



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Revlon, Incorporated Advertising Collection

NMAH.AC.0939

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2008

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Revlon, Incorporated Advertising Collection
<b>Date:</b>	1936-1986
<b>Identifier:</b>	NMAH.AC.0939
<b>Creator:</b>	Revlon, Inc. (Manufacturer)
<b>Source:</b>	Stevens, Martin (Donor)
<b>Extent:</b>	2 Cubic feet (4 boxes)
<b>Language:</b>	English .
<b>Summary:</b>	Collection consists of print and television advertisements and promotional materials created by Revlon, Incorporated, 1936-1986.
<b>Digital Content:</b>	<a href="#">Image(s): Revlon Advertising Collection</a>

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## Administrative Information

### Immediate Source of Acquisition

The collection was donated by Martin Stevens in 2007.

### Location of Originals

Revlon, Incorporated maintains the original television commercials.

### Related Materials

#### **Materials in the Archives Center**

Warshaw Collection of Business Americana (NMAH.AC.0060)

Albert W. Hampson Commercial Artwork (NMAH.AC.0561)

Cover Girl Advertising Oral History and Documentation Project (NMAH.AC.0374)

NW Ayer Advertising Agency Records (NMAH.AC.0059)

### Processing Information

Collection processed by Kiley Orchard, intern, 2008; supervised by Vanessa Broussard-Simmons, archivist, 2008.

### Preferred Citation

Revlon, Incorporated Advertising Collection, 1936-1986, Archives Center, National Museum of American History. Gift of Martin Stevens.

## Restrictions on Access

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

## Terms Governing Use and Reproduction

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

## Accruals

Additional materials were donated by Martin Stevens in 2008.

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## Historical

Revlon began as a single product company in New York in 1932. The founders of the company American businessmen Charles Haskell Revson (October 11, 1906- August 24, 1975), Joseph Haskell Revson (October 11, 1906-August 24, 1975), and chemist Charles Lachman started the business with a desire to create a mainstream market for nail enamel. With an innovative manufacturing process and the introduction of new colors every year the company was able to build a successful brand and dedicated market. Revlon introduced lipstick in 1940 and continued to expand its product line to include skincare, cosmetics, hair color, fragrances, and beauty tools.

Source: New York Times obituary for Charles Revson, August 25, 1975.

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## Scope and Contents

Collection consists of print and television advertisements and promotional materials created by Revlon, Incorporated for its products dating from 1936 to 1986. Revlon experienced substantial growth using these materials and semi-annual promotions to become one of the leading brands of the cosmetics industry. The materials provide insight into the depiction and importance of beauty throughout the decades. Additionally, the names of models and photographers are identified on the materials. The collection is arranged in two series: Series 1, Revlon Advertisements, 1936-1986; and Series 2, Other Revlon Incorporated Brand Advertisements, 1965-1986.

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## Arrangement

The collection is arranged in two series.

Series 1, Revlon Advertisements, 1936-1986

Series 2, Other Revlon Incorporated Brand Advertisements, 1965-1986

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## Names and Subject Terms

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

Subjects:

Beauty culture  
Broadcast advertising

Cosmetics  
Cosmetics -- advertising  
Television advertising  
Women in advertising

Types of Materials:

Advertisements -- 20th century  
Commercials  
Compact discs  
Tear sheets

Names:

Stevens, Martin

## Container Listing

### Series 1: Revlon Brand Advertisements, 1936-1986, undated

**Scope and Contents:** Consists of both print and television advertisements spanning Revlon's first fifty years as a product brand. The advertisements are primarily for nail polish and lipstick. The series is arranged in four subseries: Subseries 1.1, Index, 1936-1986; Subseries 1.2, Print Advertisements, 1944-1986, undated; Subseries 1.3, Promotional Materials, 1961-1982; and Subseries 1.4, Television Database and Commercials, 1950s-1980s.

#### Subseries 1.1: Index, 1936-1986

**Scope and Contents:** Include three hundred and five print advertisements from the first fifty years of Revlon, Incorporated. The company created a dot system to provide a better understanding of the ways in which the advertisements were used. One red dot next to the advertisement indicates that there is a larger laminated advertisement. Two red dots indicate both laminated advertisements and unmounted proofs. Black dots indicate major promotional pieces. The dates and names of models, photographers, and advertising agencies are printed underneath the advertisements. Dates do not necessarily correspond with the dates on the advertisements themselves. The index also includes other Revlon brands. Materials were maintained in the order created by the company.

Box 1, Folder 1	Print advertisements, 1936-1959
Box 1, Folder 2	Print advertisements, 1960-1969
Box 1, Folder 3	Print advertisements, 1970-1979
Box 1, Folder 4	Print advertisements, 1980-1986
Box 1, Folder 5	Print advertisements, 1960-1986
Box 1, Folder 6	Print advertisements, 1960s-1986
Box 1, Folder 7	Print advertisements, 1970s-1986

#### Subseries 1.2: Print Advertisements, 1944-1986, undated

**Scope and Contents:** Contain larger images of the advertisements that are included in the index. The names of the photographers, models, and advertising agencies are documented on the reverse side of the advertisements. Included in these materials are an advertisement celebrating the fiftieth anniversary of Life magazine and the August 25, 1985 issue of the New York Times Magazine: Fashions of the Times, both featuring Revlon products. Materials are organized first by size and then in chronological order.

Box 2, Folder 1	Advertisements, 1944-1958
Box 8, Folder 1	Advertisements, 1958-1963

Box 8, Folder 2	Advertisements, 1964-1967
Box 2, Folder 2	Advertisements, 1966-1969
Box 8, Folder 3	Advertisements, 1968
Box 8, Folder 4	Advertisements, 1968-1969
Box 9, Folder 1	Advertisements, 1970
Box 2, Folder 3	Advertisements, 1971
Box 9, Folder 2	Advertisements, 1971-1973
Box 3, Folder 1	Advertisements, 1972-1977
Box 9, Folder 3	Advertisements, 1976-1983
Box 3, Folder 2-3	Advertisements, 1978-1979
Box 4, Folder 1	Advertisements, 1980-1983
Box 10, Folder 1	Advertisements, 1980-1986
Box 4, Folder 2	Advertisements, 1982-1986
Box 4, Folder 4	Magazines, 1985
Box 10, Folder 2	Fiftieth Anniversary of Life Magazine, 1986
Box 4, Folder 3	Advertisements, undated

### Subseries 1.3: Promotional Materials, 1961-1982

Scope and Contents: Consists of material created by the Revlon publicity department for almost every new lipstick shade of color. Retailers used these materials for merchandising and display purposes. Materials are contained in four folders arranged in alphabetical order.

Box 5, Folder 1	Cleopatra, 1982
Box 10, Folder 5	Gypsy Gold, 1981
Box 10, Folder 6	Louis XIV Red, 1961
Box 10, Folder 7	<a href="#">Polished Ambers of Revlon, 1977</a>

**Subseries 1.4: Television Database and Commercials, 1950s-1980s, undated**

**Scope and Contents:** Include four compact discs containing three hundred and nineteen television commercials and a database. Disc one provides information for navigating disc two, three, and four. Disc two contains commercials dating from the 1950s-1960s, disc three documents the 1960s-1970s, and disc four are materials dating from the 1970s-1980s. Early commercials were produced live and appeared on The Ed Sullivan Show. Later commercials feature well-known celebrities such as American actor Tom Selleck (January 29, 1945- ); British-born American actress Nicolette Sheridan (November 21, 1963- ); American actress, singer, and former fashion model Kim Bassinger (December 8, 1953- ); and English actress, author, and columnist Joan Collins (May 23, 1933-).

Box 12, Item CD939.1	Database, master copy, undated
Box 12, Item CD939.2	Commercials, master copy, 1950s-1960s
Box 12, Item CD939.3	Commercials, master copy, 1960s-1970s
Box 12, Item CD939.4	Commercials, master copy, 1970s-1980s
Box 12, Item CD939.5	Database, reference copy, undated
Box 12, Item CD939.6	Commercials, reference copy, 1950s-1960s
Box 12, Item CD939.7	Commercials, reference copy, 1960s-1970s
Box 12, Item CD939.8	Commercials, reference copy, 1970s-1980s

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## Series 2: Other Revlon Brand Advertisements, 1965-1986

**Scope and Contents:** Contain advertisements for Revlon brands Balmain, Bill Blass, Borghese, Braggi, Charlie, Jontue, Norell, Replique, and That Man. Ultima II, Revlon's most heavily advertised upscale brand, is prominently featured. The series is arranged in two subseries: Subseries 2.1, Print Advertisements, 1965-1986, undated and Subseries 2.2, Ultima II Brand Promotional Materials Folders, 1979-1985.

### Subseries 2.1: Print Advertisements, 1965-1986, undated

**Scope and Contents:** Consist of larger images of advertisements included in the index. Names of the photographers, models, and advertising agencies are documented on the reverse side of the advertisements. In addition, there are advertisements used for charitable causes. Materials are organized in alphabetical order by the name of the brand.

Box 1, Folder 8	Bill Blass, 1983-1986
Box 10, Folder 3	Braggi, 1970s
Box 1, Folder 9	Braggi, 1970s
Box 6, Folder 1	Charlie, 1976-1983
Box 1, Folder 10	Charlie, 1979-1981
Box 1, Folder 11	Jontue, 1978-1979
Box 10, Folder 4	Ultima II, 1968-1983
Box 6, Folder 2	Ultima II, 1972-1980
Box 6, Folder 3	Ultima II, 1981-1986, undated
Box 7, Folder 1	Other, 1965-1985
Box 1, Folder 12	Other, 1968-1982
Box 7, Folder 2	Miscellaneous, 1976-1985, undated

### Subseries 2.2: Ultima II Brand Promotional Materials, 1979-1985

**Scope and Contents:** Include materials relating to Revlon's Ultima II brand. Ultima II served as a more upscale brand to compete with those created by competitors Max Factor, L'Oréal's Lancome, Hazel Bishop, Helena Rubinstein, and Estée Lauder. Materials are organized in alphabetical order.

Box 11, Folder 1	America the Beautiful, 1980
Box 11, Folder 2	Casino!, 1979

Box 11, Folder 3	Colors of Ireland, 1979
Box 1, Folder 13	Maroc, 1985
Box 11, Folder 4	Navajo Color, 1981
Box 11, Folder 5	Tropics, 1980

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