texas woman used it for her prize-winning Tunnel of Fudge Cake in the immensely popular Pillsbury Bake-Off Contest. In response to the spread of microwave technology in the 1970s, Nordic Ware developed many new products including the very successful Micro-Go-Round. David Dalquist, son of Dave Dalquist, succeeded his father as head of the firm in the 1980s.

Topic: Refrigerators
Women employees
Dishwashing
hands -- Care and hygiene
Charity
Place: Minneapolis (Minn.)
Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 37
(1942 Newsprint)

[12 Days from Today your HANDS can be LOVELIER! \[Point-of-purchase display.\] Newspapers, 1942](#)

1 Item (b&w; 29.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244844

Ivorydata4 701

0207910705 (Scan No.)

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

Caption: "12 Days from Today your HANDS can be LOVELIER!"
Photograph of two women staring at third woman's hands.

Published in U.S. & Canadian newspapers. Glue stains. Similar to 0207910695.tif.

Good condition.

Topic: hands -- Care and hygiene
Women
Dishwashing
Genre/Form: Point-of-purchase displays
Photographs -- Reproductions

Box 9, Folder 37
(1942 Newsprint)

[12 Days from Today your HANDS can be LOVELIER! \[Print advertising.\], 1942](#)

1 Item (b&w; 29.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244845

Ivorydata4 702

0207910706 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "12 Days from Today your HANDS can be LOVELIER!"
Photograph of woman's hand snagging on stockings.
Ad was not used due to objections over photograph. Glue stains.
Good condition.

Topic: Women
Dishwashing
Hosiery
hands -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 37
(1942 Newsprint)

[12 Days from Today your HANDS can be LOVELIER! \[Print advertising.\] Newspapers, 1942](#)

1 Item (b&w; 29.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244846

Ivorydata4 703

0207910707 (Scan No.)

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

Caption: "12 Days from Today your HANDS can be LOVELIER!"
Photograph of husband and wife holding hands.

Published in U.S. & Canadian newspapers. Glue stains.

Good condition.

Topic: Wives
Husbands
Dishwashing
hands -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 9, Folder 37
(1942 Newsprint)

[12 Days from Today your HANDS can be LOVELIER! \[Print advertising.\] This Week, 1942](#)

1 Item (b&w; 17.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244847

Ivorydata4 704

0207910708 (Scan No.)

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

Caption: "12 Days from Today your HANDS can be LOVELIER!"
Woman playing cards staring at other woman's hands.

Good condition.

Topic:	Women Card games Dishwashing hands -- Care and hygiene
Genre/Form:	Print advertising Photographs -- Reproductions

Box 9, Folder 37
(1942 Newsprint)

[12 Days from Today your HANDS can be LOVELIER! \[Print advertising.\] This Week, 1942](#)

1 Item (b&w; 17.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244848

Ivorydata4 705

0207910709 (Scan No.)

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Caption: "12 Days from Today your HANDS can be LOVELIER!"
Photograph of Mother with daughter, teacher staring at mother's hands.

Glue stains.

Good condition.

Topic: Mothers
Daughters
Women teachers
hands -- Care and hygiene
Dishwashing

Genre/Form: Print advertising
Photographs -- Reproductions

Box 18, Folder 5

Advertisements- Newsprint, 1942

Box 25, Folder 3

[Advertisements- Newsprint, 1942](#)

Box 25, Folder 3

[I Married a Madman! \[Print advertising.\] Newspapers, 1942](#)

1 Item (col.; 18 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245613

Ivorydata4 1470

0307910275 (Scan No.)

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

Caption: ""I Married a Madman!"" Woman in blue hat on right.

Ad is also available in b&w.

Good condition.

Topic: Marriage

	hands -- Care and hygiene Wives Genre/Form: Print advertising
Box 25, Folder 3	<p>No-oh...he doesn't look like a Movie Hero! [Print advertising.] New York Mirror, 1942</p> <p>1 Item (b&w; 20 x 23 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245614</p> <p>Ivorydata4 1471</p> <p>0307910276 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: ""No-oh...he doesn't look like a Movie Hero!"" Woman with hand brushing hair back, on left.</p> <p>Good condition.</p> <p>Topic: Marriage World War, 1939-1945 Wives hands -- Care and hygiene</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 19	Advertisements- Trade, 1942
Box 9, Folder 38	Advertisements, 1943
Box 9, Folder 38 (1943 Magazine)	<p>It's a gift, Mommy! [Print advertising.] New parents/baby care publicatio, 1943</p> <p>1 Item (b&w; 33.5 x 22.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244849</p> <p>Ivorydata4 706</p> <p>0207910710 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "It's a gift, Mommy!" Illustration of babies around free Ivory booklet about bathing a baby.</p> <p>Published May 1943.</p> <p>Good condition.</p> <p>Topic: Premiums (Retail trade) Baths Children Mothers</p> <p>Genre/Form: Print advertising</p>
Box 18, Folder 6	Advertisements, 1943

Box 18, Folder 6

[My name is Marybelle. \[Print advertising.\] Women's publications, 1943](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245625

Ivorydata4 1482

0307910287 (Scan No.)

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

Caption: "My name is Marybelle". Baby girl in pink bonnet explains how she helped a woman look prettier.

Published June 1943.

Good condition.

Topic: United States. Navy
World War, 1939-1945
Beauty, Personal
Women
Children
Physicians
Wedding
Complexion

Genre/Form: Print advertising

Box 18, Folder 6

[Dear Miss "Puzzled": Ask your baby sister how to look lovelier! \[Print advertising.\] Women's publications, 1943](#)

1 Item (col.; 38 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245626

Ivorydata4 1483

0307910288 (Scan No.)

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

Caption: "Dear Miss "Puzzled": Ask your baby sister how to look lovelier!" Woman lying on bed looking disappointed, at top.

Published May & June 1943.

Good condition.

Names: United States. Army Air Forces

Topic: Women
Physicians
Children
Beauty, Personal
World War, 1939-1945
Complexion

Genre/Form: Print advertising

Box 18, Folder 6

[Who's afraid of BIRTHDAY CANDLES? \[Print advertising.\] Women's publications, 1943](#)

1 Item (col.; 39.5 x 29.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 245627

Ivorydata4 1484

0307910289 (Scan No.)

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

Woman with birthday cake.

Published Jan. & Feb. 1943.

Good condition.

Topic: Birthdays
Skin -- Care and hygiene
Women
Cake
Complexion

Genre/Form: Print advertising

Box 25, Folder 4

[Advertisements, 1943](#)

Box 25, Folder 4
(1943)

[Busy? -- Stay lovely, too! \[Print advertising.\], 1943](#)

1 Item (col.; 39.5 x 27.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 31

0207910020 (Scan No.)

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

Illustrations: 3 paintings of working women in different situations.

Good condition.

Topic: Women in advertising
United States. Army. Women's Army Corps
Husbands
Wives
World War, 1939-1945
Women employees
Beauty, Personal
Feminine beauty (Aesthetics)
Soap
Complexion

Genre/Form: Print advertising

Box 18, Folder 7

[Advertisements- Newsprint, 1943](#)

Box 18, Folder 7

[Darling Hazel--A baby's beauty secret has made me the.. \[Print advertising.\]](#)
[Philadelphia Inquirer, 1943](#)

1 Item (col.; 39.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245620

Ivorydata4 1477

0307910282 (Scan No.)

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

Caption: "Darling Hazel--A baby's beauty secret has made me the happiest girl in the world!" Woman in yellow shirt typing letter.

Good condition.

Names: United States. Army

Topic: Women

World War, 1939-1945

Beauty, Personal

Courtship

Skin -- Care and hygiene

Genre/Form: Print advertising

Box 18, Folder 7

[My Very First Case Gave ME A Beauty Prescription! \[Print advertising.\]](#)
[Philadelphia Inquirer, 1943](#)

1 Item (col.; 39.5 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245628

Ivorydata4 1485

0307910290 (Scan No.)

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Caption: "My Very First Case Gave ME A Beauty Prescription!" Nurse holding baby, on right.

Good condition.

Topic: Nurses

Courtship

Physicians

Beauty, Personal

Children

Complexion

Genre/Form: Print advertising

Box 18, Folder 7

[Romance isn't rationed--if you take Baby's Beauty Tip! \[Print advertising.\]](#)
[Sunday News, 1943](#)

1 Item (col.; 38 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245629
Ivorydata4 1486
0307910291 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""Romance isn't rationed--if you take Baby's Beauty Tip!"" Woman in red with red bow, cupid/angle flying to her with handkerchief.
Published 27 June 1943. Glue stains at corners.
Good condition.

Topic: United States. Navy
Men
Women
Courtship
Complexion
Cupids (Art)

Genre/Form: Print advertising

Box 18, Folder 7

[In wartime, keep your colors flying!...Get up to TWICE THE WEAR... \[Print advertising.\], 1943](#)

1 Item (b&w; 24.5 x 30.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1487

0307910292 (Scan No.)

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

Complete caption: "In wartime, keep your colors flying!...Get up to TWICE THE WEAR with twice-safe Ivory Flakes!" Woman in nightgown on left.

Published 2 February 1943.

Good condition.

Topic: Ivory Flakes (Brand name)
Women in advertising
Children in advertising
World War, 1939-1945
Laundry
Lingerie
Soap

Genre/Form: Print advertising

Box 18, Folder 7

[Don't Let Wartime Colors Fade! \[Print advertising.\] This Week, 1943](#)

1 Item (col.; 35 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245631

	Ivorydata4 1488 0307910293 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Don't Let Wartime Colors Fade!" Mother and daughter in brightly colored clothing, in center. Good condition.
Topic:	Mothers World War, 1939-1945 Laundry Daughters
Genre/Form:	Print advertising

Box 18, Folder 7

[How Judy, age 1 taught Jane, age 22 to look more beautiful. \[Print advertising.\] Chicago Tribune, 1943](#)
1 Item (col.; 37.5 x 27 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245632

Ivorydata4 1489
0307910294 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "How Judy, age 1 taught Jane, age 22 to look more beautiful". Baby in upper left corner, woman in lower right.
Published 16 May 1943.
Good condition.

Names:	United States. Army Air Forces
Topic:	Beauty, Personal Men World War, 1939-1945 Skin -- Care and hygiene Women Complexion
Genre/Form:	Print advertising Photographs -- Reproductions

Box 18, Folder 7

[My Dressmaker's Baby gave me a Wedding-Day Complexion! \[Print advertising.\] Philadelphia Inquirer, 1943](#)
1 Item (col.; 39 x 27.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245633

Ivorydata4 1490
0307910295 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

Caption: ""My Dressmaker's Baby gave me a Wedding-Day Complexion!" Woman in blue dress holding up baby.
Good condition.

Topic: Wedding
Physicians
Fashion
Women
Children
Complexion

Genre/Form: Print advertising

Box 18, Folder 7

[It took a tiny 'sprout' called Baby Sue to show grown-up.. \[Print advertising.\] Sunday News, 1943](#)

1 Item (col.; 38 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245634

Ivorydata4 1491

0307910296 (Scan No.)

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

Caption: ""It took a tiny 'sprout' ccalled Baby Sue to show grown-up me how to be Prettier!"" Woman in hat and overalls holding carrots.

Published 20 June 1943. Glue stains in corners.

Good condition.

Topic: Courtship
Gardening
World War, 1939-1945
Men
Women
Physicians

Genre/Form: Print advertising

Box 18, Folder 7

[He says Sending Flowers is Crazy! \[Print advertising.\], 1943](#)

1 Item (col.; 18 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245635

Ivorydata4 1492

0307910297 (Scan No.)

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

Caption: ""He says Sending Flowers is Crazy!"" Woman holding large bouquet of flowers, on left.

Glue has caused wrinkling.

Good condition.

	<p>Topic: Wives World War, 1939-1945 Beauty, Personal hands -- Care and hygiene Dishwashing</p> <p>Genre/Form: Print advertising</p>
Box 29, Folder 10	Advertisements- Newsprint, 1943
Box 10, Folder 1	Advertisements, 1944
Box 10, Folder 1	<p>Almost 40-but he acts like 20! [Print advertising.] General circulation publications, 1944</p> <p>1 Item (b&w; 36.5 x 15.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244990</p> <p>Ivorydata4 847</p> <p>0207910851 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "'Almost 40-but he acts like 20!'" Woman playing with necklace discussing husband's love of her soft hands.</p> <p>Published March & Apr. 1944.</p> <p>Good condition.</p> <p>Topic: Women Endorsements in advertising Marriage hands -- Care and hygiene World War, 1939-1945 Purity</p> <p>Genre/Form: Print advertising</p>
Box 10, Folder 1	<p>In 1889, too, doctors advised pure, gentle Ivory, [Print advertising.] General Federation Clubwoman, 1944</p> <p>1 Item (b&w; 34 x 25 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244991</p> <p>Ivorydata4 848</p> <p>0207910852 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "In 1889, too, doctors advised pure, gentle Ivory". Illustration of someone reading Ivory ad from 1889.</p> <p>Published Nov. 1944. Severe glue stains.</p> <p>Poor condition.</p>

Topic: Women
Physicians
Purity
Complexion
Genre/Form: Print advertising

Box 10, Folder 1

[For More Than Half A Century. \[Print advertising.\] General Federation Clubwoman, 1944](#)

1 Item (b&w; 35.5 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244992

Ivorydata4 849

0207910853 (Scan No.)

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

Caption: "For More Than Half A Century". Illustration of book with old Ivory ad mounted to page.

Published Dec. 1944. Severe glue stains.

Poor condition.

Topic: Baths
Skin -- Care and hygiene
Children
Mothers

Genre/Form: Print advertising

Box 10, Folder 1

[Just As Good As The Ivory caused raised eyebrows then, too. \[Print advertising.\] General Federation Clubwoman, 1944](#)

1 Item (b&w; 36 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244993

Ivorydata4 850

0207910854 (Scan No.)

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

Caption: ""Just As Good As The Ivory" caused raised eyebrows then, too." Illustration of stereoscope with old Ivory ad.

Published Oct. 1944, Feb. 1945. Uses image 0207910083.tif. in ad. Severe glue stains.

Poor condition.

Topic: Shopping
Men
Women
Beauty, Personal
Baths
Grocers

	Complexion Genre/Form: Print advertising
Box 10, Folder 1	<p>In the 80's, too, it was IVORY! [Print advertising.] General Federation Clubwoman, 1944</p> <p>1 Item (b&w; 37 x 25 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 851</p> <p>0207910855 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Illustration of book with old Ivory ad mounted to page.</p> <p>Published Sept. 1944. Uses image 0207910050.tif in ad.</p> <p>Poor condition: severe glue damage.</p> <p>Topic: Beauty, Personal Tennis Women in advertising Soap Complexion</p> <p>Genre/Form: Print advertising</p>
Box 19, Folder 1	Advertisements, 1944
Box 19, Folder 1	<p>Every Wartime Baby should own War Bonds! [Print advertising.] General circulation publications, 1944</p> <p>1 Item (col.; 37.5 x 29 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245636</p> <p>Ivorydata4 1493</p> <p>0307910298 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Every Wartime Baby should own War Bonds!" Baby holding bond.</p> <p>Published July & Aug. 1944.</p> <p>Good condition.</p> <p>Topic: World War, 1939-1945 Children Prize contests in advertising Savings bonds</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 19, Folder 1	Jack was Handsome..Cindy was lonesome.. [Print advertising.] General circulation publications, 1944

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245637

Ivorydata4 1494

0307910299 (Scan No.)

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Caption: "Jack was Handsome...Cindy was lonesome...". Jack, in uniform, and Cindy together at bottom right.

Published Feb.-Apr. 1945.

Good condition.

Names: United States. Marine Corps

Topic: World War, 1939-1945

Beauty, Personal

Women

Men

Courtship

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 19, Folder 1

"Us pin-up girls--gotta share beauty secrets!" [sic] [Print advertising, general circulation publications.], 1944

1 Item (col.; 36.5 x 29.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1495

0307910300 (Scan No.)

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In center, reproduction photo of baby with hands on head. Three illustrations at top, one of which shows soldiers hanging a pinup portrait.

Published June 1944.

Good condition.

Names: United States. Army

Topic: Soap

Pin-ups

Men in advertising

Children in advertising

Women in advertising

Physicians

Gardening

Beauty, Personal

World War, 1939-1945

Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 19, Folder 1

[She: "Why can't I be Lovely instead of Lonely?" \[Print advertising.\] General circulation publications, 1944](#)

1 Item (col.; 28 x 22 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245639

Ivorydata4 1496

0307910301 (Scan No.)

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Caption: "She: "Why can't I be Lovely instead of Lonely?""
Woman lamenting on couch, at top; at bottom right, together with man.

Published Oct. & Nov. 1944.

Good condition.

Topic: Beauty, Personal
World War, 1939-1945

Men

Women

Children

Courtship

Genre/Form: Print advertising
Photographs -- Reproductions

Box 19, Folder 3

[Advertisements- Newsprint, 1944](#)

Box 19, Folder 3

[Down on My Auntie Belle's Farm.. \[Print advertising.\] Everybody's Weekly, 1944](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245641

Ivorydata4 1498

0307910303 (Scan No.)

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

Caption: "Down on My Auntie Belle's Farm...". Woman and Auntie Belle using Ivory SNOW in different household chores.

Published 9 April 1944.

Good condition.

Topic: Farmers
Women
World War, 1939-1945
hands -- Care and hygiene

	Family Older people Genre/Form: Print advertising
Box 19, Folder 3	<p>My Hubby says I'm a Magician! [Print advertising.] Everybody's Weekly, 1944 1 Item (col.; 38.5 x 29 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245642 Ivorydata4 1499 0307910304 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "My Hubby says I'm a Magician!" Husband and wife using Ivory Snow in different scenes. Published 2 Apr. 1944. Good condition.</p> <p>Topic: Husbands Marriage hands -- Care and hygiene Dishwashing Cleaning Wives</p> <p>Genre/Form: Print advertising</p>
Box 19, Folder 3	<p>Dear Diary: It's happened! And all because I got that beauty tip from Ann's baby! [Print advertising.] Star Weekly (Toronto), 1944 1 Item (col.; 38 x 28 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: 245643 Ivorydata4 1500 0307910305 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Image: Woman in blue pants and shirt writing in diary. Published 15 July 1944. Good condition.</p> <p>Names: United States. Army Topic: Women in advertising World War, 1939-1945 Children in advertising Beauty, Personal Fashion Courtship</p> <p>Genre/Form: Print advertising</p>

Box 19, Folder 3

[Li'l Ivory. \[Print advertising.\] Oregonian \(Portland, Ore.\), 1944](#)

1 Item (col.; 19.5 x 28 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245644

Ivorydata4 1501

0307910306 (Scan No.)

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

Caption: "Li'l Ivory". Li'l Ivory's parents fighting about hands. Baby tells mom about Ivory. Comic format.

Published 29 Oct. 1944.

Good condition.

Topic: Husbands
Children
Dishwashing
hands -- Care and hygiene
Wives

Genre/Form: Print advertising
Comics

Box 19, Folder 3

[Li'l Ivory. \[Print advertising.\] Newspapers, 1944](#)

1 Item (col.; 21.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245645

Ivorydata4 1502

0307910307 (Scan No.)

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Caption: "Li'l Ivory". Newlyweds fight about hand softness, Li'l Ivory tells her about Ivory. Comic strip format.

Published Sept. 1944.

Good condition.

Topic: Husbands
Dishwashing
Children
United States. Navy
hands -- Care and hygiene
Wives

Genre/Form: Print advertising
Comics

Box 19, Folder 3

[Happy New Year..I'm Your Dad! \[Print advertising, women's publications.\], 1945](#)

1 Item (col.; 38 x 29 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.
 Notes: Ivorydata4 1505
 0307910310 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: Man in Army Air Forces uniform holding his baby for the first time, with mother looking on. Sentimental poem and advertising text below illustration. List of publications in which this advertisement was printed at lower left.
 Published Jan. & Feb. 1945.
 Good condition.

Names: United States. Army Air Forces
 Topic: Uniforms, Military -- 20th century.
 Soap
 World War, 1939-1945
 Family
 Fathers
 Infants

Genre/Form: Proof sheets -- 1940-1950
 Print advertising

Box 19, Folder (1945)

[Where do pretty models come from? \[color advertisement\], 1945](#)

1 Item (Ink on paper.; 15" x 11.25".)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 0307910311.tif (AC Scan)

Color advertisement for Ivory Soap with reproduction of photograph and drawings of June Cox; photographer unidentified.

Names: Cox, June, 1919-

Topic: Ivory Soap (Brand name)

Beauty, Personal

advertising -- Soap

Models (Persons)

Soap

Genre/Form: Advertisements -- 1940-1950

Box 19, Folder 2

[Advertisements- Trade, 1944](#)

Box 19, Folder 2

[You don't need a Survey to confirm this Guest Preference. \[Print advertising.\]](#)

[Hotel industry publications, 1944](#)

1 Item (b&w; 32 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245640

Ivorydata4 1497

0307910302 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "You don't need a Survey to confirm this Guest Preference". Little girl dressed up as woman, little boy with notepad.
Published Nov. & Dec. 1944.
Good condition.

Topic: Children
Hotels
Play

Genre/Form: Print advertising

Box 19, Folder 4

[Advertisements, 1945](#)

Box 19, Folder 4

[Tell 'em Mommy--How you became a Famous Pin-up Girl! \[Print advertising.\] Women's publications, 1945](#)

1 Item (col.; 37.5 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245646

Ivorydata4 1503

0307910308 (Scan No.)

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Caption: "Tell 'em Mommy--How you became a Famous Pin-up Girl!" Mother and baby smiling.

Published Oct & Nov. 1945.

Good condition.

Topic: Mothers
Skin -- Care and hygiene
Children

Genre/Form: Print advertising
Photographs -- Reproductions

Box 19, Folder 4

[\[Once they called her Dateless Dora,...\]. \[Print advertising.\] Women's publications, 1945](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245647

Ivorydata4 1504

0307910309 (Scan No.)

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Caption: "Once they called her Dateless Dora,...". Dora and suitor in lower right.

Published Sept. & Oct. 1945.

Topic: Good condition.
Courtship
Children
Men
Women
World War, 1939-1945
Skin -- Care and hygiene
Beauty, Personal

Genre/Form: Print advertising
Photographs -- Reproductions

Box 19, Folder 4

[Gloomy Miss... / \(her complexion needed help!\)... \[Print advertising. Women's publications.\], 1945](#)

1 Item (color; 38 x 29 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1507

0307910312 (Scan No.)

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

Cartoon illustrations include a man in a Navy uniform carrying a blonde woman in his arms, apparently over the threshold; a woman leaning out window; and a happy baby.

Published Aug. & Sept. 1945.

Good condition.

Reproduced in article by Carol Squiers in "Click: Photography Changes Everything" SI website, early 2010.

Topic: Soap
Children in advertising
Infants in advertising
Men in advertising
Women in advertising
United States. Navy
World War, 1939-1945
Marriage
Complexion

Genre/Form: Cartoons (humorous images) -- 1930-1960
Print advertising

Box 19, Folder 6

[Advertisements- Newsprint, 1945](#)

Box 19, Folder 6

[\["You won't find romance in a book.."\]. \[Print advertising.\] Newspapers, 1945](#)

1 Item (col.; 38.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245655

Ivorydata4 1512

	0307910317 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: ""You won't find romance in a book..."". At top, woman slumped in chair; lower left, happy man in uniform and woman. Published 25 March 1945. Good condition.
Names:	United States. Army
Topic:	World War, 1939-1945 Children Women Men Beauty, Personal Courtship Complexion
Genre/Form:	Print advertising Photographs -- Reproductions

Box 5, Folder 21

[Advertisements- Trade, 1945](#)

Box 5, Folder 21	How many tests are enough..When Mildness Is Important? [Print advertising.] Journal of the American Medical, 1945 1 Item (b&w; 29 x 20 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244918 Ivorydata4 775 0207910779\ (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "How many tests are enough...When Mildness Is Important?" Photograph of baby in bath basin with washrag over shoulder. Published June 16, 1945. Good condition.
	Topic: Children Baths
	Genre/Form: Print advertising Photographs -- Reproductions

Box 5, Folder 21

[Pure? Sure! \[Print advertising.\] American Journal of Nursing, 1945](#)

1 Item (b&w; 24 x 17 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244919

Ivorydata4 776

0207910780 (Scan No.)

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

Caption: "Pure? Sure!" Happy baby in bathtub holding bar of Ivory.

Published Aug. 1945.

Good condition.

Topic: Baths
Children
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 21

[So I said, my doctor oughta hear about this! \[Print advertising.\] American Journal of Nursing, 1945](#)

1 Item (b&w; 24 x 17 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244920

Ivorydata4 777

0207910781 (Scan No.)

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

Caption: ""So I said, my doctor oughta hear about this!""
Photograph of two babies, one seated in bath basin.

Published Oct. 1945.

Good condition.

Topic: Children
Baths
Genre/Form: Print advertising
Photographs -- Reproductions

Box 19, Folder 5

[Advertisements- Trade, 1945](#)

Box 19, Folder 5

[When thee Marries, choose a girl who uses Ivory Soap. \[Print advertising.\] General Federation Clubwoman, 1945](#)

1 Item (b&w; 35.5 x 25 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245651

Ivorydata4 1508

0307910313 (Scan No.)

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

Caption: ""When thee Marries, choose a girl who uses Ivory Soap"". Reproduction of ad from 1899--woman in bonnet pointing finger.

Published Nov. 1945. See 0207910274.tif for original ad.

	Good condition.
Topic:	Women Marriage Quakers
Genre/Form:	Print advertising

Box 19, Folder 5	This Famous Soap Really Gets A "Physical". [Print advertising.] Hotel industry publications, 1945 1 Item (b&w; 31.5 x 21.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245652 Ivorydata4 1509 0307910314 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "This Famous Soap Really Gets A "Physical"". Doctor using stethoscope to listen to a bar of Ivory Soap. Published Jan. & Feb. 1946. Good condition.
	Topic: Physicians Men
	Genre/Form: Print advertising

Box 19, Folder 5	FREE! to every baby born from Dominion Day, 1945.. [Print advertising.] Canadian medical publications, 1945 1 Item (b&w; 30 x 23 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245653 Ivorydata4 1510 0307910315 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "FREE! to every baby born from Dominion Day, 1945 to Dominion Day, 1946--". Baby grabbing doctor's coat and pointing at sign. Published Nov. 1945. Good condition.
	Topic: Premiums (Retail trade) Older people Men Physicians Children
	Genre/Form: Print advertising

Box 19, Folder 5

[The Ivory Inspection Patrol Makes Cleanliness A Fascinating.. \[Print advertising.\] Educator's publications, 1945](#)

1 Item (b&w; 36.5 x 25 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245654

Ivorydata4 1511

0307910316 (Scan No.)

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

Caption: "The Ivory Inspection Patrol Makes Cleanliness A Fascinating Game!" Children and teacher looking at cleanliness chart.

Published Oct. & Nov. 1945.

Good condition.

Topic: Children
Hygiene
Premiums (Retail trade)
Teachers

Genre/Form: Print advertising

Box 20, Folder 1

[Advertisements, 1946](#)

Box 20, Folder 1

[Biography of a Glamour Girl. \[Print advertising.\] This Week, 1945](#)

1 Item (col.; 34.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245656

Ivorydata4 1513

0307910318 (Scan No.)

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

Caption: "Biography of a Glamour Girl". Woman in red sweater holding magazine with picture of herself on it.

Published 16 Feb. 1947.

Good condition.

Topic: Women
Beauty, Personal
Models (Persons)
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 1

[What ever happened to Mrs. Young's lovely baby? \[Print advertising.\] Women's publications, 1945](#)

1 Item (col.; 37.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.
 Notes: 245657
 Ivorydata4 1514
 0307910319 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "What ever happend to Mrs. Young's lovely baby?"
 Woman shown at various stages in life--and finally as a cover girl.
 Published Aug., Sept., Dec. 1946.
 Good condition.

Names: United States. Army Air Forces
 Topic: Women
 World War, 1939-1945
 Beauty, Personal
 Children
 Teenagers
 Models (Persons)

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 20, Folder 1

[Story of the Girl who said "NO" to Hollywood! \[Print advertising, women's publications.\], 1945](#)

1 Item (col.; 37.5 x 29 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1515

0307910320 (Scan No.)

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Large photo in center of woman lying down with arm over head.

Published July & Aug. 1946.

Good condition.

Topic: Models (Persons)
 Women in advertising
 Complexion

Place: Hollywood (Los Angeles, Calif.)

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 20, Folder 1

[Lovely Sandy Carleson..And How She Grew. \[Print advertising.\] Women's publications, 1945](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245659

Ivorydata4 1516

0307910321 (Scan No.)

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Caption: "Lovely Sandy Carleson...And How She Grew". Woman lying on ground with photos in front of her. Five photos at top of her growing up.
Published June & July 1946.
Good condition.

Topic: Children
Teenagers
Women
Models (Persons)
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 1

[How to grow a Model. \[Print advertising.\] Women's publications, 1945](#)

1 Item (col.; 37.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245660

Ivorydata4 1517

0307910322 (Scan No.)

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Caption: "How to grow a Model". Mother and toddler girl at top, both in yellow.

Published May & June 1946.

Good condition.

Topic: Mothers
Models (Persons)
Daughters
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 2

[Advertisements- Trade, 1946](#)

Box 10, Folder 2

[Emergency Call in 1900. \[Print advertising.\] Medical industry publications, 1946](#)

1 Item (b&w; 30.5 x 22.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244995

Ivorydata4 852

0207910856 (Scan No.)

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

Caption: "Emergency Call in 1900". Man (presumably doctor awakened in the middle of the night) in night clothes speaking on telephone.

Published Sept. & Nov. 1946, Feb. 1948. Glue stains.

Good condition.

Topic: Physicians
telephone
Patients
Care of the sick
Skin Research Laboratory
Purity
Genre/Form: Print advertising

Box 10, Folder 2

[All that research--just for me? \[Print advertising.\] Hygeia, 1946](#)

1 Item (b&w; 30 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244996

Ivorydata4 853

0207910857 (Scan No.)

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

Caption: ""All that research--just for me?"" Happy looking baby sitting with blocks.

Published Sept. 1946 & Apr. 1948. Glue stains.

Good condition.

Topic: Children
Skin Research Laboratory
Purity
Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 2

[Advertisements- Trade, 1946](#)

Box 20, Folder 2

[One way to please "That Irrational Creature". \[Print advertising.\] Hotel industry publications, 1945](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245661

Ivorydata4 1518

0307910323 (Scan No.)

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Caption: "One way to please "That Irrational Creature"". Man at sink unwrapping soap.

Published May & June 1946.

	<p>Good condition.</p> <p>Topic: Hotels Men</p> <p>Genre/Form: Print advertising</p>
Box 20, Folder 2	<p>Torquemada N'aurait Pas Fait Mieux! [Print advertising.] L'union Medicale du Canada, 1946</p> <p>1 Item (b&w, 26 x 18.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: French.</p> <p>Notes: 245662</p> <p>Ivorydata4 1519</p> <p>0307910324 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Torquemada N'aurait Pas Fait Mieux!" baby in washtub holding up bar of soap.</p> <p>Published Dec. 1945, May 1946.</p> <p>Good condition.</p> <p>Topic: Children Baths</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 20, Folder 2	<p>All this care goes to my head! [Print advertising.] Canadian Medical Association Jou, 1946</p> <p>1 Item (b&w; 30.5 x 23 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245663</p> <p>Ivorydata4 1520</p> <p>0307910325 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "All this care goes to my head!" Baby holding bar of Ivory above head.</p> <p>Published May 1946.</p> <p>Good condition.</p> <p>Topic: Children Skin -- Care and hygiene Baths</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 5, Folder 22	Advertisements, 1947
Box 5, Folder 22	Young America's Look is That Ivory Look! [Print advertising.], 1947

1 Item (col.; 28 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244921

Ivorydata4 778

0207910782 (Scan No.)

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Caption: "Young America's Look is That Ivory Look!" Large picture of blonde baby sitting in suds. Smaller pictures of two women at bottom.

Good condition.

Topic: Children

Baths

Women

Skin -- Care and hygiene

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 22

[Such tiny fingers to hold your heart so tight! \[Print advertising.\] Good Housekeeping, 1947](#)

1 Item (col.; 29 x 20.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 779

0207910783 (Scan No.)

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

Large photograph of baby in smocked dress.

Glue stains.

Topic: Children in advertising

Soap

Skin -- Care and hygiene

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 22

[Meet "Miss Ivory" of 1948. \[Print advertising.\] Good Housekeeping, 1947](#)

1 Item (b&w; 28 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244923

Ivorydata4 780

0207910784 (Scan No.)

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

Caption: "Meet "Miss Ivory" of 1948". Large picture of brunette baby with yellow bow sitting in suds.
Published Sept. 1947 [?]. Glue stains.
Good condition.

Topic: Skin -- Care and hygiene
Premiums (Retail trade)
Children
Prize contests in advertising
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 22

[How can you tell how beautiful a baby'll be? \[Print advertising.\] Good Housekeeping, 1947](#)

1 Item (col.; 28 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244924

Ivorydata4 781

0207910785 (Scan No.)

Caption: "How can you tell how beautiful a baby'll be?" Small photograph of baby at top, large picture of smiling woman with red ball at bottom.

Published July 1947. Glue stains.

Good condition.

Topic: Children
Models (Persons)
Women
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 3

[Advertisements, 1947](#)

Box 10, Folder 3

[Come on Everybody! Ivory's Awarding {dollar}69,000.00 in Prizes! \[Print advertising.\] True Story \[magazine\], 1947](#)

1 Item (color; 27.5 x 22 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 854

0207910858 (Scan No.)

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

Color advertisement with images, and text explaining contest prizes and rules. Contains a reproduction of a photograph of a baby in a bath and a cartoon of two women talking.

Published Oct. 1947.
Glue stains.
Reproduced in article by Carol Squiers in "Click: Photography Changes Everything" SI website, early 2010.

Topic: Soap
Children in advertising
Prize contests in advertising
Women in advertising
Baths
Dishwashing

Genre/Form: Cartoons (humorous images) -- 1930-1960
Print advertising
Comics
Photographs -- Reproductions

Box 10, Folder 3

[Hurry Folks! Get 'em Right Away! \[Print advertising.\] Good Housekeeping, 1947](#)
1 Item (col.; 29 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244998

Ivorydata4 855

0207910859 (Scan No.)

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

Caption: "Hurry Folks! Get 'em Right Away!" Woman in tub with scrub brush; premium to obtain featured brush.

Published Aug. 1947. Glue stains.

Good condition.

Topic: Baths
Women
Premiums (Retail trade)
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 3

[Advertisements, 1947](#)

Box 20, Folder 3

[America's Best-Known Newscaster Goes National on CBS Network. \[Print advertising.\] General circulation publications, 1947](#)

1 Item (b&w; 31.5 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245664

Ivorydata4 1521

0307910326 (Scan No.)

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

	<p>Caption: "America's Best-Known Newscaster Goes National on CBS Network". Photo of Lowell Thomas at microphone.</p> <p>Published 29 Sept. 1947.</p> <p>Good condition.</p> <p>Names: Thomas, Lowell</p> <p>Topic: Radio programs</p> <p>Genre/Form: Print advertising</p> <p>Photographs -- Reproductions</p>
--	---

Box 20, Folder 3

[A "Little Beauty" goes a Long Way! \[Print advertisement,\], 1947](#)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1522

0307910327 (Scan No.)

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

Caption: "A "Little Beauty" goes a Long Way!" Joan Scott, model, as baby, teen, and adult. With reference to Lowell Thomas's CBS radio program at bottom of page.

Stains (glue?) in all four corners.

Names: Thomas, Lowell

Topic: Teenage girls

Radio programs

Models (Persons)

Infants

Teenagers

Box 20, Folder 3

[Wouldn't you like to hold her? \[Print advertising.\] Women's publications, 1947](#)

1 Item (col.; 38.5 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245667

Ivorydata4 1524

0307910329 (Scan No.)

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

Caption: "Wouldn't you like to hold her?" Photo of baby in pink dress, smiling. small picture of brunette woman near bottom center.

Published May & June 1947.

Good condition.

Topic: Children

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 20, Folder 5-6

Advertisements- Newsprint, 1947

Box 5, Folder 23 [Advertisements- Trade, 1947](#)

Box 5, Folder 23

[Are you saving time with these Free Ivory Handy Pads? \[Print advertising.\] Medical Economics, 1947](#)

1 Item (b&w; 19.5 x 13.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244925

Ivorydata4 782

0207910786 (Scan No.)

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Caption: "Are you saving time with these Free Ivory Handy Pads?" Instructional pad made by Ivory for patients.

Published July 1947.

Good condition.

Topic: Physicians

Genre/Form: Print advertising

Box 5, Folder 23

["But, Doctor..how can I bathe him if he can't move out of bed?" \[sic\] \[Print advertising.\] Canadian Doctor, 1947](#)

1 Item (b&w; 22.5 x 15.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 783

0207910787 (Scan No.)

Illustration of woman conversing with doctor with husband in bed.

Published Sept. 1947, Jan. & May 1947. It advertises Ivory Handy Pads, not soap.

Glue stains at right.

Topic: Marriage -- 1940-1950

Women in advertising

Men in advertising

Physicians

Husbands

Wives

Baths

Premiums (Retail trade)

Genre/Form: Tear sheets -- 1940-1950

Print advertising

Box 5, Folder 23

[What's got me scared is giving him a bath! \[Print advertising.\] Medical industry publications, 1947](#)

1 Item (b&w; 19.5 x 14 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244927

Ivorydata4 784
0207910788 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""What's got me scared is giving him his bath!"" New mother at home speaking with doctor about baby.
Published Oct. 1947.
Good condition.

Topic: Physicians
Children
Baths
Mothers
Premiums (Retail trade)

Genre/Form: Print advertising

Box 5, Folder 23

[Can I take tub baths right up to the last minute, Doctor? \[Print advertising.\] Medical Economics, 1947](#)

1 Item (b&w; 22.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244928

Ivorydata4 785
0207910789 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""Can I take tub baths right up to the last minute, Doctor?"" Expectant mother and doctor talking at desk.
Published Dec. 1947.
Good condition.

Topic: Physicians
Women
Pregnancy

Genre/Form: Print advertising

Box 5, Folder 23

[Now, in treating this acne, I want you to follow this.. \[Print advertising.\] Medical industry publications, 1947](#)

1 Item (b&w; 27 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244929

Ivorydata4 786
0207910790 (Scan No.)
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Caption: ""Now, in treating this acne, I want you to follow this routine..." Mother, teenaged daughter with acne, and doctor in doctor's office.

Published Nov. & Dec. 1947. Glue stains at corners.

Good condition.

Topic: Mothers
Daughters
Physicians
Teenagers
Complexion
Genre/Form: Print advertising

Box 10, Folder 4

Advertisements- Trade, 1947

Box 10, Folder 4

[A Pleasant Reminder. \[Print advertising.\] Hotel industry publications, 1947](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244999

Ivorydata4 856

0207910860 (Scan No.)

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Caption: "A Pleasant Reminder". Photo of wife and husband unpacking suitcase.

Published Nov. 1947. Glue stains.

Good condition.

Topic: Hotels
Husbands
Wives
Travel
Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 4

Advertisements- Trade, 1947

Box 20, Folder 4

[The "Good Old Days" are coming back! \[Print advertising.\] \[Hotel industry publications.\], 1947](#)

1 Item (b&w; 31.5 x 21.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 245666

Ivorydata4 1523

0307910328 (Scan No.)

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

Illustration: Hotel front desk attendant pointing at man with suitcases as bellhops rush to help him.
Published Jul., Aug., Oct. 1947.
Tape or glue stain, lower left..

Topic: Soap
Hotels -- Employees
Hotels
Travel

Genre/Form: Print advertising

Box 5, Folder 24

Advertisements, 1948

Box 5, Folder 24

[That Ivory Look \[Print advertising.\], 1948](#)

1 Item (col.; 27.5 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244930

Ivorydata4 787

0207910791 (Scan No.)

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

Caption: "That Ivory Look". Large photograph of baby sitting in suds holding pink telephone.

Also appears in 1949.

Good condition.

Topic: Baths
Women
Children
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 7

Advertisements, 1948

Box 20, Folder 7

[Can you guess Bonnie Dugan's secret? \[Print advertising.\] Women's publications, 1948](#)

1 Item (col.; 39 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245668

Ivorydata4 1525

0307910330 (Scan No.)

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

Caption: "Can you guess Bonnie Dugan's secret?" Bonnie as baby and modelling.

Published Oct. & Nov. 1948. Glue stains in colors.

Good condition.

Topic: Women
Children
Models (Persons)
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 7

[Jane Cartwright -- Cover Girl of the Year. \[Print advertising. Women's publications.\], 1948](#)

1 Item (col.; 38 x 29 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1526

0307910331 (Scan No.)

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

Photo of Jane Cartwright surrounded by magazine covers; three smaller pictures of Jane as baby, Jane on the job, and a bar of Ivory soap.

Published Dec. 1948, Jan. 1949.

Glue stains in corners.

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

Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 9

[Advertisements- Newsprint, 1948](#)

Box 20, Folder 9

[Dream Girl who made her dreams come true. \[Print advertising.\] Star Weekly \(Toronto\), 1948](#)

1 Item (col.; 37.5 x 28 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245671

Ivorydata4 1528

0307910333 (Scan No.)

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

Caption: "Dream Girl who made her dreams come true". Woman in yellow dress looking in hand mirror; illustration of little girl with towel.

Published 3 Jan. 1948.

Good condition.

Topic: Models (Persons)
Skin -- Care and hygiene
Children
Teenagers
Women
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 9

[Li'l Ivory. \[Print advertising.\], 1948](#)

1 Item (col.; 28 x 43 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1529

0307910334 (Scan No.)

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

Comic strip illustration of Li'l Ivory saving the day by introducing Ivory into someone's life. Li'l Ivory is dressed like a cowgirl.

Severe glue stains in corners.

Topic: Children
Cowgirls
Cowboys
hands -- Care and hygiene
Men
Women
Soap
Genre/Form: Comic strips
Print advertising
Comics

Box 5, Folder 25

[Advertisements- Trade, 1948](#)

Box 5, Folder 25

[Helping many busy doctors save time and enhance patient... \[Print advertising, medical industry publications.\], 1948](#)

1 Item (b&w; 26.5 x 17.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244931

Ivorydata4 788

0207910792 (Scan No.)

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

Doctor writing on pad provided by Ivory in foreground, family in background.

Good condition.

Published June & July 1948

Topic: Physicians
Daughters
Teenagers
Mothers
Fathers
Family
Premiums (Retail trade)
Complexion
Genre/Form: Print advertising

Box 5, Folder 25

[To Save Doctor's Time. \[Print advertising.\] Medical industry publications, 1948](#)

1 Item (b&w; 23 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244932

Ivorydata4 789

0207910793 (Scan No.)

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

Caption: "To Save Doctor's Time". Instruction sheet in foreground, woman and elderly woman in bed in background.

Published Aug. Sept. 1948.

Good condition.

Topic: Women
Older people
Physicians
Premiums (Retail trade)

Genre/Form: Print advertising

Box 5, Folder 25

[New Time-Saving Method For Busy Doctors. \[Print advertising.\] Medical industry publications, 1948](#)

1 Item (b&w; 22.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244933

Ivorydata4 790

0207910794 (Scan No.)

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

Caption: "New Time-Saving Method For Busy Doctors". Sheet torn from Ivory handy pad in foreground, husband and wife in background.

Published Nov. & Dec. 1948.

Good condition.

Topic: Husbands
Wives
Pregnancy

Physicians
Men
Women
Hygiene
Genre/Form: Print advertising

Box 10, Folder 5

Advertisements- Trade, 1948

Box 10, Folder 5

[The Eyes that Watch this Instrument are really Watching over.. \[Print advertising.\] Medical industry publications, 1948](#)

1 Item (b&w; 30.5 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245000

Ivorydata4 857

0207910861 (Scan No.)

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

Caption: "The Eyes that Watch this Instrument are really Watching over Your Baby". Photo of Beckman Meter being used on arm.

Published Dec. 1948 & Jan. 1949. Light glue stains.

Good condition.

Topic: Skin -- Care and hygiene
Commercial products -- Testing
Skin Research Laboratory
Beckman Meter

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 5

[Hospital Folks Appreciate Ivory's New Look! \[Print advertising.\], 1948](#)

1 Item (b&w; 24.5 x 34 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245001

Ivorydata4 858

0207910862 (Scan No.)

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

Caption: "Hospital Folks Appreciate Ivory's New Look!". Illustration of hand holding bar of Ivory in new wrapper.

Published Aug. & Sept. 1948.

Good condition.

Topic: Nurses
Physicians

Genre/Form: Print advertising

Box 10, Folder 5
(1948 Trade);

Box 5, Folder ?

[The Chronic Complainer. \[Print advertising.\] Hotel industry publications, 1948](#)

1 Item (b&w; 30.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245002

Ivorydata4 859

0207910863 (Scan No.)

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

Caption: "The Chronic Complainer". Angry man on phone, then happy with bar of Ivory.

Published Nov. & Dec. 1948. Glue stains.

Good condition.

Topic: Hotels

Men

Genre/Form: Print advertising

Box 10, Folder 5

[On Guard-for greater protection of Baby's tender skin. \[Print advertising.\]](#)

[Canadian Medical Association Jou, 1948](#)

1 Item (b&w; 30 x 22.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245003

Ivorydata4 860

0207910864 (Scan No.)

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

Caption: "On Guard-for greater protection of Baby's tender skin". Three women involved in the Arm Immersion Test while male scientist looks on.

Published Oct. 1948. Light glue stains.

Good condition.

Topic: Skin -- Care and hygiene

Children

Women

Commercial products -- Testing

Arm Immersion Test

Skin Research Laboratory

Genre/Form: Print advertising

Photographs -- Reproductions

Box 20, Folder 8

[Advertisements- Trade, 1948](#)

Box 20, Folder 8

[Fits Perfectly into Every Hospital Area! \[Print advertising.\] Hospital management publications, 1948](#)

1 Item (b&w; 37.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.
Notes: 245670
Ivorydata4 1527
0307910332 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Fits Perfectly into Every Hospital Area!" Bubbles with pictures of Ivory being used in different ways.
Published Sept., Oct. 1947; Mar., May, June 1948.
Good condition.

Topic: Hospitals
Patients
Cleaning
Physicians
Nurses

Genre/Form: Print advertising

Box 20, Folder 10

[Advertisements, 1949](#)

Box 20, Folder 10

[Young America's Look is / That / Ivory Look. \[Print advertising.\] \[Women's publications.\], 1949](#)

1 Item (col.; 38 x 29 cm.)

Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 1530

0307910335 (Scan No.)

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

Reproduction of color photographs: Woman in gold dress next to red roses; child with soap bubbles above.

Published Oct., Nov. 1949; Jan. & Feb. 1950. Glue stains at corners.

Good condition.

Topic: Children
Beauty, Personal
Models (Persons)
Skin -- Care and hygiene
Women
Soap

Genre/Form: Print advertising
Photographs -- Reproductions

Box 20, Folder 10

[Daddy's other best girl. \[Print advertising.\] Women's publications, 1949](#)

1 Item (col.; 39 x 29 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245674

Ivorydata4 1531

0307910336 (Scan No.)

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

Caption: "Daddy's other best girl". Baby surrounded by suds, hand reaching in frame to touch her chin.

Published July 1948; Jan. & Feb. 1949. Glue stains in corners.

Good condition.

Topic: Fathers
Children
Baths

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 26

Advertisements- Magazine, 1949

Box 5, Folder 26
(1949)

[Are Cover Girls BORN Beautiful? \[Print advertising.\], 1949](#)

1 Item (col.; 29 x 20.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 16

0207910004 (Scan No.)

Also appears in 1948.

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

Reproductions of color photographs: Cover girl Eloise Sahlen as baby, teen, and adult; hailing taxi.

Good condition.

Names: Thomas, Lowell

Topic: Women in advertising
Models (Persons)
Teenagers
Children in advertising
Beauty, Personal
Horses
Teenage girls
Taxicabs
Soap
Complexion

Genre/Form: Print advertising

Box 5, Folder 26

[Young America's Look is That Ivory Look! \[Print advertising.\] Good Housekeeping, 1949](#)

1 Item (col.; 28.5 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244934

	Ivorydata4 791 0207910795 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Young America's Look is That Ivory Look!" Large photograph of brunette woman in yellow dress and gloves at top. Published Oct. 1949. Good condition.
Topic:	Models (Persons) Children Women Skin -- Care and hygiene Complexion
Genre/Form:	Print advertising Photographs -- Reproductions

Box 5, Folder 26

[Sugar and Spice..and skin so nice. \[Print advertising.\] Good Housekeeping, 1949](#)

1 Item (col.; 28.5 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244935

	Ivorydata4 792 0207910796 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Sugar and Spice...and a skin so nice". Large picture of baby in pink outfit and bonnet at top. Published April 1949. Good condition.
Topic:	Children Women Skin -- Care and hygiene Purity Complexion
Genre/Form:	Print advertising Photographs -- Reproductions

Box 5, Folder 26

[Young America's look is That Ivory Look. \[Print advertising.\] Good Housekeeping, 1949](#)

1 Item (col.; 28.5 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244936

	Ivorydata4 793 0207910797 (Scan No.)
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Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Young America's look is That Ivory Look". Photograph of woman looking in mirror at top.
Published Dec. 1949.
Good condition.

Topic: Skin -- Care and hygiene
Models (Persons)
Women
Children
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 26

[Which would you hug first? \[Print advertising.\], 1949](#)

1 Item (col.; 28 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244937

Ivorydata4 794

0207910798 (Scan No.)

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

Caption: "Which would you hug first?" Photograph of twin babies at top; twin adult women at bottom.

Published Aug. 1949.

Good condition.

Topic: Children
Women
Twins
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 27

[Advertisements- Trade, 1949](#)

Box 5, Folder 27

[Doctor, here's a time-saving aid for you..a helpful guide.. \[Print advertising.\] Medical Economics, 1949](#)

1 Item (b&w; 19 x 12.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244938

Ivorydata4 795

0207910799 (Scan No.)

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

Caption: "Doctor, here's a time-saving aid for you...a helpful guide for the YOUNG MOTHER". Mother with newborn talking to doctor.

Published Nov. 1949.

Good condition.

Topic: Children
Physicians
Mothers
Baths
Genre/Form: Print advertising

Box 5, Folder 27

[Doctor, here's a time-saving aid for you..a helpful guide.. \[Print advertising.\]](#)
[Medical industry publications, 1949](#)

1 Item (b&w; 23.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244939

Ivorydata4 796

0207910800 (Scan No.)

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Caption: "Doctor, here's a time-saving aid for you...a helpful guide for your ACNE PATIENT". Mother and son with doctor at doctor's desk.

Published Nov. & Dec. 1949.

Good condition.

Topic: Mothers
Sons
Physicians
Premiums (Retail trade)
Teenagers
Complexion

Genre/Form: Print advertising

Box 10, Folder 6

[Advertisements- Trade, 1949](#)

Box 10, Folder 6

[Science..Basic Ingredient in every cake of Baby-gentle Ivory.. \[Print advertising.\]](#)
[Medical industry publications, 1949](#)

1 Item (b&w; 30 x 22.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245339

Ivorydata4 1196

307910001 (Scan No.)

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	Caption: "Science...Basic Ingredient in every cake of Baby-gentle Ivory Soap". Test on adult arm in Skin Research Laboratory. Published Jan., Feb., Apr. 1949. Good condition.
Topic:	Commercial products -- Testing Children Skin -- Care and hygiene Skin Research Laboratory
Genre/Form:	Print advertising Photographs -- Reproductions

Box 10, Folder 6

[The Celebrity.. \[Print advertising.\] Hotel industry publications, 1949](#)

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Artist: Ritchie, Don

Language: English.

Notes: 245340

Ivorydata4 1197

0307910002 (Scan No.)

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Caption: "The Celebrity....". Female celebrity in fur coat and sunglasses.

Published Oct. & Nov. 1949.

Good condition.

Topic: Women
Hotels
Celebrities

Genre/Form: Print advertising

Box 10, Folder 6

[I simply can't stand that picture! \[Print advertising.\] Hotel industry publications, 1949](#)

1 Item (b&w; 29.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Artist: Ritchie, Don

Language: English.

Notes: 245341

Ivorydata4 1198

0307910003 (Scan No.)

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

Caption: "'I simply can't stand that picture!'" Aged woman talking angrily on telephone.

Published June 1949. Glue stains at corners.

Good condition.

Topic: Older people

	Hotels Women Genre/Form: Print advertising
Box 10, Folder 6	<p>The Privileged One. [Print advertising.], 1949 1 Item (b&w; 31 x 21.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245342</p> <p>Ivorydata4 1199 0307910004 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "The Privileged One". Man in suit with hand on chest. Published Dec. 1948, Jan. & Feb. 1949. Glue stains at corners. Good condition.</p> <p>Topic: Men Hotels Genre/Form: Print advertising</p>
Box 20, Folder 11	Advertisements- Newsprint undated, 1940s
Box 5, Folder 28	Advertisements, 1950
Box 5, Folder 28	<p>Young America's Look is That Ivory Look. [Print advertising.] General circulation publications, 1950 1 Item (col.; 28 x 20 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244940</p> <p>Ivorydata4 797 0207910801 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Young America's Look is That Ivory Look". Framed photographs of baby and woman, rose between them. Published March 1950. Good condition.</p> <p>Topic: Children Models (Persons) Women Complexion Purity Genre/Form: Print advertising Photographs -- Reproductions</p>

Box 10, Folder 7

Advertisements, 1950

Box 10, Folder 7

[That Ivory Look. \[Print advertising.\] This Week, 1950](#)

1 Item (col.; 34.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245343

Ivorydata4 1200

0307910005 (Scan No.)

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

Caption: "That Ivory Look". Woman in red jacket and hat on red and white striped background.

Published 6 August 1950. Glue stains along top and bottom edges.

Good condition.

Topic: Women
Skin -- Care and hygiene
ChildrenGenre/Form: Complexion
Print advertising
Photographs -- Reproductions

Box 21, Folder 1

Advertisements, 1950

Box 21, Folder 1

[Imagine this! The Best Costs Less Than All The Rest! \[Print advertising.\] Women's publications, 1950](#)

1 Item (col.; 38.5 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245675

Ivorydata4 1532

0307910337 (Scan No.)

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

Caption: "Imagine this! The Best Costs Less Than All The Rest!"
Woman holding up bar of personal size Ivory.

Published May 1950.

Good condition.

Topic: Women
ChildrenGenre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 29

Advertisements- Trade, 1950

Box 10, Folder 8

Advertisements- Trade, 1950

Box 10, Folder 8

[Like a well-trained employee IVORY does everything well! \[Print advertising, hotel industry publications.\], 1950](#)

1 Item (b&w; 31 x 21.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1201

0307910006 (Scan No.)

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

Illustration: Woman with dark hair in foreground, woman and two men in background.

Published Dec. 1950.

Glue stains at corners.

Topic: Men in advertising
Women in advertising
Hotels

Hotels -- Employees

Genre/Form: Print advertising

Box 10, Folder 8

[Like a Smile: Ivory Costs So Little.Gives So Much! \[Print advertising.\] Hospital management publications, 1950](#)

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245345

Ivorydata4 1202

0307910007 (Scan No.)

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

Caption: "Like a Smile: Ivory Costs So Little..Gives So Much!"
Smiley face illustration.

Published Nov. & Dec. 1950. Glue stains at top and bottom edges.

Good condition.

Topic: Hospitals
Cost effectiveness

Genre/Form: Print advertising

Box 10, Folder 8

[Protect These Valuable Hospital "Instruments" with Ivory Care. \[Print advertising.\] Hospital management publications, 1950](#)

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245346

Ivorydata4 1203

0307910008 (Scan No.)

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

Caption: "Protect These Valuable Hospital "Instruments" with Ivory Care". Illustration of hands washing with bar of Ivory.

Published Oct. & Nov. 1950. Glue stains at top and bottom edges.

Good condition.

Topic: hands -- Care and hygiene
Care of the sick
Hospitals
Trade advertisements

Genre/Form: Print advertising

Box 10, Folder 8

[Famous Names. \[Print advertising.\] Hotel industry publications, 1950](#)

1 Item (b&w; 29.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245347

Ivorydata4 1204

0307910009 (Scan No.)

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

Caption: "Famous Names". Features the Leaning Tower of Pisa.

Published Jan. & Feb. 1950. Glue stains at corners.

Good condition.

Topic: Hotels
Leaning Tower (Pisa, Italy)
Trade advertisements

Genre/Form: Print advertising

Box 5, Folder 30

[Advertisements, 1951](#)

Box 5, Folder 30

[That Ivory Look: Young America has it..You can have it, too! \[Print advertising.\] Good Housekeeping, 1951](#)

1 Item (col.; 28 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244941

Ivorydata4 798

0207910802 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it, too!". At top, photo of little girl in tub with lots of suds.

Published March 1951.

Good condition.

Topic: Models (Persons)
Children
Women
Skin -- Care and hygiene
Baths
Beauty, Personal
Complexion
Purity

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 9

[Advertisements, 1951](#)Box 10, Folder 9
(1951)[2 "musts" for your beauty bath! \[Print advertising.\], 1951](#)

1 Item (col.; 20.5 x 36.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 27

0207910015 (Scan No.)

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

Premium offer. Color illustration: Woman in bathtub.

Good condition.

Topic: Women in advertising
Soap
Bathtubs
Premiums (Retail trade)
Baths
Skin -- Care and hygiene

Genre/Form: Print advertising
Comics

Box 10, Folder 9

[Be Beauty Wise And Penny Wise \[Print advertising.\] This Week, 1951](#)

1 Item (col.; 34.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245348

Ivorydata4 1205

0307910010 (Scan No.)

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

Caption: "Be Beauty Wise And Penny Wise". Woman holding bar of personal size Ivory in her fingers.

Published 29 April 1951. Glue stains in corners.

Good condition.

Topic: Women
Home economics -- Accounting

Children
Cost effectiveness
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 9

[That Ivory Look. \[Print advertising.\] This Week, 1951](#)

1 Item (col.; 34.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245349

Ivorydata4 1206

0307910011 (Scan No.)

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Caption: "That Ivory Look". Woman reclining on pillow, light green background.

Published 20 May 1951. Light glue stains at corners.

Good condition.

Topic: Children

Women

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 9

[That Ivory Look. \[Print advertising.\] This Week, 1951](#)

1 Item (col.; 34.5 x 18.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245350

Ivorydata4 1207

0307910012 (Scan No.)

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Caption: "That Ivory Look". Woman in plaid tam and scarf.

Published 28 Jan. 1951. Glue stains at corners.

Good condition.

Topic: Women

Skin -- Care and hygiene

Children

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 21, Folder 2

[Advertisements, 1951](#)

Box 21, Folder 2

[That Ivory Look. \[Print advertising.\] Women's publications, 1951](#)

1 Item (col.; 38 x 26.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245676
Ivorydata4 1533
0307910338 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Woman in purple hat and collar.
Published Feb. & Mar. 1952.
Good condition.
Topic: Women
Winter
Models (Persons)
Children
Face -- Care and hygiene
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 2

[That Ivory Look. \[Print advertising.\] Women's publications, 1951](#)

1 Item (col.; 38 x 29 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245677
Ivorydata4 1534
0307910339 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look: Young America has it you can have it in 7 days!" Baby girl sitting in daisies with big yellow butterfly.
Published June-Aug. 1951.
Good condition.
Topic: Children
Women
Models (Persons)
Skin -- Care and hygiene
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 2

[That Ivory Look. \[Print advertising.\] Women's publications, 1951](#)

1 Item (col.; 39 x 29.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245678

Ivorydata4 1535

0307910340 (Scan No.)

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Caption: "That Ivory Look: Young America has it...you can have it in 7 days!" Woman in red off-the-shoulder dress with gold and pearl necklace.

Published Aug. & Sept. 1951.

Good condition.

Topic: Models (Persons)
Children
Face -- Care and hygiene
Women
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 2

[That Ivory Look. \[Print advertising.\] Women's publications, 1951](#)

1 Item (col.; 38 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245679

Ivorydata4 1536

0307910341 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Woman with lavender bows in hair.

Published Oct. & Nov. 1951.

Good condition.

Topic: Models (Persons)
Children
Face -- Care and hygiene
Women
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 31

[Advertisements- Trade, 1951](#)

Box 5, Folder 31

[The Ivory Handy Pad Series Now Covers 6 Different Subjects. \[Print advertising.\] Current Medical Digest, 1951](#)

1 Item (b&w; 22.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244942

Ivorydata4 799

	0207910803 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "The Ivory Handy Pad Series Now Covers 6 Different Subjects". Illustration of six pads. Published February 1952. Good condition.
Topic:	Physicians Care of the sick Patients
Genre/Form:	Print advertising

Box 5, Folder 31

[Announcing a New Ivory Handy Pad. \[Print advertising.\] Current Medical Digest, 1951](#)

1 Item (b&w; 22.5 x 16 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244943

Ivorydata4 800

0207910804 (Scan No.)

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Caption: "Announcing a New Ivory Handy Pad". Illustration of pad and lots of text.

Published December 1951.

Good condition.

Topic: Care of the sick
Physicians
Patients

Genre/Form: Print advertising

Box 5, Folder 31

[A free time-saving service for busy doctors. \[Print advertising.\] Journal of the American Medical, 1952](#)

1 Item (b&w; 29 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244944

Ivorydata4 801

0207910805 (Scan No.)

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Caption: "A free time-saving service for busy doctors". Illustration of pad for The Hygiene of Pregnancy.

Published March 15, 1952. Glue stains.

Good condition.

Topic: Patients

Pregnancy
Hygiene
Patients
Genre/Form: Print advertising

Box 10, Folder 10

[Advertisements- Trade, 1951](#)

Box 10, Folder 10

[Good Medicine For Everyone Within Your Four Walls. \[Print advertising.\]](#)
[Hospital management publications, 1951](#)

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245351

Ivorydata4 1208

0307910013 (Scan No.)

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Caption: ""Good Medicine" For Everyone Within Your Four
Walls". Female nurse with Ivory on spoon.

Published Feb. & March 1951. Glue stains.

Good condition.

Topic: Cleaning
Hospitals
Women
Nurses

Genre/Form: Print advertising

Box 10, Folder 10

[You Don't Need Aristotle To Tell / You Ivory's The Logical / Choice for Your](#)
[Motel. \[Print advertising.\] Motel industry publications, 1951](#)

1 Item (b&w; 31 x 21.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1209

0307910014.tif (AC Scan No.)

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restrictions due to copyright.

Cartoon illustration of man in suit listening to Aristotle talk. The
text encourages motel operators to stock Ivory soap for their
guests.

Published Nov. & Dec. 1951.

Glue stains.

Names: Aristotle

Topic: Motels
Motel management

Genre/Form: Print advertising

Box 10, Folder 10	<p>What More Can You Ask of a Soap for Hospital Use? [Print advertising.] Hospital management publications, 1951</p> <p>1 Item (b&w; 31 x 21.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245353</p> <p>Ivorydata4 1210</p> <p>0307910015 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "What More Can You Ask of a Soap for Hospital Use?" Female nurse with supplies for sponge bath; male patient.</p> <p>Published May-June 1951. Light glue stains.</p> <p>Good condition.</p> <p>Topic: Nurses Patients Women Men Care of the sick Baths</p> <p>Genre/Form: Print advertising</p>
Box 10, Folder 11	Advertisements, 1952
Box 21, Folder 3	Advertisements, 1952
Box 21, Folder 3	<p>That Ivory Look. [Print advertising.] Women's publications, 1952</p> <p>1 Item (col.; 38 x 29.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245680</p> <p>Ivorydata4 1537</p> <p>0307910342 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby in bonnet with hand near head.</p> <p>Published Apr. & May 1952.</p> <p>Good condition.</p> <p>Topic: Children Skin -- Care and hygiene Models (Persons) Women</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 21, Folder 3	That Ivory Look. [Print advertising.] Women's publications, 1952

1 Item (col.; 39 x 29 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245681
Ivorydata4 1538
0307910343 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look: Young America has it...You can have it in 7 days!". Baby in bonnet.
Published July & Aug. 1952.
Good condition.
Topic: Children
Skin -- Care and hygiene
Models (Persons)
Women
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 3

[That Ivory Look. \[Print advertising.\] Women's publications, 1952](#)

1 Item (col.; 38.5 x 29.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245682
Ivorydata4 1539
0307910344 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Woman peeking out from pink flowers on branches.
Published July, Aug., Sept. 1952.
Good condition.
Topic: Beauty, Personal
Models (Persons)
Women
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 3

[ah-h! my Ivory bath it's a pleasure..pure pleasure! \[Print advertising.\] Women's publications, 1952](#)

1 Item (col.; 38 x 29.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245683
Ivorydata4 1540

0307910345 (Scan No.)

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Caption: ""ah-h! my Ivory bath it's a pleasure...pure pleasure!""
Blonde woman in bathtub with suds all over her.

Published Sept. 1952.

Good condition.

Topic: Women

Baths

Genre/Form: Print advertising

Photographs -- Reproductions

Box 21, Folder 3

[this Bath's a treat you just can't beat! It's Pure Pleasure! \[Print advertising.\] Women's publications, 1952](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245684

Ivorydata4 1541

0307910346 (Scan No.)

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Caption: "this Bath's a treat you just can't beat! It's Pure Pleasure!" Woman in pink bathtub with suds and bubbles.

Published Aug. 1952.

Good condition.

Topic: Women

Baths

Genre/Form: Print advertising

Photographs -- Reproductions

Box 21, Folder 3

[Every Bar of Ivory Helps Build A Better Quincy! \[Print advertising.\] Quincy News, 1952](#)

1 Item (b&w; 35.5 x30.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245685

Ivorydata4 1542

0307910347 (Scan No.)

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Caption: "Every Bar of Ivory Helps Build A Better Quincy!" Crowd and announcer watching giant bar of Ivory being hoisted in the air.

	<p>Same ad used for Long Island (NY). It is unclear from the ad which state Quincy is located in. Glue stains along edges; holes; brittle.</p> <p>Poor condition.</p> <p>Topic: Soap factories</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 32	Advertisements- Trade, 1952
Box 10, Folder 12	Advertisements- Trade, 1952
Box 10, Folder 12	<p>It's a Guest Pleaser On Every Count! [Print advertising.] Motel industry publications, 1952</p> <p>1 Item (b&w; 31 x 21.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245354</p> <p>Ivorydata4 1211</p> <p>0307910016 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "It's a Guest Pleaser On Every Count!" Drawing of man with bar of Ivory in hand, motel at bottom.</p> <p>Published Jan. & Feb. 1952. Glue stains.</p> <p>Good condition.</p> <p>Topic: Men</p> <p>Motels</p> <p>Motel management</p> <p>Genre/Form: Print advertising</p>
Box 10, Folder 12	<p>Exceptional Performance is traditional with Ivory Soap.. [Print advertising.] Hotel industry publications, 1952</p> <p>1 Item (b&w; 31 x 21.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245355</p> <p>Ivorydata4 1212</p> <p>0307910017 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Exceptional Performance is traditional with Ivory Soap...". Illustrations of man pouring water into wash basin, and a man in tub.</p> <p>Published Feb. & March 1952.</p> <p>Good condition.</p> <p>Topic: Baths</p> <p>Men</p>

	Hotels Hotel management Genre/Form: Print advertising
Box 10, Folder 12	<p>We're repeating our RECORD-SMASHING IVORY PROMOTION! [Print advertising.] Grocery trade papers, 1952</p> <p>1 Item (b&w; 33 x 20 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245356</p> <p>Ivorydata4 1213</p> <p>0307910018 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "We're repeating our RECORD-SMASHING IVORY PROMOTION!" Large lucite bath brush.</p> <p>Glue stains throughout.</p> <p>Good condition.</p> <p>Topic: Premiums (Retail trade) Women advertising</p> <p>Genre/Form: Print advertising</p>
Box 21, Folder 4	Advertisements- Trade, 1952
Box 21, Folder 4	<p>There's More than Just Good Soap Under its Wrapper. [Print advertising.] Motel industry publications, 1952</p> <p>1 Item (b&w; 31 x 22 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245686</p> <p>Ivorydata4 1543</p> <p>0307910348 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "There's More than Just Good Soap Under its Wrapper". Hands holding Ivory wrapper revealing motel court.</p> <p>Published July 1952.</p> <p>Good condition.</p> <p>Topic: Motels Travel</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 33	Advertisements, 1953
Box 5, Folder 33	ah-h! my Ivory Bath it's a pleasure..pure pleasure! [Print advertising.] Today's Woman, 1953

1 Item (col.; 28.5 x 20.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 244945
 Ivorydata4 802
 0207910806 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: ""ah-h! my Ivory Bath it's a pleasure...pure pleasure!""
 Color photo of woman in bathtub.
 Published Feb. 1953. 3-hole punch on right.
 Good condition.

Topic: Baths
 Women
 Home economics -- Accounting
 Skin -- Care and hygiene
 Cost effectiveness

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 10, Folder 13

Advertisements, 1953

Box 10, Folder 13

[When does your Beauty Career begin? \[Print advertising.\], 1953](#)

1 Item (col.; 34.5 x 24 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245357
 Ivorydata4 1214
 0307910019 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "When does your Beauty Career begin?" Baby in tub with bubbles, teenage girl with magazines and mirror, woman/model at photo shoot.
 Good condition.

Names: Thomas, Lowell

Topic: Feminine beauty (Aesthetics)
 Models (Persons)
 Women
 Teenagers

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 21, Folder 5

Advertisements, 1953

Box 21, Folder 5

[4 for the price of 3! \[Print advertising.\] Women's publications, 1953](#)

1 Item (col.; 42 x 27.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245687
Ivorydata4 1544
0307910349 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "4 for the price of 3!" Woman holding personal size bar of Ivory.
Published June 1953. Publication list stapled to bottom left corner. Glue stains at corners.
Good condition.

Topic: Beauty, Personal
Children
Cost effectiveness
Women
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 5

[That Ivory Look. \[Print advertising.\] General circulation publications, 1953](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245688

Ivorydata4 1545

0307910350 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Blonde baby smiling.

Published Sept. & Oct. 1953. Stain and wrinkled area near bottom right corner.

Good condition.

Topic: Children
Models (Persons)
Skin -- Care and hygiene
Women
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 5

[That Ivory Look. \[Print advertising.\] Women's publications, 1953](#)

1 Item (col.; 38.5 x 29.5 cm.)

Creator: Procter & Gamble Company
Language: English.
Notes: 245689

Ivorydata4 1546
0307910351 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look: Young AMerica has it...You can haive it in 7 days!" Woman in red hat and black & white checked jacket.
Published Nov. 1953; Feb. & May 1954. Glue stains.
Good condition.

Topic: Women
Skin -- Care and hygiene
Children
Models (Persons)
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 5

[That Ivory Look. \[Print advertising.\] General circulation publications, 1953](#)

1 Item (col.; 39 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245690

Ivorydata4 1547

0307910352 (Scan No.)

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

Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Woman in straw hat with pink rose.

Published Aug. & Sept. 1953.

Good condition.

Topic: Women
Models (Persons)
Children
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 5

[That Ivory Look. \[Print advertising.\] General circulation publications, 1953](#)

1 Item (col.; 39.5 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245691

Ivorydata4 1548

0307910353 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby with pink blanket around head.

Published July 1953.

Good condition.

Topic: Women
Skin -- Care and hygiene
Models (Persons)
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 5

[ah-h! my Ivory Bath it's a pleasure..pure pleasure! \[Print advertising.\] Ladies Home Journal, 1953](#)

1 Item (col.; 38 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245692

Ivorydata4 1549

0307910354 (Scan No.)

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

Caption: ""ah-h! my Ivory Bath it's a pleasure...pure pleasure!""
Brunette woman in bathtub filled with suds--she is on the left.

Published March 1953.

Good condition.

Topic: Women
Baths
Cost effectiveness
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 5

[ah-h! my Ivory Bath it's a pleasure..pure pleasure!" \[Print advertising.\] Women's publications, 1953](#)

1 Item (col.; 37 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245693

Ivorydata4 1550

0307910355 (Scan No.)

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Caption: ""ah-h! my Ivory Bath it's a pleasure...pure pleasure!""
Woman in bathtub filled with suds.

Published March, Apr. 1953. Glue stains at corners.

Good condition.

Topic: Women

Baths
Cost effectiveness
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 5

[That Ivory Look. \[Print advertising.\] Women's publications, 1953](#)

1 Item (col.; 39 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245694

Ivorydata4 1551

0307910356 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Woman in blue coat and tam with ice skates.

Published Jan. & Feb. 1953.

Good condition.

Topic: Women
Models (Persons)
Winter
Sports
Beauty, Personal
Children
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 34

[Advertisements- Trade, 1953](#)

Box 5, Folder 34

[Ivory Handy Pads. \[Print advertising.\] Current Medical Digest, 1953](#)

1 Item (b&w; 22 x 15 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244946

Ivorydata4 803

0207910807 (Scan No.)

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Caption: "Ivory Handy Pads". Illustration of Doctor with mother and child.

Good condition.

Topic: Physicians
Mothers
Children
Patients

Genre/Form: Print advertising

Box 10, Folder 14

Advertisements- Trade, 1953

Box 10, Folder 14

[Weather Report: pleasant with "Ivory Showers". \[Print advertising.\] Motel industry publications, 1953](#)

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245358

Ivorydata4 1215

0307910020 (Scan No.)

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Caption: "Weather Report: pleasant with "Ivory Showers"". Man in shower with soap lather.

Published Dec. 1953 & Mar. 1954. Glue stains in corner.

Good condition.

Topic: Motels

Baths

Men

Motel management

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 14

[Trustworthy. \[Print advertising.\] Hospital management publications, 1953](#)

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245359

Ivorydata4 1216

0307910021 (Scan No.)

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Caption: "Trustworthy". Historical representation of four women nurses.

Published Oct. 1953. Glue stains along all edges.

Good condition.

Topic: Nurses

Women

Hospitals

Genre/Form: Print advertising

Box 10, Folder 14

[In Highway Hotels, Too, / Ivory Is A Guest Pleaser! \[Print advertising.\] Hotel Management, 1953](#)

1 Item (b&w; 31 x 21.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1217
0307910022.tif (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Line illustration of motel with travelers and cars. Sign says "This Is An Ivory Motel".
Published July 1953.
Glue stains in corners.

Topic: Motel management
Automobiles
Travel
Motels

Genre/Form: Print advertising

Box 10, Folder 14

[Ivory Purity. \[Print advertising.\] Hospital management publications, 1953](#)

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245361

Ivorydata4 1218

0307910023 (Scan No.)

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Caption: "Ivory Purity". Large hand, photos of testing lab and manufacturing process.

Published May & June 1953. Glue stains in corners and middle.

Good condition.

Topic: Manufacturing processes
Commercial products -- Testing
Purity

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 14

[Fortify your patient's memory by using Ivory Handy Pads. \[Print advertising.\] Journal of the American Medical Society, 1953](#)

1 Item (b&w; 30 x 23 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1219

0307910024.tif (Scan No.)

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Illustration of a physician with a woman declaring, in a dialogue balloon: "There's so much to do, Doctor, I can't remember everything." The ad advertises Ivory Handy Pads (memorandum pads).

	Published 14 Feb. 1953. Severe glue stains at corners. Used April 27, 2010, on the Smithsonian Photographic Initiative web site, "click! photography changes everything" (http://click.si.edu) to accompany contributor Jeremy Wolfe's (a professor at Harvard School of Medicine who investigates visual attention) story, which reflects on how photography changes what and how much we remember.
Topic:	Women in advertising Men in advertising Physicians Premiums (Retail trade) Patients Care of the sick
Genre/Form:	Tear sheets -- 1940-1970 Print advertising

Box 5, Folder 35 Advertisements, 1954

Box 10, Folder 57 [Advertisements, 1954](#)

Box 10, Folder 57 [Pure Mild Ivory Soap Doctor's First Choice For Complexion Care. \[Print advertising.\] McCall's, 1954](#)
 1 Item (col.; 33.5 x 26 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245375
 Ivorydata4 1232
 0307910037 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Pure Mild Ivory Soap Doctor's First Choice For Complexion Care". Woman in stocking cap.
 Published February 1954.
 Good condition.

Topic: Winter
Physicians
Children
Endorsements in advertising
Feminine beauty (Aesthetics)
Women
Skis and skiing
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 6 [Advertisements, 1954](#)

Box 21, Folder 6

[That Ivory Look. \[Print advertising.\] Women's publications, 1954](#)

1 Item (col.; 39 x 29.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245695

Ivorydata4 1552

0307910357 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby combing hair.

Published Mar. & Apr. 1954; Apr. 1955. Glue stains at corners; hole in bottom right corner.

Good condition.

Topic: Children
Women
Beauty, Personal
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 6

[Pure, Mild Ivory Soap: Doctor's First Choice For Complexion Care. \[Print advertising.\] \[General circulation publications\], 1954](#)

1 Item (col.; 37.5 x 29.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 245696

Ivorydata4 1553

0307910358 (Scan No.)

Illustration: Woman in beige hat and glove.

Published Dec. 1953; Jan. 1954.

Good condition, except glue stains at corners.

Topic: Women in advertising
Physicians
Beauty, Personal
Skin -- Care and hygiene
Children in advertising
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 6

[That Ivory Look. \[Print advertising.\] Women's publications, 1954](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245697

Ivorydata4 1554

0307910359 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby with curly hair holding hairbrush.

Published July & Aug. 1954. Glue stains in corners; top left corner torn.

Good condition.

Topic: Women
Children
Skin -- Care and hygiene
Beauty, Personal
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 6

[That Ivory Look. \[Print advertising.\] Women's publications, 1954](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245698

Ivorydata4 1555

0307910360 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby in red hood, woman in red hood.

Published Dec. 1954; Jan. 1955.

Good condition.

Topic: Women
Winter
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 6

[That Ivory Look. \[Print advertising.\] Women's publications, 1954](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245699

Ivorydata4 1556

0307910361 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby lying down, smiling; woman in blue at bottom.

Published Nov. & Dec. 1954. Glue stains in corners.

Good condition.

Topic: Women
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 6

[That Ivory Look. \[Print advertising.\] Women's publications, 1954](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245700

Ivorydata4 1557

0307910362 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" At bottom, woman in light blue shirt, baby in yellow on wicker chair at top.

Published Set. & Oct. 1954. Glue stains in corners.

Good condition.

Topic: Women
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 6

[That Ivory Look. \[Print advertising.\] Women's publications, 1954](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245701

Ivorydata4 1558

0307910363 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Woman in red sweater at bottom; baby peeking out from crocheted blanket at top.

Published Sept. & Oct. 1954; Oct. 1955. Glue stains in corners.

Good condition.

Topic: Women
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 7 Advertisements- Newsprint, 1954

Box 5, Folder 36 [Advertisements- Trade, 1954](#)

Box 5, Folder 36 [75 Years of growing younger! \[Print advertising.\] Current Medical Digest, 1954](#)

1 Item (b&w; 22.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244947

Ivorydata4 804

0207910808 (Scan No.)

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Caption: "75 Years of growing younger!" Photograph of young girl in tub with suds; Handy Pads at bottom.

Published June 1954.

Good condition.

Topic: Physicians
Baths
Children
Patients
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 36 [Bathing Baby. \[Print advertising.\] Current Medical Digest, 1954](#)

1 Item (b&w; 22.5 x 15.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244948

Ivorydata4 805

0207910809 (Scan No.)

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Caption: ""Bathing Baby"". Ad for improved guide to bathing baby for mothers.
Published Feb.1954. Glue stains.
Good condition.

Topic: Baths
Children
Physicians
Patients
Premiums (Retail trade)

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 15

Advertisements- Trade, 1954

Box 10, Folder 15

[Keep your eye on the SOAP SECTION..center of the MAGIC.. \[Print advertising.\], 1954](#)

1 Item (b&w; 30 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245363

Ivorydata4 1220

0307910025 (Scan No.)

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Caption: ""Keep your eye on the SOAP SECTION...center of the MAGIC CIRCLE!"" Illustration of footpath around soap section of grocery store.

Published June 1954. Glue stains along all edges.

Good condition.

Topic: Display of merchandise
Grocers
Men

Genre/Form: Print advertising

Box 10, Folder 15

[The "Toll" Is Light / On This Highway To / Guest Satisfaction. \[Print advertising.\] Motel industry publications, 1954](#)

1 Item (b&w; 31 x 21.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1221

0307910026.tif (AC Scan No.)

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With cartoon illustration of toll operator and man in car. The text advises motel operators to buy Ivory Soap for their guests.

Published May & Apr. 1954.

		Severe glue stains throughout.
	Topic:	Value Motels Motel management
	Genre/Form:	Print advertising

Box 10, Folder 15

[You Get 3-way economies With Ivory Soap.](#) [Print advertising.] Hospital management publications, 1954

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245365

Ivorydata4 1222

0307910027 (Scan No.)

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

Caption: "You Get 3-way economies With Ivory Soap". Text ad with small illustration of physician and woman at bottom.

Published Sept. & Oct. 1954. Glue stains in corners.

Good condition.

Topic: Hospitals
Cost effectiveness

Genre/Form: Print advertising

Box 10, Folder 15

[75 years young.](#) [Print advertising.] Hotel industry publications, 1954

1 Item (b&w; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245366

Ivorydata4 1223

0307910028 (Scan No.)

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

Caption: "75 years young". Photo of baby's head--for Ivory's 75th anniversary/birthday.

Published Apr. & June 1954. Glue stain in corners.

Good condition.

Topic: Children
Hotels
Anniversaries

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 15

[Ivory Soap Announces a new, completely illustrated edition..".](#) [Print advertising.] Journal of the American Medical, 1954

1 Item (b&w; 30 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.
Notes: 245367
Ivorydata4 1224
030791029 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Ivory Soap Announces a new, completely illustrated edition of "Bathing Baby"--a guide for new mothers". Shows booklet cover with baby in tub holding bar
Published 9 Jan. & 13 Feb. 1954. Glue stains in corners.
Good condition.

Topic: Children
Mothers
Premiums (Retail trade)
Physicians
Baths

Genre/Form: Print advertising
Pamphlets

Box 5, Folder 37

Advertisements, 1955

Box 5, Folder 37

[Two real values-Personally yours! \[Print advertising.\] Reader's Digest, 1955](#)

1 Item (col.; 24.5 x 19 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244949

Ivorydata4 806

0207910810 (Scan No.)

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Caption: "Two real values-Personally yours!" Ad for stationery from Ivory with wrappers.

Good condition.

Topic: Premiums (Retail trade)

Genre/Form: Print advertising

Box 21, Folder 8

Advertisements, 1955

Box 21, Folder 8

[That Ivory Look. \[Print advertising.\] Women's publications, 1955](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245702

Ivorydata4 1559

0307910364 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby in pink and white terrycloth hood; woman in matching hood.

Published Jul. & Aug. 1955. Glue stains in corners and center.
Good condition.

Topic: Women
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 8

[That Ivory Look. \[Print advertising.\] Women's publications, 1955](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245703

Ivorydata4 1560

0307910365 (Scan No.)

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Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby in red and white polka dot hat and outfit; woman with polka dot umbrella.

Published Mar. & Apr. 1955. Glue stains in corners.
Good condition.

Topic: Women
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 8

[That Ivory Look. \[Print advertising.\] Women's publications, 1955](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245704

Ivorydata4 1561

0307910366 (Scan No.)

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

Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby in pink hooded sweater; blonde woman in pink dress with diamond necklace.

Published Feb. & Mar. 1955. Glue stains in corners.

Good condition.

Topic: Women
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 8

[That Ivory Look. \[Print advertising.\] Women's publications, 1955](#)

1 Item (col.; 38.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245705

Ivorydata4 1562

0307910367 (Scan No.)

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

Caption: "That Ivory Look: Young America has it...You can have it in 7 days!" Baby in blue bonnet with flowers attached; woman in blue hat with flowers attached.

Published May 1955. Glue stains in corners.

Good condition.

Topic: Women
Beauty, Personal
Skin -- Care and hygiene
Children
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 8

[Extra Reason To Love America's No. 1 Beauty Soap! \[Print advertising.\] Women's publications, 1955](#)

1 Item (col.; 38 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245706

Ivorydata4 1563

0307910368 (Scan No.)

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

Caption: "Extra Reason To Love America's No. 1 Beauty Soap!" Woman with black hair holding up four bars of Ivory.

Published June 1955.
Good condition.
Topic: Cost effectiveness
Women
Skin -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 10 Advertisements- Newsprint, 1955

Box 10, Folder 16 [Advertisements- Trade, 1955](#)

Box 10, Folder 16 [Which size will please more guests? \[Print advertising: hotel industry publications.\], 1955](#)
1 Item (col.; 31 x 21.5 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 1225
0307910030 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Illustration: holding bars of Ivory.
Published May & June 1955.
Glue stains in corners.
Topic: Soap
Hotels
Genre/Form: Print advertising

Box 10, Folder 16 [first choice For This Important "Treatment" In Countless Hospital \[Print advertising.\] Hospital management publications, 1955](#)
1 Item (b&w; 31 x 21.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245369
Ivorydata4 1226
0307910031 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "first choice For This Important "Treatment" In Countless Hospitals!" Female nurse going into male patient's room with bar of Ivory.
Published Jan. & Feb. 1955. Glue stain in X pattern.
Good condition.
Topic: Nurses
Care of the sick
Patients
Women

Men
Baths
Genre/Form: Print advertising

Box 10, Folder 16

[tucked within the wrapper there's priceless goodwill! \[Print advertising.\] Hotel industry publications, 1955](#)

1 Item (col.; 31 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245370

Ivorydata4 1227

0307910032 (Scan No.)

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

Caption: "tucked within the wrapper there's priceless goodwill!"
Man thinking of home sweet home sign.

Published Jan.-March 1955. Glue stains in corners.

Good condition.

Topic: Hotels
Premiums (Retail trade)

Genre/Form: Print advertising

Box 21, Folder 9

[Advertisements- Trade, 1955](#)

Box 21, Folder 9

[To Save Your Time / To Help Your Patients. \[Print advertising.\] Journal of the American Medical \[Association?\], 1955](#)

1 Item (b&w; 30.5 x 23 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1564

0307910369 (Scan No.)

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

Woman knitting a baby sweater; illustration of handy pad.

Published 1 Oct. 1955.

Good condition.

Topic: Physicians
Women in advertising
Patients
Premiums (Retail trade)

Knitting
Pregnancy

Genre/Form: Print advertising

Box 21, Folder 9

[To Save Your Time / To Help Your Patients \[Print advertising.\] Journal of the American Medical \[Association?\], 1955](#)

1 Item (b&w; 30.5 x 23 cm.)

Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 1565
 0307910370 (Scan No.)
 Woman receiving massage; illustration of Handy pad.
 Published 29 Nov. 1955.
 Good condition.

Topic: Physicians
 Care of the sick
 Premiums (Retail trade)
 Women in advertising
 Patients

Genre/Form: Print advertising

Box 10, Folder 17

Advertisements, 1956

Box 10, Folder 17

[That Ivory Look / so clear..so fresh...so easily yours. \[Print advertising.\], 1956](#)

1 Item (col.; 34 x 25.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1228

0307910033 (Scan No.)

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

Photos of toddler girl and woman with tennis racquets.

Good condition.

Topic: Feminine beauty (Aesthetics)

Skin -- Care and hygiene

Tennis

Women in advertising

Soap

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 17

[You can have That Ivory Look in just 7 days. \[Print advertising.\], 1956](#)

1 Item (col.; 33.5 x 26 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245372

Ivorydata4 1229

0307910034 (Scan No.)

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Caption: "You can have That Ivory Look in just 7 days". Photo of toddler girl against blue background.

Good condition.

	<p>Topic: Children Women Skin -- Care and hygiene Face -- Care and hygiene Complexion</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 21, Folder 11	Advertisements, 1956
Box 21, Folder 12	Advertisements- Trade, 1956
Box 21, Folder 12	<p>Purity.more than a catchword. [Print advertising.] Hospital management publications, 1956</p> <p>1 Item (b&w; 31 x 21.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245709</p> <p>Ivorydata4 1566</p> <p>0307910371 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Purity..more than a catchword". Man in laboratory working with test tubes and beakers.</p> <p>Published Jan. & Feb. 1956.</p> <p>Good condition.</p> <p>Topic: Chemists Hospitals Men Purity</p> <p>Genre/Form: Print advertising</p>
Box 21, Folder 12	<p>Why don't they furnish a bigger cake? [Print advertising: motel industry publications.], 1956</p> <p>1 Item (col.; 31 x 21.5 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 1567</p> <p>0307910372 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Illustration: Man in shower talking to wife.</p> <p>Published Feb. & Apr. 1956.</p> <p>Good condition.</p> <p>Topic: Bathrooms Soap Husbands</p>

Baths
Motels
Wives
Genre/Form: Print advertising

Box 10, Folder 18

[Advertisements, 1957](#)

Box 10, Folder 18

[That Ivory Look / so clear..so fresh..so easily yours \[Print advertising.\] Ladies Home Journal, 1957](#)

1 Item (col.; 34.5 x 26.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1230

0307910035 (Scan No.)

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

Main illustration: Baby in red outfit with doll, with Christmas decorations in background. Smaller image of a woman's face.

Published Jan. 1957.

Good condition.

Topic: Soap
Women in advertising
Christmas
Feminine beauty (Aesthetics)
Complexion

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

Box 21, Folder 13

[Advertisements, 1957](#)

Box 21, Folder 13

[That Ivory Look: so clear..so fresh..so easily yours. \[Print advertising.\] Women's publications, 1957](#)

1 Item (col.; 38.5 x 29 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245711

Ivorydata4 1568

0307910373 (Scan No.)

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Caption: "That Ivory Look: so clear...so fresh...so easily yours".

Girl in yellow holding small broom, red bow in hair.

Published Apr. 1958.

Good condition.

Topic: Children
Skin -- Care and hygiene

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

Box 10, Folder 19 [Advertisements, 1958](#)

Box 10, Folder 19 [White..floating..pure...gives skin a clear, fresh look...That Ivory Look" \[Print advertising.\] McCall's, 1958](#)
1 Item (col.; 33.5 x 26.5 cm.)
Advertiser: Procter & Gamble Company
Donor: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 1231
0307910036 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Reproduction from photograph: Blonde woman in white with floating Ivory bars around her. Smaller image of baby at bottom.
Published Oct. 1958.
Soiled; shows surface wear; some paper scraped away near top.

Topic: Soap
Children in advertising
Women in advertising
Skin -- Care and hygiene
Purity
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 20 Advertisements undated, 1950s

Box 5, Folder 38 [Advertisements undated, 1950s](#)

Box 5, Folder 38 [That Ivory Look. \[Print advertising.\]](#)
1 Item (col.; 27.5 x 21 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244950
Ivorydata4 807
0207910811 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look". Picture of little girl looking in pink mirror at top.
Good condition.

Topic: Women
Children

Beauty, Personal
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 38

[Why do more doctors recommend Ivory? \[Print advertising.\]](#)

1 Item (col.; 27.5 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244951

Ivorydata4 808

0207910812 (Scan No.)

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

Caption: "Why do more doctors recommend Ivory?" Illustration of Ivory bar in a medicine bottle.

Good condition.

Topic: Physicians
Endorsements in advertising
Skin -- Care and hygiene

Genre/Form: Print advertising

Box 5, Folder 38

[That Ivory Look. \[Print advertising.\]](#)

1 Item (col.; 27 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244952

Ivorydata4 809

0207910813 (Scan No.)

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

Caption: "That Ivory Look". Large picture of brunette woman with short hair and white dress and necklace.

Good condition.

Topic: Skin -- Care and hygiene
Models (Persons)
Children
Women
ComplexionGenre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 38

[That Ivory Look. \[Print advertising.\] True Story](#)

1 Item (col.; 27 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244953

	Ivorydata4 810
	0207910814 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "That Ivory Look". In middle, picture of woman in coat with colorful scarf.
	Published Dec.
	Good condition.
Topic:	Children Women Complexion
Genre/Form:	Print advertising Photographs -- Reproductions

Box 10, Folder 21

[Advertisements, 1960](#)

Box 10, Folder 21	That Ivory Look. [Print advertising.], 1960
	1 Item (col.; 33 x 25.5 cm.)
	Creator: Procter & Gamble Company
	Language: English.
	Notes: 245376
	Ivorydata4 1233
	0307910038 (Scan No.)
	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
	Caption: "That Ivory Look". Blonde woman and baby cheek to cheek.
	Ad is dirty.
	Good condition.
Topic:	Mothers Children Face -- Care and hygiene Skin -- Care and hygiene Physicians Endorsements in advertising Complexion
Genre/Form:	Print advertising Photographs -- Reproductions

Box 10, Folder 21

[Soon your skin can have a clear, fresh, lovable look... / THAT / IVORY / LOOK \[Print advertising.\] Ladies Home Journal, 1960](#)

1 Item (col.; 35 x 27.5 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1234

0307910039 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Illustration: reproduction of photograph of smiling brunette woman holding baby.
 Published Oct. 1960.
 Good condition.
 Published in "click!" (Smithsonian Photographic Initiative website) in article by Canadace Bergen, probably April 2010.

Topic: Women in advertising -- 1960-1970
 Children in advertising
 Soap
 Mothers
 Skin -- Care and hygiene
 Face -- Care and hygiene
 Complexion

Genre/Form: Tear sheets -- 1960-1970
 Print advertising
 Photographs -- Reproductions

Box 5, Folder 39

Advertisements, 1961

Box 5, Folder 39
(1961)[That Ivory Look. \[Print advertising.\], 1961](#)

1 Item (color; Ink on paper; 27.5 x 22 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 96

0207910086 (Scan No.)

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

Illustration, reproduction of photograph: Blonde baby on pink background.

Good condition.

Reproduced in article by Carol Squiers in "Click: Photography Changes Everything" SI website, early 2010.

Topic: Children in advertising
 Beauty, Personal
 Skin -- Care and hygiene
 Soap

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 10, Folder 22

Advertisements, 1961

Box 10, Folder 22

[That Ivory Look. \[Print advertising.\], 1961](#)

1 Item (col.; 39 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245378
Ivorydata4 1235
0307910040 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look". Head shot of brunette woman in pink striped shirt.
Tape has been removed from along all edges peeling off the top layer of paper.
Good condition.

Topic: Women
Skin -- Care and hygiene
Children
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 22

[That Ivory Look. \[Print advertising.\], 1961](#)
1 Item (col.; 34 x 26 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245379
Ivorydata4 1236
0307910041 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look". Baby, wrapped in green striped towel, with tongue sticking out.
Tape has been removed from along the edges peeling off the top layer of paper.
Good condition.

Topic: Children
Baths
Skin -- Care and hygiene
Women
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 14

Advertisements, 1961

Box 10, Folder 23

[Advertisements- Trade, 1961](#)

Box 10, Folder 23

[The gentlest soap for baby in skin-drying winter weather.. \[Print advertising.\] Medical industry publications, 1961](#)
1 Item (b&w; 32 x 23 cm.)
Creator: Procter & Gamble Company

Language: English.
Notes: 245380
Ivorydata4 1237
0307910042 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "The gentlest soap for baby in skin-drying winter weather...pure, mild Ivory". Baby being bathed.
Published 30 Dec. 1961, Jan. 1962.
Good condition.

Topic: Children
Baths
Skin -- Care and hygiene
Winter

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 40

[Advertisements, 1962](#)

Box 5, Folder 40

[Cheek-to-cheek softness.. \[Print advertising.\], 1962](#)

1 Item (col.; 27.5 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244954
Ivorydata4 811
0207910815 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Cheek-to-cheek softness...". Woman and smiling baby cheek-to-cheek.
Good condition.

Topic: Children
Women
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 24

[Advertisements, 1962](#)Box 10, Folder
(1962);[That Ivory Look. \[Print advertising.\], 1962](#)

1 Item (col.; 34 x 26 cm.)

Box 10, Folder 23

Creator: Procter & Gamble Company

Language: English.

Notes: 245381
Ivorydata4 1238
0307910043 (Scan No.)

Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "That Ivory Look". Baby looking in mirror at reflection.
Tape has been removed from edges peeling off top layer of paper.
Good condition.

Topic: Children
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 24

[That Ivory Look. \[Print advertising.\], 1962](#)

1 Item (col.; 34 x 26 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245382

Ivorydata4 1239

0307910044 (Scan No.)

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

Caption: "That Ivory Look". Baby with hand on mother's face.

Tape has been removed along edges peeling top layer of paper off.

Good condition.

Topic: Children
Mothers
Skin -- Care and hygiene
Feminine beauty (Aesthetics)
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 24

[That Ivory Look. \[Print advertising.\], 1962](#)

1 Item (col.; 33 x 26 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245383

Ivorydata4 1240

0307910045 (Scan No.)

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

Caption: "That Ivory Look". Baby with faced pressed to smiling mother's face.

Tape has been removed from edges peeling off top layer of paper.

Good condition.

Topic: Children
Mothers
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 15 Advertisements, 1962

Box 5, Folder 41 [Advertisements- Trade, 1962](#)

Box 5, Folder 41 [Winter skin trouble! Take Care..Mild Ivory Care! \[Print advertising.\] Medical Economics, 1962](#)

1 Item (b&w; 26 x 18.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244955

Ivorydata4 812

0207910816 (Scan No.)

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

Caption: "Winter skin trouble! Take Care...Mild Ivory Care!" Black and white photo of man in winter hat and gloves.

Published Dec. 17, 1962.

Good condition.

Topic: Skin -- Care and hygiene
Men
Winter

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 41 [Troubled teenage skin needs Ivory Mildness Just as Much as.. \[Print advertising.\] RN, 1962](#)

1 Item (b&w; 26.5 x 19 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244956

Ivorydata4 813

0207910817 (Scan No.)

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

Caption: "Troubled teenage skin needs Ivory Mildness Just as Much as Babies Skin". Black and white photo of teen girl's face.

Published Aug. 1962.

Good condition.

Topic: Teenagers
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 41

[Delicate balance. \[Print advertising.\] American Journal of Diseases of, 1962](#)

1 Item (b&w; 29.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244957

Ivorydata4 814

0207910818 (Scan No.)

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

Caption: "Delicate balance". Naked baby balancing on stomach.

Published Nov. 1962.

Good condition.

Topic: Children

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 25

Advertisements- Trade, 1962

Box 10, Folder 25

[For Skin That Must Not Be Irritated..Ivory Soap. \[Print advertising.\] Medical industry publications, 1962](#)

1 Item (b&w; 33 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245384

Ivorydata4 1241

0307910046 (Scan No.)

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

Caption: "For Skin That Must Not Be Irritated...Ivory Soap". Black and white photo of aged woman.

Published Oct. & Nov. 1965.

Good condition.

Topic: Older people

Skin -- Care and hygiene

Women

Purity

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 42

[Advertisements, 1963](#)

Box 5, Folder 42

[Cheek-to-cheek softness. \[Print advertising.\], 1963](#)

1 Item (col.; 27.5 x 21 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 244958
 Ivorydata4 815
 0207910819 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Cheek-to-cheek softness". Photo of woman and baby cheek-to-cheek.
 Good condition.
 Topic: Women
 Children
 Skin -- Care and hygiene
 Genre/Form: Print advertising
 Photographs -- Reproductions

Box 5, Folder 42

[Cheek-to-cheek softness.. \[Photograph.\] True Story, 1963](#)

1 Item (col.; 27.5 x 22 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 244959

Ivorydata4 816

0207910820 (Scan No.)

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Caption: "Cheek-to-cheek softness..." Large sideways photo of woman and baby cheek to cheek.

Published Jan. 1963.

Good condition.

Topic: Women
 Skin -- Care and hygiene
 Children
 Genre/Form: Photographs -- Reproductions
 Print advertising

Box 10, Folder 26

[Advertisements, 1963](#)

Box 10, Folder 26

[Break a cake of Ivory. \[Print advertising.\], 1963](#)

1 Item (col.; 34 x 27 cm.)

Creator: Procter & Gamble Company
 Language: English.
 Notes: 245385

Ivorydata4 1242

0307910047 (Scan No.)

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Caption: "Break a cake of Ivory". Color photo of bar of Ivory broken in half.
Good condition.

Topic: Soap
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 26

[cheek-to-cheek softness. \[Print advertising.\], 1963](#)

1 Item (col.; 34 x 36.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245386

Ivorydata4 1243

0307910048 (Scan No.)

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

Caption: "cheek-to-cheek softness". Mother and baby, mom holding bar of Ivory.

Published July 1963. Horizontal fold line; right edge torn.

Good condition.

Topic: Mothers
Children
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 16

Advertisements, 1963

Box 5, Folder 43

Advertisements- Trade, 1963

Box 10, Folder 27

[Advertisements- Trade, 1963](#)

Box 10, Folder 27

[Sun-Parched Skin Take Care..Mild Ivory Care! \[Print advertising.\] Medical industry publications, 1963](#)

1 Item (b&w; 32 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245387

Ivorydata4 1244

0307910049 (Scan No.)

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Caption: "Sun-Parched Skin Take Care...Mild Ivory Care!" Black and white photo of woman with sunglasses on forehead.

Published June & July 1963.

		Good condition.
	Topic:	Women
		Skin -- Care and hygiene
	Genre/Form:	Print advertising
		Photographs -- Reproductions

Box 10, Folder 27

[Shaved Skin can Be Irritated Skin...It Needs Mild Ivory Care! \[Print advertising.\]](#)
[Medical industry publications, 1963](#)

1 Item (b&w; 33 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245388

Ivorydata4 1245

0307910050 (Scan No.)

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Caption: "Shaved Skin can Be Irritated Skin...It Needs Mild Ivory
 Care!" Black and white photo of man touching neck.

Published March & Apr. 1963.

Good condition.

Topic: Men
 Skin -- Care and hygiene
 Shaving

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 5, Folder 44

[Advertisements, 1964](#)

Box 5, Folder 44

[Three generations prove: young-looking skin runs in an Ivory.. \[Print
 advertising.\], 1964](#)

1 Item (col.; 27.5 x 20 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244960

Ivorydata4 817

0207910821 (Scan No.)

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Caption: "Three generations prove: young-looking skin runs
 in an Ivory Soap family". Photograph of baby, mother, and
 grandmother.

Good condition.

Topic: Grandmothers
 Daughters
 Mothers
 Women
 Children

Genre/Form: Complexion
Print advertising
Photographs -- Reproductions

Box 10, Folder 28

Advertisements, 1964

Box 10, Folder 28

[Take it from a pair of redheads, Ivory's the soap for.. \[Print advertising.\]](#)
[McCall's, 1964](#)

1 Item (col.; 33.5 x 27.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245389

Ivorydata4 1246

0307910051 (Scan No.)

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

Caption: ""Take it from a pair of redheads, Ivory's the soap for
clear, smooth skin."" Mother and baby--mom in green shirt.

Published March 1964.

Good condition.

Topic: Children
Mothers
Skin -- Care and hygiene
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 28

[Take it from a couple of fair-skinned gals, Ivory's the.. \[Print advertising.\], 1964](#)

1 Item (col.; 34 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245390

Ivorydata4 1247

0307910052 (Scan No.)

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

Caption: ""Take it from a couple of fair-skinned gals, Ivory's the
soap for clear, smooth skin"." Mother and daughter washing
faces at sink.

Tape removed from edges has peeled off top layer of paper.

Good condition.

Topic: Mothers
Children
Daughters
Skin -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 28

[Take it from two wind-swept sailors--Ivory's the soap for clear, smooth skin...](#)
[\[Print advertising.\], 1964](#)

1 Item (col.; 33 x 27 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1248

0307910053 (Scan No.)

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

Illustration (reproduction of photographer) Mother with young daughter, wearing life vest on sailboat.

Published May 1964.

Good condition.

Topic: Sailboats
Sailing
Soap
Mothers
Daughters
Children
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 28

[Three generations prove young-looking skin runs.. \[Print advertising.\] McCall's, 1964](#)

1 Item (col.; 34 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245392

Ivorydata4 1249

0307910054 (Scan No.)

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

Caption: "Three generations prove young-looking skin runs in an Ivory Soap family." Grandmother, mother, daughter--all blonde.

Published Dec. 1964. Ad also found in 1965 folder.

Good condition.

Topic: Mothers
Grandmothers
Skin -- Care and hygiene
Daughters
Children

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 17 Advertisements, 1964

Box 10, Folder 29 [Advertisements- Trade, 1964](#)

Box 10, Folder 29 [Why do more doctors still recommend Ivory? \[Print advertising.\] Medical industry publications, 1964](#)

1 Item (col.; 30 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245393

Ivorydata4 1250

0307910055 (Scan No.)

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

Caption: "Why do more doctors still recommend Ivory?" Bar of Ivory in clear pill capsule.

Published Sept. & Oct. 1964.

Good condition.

Topic: Physicians

Endorsements in advertising

Genre/Form: Print advertising

Box 10, Folder 30 [Advertisements, 1965](#)

Box 10, Folder 30 [Generations of beautiful complexions prove.. \[Print advertising.\], 1965](#)

1 Item (col.; 32.5 x 25.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245394

Ivorydata4 1251

0307910056 (Scan No.)

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Caption: "Generations of beautiful complexions prove...Ivory's mildness can help your skin look young and beautiful, too!" Comparison of old Ivory ad to 3-generations ad.

Published Nov. 1965, Jan. 1966. See 0207910228.tif for 1896 ad. Top right corner torn off.

Good condition.

Topic: Grandmothers

Children

Skin -- Care and hygiene

Daughters

Mothers

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 30

[Three generations prove: Young-looking skin runs in.. \[Print advertising.\]](#)
[Women's publications, 1965](#)

1 Item (col.; 37 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245395

Ivorydata4 1252

0307910057 (Scan No.)

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Caption: "Three generations prove: Young-looking skin runs in an Ivory Soap family". Three generations of related women--all with reddish brown hair.

Published Aug. & Oct. 1965.

Good condition.

Topic: Grandmothers

Mothers

Daughters

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 45

[Advertisements, 1965](#)

Box 5, Folder 45

[Three generations show: Ivory gives you more for your.. \[Print advertising.\]](#)
[General circulation publications, 1965](#)

1 Item (col.; 27 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244961

Ivorydata4 818

0207910822 (Scan No.)

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

Caption: "Three generations show: Ivory gives you more for your complexion...". Photograph of grandmother, mother, and baby.

Published July 1965.

Good condition.

Topic: Grandmothers

Skin -- Care and hygiene

Mothers

Daughters

Women

Children

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 21, Folder 18 Advertisements, 1965

Box 10, Folder 31 Advertisements- Trade, 1965

Box 10, Folder 32 [Advertisements, 1966](#)

Box 10, Folder 32 [We know Ivory's mildness keeps our skin young-looking.. \[Print advertising.\], 1966](#)
 1 Item (col.; 35 x 27 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245396
 Ivorydata4 1253
 0307910058 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: ""We know Ivory's mildness keeps our skin young-looking...all 3 generations!"" Three generations of related women in photograph.
 Good condition.

Topic: Mothers
 Grandmothers
 Daughters
 Children
 Skin -- Care and hygiene
 Nurses

Genre/Form: Print advertising
 Photographs -- Reproductions

Box 10, Folder 32 [Makeup all day. Ingredient soaps at night. How can your poor skin ever get a rest? \[Print advertising.\], 1966](#)
 1 Item (col.; 35 x 27.5 cm.)
 Advertiser: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 1254
 0307910059 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Airline stewardess in mirror of compact.
 Good condition.

Topic: Flight attendants
 Women in advertising
 Skin -- Care and hygiene

Genre/Form: Trade cards
 Print advertising

Photographs -- Reproductions

Box 21, Folder 19	Advertisements, 1966
Box 5, Folder 46	Advertisements- Trade, 1966
Box 5, Folder 46	<p>At home, folks prefer Ivory, Camay & Zest. [Print advertising.], 1966 1 Item (b&w; 28 x 21.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244962 Ivorydata4 819 0207910823 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "At home, folks prefer Ivory, Camay & Zest". Soap carvings at top, wrapped bars of soap in middle. Good condition.</p> <p>Topic: Family Travel Soap sculpture</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 10, Folder 33	Advertisements- Trade, 1966
Box 10, Folder 33	<p>Ivory cut our operating costs-and it's the soap most .. [Print advertising.] Hospital management publications, 1966 1 Item (b&w; 31.5 x 23 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245398 Ivorydata4 1255 0307910060 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "'Ivory cut our operating costs-and it's the soap most doctors recommend,'. Man in suit holding 3 wrapped bars of Ivory; child in hospital bed in background Published March 1966. Good condition.</p> <p>Topic: Patients Cost effectiveness</p> <p>Place: Boston (Mass.)</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>

Box 10, Folder 33

[When this man had psoriasis, his doctor recommended.. \[Print advertising.\]](#)
[Medical industry publications, 1966](#)

1 Item (b&w; 33 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245399

Ivorydata4 1256

0307910061 (Scan No.)

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

Caption: "When this man had psoriasis, his doctor recommended the safest possible soap...". Man in shower lathering torso with Ivory.

Published May & June 1966.

Good condition.

Topic: Men
Baths
Skin -- Care and hygiene
Care of the sick
Skin Diseases

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 33

[When this baby had cradle cap, his doctor recommended.. \[Print advertising.\], 1966](#)

1 Item (b&w; 33.5 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245400

Ivorydata4 1257

0307910062 (Scan No.)

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Caption: "When this baby had cradle cap, his doctor recommended pure, mild Ivory...". Baby's head lathered in Ivory.

Published Jan., Feb., & Aug. 1966.

Good condition.

Topic: Baths
Care of the sick
Skin Diseases
Children
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 47

[Advertisements, 1967](#)

Box 5, Folder 47

[Come into Ivory's young world...your complexion can look.. \[Print advertising.\] Young World, 1967](#)

1 Item (col.; 28 x 21 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244963

Ivorydata4 820

0207910824 (Scan No.)

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

Caption: "Come into Ivory's young world...your complexion can look younger for it." Photograph of woman and little girl.

Published June 1967.

Good condition.

Topic: Women

Children

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 34

[Advertisements, 1967](#)

Box 10, Folder 34

[Who'd steal Ivory from a baby? \[Print advertising.\] Ladies Home Journal, 1967](#)

1 Item (col.; 34.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245401

Ivorydata4 1258

0307910063 (Scan No.)

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

Caption: "Who'd steal Ivory from a baby?" Hand taking bar of Ivory from baby at top, woman washing face at bottom.

Published Oct. 1967. Small piece of upper left corner torn off.

Good condition.

Topic: Women

Children

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 34

[Go ahead. Steal a bar of Ivory from your baby. \[Print advertising.\] Women's publications, 1967](#)

1 Item (col.; 35.5 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245402

Ivorydata4 1259
0307910064 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Go ahead. Steal a bar of Ivory from your baby." Happy mother holding baby at bottom of ad.
Published Dec. 1967, Apr. 1968.
Good condition.

Topic: Women
Children
Skin -- Care and hygiene
Mothers

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 20

Advertisements, 1967

Box 21, Folder 20

[Come into Ivory's young world on our special economy plan. \[Print advertising.\] Women's publications, 1967](#)

1 Item (col.; 42 x 31 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245712

Ivorydata4 1569

0307910374 (Scan No.)

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Caption: "Come into Ivory's young world on our special economy plan". Mother holding baby; four bars of Ivory at top.

Published July & Aug. 1967.

Good condition.

Topic: Cost effectiveness
Skin -- Care and hygiene
Children
Mothers

Genre/Form: Print advertising
Photographs -- Reproductions

Box 30, Folder 5

Advertisements, 1967

Box 10, Folder 35

Advertisements- Trade, 1967

Box 10, Folder 35

[No deodorants. No cold cream. No lanolin.. \[Print advertising.\] Medical industry publications, 1967](#)

1 Item (b&w; 34.5 x 24.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245403
Ivorydata4 1260
0307910065 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "No deoderants. No cold cream. No lanolin...." Bar of Ivory floating in water.
Published Nov. 1967.
Good condition.

Topic: Soap
Purity

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 35

[Johnny come lately soaps can't compete with our 86 years of safety. \[Print advertising. Hospital management publications.\], 1967](#)

1 Item (b&w; 31.5 x 23 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: 245404

Ivorydata4 1261

0307910066 (Scan No.)

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

Illustration: Modern Ivory soap package and original Ivory package.

Good condition.

Topic: Cost effectiveness
Safety
Soap
Purity

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 36

[Advertisements, 1968](#)

Box 10, Folder 36

[This 1/4 of your young Ivory complexion is free.. \[Print advertising.\] Women's publications, 1968](#)

1 Item (col.; 33.5 x 26.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245405

Ivorydata4 1262

0307910067 (Scan No.)

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Caption: "This 1/4 of your young Ivory complexion is free...".
Woman with soap on face, line showing 1/4 mark.
Published Feb. & March 1968.
Good condition.

Topic: Cost effectiveness
Women
Complexion
Purity

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 36

[Can you compete with your daughter's "Little Girl Look"? \[Print advertising.\], 1968](#)

1 Item (col.; 34.5 x 28 cm.)

Creator: Procter & Gamble Company

Artist: Scavullo

Language: English.

Notes: 245406

Ivorydata4 1263

0307910068 (Scan No.)

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

Caption: "Can you compete with your daughter's "Little Girl Look"?" Portrait of Mrs. John Marino, mother, and daughter--both wearing white.

[Published June 1968.]

Good condition.

Topic: Mothers
Daughters
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 36

[Can you compete with your daughter's "Little Girl Look"? \[Print advertising.\], 1968](#)

1 Item (col.; 33 x 24.5 cm.)

Creator: Procter & Gamble Company

Artist: Scavullo

Language: English.

Notes: 245407

Ivorydata4 1264

0307910069 (Scan No.)

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Caption: "Can you compete with your daughter's "Little Girl Look"?" Portrait of Mrs. John Howard, mother, and daughter--both wearing orange.

Good condition.

Topic: Daughters
Mothers
Purity

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 21

Advertisements, 1968

Box 21, Folder 21

[Get 4 Ivory "facials" for the price of 3. \[Print advertising.\] Ladies Home Journal, 1968](#)

1 Item (col.; 43.5 x 31 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245713

Ivorydata4 1570

0307910375 (Scan No.)

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Caption: "Get 4 Ivory "facials" for the price of 3." Four photos of woman washing her face.

Published Nov. 1968.

Good condition.

Topic: Women
Cost effectiveness
Face -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 37

Advertisements- Trade, 1968

Box 10, Folder 37

[Mrs. Douglas Gian can compete with her daughter's "Little..". \[Print advertising.\], 1969](#)

1 Item (col.; 32.5 x 25 cm.)

Creator: Procter & Gamble Company

Artist: Scavullo

Language: English.

Notes: 245408

Ivorydata4 1265

0307910070 (Scan No.)

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Caption: "Mrs. Douglas Gian can compete with her daughter's "Little Girl Look"." Portrait of Mrs. Gian, mother, and daughter.

Ad shows surface wear.

Good condition.

Topic: Mothers
Daughters
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 37

[Can you compete with your daughter's "Little Girl Look"? \[Print advertising.\], 1969](#)

1 Item (col.; 33 x 25 cm.)

Creator: Procter & Gamble Company

Artist: Scavullo

Language: English.

Notes: 245409

Ivorydata4 1266

0307910071 (Scan No.)

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Caption: "Can you compete with your daughter's "Little Girl Look"?" Portrait of Mrs. Willi Peterson, mother, and daughter.

Good condition.

Topic: Daughters

Mothers

Complexion

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 38

Advertisements, 1969

Box 10, Folder 39

[Advertisements- Trade, 1969](#)

Box 10, Folder 39

[Ivory's the safest possible soap for the skin of older patients. \[Print advertising.\] Nursing home management publicat, 1969](#)

1 Item (b&w; 33 x 25 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245410

Ivorydata4 1267

0307910072 (Scan No.)

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

Caption: "Ivory's the safest possible soap for the skin of older patients." Aged woman washing face.

Published Jan., March/Apr. 1969.

Good condition.

Topic: Older people

Skin -- Care and hygiene

Women

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 39

[How good a purchasing agent are you? \[Print advertising.\] Hospital management publications, 1969](#)

1 Item (b&w; 31.5 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245411

Ivorydata4 1268

0307910073 (Scan No.)

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

Caption: "How good a purchasing agent are you?" Text-based ad in quiz format.

Published Jan. & Feb. 1969.

Good condition.

Topic: Hospitals

Genre/Form: Print advertising

Box 10, Folder 39

[{\\$}300 for a color TV and still the silent knocker strikes. \[Print advertising.\] Hotel industry publications, 1969](#)

1 Item (b&w; 32.5 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245412

Ivorydata4 1269

0307910074 (Scan No.)

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

Caption: "{\$}300 for a color TV and still the silent knocker strikes." Man sitting next to TV looking unhappy.

Published Jan. 1969.

Good condition.

Topic: Hotels

Television

Men

Genre/Form: Print advertising

Photographs -- Reproductions

Box 10, Folder 40

[Advertisements- Trade, 1971](#)

Box 10, Folder 40

[Doctor, with my baby's sensitive skin..what soap should I.. \[Print advertising.\] Medical industry publications, 1971](#)

1 Item (b&w; 34 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245413
Ivorydata4 1270
0307910075 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: ""Doctor, with my baby's sensitive skin...what soap should I use?"" Baby with above text on cheek.
Fold lines.
Good condition.

Topic: Children
Skin -- Care and hygiene
Physicians

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 41

Advertisements- Trade, 1972

Box 10, Folder 41

[P&G announces a unique service. \[Print advertising.\] Hotel industry publications, 1972](#)

1 Item (b&w; 30 x 21.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245414

Ivorydata4 1271

0307910076 (Scan No.)

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Caption: "P&G announces a unique service." Text-based ad with 3 bars of soap at bottom.

Good condition.

Topic: Hotels
Sales personnel
Hotel management

Genre/Form: Print advertising

Box 10, Folder 42

Advertisements- Trade, 1973

Box 10, Folder 42

[Ivory is one of the safest possible soaps for any age skin. \[Print advertising.\], 1973](#)

1 Item (b&w; 31 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245415

Ivorydata4 1272

0307910077 (Scan No.)

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Caption: "Ivory is one of the safest possible soaps for any age skin." Aged woman, seated, with framed photo of baby behind her.

Good condition.

Topic: Older people
Women
Skin -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 42

[Before we take your soap order, we'll take your inventory. \[Print advertising.\] Hospital management publications, 1973](#)

1 Item (b&w; 34 x 23 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245416

Ivorydata4 1273

0307910078 (Scan No.)

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Caption: "Before we take your soap order, we'll take your inventory." Man taking inventory in hotel stockroom.

Good condition.

Topic: Men
Sales personnel
Hotels
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 43

[Advertisements, 1975](#)

Box 10, Folder 43

[The money you save on Ivory could fill this bank. \[Print advertising.\], 1975](#)

1 Item (col.; 30.5 x 26 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245417

Ivorydata4 1274

0307910079 (Scan No.)

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Caption: "The money you save on Ivory could fill this bank." Safe bank with change and bar of Ivory spilling out, premium offer for bank.

Good condition.

Topic: Cost effectiveness

	Genre/Form:	Premiums (Retail trade) Print advertising Photographs -- Reproductions
Box 21, Folder 22	Advertisements, 1975	
Box 5, Folder 48	Advertisements, 1976	
Box 10, Folder 44	Advertisements, 1976	
Box 10, Folder 44 (1976)	Lather up America... [Print advertising, in general circulation publications.], 1976 1 Item (col.; 34 x 23.5 cm.) Advertiser: Procter & Gamble Company Donor: Procter & Gamble Company Language: English. Notes: Ivorydata4 26 0207910014 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Lather up America--and discover that Ivory Free Fresh Feeling of Clean." Testimonial ad with portraits and quotations about Ivory soap from Peter Goetsch, Ron and Mary O'Neal, Scott Cawood, and Regina Steele. Steele is a young African American woman, and this advertisement seems to represent a comparatively early inclusion of an African American with whites in a product advertisement. Good condition. Topic: African Americans in advertising Endorsements in advertising Family Men in advertising Women in advertising Soap Genre/Form: Print advertising Photographs -- Reproductions	
Box 10, Folder 44	Ivory girls of America-Show off your healthy looking skin! [Print advertising.] Women's publications, 1976 1 Item (col.; 33 x 26.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245418 Ivorydata4 1275 0307910080 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.	

Caption: "Ivory girls of America-Show off your healthy looking skin!" Photographs of young women with brief profiles of each.

Top of ad cut down.

Good condition.

Topic: Women
Skin -- Care and hygiene
Health

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 44

[{\\$50.00 worth of free groceries. \[Print advertising.\] Newspapers, 1976](#)

1 Item (b&w; 35.5 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245419

Ivorydata4 1276

0307910081 (Scan No.)

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Caption: "{\$50.00 worth of free groceries". Newspaper ad with coupon for Ivory and sweepstakes offer for groceries.

Published 18 October 1976.

Good condition.

Topic: Coupons (Retail trade)
Grocers
Sweepstakes
Prize contests in advertising

Genre/Form: Print advertising

Box 25, Folder 5

Advertisements, 1976

Box 5, Folder 49

Advertisements, 1977

Box 10, Folder 45

[Advertisements, 1978](#)

Box 10, Folder 45

[Ivory wants to put \[{dollar}.15\] in your pocket and a T-shirt on.. \[Print advertising.\], 1978](#)

1 Item (b&w; 36.5 x 20.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245420

Ivorydata4 1277

0307910082 (Scan No.)

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	<p>Caption: "Ivory wants to put [{dollar}.15] in your pocket and a T-shirt on your back." Newspaper ad with coupon and premium offer for a T-shirt.</p> <p>Good condition.</p> <p>Topic: Cost effectiveness Home economics -- Accounting Premiums (Retail trade)</p> <p>Genre/Form: Print advertising</p>
Box 25, Folder 6	Advertisements, 1978
Box 10, Folder 46	Advertisements, 1979
Box 10, Folder 46	<p>Thanks America. [Print advertising.] Reader's Digest, 1979</p> <p>1 Item (col.; 25.5 x 33 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245421</p> <p>Ivorydata4 1278</p> <p>0307910083 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Thanks America." Ad celebrating 100th birthday of Ivory. Features old Ivory ads.</p> <p>Published July 1979.</p> <p>Good condition.</p> <p>Topic: Anniversaries Birthdays Family</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 10, Folder 46	<p>Let Ivory save you {dollar}1.50 on soda pop. [Print advertising.] Newspapers, 1979</p> <p>1 Item (b&w; 33 x 22 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 245422</p> <p>Ivorydata4 1279</p> <p>0307910084 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "Let Ivory save you {dollar}1.50 on soda pop." Newspaper ad--bar of Ivory on ice among soda bottles.</p> <p>Published 20 May 1979.</p> <p>Good condition.</p> <p>Topic: Premiums (Retail trade)</p>

Genre/Form: Print advertising	
Box 21, Folder 23	Advertisements, 1979
Box 30, Folder 6	Advertisements, 1979
Box 5, Folder 50	Advertisements, 1981
Box 5, Folder 50	<p>New Family Size Ivory. [Print advertising.] Newspapers, 1981 1 Item (b&w; 22 x 16 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244964 Ivorydata4 821 0207910825 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "New Family Size Ivory". Illustration of 2-pack of family size Ivory soap bars. Published Sept. 21, 1981. Good condition.</p> <p>Topic: Family Soap</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 50	<p>Even windblown hair looks pretty on an Ivoryface. [Print advertising.], 1981 1 Item (col.; 25.5 x 18 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244965 Ivorydata4 822 0207910826 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Even windblown hair looks pretty on an Ivoryface". Photograph of smiling woman with hair blowing in wind. Good condition.</p> <p>Topic: Face -- Care and hygiene Women Beauty, Personal</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 5, Folder 50	<p>5 [cents] off to turn on an Ivory Shower*. [Print advertising.], 1981 1 Item (b&w; 30 x 22.5 cm.) Creator: Procter & Gamble Company Language: English.</p>

Notes: 244966
Ivorydata4 823
0207910827 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "25 [cents] off to turn on an Ivory shower*". Photograph of bar of Ivory in soap holder in shower; coupon at bottom.
Published Aug. 23, 1981.
Good condition.

Topic: Coupons (Retail trade)
Baths

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 51

[Advertisements, 1982](#)

Box 5, Folder 51

[Even tears seem pretty on an Ivoryface. \[Print advertising.\], 1982](#)
1 Item (col.; 26.5 x 20 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244967
Ivorydata4 824
0207910828 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Even tears seem pretty on an Ivoryface". Photo of woman with tears running down cheeks.
Good condition.

Topic: Women
Face -- Care and hygiene
Beauty, Personal

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 47

[Advertisements, 1982](#)

Box 10, Folder 47

[A basic American value. \[Print advertising.\] Military family publications, 1982](#)
1 Item (col.; 33.5 x 23.5 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 245423
Ivorydata4 1280
0307910085 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

	<p>Caption: "A basic American value". Old Ivory ad of military camp featured, photo of 1980s military family at lower left.</p> <p>Reprint of ad 0207910441.tif with modern military family pictured at bottom.</p> <p>Good condition.</p> <p>Names: United States. Army</p> <p>Topic: Men Family</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
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Box 21, Folder 24 Advertisements, 1982

Box 5, Folder 52 [Advertisements, 1984](#)

Box 5, Folder 52 [Why more beautiful complexions start here. \[Print advertising.\], 1984](#)
1 Item (col.; 26.5 x 20 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244968

Ivorydata4 825
0207910829 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "Why more beautiful complexions start here".
Photograph of bar of Ivory on blue and black background.
3-hole punch on right.
Good condition.

Topic: Beauty, Personal
Skin -- Care and hygiene
Complexion

Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 48 Advertisements, 1984

Box 5, Folder 53 [Advertisements, 1985](#)

Box 5, Folder 53 [Start Them Off Gently With Ivory. \[Print advertising.\] New Mother, 1985](#)
1 Item (col.; 28 x 19 cm.)
Creator: Procter & Gamble Company
Language: English.
Notes: 244969

Ivorydata4 826
0207910830 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.

	<p>Caption: "Start Them Off Gently With Ivory". Photograph of blonde child looking at bar of Ivory, white background.</p> <p>Published March 1985.</p> <p>Good condition.</p> <p>Topic: Children Mothers</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
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Box 10, Folder 49 Advertisements, 1985 - 1985

Box 5, Folder 54 [Advertisements, 1986](#)

Box 5, Folder 54 [Ivory, the pure, mild soap you trust for your whole family. \[Print advertising.\], 1986](#)
 1 Item (b&w; 28 x 21.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: Ivorydata4 827
 0207910831 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Reproduction of a photograph of bar of Ivory with bubbles around it, plus text.
 Good condition.

Topic: Family
Soap

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 25 [Advertisements, 1986](#)

Box 21, Folder 25 [Ivory In Your Kitchen What Could Be More Natural? \[Print advertising.\] Ladies Home Journal, 1986](#)
 1 Item (col.; 38.5 x 26.5 cm.)
 Creator: Procter & Gamble Company
 Language: English.
 Notes: 245714
 Ivorydata4 1571
 0307910376 (Scan No.)
 Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
 Caption: "Ivory In Your Kitchen What Could Be More Natural?"
 Pump of Ivory next to kitchen sink, woman cutting vegetables.
 Published Oct. 1986.
 Good condition.

Topic: hands -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 55

Advertisements, 1987

Box 5, Folder 55

[New York's favorite clean. \[Print advertising.\] \[Mets '87 Year Book.\], 1987](#)

1 Item (col.; 34.5 x 27 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 25

0207910013 (Scan No.)

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

Illustration: Apple wrapped in Ivory soap wrapper.

Good condition.

Topic: Apples

Soap

Place: New York (N.Y.)

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 55

[The 99 44/100% Pure Solution to Clean Skin. \[Print advertising.\] Whittle Skin Care Boklet, 1987](#)

1 Item (col.; 29.5 x 14.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244971

Ivorydata4 828

0207910832 (Scan No.)

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

Caption: "The 99 44/100% Pure Solution to Clean Skin".
Photograph of bar of Ivory in middle of text.

Good condition.

Topic: Skin -- Care and hygiene

Hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 55

[New Liquid Ivory comes in 4 decorator colors. \[Print advertising.\] TV Guide, 1987](#)

1 Item (col.; 30 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244972

Ivorydata4 829

0207910833 (Scan No.)

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

Caption: "New Liquid Ivory comes in 4 decorator colors." Ivory soap pump with hand holding four color cards in front of it.

Published May 1987.

Good condition.

Topic: Interior decoration
Soap dispensersGenre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 56	Advertisements, 1987
Box 21, Folder 26	Advertisements, 1987 - 1987
Box 30, Folder 7	Advertisements, 1987
Box 10, Folder 51	Advertisements, undated, circa 1980s
Box 10, Folder 51	<p>You're never too old to baby your skin. [Print advertising.], 1992 1 Item (col.; 32 x 19.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245424</p> <p>Ivorydata4 1281 0307910086 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "You're never too old to baby your skin". Smiling woman with hand near eye. Good condition.</p> <p>Topic: Women Skin -- Care and hygiene Feminine beauty (Aesthetics)</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 30, Folder 8	Advertisements, undated, circa 1980s
Box 29, Folder 11	Advertisements, 1990
Box 29, Folder 11	<p>It's hard to match Ivory. [Print advertising.], 1990 1 Item (col.; 30 x 56.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245727</p>

Ivorydata4 1584
0307910389 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Caption: "It's hard to match Ivory." Photo of Ivory soap pumps in different colors.
Scanned in two parts.
Good condition.

Topic: Hair -- Care and hygiene
Soap
Interior decoration

Genre/Form: Print advertising
Photographs -- Reproductions

Box 29, Folder 12

Advertisements, 1991

Box 29, Folder 12

[So mild, hands ask for it by name. \[Print advertising.\] \[General circulation publications.\], 1991](#)

1 Item (col.; 28 x 52.5 cm.)

Advertiser: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1583

0307910388 (Scan No.)

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

Illustration: Hands spelling out IVORY in sign language.

Published Jan. 1991. Scanned in two parts.

Good condition.

Topic: hands -- Care and hygiene

Sign language

Genre/Form: Print advertising

Photographs -- Reproductions

Box 29, Folder 13

Advertisements- Trade, 1992

Box 29, Folder 13

[Ivory Soap Floats! Always Has...Always Will. \[Print advertising.\], 1992](#)

1 Item (b&w; 58 x 38 cm.)

Advertiser: Procter & Gamble Company

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1585

0307910390 (Scan No.)

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Text ad explaining new Ivory.

Scanned in two parts.

Topic: Good condition.
Soap
Skin -- Care and hygiene
New products
Genre/Form: Print advertising

Box 29, Folder 14

Advertisements, circa 1992

Box 21, Folder 26a

[You're never too old to baby your skin. \[Print advertising.\], 1992](#)

1 Item (col.; 41.5 x 28.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245715

Ivorydata4 1572

0307910377 (Scan No.)

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Caption: "You're never too old to baby your skin". Teenaged girl laying in sand.

Good condition.

Topic: Teenagers
Girls
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 21, Folder 26a

[You're never too old to baby your skin. \[Print advertising.\], 1992](#)

1 Item (col.; 43.5 x 27 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245716

Ivorydata4 1573

0307910378 (Scan No.)

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

Caption: "You're never too old to baby your skin". Boy on man's shoulders.

Good condition.

Topic: Men
Skin -- Care and hygiene
Children
Boys

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 56

Advertisements, 1995

Box 5, Folder 56

[Why use deodorant soap on someone who doesn't know he has.. \[Print advertising.\], 1995](#)

1 Item (col.; 28.5 x 22 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244973

Ivorydata4 830

0207910834 (Scan No.)

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

Caption: "Why use deoderant soap on someone who doesn't know he has armpits?" Baby in bathtub being washed by pair of arms.

Good condition.

Topic: Children

Baths

Purity

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 56

[Like you really need a beauty soap that leaves excess gunk.. \[Print advertising.\], 1995](#)

1 Item (col.; 28 x 22 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244974

Ivorydata4 831

0207910835 (Scan No.)

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Caption: "Like you really need a beauty soap that leaves excess gunk on your face." Photo of teenaged girl.

Good condition.

Topic: Teenagers

Face -- Care and hygiene

Skin -- Care and hygiene

Genre/Form: Print advertising

Photographs -- Reproductions

Box 5, Folder 56

[Should a trucker smell like honeysuckle? \[Print advertising.\], 1995](#)

1 Item (col.; 28 x 22 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244975

Ivorydata4 832

0207910836 (Scan No.)

	Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Should a trucker smell like honeysuckle?" Photo of man in baseball cap and denim vest looking ornery. Good condition.
Topic:	Men
Genre/Form:	Print advertising Photographs -- Reproductions

Box 35, Folder 3 Advertisements, 1995

Box 5, Folder 57 [Advertisements, 1997](#)

Box 5, Folder 57 [Healthier skin than with any soap you've ever used. \[Coupon.\], 1997](#)
1 Item (col.; 21.5 x 28 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 833
0207910837 (AC Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Retail coupon, 60 cents value, with reproduction of photograph of a woman and young girl rubbing noses.
Good condition.

Topic: Children in advertising
Coupons (Retail trade)
Women in advertising
Skin -- Care and hygiene

Genre/Form: Photographs -- 1990-2000 -- Color -- Reproductions
Coupons
Print advertising

Box 5, Folder 58 [Advertisements, 1998](#)

Box 5, Folder 58 [99 44/100% pure beautiful. \[Photograph.\] New Woman, 1998](#)
1 Item (col.; 26.5 x 20 cm.)
Advertiser: Procter & Gamble Company
Language: English.
Notes: Ivorydata4 834
0207910838 (Scan No.)
Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.
Tear sheet of advertisement with text and photomechanical reproduction of a color photograph: African American woman kicking feet in water.
Published Feb. 1999.
Good condition.

Topic: African Americans in advertising
Women in advertising
Feminine beauty (Aesthetics)
Play
Purity

Genre/Form: Photographs -- Reproductions
Print advertising

Box 5, Folder 58

[99 44/100% pure beautiful. \[Print advertising.\], 1998](#)

1 Item (col.; 26.5 x 18.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244978

Ivorydata4 835

0207910839 (Scan No.)

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

Caption: "99 44/100% pure beautiful". Woman in purple sleeveless sweater with Ivory frisbee.

Good condition.

Topic: Women
Play
Feminine beauty (Aesthetics)
Purity

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 58

[who's got the softest skin? \[Print advertising.\], 1998](#)

1 Item (b&w; 26.5 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244979

Ivorydata4 836

0207910840 (Scan No.)

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Caption: "who's got the softest skin?" Barefoot woman in white outfit with baby.

Same image used in 0207910841.tif.

Good condition.

Topic: Women
Feminine beauty (Aesthetics)
Children
Skin -- Care and hygiene

Genre/Form: Print advertising
Photographs -- Reproductions

Box 5, Folder 58	<p>who's got the softest skin? [Print advertising.] New Woman, 1998</p> <p>1 Item (b&w; 26.5 x 19.5 cm.)</p> <p>Creator: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: 244980</p> <p>Ivorydata4 837</p> <p>0207910841 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Caption: "who's got the softest skin?" Close-up of woman with baby.</p> <p>Published Jan. 1999. Same image used in 0207910840.tif.</p> <p>Good condition.</p> <p>Topic: Women Children Feminine beauty (Aesthetics) Skin -- Care and hygiene</p> <p>Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 21, Folder 27	Advertisements- Compton, multiple dates
Box 21, Folder 28	Advertisements- Compton, undated
Box 25, Folder 8	Advertisements Hebrew-language, undated
Box 10, Folder 55	Advertisements Italian-language, undated
Box 5, Folder 60	Advertisements- Trade, undated
Box 5, Folder 60	<p>Will the soap supplied to your club members answer these 6 questions? [Print advertising.] Club Management</p> <p>1 Item (b&w; 27 x 19 cm.)</p> <p>Advertiser: Procter & Gamble Company</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 845</p> <p>0207910849 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Text-based ad with small picture of soap at bottom right. Adevertises Miniature Ivory.</p> <p>Brittle; glue stains, losses on right side.</p> <p>Damage on right edge.</p> <p>Topic: Soap Clubs</p>

Genre/Form: Print advertising	
Box 5, Folder 60	<p>Ivory Soap in the beautiful Hotel Mayflower. [Print advertising.] 1 Item (b&w; 24.5 x 19 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244989 Ivorydata4 846 0207910850 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap in the beautiful Hotel Mayflower". Hotel Mayflower pictured, smaller picture of soaps at bottom left. Glue stains on right side. Good condition.</p> <p>Topic: Hotels Place: Washington (D.C.) Genre/Form: Print advertising Photographs -- Reproductions</p>
Box 5, Folder 59	Advertisements, undated
Box 5, Folder 59	<p>Wisdom in Humble Life. [Print advertising.] Century Magazine, The 1 Item (b&w; 24 x 15.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244981 Ivorydata4 838 0207910842 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Wisdom in Humble Life." Illustration of Frogs bathing with Ivory in pond, turtle overseeing their activities. Good condition.</p> <p>Topic: Frogs Baths Turtles Genre/Form: Print advertising</p>
Box 5, Folder 59	<p>Ivory Soap... 99 44/100 Per Cent. Pure. [Print advertising.] The Century Magazine 1 Item (b&w; 24 x 16.5 cm.) Advertiser: Procter & Gamble Company Language: English. Notes: 244982 Ivorydata4 839</p>

	0207910843 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Illustration: Boys playing in creek. Good condition.
Topic:	Boys Children Play Soap
Genre/Form:	Print advertising

Box 5, Folder 59

[Soap Enlightenment. \[Print advertising.\]](#)

1 Item (b&w; 28 x 19.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244983

Ivorydata4 840

0207910844 (Scan No.)

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Caption: "Soap Enlightenment". Statue of Liberty holding bar of Ivory instead of tablet.

Good condition.

Topic: Statue of Liberty National Monument (N.Y. and N.J.)

Baths

Laundry

Purity

Genre/Form: Print advertising

Box 5, Folder 59

[Selling the first Ivory Soap -- June, 1879. \[Print advertising.\] Century Magazine, The](#)

1 Item (b&w; 24 x 16.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 244984

Ivorydata4 841

0207910845 (Scan No.)

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Caption: "Selling the first Ivory Soap -- June, 1879". Illustration of shopkeeper showing woman the new Ivory product.

Good condition.

Topic: Grocers

Shopping

Women

Men

Genre/Form: Print advertising	
Box 5, Folder 59	<p>Ivory Soap [...] It Floats. [Print advertising.] Century Magazine, The 1 Item (b&w; 24 x 15.5 cm.) Creator: Procter & Gamble Company Artist: Hartman, G. Language: English. Notes: 244985</p> <p>Ivorydata4 842 0207910846 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Ivory Soap [...] It Floats." Boys playing in water outdoors with bar of soap. Good condition.</p> <p>Topic: Children Boys Play Swimming</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 59	<p>[Hippity hop to the Grocer's shop..]. [Print advertising.] 1 Item (b&w; 25.5 x 18 cm.) Creator: Procter & Gamble Company Artist: Peck, H.J. Language: English. Notes: 244986</p> <p>Ivorydata4 843 0207910847 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Hippity hop to the Grocer's shop". Woman and young girl on European street; woman carrying basket. Good condition.</p> <p>Topic: Mothers Daughters Shopping</p> <p>Genre/Form: Print advertising</p>
Box 5, Folder 59	<p>Delicate! wash only with Ivory*. [Print advertising.] 1 Item (b&w; 28.5 x 22 cm.) Creator: Procter & Gamble Company Language: English. Notes: 244987</p> <p>Ivorydata4 844 0207910848 (Scan No.)</p>

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Caption: "Delicate! wash only with Ivory*" Baby curled up and sleeping.

Back side of ad not scanned.

Good condition.

Topic: Baths
Children
Skin -- Care and hygiene
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 52-53 Advertisements, undated

Box 25, Folder 7 [Advertisements, undated](#)

Box 25, Folder 7 [Ivory gives the hallways a whole new complexion. \[Print advertising.\]](#)

1 Item (col.; 35.5 x 45 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245615

Ivorydata4 1472

0307910277 (Scan No.)

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Caption: "Ivory gives the hallways a whole new complexion." Three teens (one girl, two boys) in front of white lockers.

Scanned in two parts.

Good condition.

Topic: Teenagers
Complexion
Genre/Form: Print advertising
Photographs -- Reproductions

Box 25, Folder 7 [TIMELESS. \[Print advertising.\]](#)

1 Item (col.; 37.5 x 47.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245616

Ivorydata4 1473

0307910278 (Scan No.)

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Caption: "TIMELESS". Woman (in color) in tub looking at child (in black and white).

Scanned in two parts.

Topic: Good condition.
Baths
Children
Women
Purity
Genre/Form: Print advertising
Photographs -- Reproductions

Box 10, Folder 55	Creeping baby point of purchase display, 1886
Box 6, Folder 1	Scrapbook, 1887-1895
Box 6, Folder 2	Photographs of advertising designs, undated
Box 31, Folder 1	Advertisements, 1918 - 1921
Box 31, Folder 2	Advertisements, 1922 - 1922
Box 31, Folder 3	Advertisements, 1922 - 1922
Box 32, Folder 1	Advertisements, 1923 - 1923

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Series 2: Publications, 1883-1969, undated

Scope and Contents: Consists of publications created for and about Ivory Soap products. Publications about soap sculpture, many published by the National Soap Sculpture Committee, make up the largest number. Publications about personal grooming and uses for Ivory Soap around the home -- for example, plant care and rug cleaning -- are found in this series.

Subseries 2.1: Informational and Promotional Publications about Ivory Soap, 1939-1942, undated

Box 6, Folder 5	I Feel I Must Tell You How Ivory..., 1939
Box 6, Folder 5	Announcing New Improved Ivory Soap, 1941
Box 6, Folder 5	Read What Doctors say about new "Velvet-Suds" Ivory, 1942
Box 6, Folder 5	Some Facts About Ivory Soap, undated
Box 6, Folder 5	Untitled, undated
Box 6, Folder 5	Questions Often Asked, undated
Box 6, Folder 5	Questions Often Asked, undated
Box 30, Folder 9	Newspaper articles, undated
Box 6, Folder 3	History of Ivory Soap, 1954 [75th Anniversary booklet]
Box 6, Folder 4	Booklet for the Laundry Salesman, undated
Box 6, Folder 4	<p>How to make your route more profitable with Ivory Soap. [Pamphlet.] 1 Item (b&w; 28 x 21.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245730 Ivorydata4 1587 0307910392 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "How to make your route more profitable with Ivory Soap". Booklet. Illustration of laundry truck on cover. Good condition.</p> <p>Topic: Sales personnel Laundry Laundry workers</p> <p>Genre/Form: Pamphlets</p>

Subseries 2.2: Personal Grooming, 1896-1968

Box 6, Folder 6	Personal Grooming publications, 1914-1937
Box 6, Folder 6	On the Art of Being Charming by Catherine Carr Lewis, 1929, 1934, 1937
Box 6, Folder 6	The Care of the Normal Skin by William Allen Pusey M.D., 1914
Box 6, Folder 6	The Care of the Hair by John E. Lane M.D., 1924
Box 6, Folder 7	Publication for Brides and New Wives, 1896
Box 6, Folder 7	Elizabeth Harding: Bride Illustrated by Irving K. Wiles, 1896
Box 6, Folder 7	Six Months Later illustrated by Irving K. Wiles, 1896
Box 6, Folder 8	Ivory Handbooks for Mothers, 1906-1923
Box 6, Folder 8	<p>The Baby Book. [Pamphlet.], 1923 1 Item (col.; 18.5 x 16.5 cm.) Donor: Procter & Gamble Company Artist: Wireman, Katharine R. Language: English. Notes: Ivorydata4 1592 0307910397 (Scan No. for cover) How to Bring Up a Baby: A Handbook for Mothers. Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Booklet with cover illustration of mother holding baby next to cheek. Stamped: "THE PROCTER & / GAMBLE LIBRARY". Titled inside cover: "How To Bring Up a Baby: A Handbook for Mothers". Good condition.</p> <p>Names: Scovil, Elisabeth Robinson, 1849- Topic: Mothers Children Genre/Form: Pamphlets</p>
Box 6, Folder 8	<p>How To Bring Up a Baby: A Handbook for Mothers. [Pamphlet.], 1906 1 Item (col.; 19.5 x 15.5 cm.) Donor: Procter & Gamble Company Author: Scovil, Elisabeth Robinson, 1849- Language: English. Notes: Ivorydata4 1593 0307910398 (Scan No. for cover) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p>

	<p>No text on cover. Cover illustration of mother, baby, and older child on cover.</p> <p>Title inside cover: "How To Bring Up a Baby: A Handbook for Mothers." See Scan No. 0207910367.tif for ad featuring booklet.</p> <p>Good condition.</p> <p>Names: Scovil, Elisabeth Robinson, 1849-</p> <p>Topic: Infants Children in advertising Soap Mothers</p> <p>Genre/Form: Pamphlets</p>
Box 6, Folder 8	How To Bring Up a Baby: A Hand Book for Mothers by Elizabeth Robinson Scovil, 1906

Box 6, Folder 8	The Baby Book [How To Bring Up a Baby: A Hand Book for Mothers by Elizabeth Robinson Scovil], 1923
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Subseries 2.3: Publications Relating to Baby Baths, 1938-1968

Box 6, Folder 9

Box 6, Folder 9	Bathing Your Baby the Right Way, 1938
Box 6, Folder 9	<p>Bathing / Your / Baby / the Right Way. [Pamphlet.], 1938</p> <p>1 Item (col.; 22 x 14 cm.)</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 1589</p> <p>0307910394 (Scan No.)</p> <p>Unrestricted research use on site by appointment. Reproduction restrictions due to copyright.</p> <p>Booklet. Blue cover with small illustration of baby done in white ink. From 1938.</p> <p>Good condition.</p> <p>Topic: Soap Infants -- Care Infants Baths</p> <p>Genre/Form: Pamphlets</p>
Box 6, Folder 9	Bathing Your Baby --The Right Way!, 1950
Box 6, Folder 9	<p>Bathing Your Baby / --the right way! [Pamphlet.], 1950</p> <p>1 Item (col.; 23 x 15 cm.)</p> <p>Donor: Procter & Gamble Company</p> <p>Language: English.</p> <p>Notes: Ivorydata4 1590</p>

0307910395 (Scan No.)

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Booklet; blue cover with illustration of baby in tub holding bar of Ivory.

Good condition.

Topic: Infants -- Care
Baths
Infants

Genre/Form: Pamphlets

Box 6, Folder 9 Bathing Baby, 1958

Box 6, Folder 9 [The "How To" Book On Baby Bathing, 1960](#)Box 6, Folder 9 [The "How To" Book On Baby Bathing. \[Pamphlet.\], 1960](#)

1 Item (b&w; 22 x 13.5 cm.)

Creator: Procter & Gamble Company

Language: English.

Notes: 245731

Ivorydata4 1588

0307910393 (Scan No.)

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Caption: "The "How To" Book On Baby Bathing". Booklet. Black & white photo of happy baby in tub with suds. From 1960.

Good condition.

Topic: Children
Baths

Genre/Form: Pamphlets

Box 6, Folder 9 [How To Bathe And Care For Your New Baby, 1968 \[pink cover\]](#)Box 6, Folder 9 [How To Bathe And Care For Your New Baby. \[Pamphlet.\], 1968](#)

1 Item (col.; 22 x 14 cm.)

Donor: Procter & Gamble Company

Language: English.

Notes: Ivorydata4 1591

0307910396 (Scan No.)

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Cover photograph of baby on pink background.

Good condition.

Topic: Infants -- Care
Infants
Baths

Genre/Form: Soap
Pamphlets
Photographs -- Reproductions

Box 6, Folder 9 How To Bathe And Care For Your New Baby, 1968 [yellow cover]

Subseries 2.4: Publications for Children, 1915-1932

Box 6, Folder 10

Box 6, Folder 10 The Muddies of Mussylant: A Purity Play for Tubsters by John Martin, 1923

Box 6, Folder 10 The Story of the Bath: Worked Out as a School Project for Either the Seventh or Eighth Grade. Prepared by Isabel Sewall Hunter, 1925

Box 6, Folder 11 After the Rain: Cleanliness Customs of Children in Many Lands by Grace T. Hallock, illustrated by Lou Rogers and Howard Smith, 1927

Box 6, Folder 10 The Cruise of the Ivory Ship by John Martin, 1915

Box 6, Folder 12 A Tale of Soap and Water: The Historical Progress of Cleanliness, written and illustrated by Grace T. Hallock, 1928

Box 6, Folder 13 The Great East Gate by W.W. Peter M.D., illustrated by Agnes C. Lehman, 1929

Box 6, Folder 14 The Judd Family: A Story of Cleanliness in Three Centuries by Alice Mary Kimball and Mary Alden Hopkins, illustrated by Warren Chappell, 1932

Subseries 2.5: Other Uses for Ivory Soap, 1883-1937, undated

Box 7, Folder 1 What a Cake of Soap Will Do, 1883; undated

Box 7, Folder 2 A Cyclopedia of Ivory Soap, 1916

Box 7, Folder 3 Unusual Uses of Ivory Soap, 1929 and 1937

Box 7, Folder 4 Ivory Soap Recipes

Box 7, Folder 4 Ivory Soap Recipes, 1911

Box 7, Folder 4 Ivory Washing Recipes: For The Home of Today, 1939

Box 7, Folder 5 Household Uses for Ivory Soap, 1929-1931, undated

Box 7, Folder 5 Rug Cleaning With Ivory Soap , 1929

Box 7, Folder 5 Thistledown Treasures: Their Selection and Care, 1929

Box 7, Folder 5	Fine Fabrics: Their Selection and Care, 1931
Box 7, Folder 5	Plant Pests: How to Overcome Them, undated
Box 7, Folder 5	A Suggestion to Lovers of Flowers, undated
Box 7, Folder 5	Extracts From A Few of the Many Manuscripts Received in Response to an Offer of Cash Prizes for the Most Comprehensive and Suggestive Reading Articles on the Practical Uses of Ivory Soap, undated
	Soap Sculpture, 1927-1969, undated
Box 7, Folder 6	Soap Sculpture by Lester Gaba, 1969 [book]

Subseries 2.6: Publications Relating to Soap Sculpture, 1927-1960, undated

Box 7, Folder 7	Carving Small Sculptures in Ivory Soap by Margaret J. Postgate, 1927
Box 7, Folder 7	A Christmas Crib of Ivory Soap and Sealing Wax, 1927
Box 7, Folder 7	A Little Book About Small Sculpture by Ernest Bruce Haswell, 1930
Box 7, Folder 7	The Development and Use of Soap Sculpture, circa 1932
Box 7, Folder 7	Soap Sculpture, 1940
Box 7, Folder 7	Soap Sculpture Illustrated, 1943
Box 7, Folder 7	Soap Sculpture: A Manual, 1944
Box 7, Folder 7	The Mental Ward Becomes A Studio by Ernest Bruce Haswell, 1944
Box 7, Folder 7	Soap Carving: Aid in Rehabilitation by Ernest Bruce Haswell, circa 1946
Box 7, Folder 7	Soap Sculpture: A Manual, 1947
Box 7, Folder 7	Soap Sculpture: A Manual, 1949
Box 7, Folder 7	Soap Carving...In The Classroom by Marion Quin Dix, 1950
Box 7, Folder 7	Soap Carving In The Classroom, 1957-1958
Box 7, Folder 7	Soap Sculpture in the Classroom for Broad Areas of Self-Expression in a Simple Medium, 1959-1960
Box 7, Folder 8	How To Conduct A Soap Sculpture Competition

Box 7, Folder 8	Soap Sculpture
Box 7, Folder 8	Soap Carving
Box 7, Folder 8	Directions for Carving Soap
Box 7, Folder 8	Soap Sculpture
Box 7, Folder 8	About Soap Sculpture
Box 7, Folder 8	Soap Sculpture
Box 7, Folder 8	The Art of Soap Sculpture by Henry Bern
Box 7, Folder 8	Tips on Soap Carving

Subseries 2.7: Activity Publications, 1886-1934

Box 7, Folder 9	Ivory Stamp Club with Captain Tim Healy, 1934
Box 7, Folder 10	Captain Tim's Ivory Stamp Club Album, 1935
Box 7, Folder 10; Box 6, Folder ?	<p>Captain Tim's Ivory Stamp Club Album. [Stamp album.], 1935 1 Item (col.; 25 x 17.5 cm.) Creator: Procter & Gamble Company Language: English. Notes: 245729 Ivorydata4 1586 0307910391 (Scan No.) Unrestricted research use on site by appointment. Reproduction restrictions due to copyright. Caption: "Captain Tim's Ivory Stamp Club Album". Color cover with photo of Captain Tim, a ship, and a map of the world. See 0307910230.tif for ad featuring stamp album. Good condition.</p> <p>Topic: Stamp collecting Genre/Form: Stamp albums.</p>
Box 7, Folder 11	The Ivory Soap Drawing and Painting Book, 1886
Box 7, Folder 12	Block Printing With Ivory Soap. Text and designs by Benjamin Miller, 1927

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